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**The impact of football fans’ attitudes**

**on their sport market related behaviours**

Doctoral dissertation

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**Poznan 2018**

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**INTRODUCTION**

Statement of the Research Problem

Unlike the conventional business world, the definition of football clubs' success is a relative term and the boundaries between a successful club and an unsuccessful one are unclear in many cases. Most clubs are driven mainly by athletic achievements and not by profit maximization to the shareholder and stakeholder's interests. It is assumed that usually these athletic achievements will drive themselves economic endurance and long term success, which can be further harnessed for the betterment of athletic abilities and future successes (Fløtnes, 2011).

In football, similarly to other markets, one can refer to the fans of the clubs as customers. It is crucial for marketers in football to understand their customers, the fans. Part of that understanding is to know how the fans behave. To achieve that it is essential to study the fans attitude. But, because of the uniqueness of the market, these customers have also special characteristics. However, the constructs of the attitudes are built like in consumer behaviour models, divided in behavioural, affective (emotional) and cognitive (knowledge) and under each one of them there are factors that influence the attitude (Znaniecki and Thomas, 1958).

Based on this, three research questions arise:

* What are the factors that have an impact on football fans attitudes?
* How attitudes affect forms and perception of economic dimensions on three levels:
  + Loyalty in the emotional dimension as the lowest level,
  + Time spending as engagement for the intermediate level, and
  + Money spending on the highest level, the financial level?
* Which type of relation exists between the emotional connection to the club, the level of fanhood and the definition of fanhood by the fan to the attitude towards violence?

Significance of the Study

Because of the unique characteristics of the football market and its customers it is necessary to completely understand the construct of the fans attitudes and factors influencing it, to be able to identify the main clubs clients - the fans (Neale, 1964). The customers, the fans, are driven by different motives than the regular customers in other markets as it will be explained later on in this thesis.

To reach this understanding, thesis will focus on Israeli football fans attitudes. Some key factors that affect the clubs economics will be examined through the understanding of the fans attitude construct. The three factors: audience levels, fan money and time spending, and supporters' loyalty, will be a part of the study, together with demographics information. Another factor that influences fans attitude and clubs economics is violence in Israeli football, and as an important factor it will be measured as well. Violence is present in many parts of society, it is present in the life of the fans in some form and level, as with other factors in society like for example ethnic or religious views, violence probably also as an effect on the economic aspect of fans attitude from that stems the importance of studying this factor.

Most studies about attitude focus on cognitive and affective constructs (Gregory R. Maio and Haddock, 2010). Moreover, those two constructs are good predictors of attitudes like showed in some research (e.g. Chowdhury and Salam, 2017; Perugini, 2005; van Giesen *et al.*, 2015; Trendel and Werle, 2016; Breckler 1984; Breckler & Berman 1991; Breckler & Wiggins 1989, 1991). In addition "*there is abundant evidence that evaluative implications of cognitive, affective, and/or behavioural information are positively correlated*" (Maio & Haddock 2014, 37) so we can assume that the influence of behaviour on attitudes will be similar to that of cognitive and affective. For the aim of the study more emphasis was put on understanding cognitive and affective constructs (less attention is to be given to behavioural one).

Contribution to Science

The contribution of this thesis will be in the consumer behaviour area in the context of marketing. This thesis will focus on the consumer attitudes and the constructs that conform those attitudes.

There are papers claiming that the influence of attitudes on behaviour is weak to non-existent, moreover they state that attitude cannot predict behaviour (Bainbridge Frymier and Nadler, 2017). That being said there are researches that prove the existence of such influence such is the case of Weinstein (1972) or Simonson & Maushak (1995). Studies like the one by Glasman & Albarracín (2006) also prove the existence of attitude’s influence on behaviour. They conducted a quantitative research that showed that the more direct was the experience with the attitude object, the stronger the prediction of behaviour was. But in this research the author studied the intention of behaviour as part of one of the three constructs that are part of the attitude, and because of this reason the influence of the attitude on behaviour was tested but in the opposite direction, the influence of intention to behave on the attitude of the fan.

In a more specific way the author plans to establish the influence of factors on football fans attitudes and the impact of fans attitudes on economic factors that affect directly the club economy. Special focus will be made on four factors: audience levels, fan money and time spending, supporters' loyalty and violence. Audience levels factor affect the income of the club in every match day in two ways: the revenue from ticket sales and TV rights for the match sell to TV network. For the purposes of this research this will be measured as the self-reported attendance through an online survey. Fan money and time spending factor will help to understand the fans tendencies, priorities and spending habits. Like the measurement of audiences, also the measurement of fans spending's will be based on self-reported data and not on economic data from the clubs. Supporters loyalty is similar to the previous two factors but checks the effects of the attitude over longer period of time, in addition it can check consistency when an attitude changes. And violence factor refers to how different type and level of violence affect fans attitudes. With the help of those factors the author propose to set a three levels hierarchy of the behaviour, the first, loyalty in the emotional dimension as the lowest level, the second, time spending habits as engagement for the intermediate level, and third, money spending habits on the highest, financial level. This part of the study represents the innovative part of the research, it uses an especially design regression model and three hypothesis that were formulated that helped to compare the impact of attitudes on every level, H2, H2a and H3.

Understanding the studied connections that conform customers' attitudes is essential for marketers, more in a very complex market like the Israeli football clubs and fans. The results of this research will help to shed some light on a field less covered, and hope to help get a better understanding on the chain of reactions that can create a positive strong fan attitude, and consequently will lead to the desire results by the clubs.

Scope Specification of the Research

The subjective scope of the research is fan attitudes towards their favourite club and team. Two main types of attitudes were addressed; affective (feelings and emotions) and cognitive (belief and knowledge). The third type on behavioural (how a person behaves) was less covered, when examining fans habits and spending's it was approached more as an intention rather than the act itself. This approach taken by the author is based on the idea that attitude in most cases cannot predict behaviour, that being said, there are studies showing that a strong and favourable attitude should predict behaviour better than a weak or negative attitude (Park, Macinnis and Priester, 2006). The idea of this research was to get a better understanding of Israeli football fan attitude, not necessarily how he behaved. The behaviour was approached only as one of the three constructs of the attitude. The sources used for writing this dissertation were literature from the field, including articles, books and researches with relevant data. From these sources the author gathered background about consumer behaviour, the studies of attitudes in general and attitude constructs in particular, also previous literature on the other factors used in this research like attendance to sport events, sports fans habits, loyalty of customers and fans and violence in sport. All this in addition to reviewing previous research in the field for the purpose of designing and executing of the study itself.

The objective scope consists of Israeli football fans of one of the top five Israeli teams that participate in the top league (Ligat Ha-Al), Maccabi Tel-Aviv FC, Maccabi Haifa FC, Beitar Jerusalem FC, Hapoel Tel-Aviv FC and Ironi Kiryat Shmona FC. These 5 teams were chosen as they are the winners of at least one league championship on the last ten years. 1264 participants filled questionnaires and their answers were the base for the research that conform this dissertation. The time frame in which the research was conducted was season 2015-2016. The data was collected using questionnaires that were filled by fans via the internet.

The research was conducted in Israel. One of the most important reasons for conducting the research in Israel was that little research on the subject was done in the country. Because of the expansion of the globalization and the transition of football club ownership to be owned by rich businessmen and entities, lots of teams have changed from representation of the communities to global economic forces (Coakley 1998; Giulianotti & Robertson 2004). This transition makes it more interesting to perform the research in Israel, where all clubs in their origin were one of the ways to unite and represent the different communities in the country and now the majority of clubs are privately owned.

Limitations of the research

The survey was conducted during the last part of the 2015/16 season of the Israeli football league. For that reason developments occurred on the end of the season and the next season (2016/17) could not be included in this thesis. In the 2015/16 season there was another new champion (Hapoel Beer Sheva) that is not a part of this study, in the 2016/17 the same team lead the league and are favourites to become champions again. Also in the 2016/17 Hapoel Tel Aviv due to economic struggles almost had to go into a liquidation process but at the end a group of investors bought the club.

The research and its conclusions are relevant to the country of Israel due to the fact that it was limited to the researcher home country. For that reason and the specific characteristics of the country and population, it is problematic to reach conclusions for other countries based on the results obtained. So, the ideas, results and conclusions are limited to Israel’s territory.

The selection of the five teams that were part of the research was done with two criteria, the first that the team is an Israeli team, the second is that the team won at least one domestic league championship in the last ten years. This limits the conclusions to the fans of more successful teams and ignores the less successful and those from lower leagues.

The sample was a non-random quota sample. In this type of sampling the population was first segmented into mutually exclusive subgroups, for this research fans of a specific team. Then judgment was used to select the subjects or units from each segment based on a specified proportion, in this case the number of fans by team. The technique used was to spread the questionnaires as wide as possible, via internet, and then choosing the acceptable questionnaires until the quota for each team was met. For that reason not all fan were reached in the same way or time.

Fans’ behaviour area is complicated to examine as the best way to research behaviour is with observations of the behaviour itself. But due to the type of research conducted and other data needed for the study this was not possible and the behaviour was researched by self-report answers by the fans.

Presentation of the Research Hypotheses

The first hypothesis tested the origins of the fanhood of a person or the attachment process as described by Funk & James (2006), in their article they research the connection of this process to the emotional reaction of the fan. This new research expand this idea and test the attachment process to not just the affective construct. In other words the emotional factor forming the attitude, but to the attitude of the fan as a whole, including not just the affective construct but also the cognitive and behavioural constructs. In addition, the author's aim was to understand what has more influence on the fan attitude, the origin of the fanhood or the demographic and socioeconomic factors. The hypothesis formulated for this purpose was:

H1 – The triggers to become a football fan affects more the attitude of the fan than demographic and socioeconomic factors.

The results and conclusions from previous researches that study a similar problem to the one presented in this hypothesis, have showed that the development of a fanhood to a sport team have several, essential features (Trail & James 2001; Wann 1995). Funk & James (2006) findings suggest that those features are the ones related to enhancing self-esteem, experiencing found past memories, and following a favourite object, are necessary and sufficient for the development of allegiance. All of those researches claim that there are factors that must be present in the development of an attraction to a sport team. In this thesis, the author expands the idea of the importance of several factors that create the fanhood and compare the way of becoming a fan itself to demographic and socioeconomic factors trying to verify which has more effect on the attitude of a fan.

The fact that at adulthood, connection to a team is influenced by its creation during infancy is presented in several researches e.g. Bartholomew & Horowitz (1991) and Hazan et al. (1987). Others reach conclusions about the motives to be a fan like Gibson (2002) that presented the results showing that such a connection to a team permits the fan a feeling of identity and a sense of belongingness. These conclusions on the importance of motives to become a fan were the base for the author to go forward and test the importance of the way of becoming a fan. Other results presented in another study showed more foundations for this, and show that a fan connects to a team because of the opportunity to escape from everyday life and the success of the team (Belk & Costa 1998; Wann & Branscombe 1995).

The other part in the hypothesis test the importance of demographic and socioeconomic factors on the attitude of the fan. This importance is also shown in the results of Funk & James (2006) which lead to the conclusion that the formation of a connection based on social-structural differences related to gender, culture, or other demographic characteristics is definitely justified. In addition the process of attachment to a team and the fact that it has strong influence on attitude is one of the conclusions of Funk & Pastore (2000), in this thesis the first hypothesis aim to confirm that conclusion.

The analysis and understanding of the habits of spending’s probably is one of the most interesting issues for the marketing departments of a football club. For this reason researchers study the difference in the terms of consumers and fans like in Dixon (2013) book. With the modernization of the markets in general and the football market in particular, social media became an important tool for marketers. This new communication channel permits not only to advertise and increase sales, but also to improve and strengthen the fan connection to the club. There are research like the one of Weaver (2011) or Hird (2010) that study the influence of social media on the fan time spending. Another study researched a more specific aspect of time spending and deal with the increase in time spent by the fan on online gaming (Kelly, Lewis and Mortimer, 2012). This research aim to study the time and money spending habits from a different perspective, it test the connection of that time and money spending factors to the attitude of the fan. For this purpose the following hypothesis was designed:

H2 –There is a connection between the attitude of the fan and his habits of spending time and money on team related things.

When speaking of consumption in the football market, the aim of this study was to extend the ideas and analysis of the factors of spending time and money habits of the fan. This extend will focus on the connection of the factors to the constructs forming the fan attitude. In addition some results aim to confirm the results and conclusions of Dixon (2013). In his article, Dixon claims that spectator football has always involved forms spending, as this is one of the main issues in this study next some of his results and conclusions will be presented. First, the main motivation for becoming a fan relays on parents and peers that drive the individual to be a fan of a team. Moreover, he states that values, dispositions and practices of others are a strong influence on modelling of the individual and lead to the reproduction of previous generation habitus.

From this base, the study by Dixon shows that "*perceived ‘authentic’ experiences of football fandom are becoming more dependent on the consumption of wider consumer experiences, which infiltrate, invade and eventually embody perceptions of match-day authenticity."* (Dixon 2013, 131)This means that the football stadiums have become a place for fans to expect a consumer experience, of additional products beyond the game itself. Thus, these habits of consumption that have become part of the fan experience deal with the feelings of anxiety caused by breaking the routine.

In other research conducted by Greenwell (2001) it is showed that "*customer satisfaction was an important predictor of profitability. Although spending and repeat intentions did not vary according to levels of customer satisfaction, the overall economic impact of the customer did*" (Greenwell 2001, 124). In addition to the consumption of products that a fan spend money on, there is the results that show that time spending habits was significant on the use of the internet. In Dixon study participants address the important role of the internet as a source of information or even as a primary source for social interactions between fans (Dixon, 2013).

When looking at the existing researches concerning the attendance factor, or audience as referred in many articles, one can mainly find that the main issues addressed are types of involvement by the audience (Morley, 1980), levels of demand and how it connects to customer satisfaction and profitability (Borland & MacDonald 2003; Dietschy 2013a; Greenwell 2001), and the effect of globalization of football from the attendance point of view (Giulianotti and Robertson, 2004). In this research the author tested the attendance from a different aspect, the research test the connection of such attendance to the attitude factor. This is due to the purposes of this research that has in the centre the attitude of the fans, and the idea that attendance can have an influence or connection to the attitude. This connection was tested with the following hypothesis:

H2a – More positive attitude towards the team leads to bigger match attendance.

Previous studies approach the research of attendance from several aspects, this was done with various factors. Borland & MacDonald (2003) used the following factors to test their influence on attendance: uncertainty of outcome, contest quality, quality of viewing, ticket price, transport costs, and TV broadcasts. The conclusions reached from the results of that study show that attendance is influenced by the uncertainty of outcome of a match (only between successive seasons or within a season). Secondly, a high contest quality is connected to higher attendance, the data proved that attendance is lower for a match between two teams in a lower division. Thirdly, quality of viewing influence attendance, things like stadiums facilities, weather and the time of the match affect the attendance level. Finally, it is stated that ticket prices influence attendance even though the influence differs between teams, transport costs have a relatively strong effect on attendance, and mixed evidence was found on the effect of TV broadcasts on attendance (Borland and MacDonald, 2003).

Other articles deal with attendance to sport events like the study by Greenwell (2001), which analysed spectators of this minor-league hockey team. The results present three factors that affect customer satisfaction at the stadium. First they show that service experience including the core product, the physical facility, and service personnel are good predictors of customer satisfaction. Secondly, team identification, in other word loyalty, influence the way customers perceived the physical facility and the core product, the results show that with a higher level of loyalty the higher is the opinion on the facilities and product. Another factor tested in this research was demographics. The conclusions from this were that "*older customers were likely to be less critical of the facility and the service personnel, and women were likely to be less critical of the core product*" (Greenwell 2001, 124). Even though the study focuses on customer satisfaction not on attendance directly, if one assume that customer satisfaction affect attendance then indirectly those factors affect attitude.

There are many factors influencing attendance like the ones just presented, but there are more like violence that was proven to influence attendance. This factor was examined by Giulianotti & Robertson (2004) who proved that the raise in violence caused the attendance to decrease. The aim of this is to expand the research on factors that affect attendance with focus on the attitude of the fan and its influence on attendance.

In the previous hypothesis the connection of spending habits and attitude was tested. After that more specific connection is researched. In this case the spending habit factor is tested against the loyalty factor. Loyalty, was approached by researchers from different aspects in the past. Forms of loyalty were researched as a base for understanding the term like the articles by Neal (2000) or Biscaia et al. (2013). Some articles researched the connection between fan loyalty and attitudes (Funk & James 2001; Richardson & Dwyer 2003), and some articles had an approach more connected to marketing, like the article by Brandes et al. (2013) that dealt with market potential using loyalty as one of the factors. Another example is an article that tested the connection of loyalty and satisfaction from a product (Tapp, 2004a). It is clear that there is an important place for the loyalty factor in marketing oriented research, for that reason in this thesis the connection of the fan loyalty to the spending habits was tested with the next hypothesis:

H3 – The higher the level of fan loyalty to the club, more he will spend on team related things.

After that in the previous part a review of the conclusions in research of fans spending habits was presented, in this hypothesis this factor, fan spending habit, was compared to the loyalty factor. In the next part some conclusions of the studies dealing with loyalty will be presented, and an explanation of the difference between loyalty and attitude will be made.

Customer loyalty is a main concern for marketers. The importance of creating a loyalty of a client to a product is most times critical for the success of a specific product or a brand. Neal (2000) presents four types of loyalty in his article. Attitudinal loyalty refers to the instance when the customer is absolutely dedicated to the brand. Performance loyalty is created when the product provides an additional performance value that no other brand provides. Convenience loyalty is created in the situation in which it is convenient for the customer to buy the same brand as before. Last, lack-of choice loyalty is simply as it say when the client does not have a choice (Neal, 2000).

Probably the most relevant type of loyalty in the football market is the attitudinal loyalty in which regardless of the results or performance of the team the fan will remain loyal. In research of Richardson & Dwyer (2003) 70 percent of the study participants always supported the same team and showed a very strong loyalty to their favourite team. Another conclusion was that the minority that do switch teams usually does that as children, and the duration of supporting the same team is 14 years in average. The reasons for this loyalty is explained as a social cost that will result from switching teams as this is social disapproved (Richardson and Dwyer, 2003).

According to Neal (2000) research "*the behavioural definition of loyalty disregards motivation; it simply observes and measures the degree of a customer's repeat purchase of the same brands in a category*." (Neal 2000, 7) This is a common way of measuring loyalty but in the case of loyalty of a fan it may lack some reference to other factors that may influence the fan loyalty as suggested by Tapp (2004b). The complexity of such loyalty is one of the conclusions drawn in his article. According to the results when measuring the loyalty factor is important to include elements like age, occupation, self-concept, attitude to the club/team and behaviour, those elements will help to get a better understanding of the supporter loyalty that is "*closer to concepts like self-image, community belonging, backing the underdog and bragging, than it is to product satisfaction, service delivery*" (Tapp 2004b, 212).

When dealing with attitude and loyalty it is necessary to understand that even that they are similar factors and at times loyalty is consider a part of the attitude, when it is brought to the football market it changes in some ways. In any other market part of the sports market, the customer will seek the product that provide him with the best value according to his preference structure, and most times the rational is what drive the decision what to buy (Neal, 2000). In contrary to that, football fans are, as described before, as a customer with a very strong sense of loyalty to their favourite team that lead to the consumption of products related to the team regardless of the levels of success of the team. That being said, fans spending levels are connected and affected by the level of success of the team, in successful times the consumption of team products rises and in low times in which the team is not performing as the fan expects the consumption decreases but that is no indication that his loyalty decreases (Richardson and Dwyer, 2003). Probably that is the main difference between loyalty and attitude in the football market. In any other market when a customer is disappointed with the product the attitude and loyalty to it will decrease and he will look for alternatives. When a football fan is disappointed with his favourite team, his attitude may change and this will affect his spending habits, but his levels of loyalty will remain steady. That is why in the football market it will be easier for marketers to influence the attitude of the fan than his loyalty. In practice it will be easier to affect and rise the attitude of the fan in favour so he spend more money. It is the main assumption to be proved in this hypothesis.

When talking about Israeli football and Israeli football fans, one of the issues that rise is the existence of violence. That is why the author decided to include the violence as a factor in this research. In literature there are article that study the basis for the violence in sports, if it is the origins of the violence (Sorek, 2007) or the history of violence in sports (Elias 1971; 1976). Other articles took one step forward and their authors studied the forms of violence in sports (Bourdieu, 1980) or Fields et al. 2007). In another paper (Guilbert, 2004) tests not only forms of violence but also levels of violence in different sports. As can be seen this factor has been researched from different angles and more than that, like showed by (Spaaij, 2014) there is not a single factor that influence violence. In fact, many factors were used and tested. In this research the author choose to study the influence on violence using three factors that are present in all this thesis and can share a different and additional point of view on the subject. For this purpose the hypothesis used was:

H4 – Violence experienced or witnessed is influenced by the emotional connection to the club, the level of fanhood and the definition of fanhood by the fan.

The previous four hypotheses used factors that were more commonly used in the research of attitudes in general and sports fan attitude in particular. The author used those factors to get a better understanding on which factors have a connection to football fans attitude, and the economic influence they have on the fan. For fifth hypothesis the author choose a less common factor used in the study of attitudes – the violence factor. This factor was previously researched mainly in sociological studies.

Before dealing with violence specifically on sport, there were articles dealing on the influence of violence in general. Two articles analyse the impact of violence on community and individual health. The first by Morris (2007) review the consequences of violence, in the article eight types of consequences are divided in 4 groups. In the first group there is on one hand mortality that include homicide, suicide and war related violence, and morbidity on the other hand that is a non-fatal violence that includes on the influence of such violence; 1. Stress and psychological impacts, 2. Loss of work, potential and quality of life, 3. Physical injury not requiring medical care, 4. Culturally “acceptable” violent acts. On the second group appears psychological trauma and family disruption, on the third loss of potential and diminished quality of life, and on the fourth social disruption and economic loss.

Another article by Rosenberg and Mercy (1991) address the issue and focuses on assaultive violence that have an impact on the victims themselves, their families and all the society. This type of violence can cause from minor physical injury to devastating consequences on the victim’s life, it can lead to fear, anxiety, and reduction in activities and movements. The implications of violence can lead the victims to become quite isolated, affect their job, home life, and changes in daily routine that affect their freedom and decreased quality of life. Moreover “*Interpersonal violence lowers the quality of life in society as a whole by contributing to days lost from work and by exacting financial expenditures for police and criminal justice intervention, social service intervention, and emergency room and trauma centre services.”* (Rosenberg and Mercy, 1991, 39)

There were papers reflecting in their results how violence in sports is seen and perceived. In most cases a specific type of violence that occurs in sport related context (for example a brawl between fans) is seen as a legit and accepted behaviour, while the same type of violence in a non-sport atmosphere is unacceptable and even criminal (Fields, Collins and Comstock, 2007). Other study examines the difference between different sports regarding violence, the results of that research support the idea that if there is a presence of hard violence, other forms of less hard violence (like verbal violence) are not noted even though they exist in football. In the same article by Guilbert (2004), the author suggests that "*instead of pretending that sports violence is restricted to a well-defined and organized area, competitive sport, another possible approach would consist in analysing the relation with other cultural areas such as education or the army*" (Guilbert 2004, 53) In this thesis author aims to expand this approach to check the relation of attitudes and other factors influencing that attitude, have with violence (Guilbert, 2004).

A more similar approach to this hypothesis regarding the study of factors that influence violence is found in some articles that as part of their conclusions that individual and social environmental factors have an impact on violence. Fields et al. (2007) found the existence of 5 types of factors, individual factors, interpersonal factors, institutional factors, community factors and social structure/policy factors. Spaaij (2014) supports Fields et al. (2007) on the idea that these five types of factors influence violence, and he expands this in the results and conclusions claiming that those factors should be analysed together as no factor on its own can explain fan violence. Another conclusion was that the weight of each of this factors has on violence depends on the type of violence itself (Spaaij, 2014). If this factors are the ones need addressing, that means those factors have a direct connection to violence. In this hypothesis the idea is to confirm that assumption for three specific factors such as the emotional connection to the club, the level of fanhood and the definition of fanhood by the fan.

Following this introduction in which the research was presented through the statement of the research problem, significance of the study, contribution to science, scope specification of the research, limitations of the research and presentation of the research hypotheses. The dissertation was formed of four chapters in addition to appendices and references parts at the end. The four chapters containing the main parts of this thesis will present the literature review for the football fans behaviour in the first chapter, including the introduction to the consumer behaviour science, the stages of consumer purchase process, review of the attitudes concept in science, description of football fans attitudes, the football supporter loyalty factor, the violence factor in football and measurability of fans’ attitude constructs. The second chapter presents the football market through the basics of football economics, the factors used in the research including the influencers on audience levels' factor and the sport fan money and time spending's factor, and a background of the Israeli league and the selected clubs. The results and conclusions of the research will be presented in chapter three, in which in the first part a description of the population and sample, presentation of the measurement method and used procedures review will be explained. In the second part of the chapter the results and conclusions for each of the five hypothesis will be exposed. The discussion will be done in the fourth chapter including summarizing points and suggestions for future studies.

**Chapter 1**

**FOOTBALL FANS' BEHAVIOUR**

The presented study explores the constructs that conform football fan attitudes, and the relationships between those attitudes to audience levels, sport fan money and time spending habits, supporter loyalty and violence. The purpose of this chapter is to present a review of literature that is related to the background of football fans attitudes. This chapter begins with a review of previous studies that analyse and explain consumer behaviour, it starts presenting different approaches in research of consumer behaviour, explaining the process that the consumer goes through when buying a product or service. Next, a literature review is presented concerning attitudes in general and football fans attitudes constructs in particular.

Consumer Purchase Process

The Introduction to the Consumer Behaviour Science

Consumer behaviour is an area under marketing. It is crucial for marketers to understand their clients and their behaviour in order to know how they can advertise, promote and sell a product efficiently. To understand football fans attitudes construct it is necessary to first see the fan as a consumer. Therefore in this subchapter approaches to consumer behaviour are reviewed, including approaches in consumer behaviour research and in research of consumer motivation. Then the process that the consumer goes through during a purchase is presented, including consumer information search, formation of attitudes and evaluation of alternatives, consumer persuasion, buying decision, post purchase reactions and consumer culture. But first a review of how the literature defines consumer behaviour is presented.

Many times in the literature there is a distinction between the definition of the term consumers and customers. "*The term “customer” it typically used to refer to someone who regularly purchases from a particular store or company. The term “consumer” more generally refers to anyone engaging in any of the activities used in our definition of consumer behaviour. Therefore, a customer is defined in terms of a specific firm while a consumer is not*" (Bello 2008, 2). In other words "*consumers use products while customers buy them. A consumer may also be a customer and a customer can also be a consumer, but situations occur where this is not the case*" (Joseph 2015, 1). For the purpose of this paper, no clear distinction will be made and both terms will be used interchangeably, both referring to the clients—more specifically to the fans of a football club.

Consumer behaviour includes mental activity, emotional and physical factors, and the motives that drive people during the selection, purchase, usage, and disposal of products and services that satisfy their needs and desires (Burridge and Connell, 1983). With this understanding of consumer behaviour, the marketer can begin designing a product strategy. Three main steps should be taken: market segmentation, product positioning, and marketing mix. To successfully conduct these steps, it is necessary to completely understand the various elements of consumer behaviour.

In scientific literature one can distinguish different approaches to consumer behaviour, from which the most important are the economic approach, the black box theory or the stimulus-response approach, the psychoanalytic theory of personality, the sociological approach and the humanistic approach. The economists were the first to develop comprehensive models to describe consumer behaviour. Behaviour study from an economic view is aimed at two main objectives. Micro perspective is the analysis and description of the considerations and decisions by which the various units operate in satisfying private and social needs. Macro perspective is an investigation of trends and economic activity as a whole (Bray, 2008). In the Black box theory or Stimulus-response approach, consumer behaviour is a set of responses to physical stimuli. This model connects a direct link between a firm controlled stimuli and responses requested from the consumer. The goal is to find empirical relationships between different types of marketing and environmental stimuli and consumer reactions. The model set that different marketing stimuli are processed in the customer black box (his mind) and at the end a response is generated (Jeddi *et al.*, 2013). On the other hand, psychoanalytic theory of personality by Freud claims that human behaviour is governed in part by impulses and desires that unit is not aware of. The difficulty with this method is that the findings are ambiguous and can be interpreted differently by the investigator (Kassarjian, 1971). Scientists using the sociological approach, examine the social context of human behaviour, the impact of factors such as socialization, social communication, social stratification, norms and values on behaviour and patterns of the individual consumer (Zielinski and Robertson, 1982). Humanistic approach deals with the idea that never mind how much the individual expands his knowledge in various fields, he will never have a fully understanding of the human as a subject, as a single whole that gives meaning of his world (Bray, 2008).

There are some different approaches in consumer behaviour research. The research method used for studying consumer behaviour will depend on the knowledge and understandings the researcher is looking for. Basically there are two approaches the positivist approach and the interpretive approach. The positivist approach is based on a positive research that deals with a phenomenon that can be observed. Its purpose is to gather data and formulate general rules that will allow to explain the connection between these phenomena and to predict the occurrence of it. Two key features characterizing this approach are: objectivity, which is when there is no dependence between the investigation process and its conclusions and accidental circumstances. And empirical, in this case the study should be based on data obtained experimental or observational (Marsden and Littler, 1999). On the other hand, the interpretive approach seeks to understand human behaviour from the inherent meaning. The clearest characterization of a person is striving to give meaning to his life and his relationship with the environment. The purpose of this study is to understand the relationship between a phenomena inside by exposing their common meaning (Holbrook and O’Shaughnessy, 1988).

Beside the approaches in consumer behaviour research there are approaches in research of consumer motivation. In the literature it is possible to detect two main approaches for the research of consumer motivation, the psychoanalytic approach and the humanistic approach. The psychoanalytic approach by Freud claims that the man is not a rational creature, and is driven by impulses. Human personality consists of three main systems: stock innate needs (id), sex-life urges (libido) and death urge. When tension escalates, probably due to stimulation, the human seeks to unload the tension to return to a calm and cosy state - this is the pleasure principle. Ego is characterized by a conscious and rational thought processes. Its efficiency is tested using the principle of reality. His main task is to mediate between the id to the super ego. The super ego is the human conscience, it represents the social and moral norms embedded in the psyche in the education process. In situations of conflict the self operates four defence mechanisms: (1) denial, removal to the unconscious; (2) displacement, redirecting their aggression and sex drive from an object that is not achieved to an alternative one; (3) projection, denial of undesirable characteristics of the person and attribution of those to others; (4) refinement, referring anti-social urges towards a helpful way (Kassarjian, 1971). In contrary to the first approach, the humanistic approach by Maslow (1963) claims that the man endowed by nature not only basic living needs, but also by larger needs and that is what set him apart from animals. Maslow adopts a holistic approach that sees the individual as a whole of needs emerging from other needs. Maslow's hierarchy of needs organizes the needs along a development scale. In order to fulfil a certain need one must first fulfil all the steps before it on the scale (physiological needs, need for security, the need to belong, the need for appreciation and the need for self-fulfilment). In the field of consumer behaviour the main application of the model is market segmentation and product positioning. The model instructs the marketer to approach customers with most common level of needs.

After understanding the different approaches concerning research of consumer behaviour, to better understand what affects him, the process that a consumer goes through in a purchase will be reviewed next.

The Stages of Consumer Purchase Process

When a consumer is conducting a purchase he goes through a process including 5 stages. Information search about the product, formation of attitudes and evaluation of alternatives, consumer persuasion, buying decision and post purchase reactions. Depending on the importance and signification of the purchase to the consumer the length (time) of each stage can be shorter or longer. Finally consumer culture is addressed as it is an important factor that affects the purchase process.

The first step a consumer goes through in the beginning of a purchase is information search, it begins with internal search, meaning scanning the internal memory with the purpose of extracting information that may help solve the problem of the consumer. It is customary to distinguish between knowledge about what and knowledge about how. Knowledge is displayed in memory through familiarity, emotions, feelings and skills. Then External search is implemented, all the time the consumer is searching for information there is the influencing of different types of risk perception.

There are some ways to create information, creative memory and schemes are two of them. In Creative memory the main assumption is that our memory generates information not only absorbs it, and this is done through inferences, logical or pragmatic. Logical inference is derived necessarily from the content of the message or included in the basic message like the explicit propositions in it. On the other hand, pragmatic inference is all inference that is not logical. These are subjective association relations like emotional biases and prejudices, they may be true but they are not necessarily derived from the message contents. Another way to create information are schemes. The existence of schemes in memories allows to filter and process information efficiently. Sometimes the schemes are not suitable for a product and then the mind will associate it with features that do not belong to it (the product). External search comes in addition to internal search and it is an effort aimed at collecting environmental information for the purpose of a pending buying, the search is expressed in the search quantity (number of sources of information), the direction of the search (search content - stores, brands) and searched order (from brand to store or from store to brand).

Another element influencing information search is risk perception. Buying risk as perceived by consumers, is not necessarily real risk. There are seven different types of risks economic, safety, time, social, psychological, loose of opportunities and system risks. Economic risk refers to the possibility that the product price will be higher than its actual value. Safety risk refers to the possibility that the product will cause physical damage. Time risk refers to the possibility that the product will take up valuable time. Social risk refers to the possibility that the product will cause embarrassment. Psychological risk refers to the possibility that the results of the decision will harm the self-image. Loose of opportunities refers to the possibility that the purchase of one product will cause missing the chance to buy another product. And system risk refers to the possibility that one purchase decision will complicate the consumer in further purchases (Murray, 1991).

After this first step the consumer goes through a process of formation of attitudes and evaluation of alternatives. In this process of buying the consumer passes through two stages as part of his behaviour. The formation of attitudes that consist of the Behaviourist approach to learning including Classical Conditioning or Stimulus-response model, Operant conditioning, Social learning and Cognitive learning, and the stage of Evaluation of alternatives.

Behaviourist approach to learning has some different forms. Classical Conditioning or Stimulus-response model, show that the behaviour can be explained by using reflexes operated by external stimuli (Gorn, 1982). Operant conditioning is a learning theory that analyses the behaviour in terms of cause and effect. The organism adaptation to its environment is done through repetition of behaviour that leads to positive results and avoiding behaviour which leads to negative results. Attitude formation is a process of trial and error and can be affected by different types of reinforcements, positive, negative, strengthening the product and constant reinforcement (Skinner, 1938). Positive reinforcement is when a reaction is triggered by a stimulus, and the likelihood of recurrence of this reaction increases under similar conditions. Negative reinforcement occurs when following the cancellation of stimulation caused by the operator, reaction increases the probability of a relapse reaction. Strengthening the product means strengthening regarding the characteristics of the product itself, strengthening the promotion, which is an external reinforcement to the product. Last, constant reinforcement is a part of every transaction, strengthening alternately according to a fixed or random plan.

Different from the behaviourist approach, the social learning theory is a form of mediated learning in which the human being is consider a social creature that absorbs his rich heritage, cultural surroundings and the different behaviour patterns. The individual acquires them primarily in the process of socialization and the main means to that are watching and imitating. Mediated learning in marketing is used to develop new behaviours that are not included in the existing consumer repertoire (Bandura, 1971). On the other hand, cognitive learning emphasizes the mental processes that explain the link between stimulation and reaction (Tennyson and Rasch, 1988).

In the stage where the consumer evaluates alternatives five main approaches can be found, the expectation value model, shared estimate, comparison of alternatives that are not comparable, competition model and selected evaluation criteria. According to the expectation value model, the overall attitude toward a given object is based on the assessment of its properties, more specifically it focuses on the relationship between the overall attitude towards the product and the beliefs about its properties and the assessments of these attributes. The belief indicates the extent to which the consumer is convinced that a product has a given feature, and the assessment is measured on a one-dimensional scale between good and bad (Atkinson, 1957). Shared estimate is a method that comes out of an overall assessment about the alternatives, so that it breaks down each alternative into its constituent and sets the benefits of each element (Kardes, Cronley and Cline, 2010). When the alternatives are not comparable, the consumer uses this method of comparison of alternatives. Alternatives are not comparable when the alternatives are judged according to different criteria. To solve this it is needed to go up a level of features from a concrete level to a more general and abstract level. A concrete attribute is used for comparison between different brands of the same product, and a general attribute is an abstract feature based on common denominators (Bettman and Sujan, 1987). The competition model by Kotler et al. (1989) warns firms about the ongoing competition with brands of the same category and the lack of utilization of the entire market expansion opportunities. The real challenge of the firm is to expand the initial demand for the product itself by changing the order of preference of the consumer. When the consumer wants to evaluate a product he selects the criteria in which to perform the evaluation. In this process two standards are checked the internal and the external (Lantos, 2015). The internal standards refer to the characteristics that define the product and changing those means changing the nature of the product. That is why internal standards are unique to the product. And the external standards are not part of the definition of the product, they are general and can be included on each product, and they play a central role in all selection as well. The price, the brand, the country of production and the name of the store are all examples of external standards.

There are some factors that affect the attitude-behaviour relationship, and influence the transition from an attitude to a behaviour of a consumer, level of involvement, situational constraints and coherent attitude (Montazeri *et al.*, 2013). Level of involvement is when the level of engagement is high and the customer seeks for a more based attitude that will guide his actions. Situational constraints means that sometimes purchase circumstances require behaviour that is contradictory with the attitude (for example social pressure). And coherent attitude is when the more solid the attitude is it will predict behaviour better.

Another model dealing with behaviour prediction is the prudent action model, in this model the prediction of the behaviour is done through several factors, behavioural beliefs, subjective norms and intention to behave. Behavioural beliefs are assessment of the expected results of the behaviour. Subjective norms represent the individual feeling about the social pressure on him to perform or not perform the behaviour. And intention to behave is an intention containing an element of motivation, the intention reflects the willingness to take the behaviour into practice and is determined by the attitude of the consumer and the subjective norm. This model offers us a variety of ways to change the behaviour in situations where the consumer attributes importance to the purchase and its consequences, this can be by a manufacturer actions, actions on the competitors or actions on the consumer (Ajzen and Fishbein, 1980).

In this next phase after the consumer has done his search, formed his attitudes and evaluated the alternatives he enters the step of consumer persuasion done by the seller. Persuasion processes deal with the processes that the customer goes through from the moment he is exposed to a commercial message. Pleasing, identification and internalization are the three processes that are essentially different from each other, but many times it is difficult to distinguish between them because they may work together. These are the three as was presented by (Perloff, 2003). Pleasing is a process in which the individual agrees to accept the recommendations or demands of the influence agent hoping to achieve a desired response. The agent's power stems from his ability to give positive rewards or punishments for a desire action. Identification on the other hand, is a process in which the individual adopts the attitudes and behaviours of an influence agent from a desire to be like him. In this case the agent's power stems from the attraction he provokes. This identification helps a person to define his identity and to achieve a sense of belonging to a social group that he desire. Finally there is the internalization process that is different from the two previous ones, it does not have the involvement of an influence agent and is based on the human desire to be right. The individual adopts the position because it fits his perception of reality or looks right according to his values system.

After understanding the persuasion process the next thing to be aware off is the message source. This source can be a personality (a celebrity), a firm, a store, and even a fictional spokesman. The identity of the marketing source is not always clear, sometimes it's the advertiser, a publicist, or a subject. Also the source is not revealed to us in the person itself but in the form of the personal vested in him by the virtue of his position. Some types of sources are the expert, the celebrities, the typical consumer, and the one with charm (Wilson and Sherrell, 1993). The expert is known to have a broad education, with extensive experience, or to have special talent, that is why he provokes a feeling of trust mainly in subjects related to his areas of expertise. The celebrities’ reputation is generated by the position they occupy in public life and society. The power of the celebrities is to attract attention and the consumer would like to identify with them. The typical consumer is “one of us”, his powers of persuasion lies precisely in the recognition of his similarity and sense of closeness that he provokes on the customer. And last, the one with charm like beautiful people have influential power. Our belief is that the beautiful are right. For example the subject of sexual temptation, when physical charm that is directly related to the product can play an important role in convincing, but when it is not connected with its usage small or even negative effect can be generated.

The selection and use of one source or another to transmit the message depend on the marketing purposes. These can be (Wilson and Sherrell, 1993): arousal, attention to content, understanding the message, feelings of sympathy, remembering or purchase intent. Arousal purpose by the marketer is to expose the public to the message, usually it is done by using a celebrity figure. Attention to content can be achieved by a high reliability source since people tend to increase attention to a recognized authority. Understanding the message can be achieved by using a specialist since the goal is to teach the public about the product and what it is. Feelings of sympathy can be generated by a typical consumer or a celebrity capable of inspiring solidarity. Remembering is achieved by an attractive source that generates interest in the advertisement but not distract like a personal charmer. And purchase intent means speeding up the process of buying and creating immediate intentions, this can be achieved using a source with power with the ability to reward or punish.

The selection of the message source and purpose influences the way the marketer delivers the message to the consumer to convince him of what the marketer is trying to persuade. The three ways are appealing to the mind, appealing to the emotion or depending on the receiver’s characteristics. Appealing to the mind is used when the message itself is not convincing by its own power, but from the arguments and thoughts it raises in the receiver of the message. Methods of appealing to the mind are one-sided message, two-sided message and comparative message (Yoon *et al.*, 2005). One-sided message shows only the benefits of the product, this is used when there is a positive attitude towards the product. Two-sided message presents the advantages and the disadvantages of the product, doing so the marketer enhances the credibility of the source that is perceived as objective and honest. And comparative message makes a comparison between the advertiser's brand and competing brands in several selected characteristics usually highlighting the first advantage. The comparative message is more interesting than the regular message, but it is less reliable and raises more arguments against.

In a different way appealing to the emotion has the advantages of presentation of experiential aesthetic benefit and creating an emotional response to the advertisement that leads to an emotional attitude transported from the advertising to the brand, and the consumer perceives these emotion as one of the brand features. Usually the positive emotions the advertiser is seeking to generate are: love, excitement, humour, sex and hope. Some negative emotions are also used in social marketing being guilt appeal the main one alongside of fear (Lukic, 2009). Last we can see that the receiver characteristics have an important impact on the design and planning of the advertisement and message, two of these characteristics are ability and character tendency. Ability is the result of a combination of experience, knowledge and so on. The ability affects the type of preferred information. For example the expert will prefer an informative message and the layman would prefer general estimates. They also differ in their degree of reliance on the source. The character tendency refers to self-direction people that redirect their behaviour according to external circumstances. In order to keep the appearances they change their behaviour depending on social circumstances. In contrast, low self-direction persons are guided by internal factors such as values, attitudes and emotions (Larson, 2009).

In this step the buying decision is performed, the way this is done is that the consumer has a system of alternatives to reach a decision of buying. The buy itself is a task of choosing and not of rating that is why on the moment of buying one must choose only one alternative. From this one can understand that buying involves waiving other options and is also determined by sudden situational factors. Three main methods the marketers use to influence the consumer are incentives, price perception and prospect. Incentives to the consumer are a series of means which role is to speed up and/or increase purchases of a product, service or store visit. Those incentives can be in the form of sales, discount coupons, refunds, gifts, prizes, samples, trial periods, loyalty rewards or old for new trades (Tanner and Raymond, 2012). Price perception assumption is a situation when the consumer consolidates his perception system of the price, while the reference price or level of matching are used for assessing market prices. For example when the price offered is higher than the reference the consumer will avoid the acquisition and vice versa (Lichtenstein, Ridgway and Netemeyer, 1993). And Prospect method claims that selection behaviour is influenced by the selection frame, evaluation of the viability of the transaction and the willingness of a person to carry it out, vary according to the method of presentation of the result as a profit or a loss (Buisson, 2013).

After the buy the consumer goes through a stage where he reacts to the purchase, this is called post purchase reactions. Some of the reactions that can be expected from the customer after he consolidates the buy can be purchase dissonance, product usage, expectation proved false, fairness, complaints and loyalty. Purchase dissonance is a situation experienced by the consumer immediately after purchase, particularly when the decision involves investments and risks. In this situation the consumer is tormented by doubt generated by cognitive dissonance. This theory belongs to the consistency theory which assumes that man seeks correlation between his conscious system components. When the balance is disturbed the person feels a psychological discomfort and tries to reduce the dissonance and avoid information and situations that can increase it. This can be done through rationalization in ways that convince that the person reached a justified decision (Mohammed, 2007). Another reaction is related to the product usage after the purchase, it refers to the frequency, amount of consumption and consumption opportunities. In frequency of consumption the aim of the manufacturer is to make sure continuous and trouble-free activity, and increase the frequency of consumption. On the other hand amount of consumption can be controlled and manipulated by the reseller through incentives, implanting new habits and preventing overuse of the product. And the producer can assist in finding new opportunities for using the product that will lead to increase in the consumption (Oliver and Bearden, 1985). The consumer has some expectations from the product and sometimes the expectations are proven false. This situation describes the satisfaction as a result of comparison conducted by the consumer between what he expected from the buy and what he actually derived from it. The expectation content can be norms, aspirations and assumptions, the consumer arrives to the buy with certain expectations about the level of performance of the product and those serve him as comparison level, or as internal benchmark for evaluating the performance (Westbrook and Reilly, 1983). The reaction of fairness refers to purchasing as a trade which at least two sides participates, the buyer and the seller. In this model the consumer satisfaction is affected not only by internal refutation process, but also by the interaction between trade partners. The theory is that people compare the ratio of output and input on their side to the output and input of the transaction partner, if their perception of the ratio tends against them, they feel exploited and their satisfaction decline (Daskalopoulou, 2008). Consumer complaints is another reaction that can be manifested in two ways of action, in a private action through abandonment of the product or brand, confiscating the seller, or even in a more drastic way in the form of accusation or defamation of the product in the firm surroundings or testimonies against the company and warnings about the seller. The other way is in an institutional level, this can be done by contacting the company in an attempt to return the product, replace it or get compensation, filing a complaint with the manufacturer or the store, filing a complaint with different consumer groups and even filing a lawsuit (Gilly and Gelb, 1982). And last, consumer loyalty is another type of reaction. For loyalty to be formed, two conditions must be fulfilled together - high involvement and buyback (Olsen, 2007).

Until now the author has analysed the internal process a consumer passes when performing a purchase and what affects him. But to complete the image it is necessary to address consumer culture that can be considered an external factor affecting the consumer. Consumer culture draws its values and symbols from the general culture. In the process of emergence of consumer culture, the role of advertising is to bring together between values and symbols to the products and to create a connection of benefits and symbolic meanings to the product. The product is the focus of consumer implications. When speaking of culture two main aspects are taken in consideration, the culture itself and the values. Culture is a human creation, a system of symbols shared by all members of society, and it determines the values and norms of proper behaviour. Each society has its own culture and it solves the fundamental questions of human existence. Culture does not come to man by birth, it is learnt in the process of socialization. Acculturation is the acquisition of a society culture in which the individual was born and raised, and re-acculturation is acquisition of a new culture (Yakup, Mucahit and Reyhan, 2011). On the other hand, values are defined as a general belief that directs its behaviour in different situations and for different objects. The values are used as a benchmark for judging, preference and selection, understanding the consumer values is important for understanding the product market, since the values are ones that direct the consumer to which goals to aspire and the methods of action ought to be taken accordingly (Richins and Dawson, 1992).

The review of the literature concerning consumer purchase process sets the theoretical base for understanding customer behaviour. The author propose in his research an alternative way of behaviour analysis, in which the hierarchy of behaviour will be divided in three levels, at the lowest is the emotional dimension level represented by the loyalty factor, at the intermediate level is engagement reflected by time spending habits, and at the highest the financial level shoed through the money spending habit factor.

Measurability of Fans’ Attitude Constructs

In this subchapter, a review of methods used in previous studies for measuring the three constructs of attitude is presented. In addition after the review of attitude as a general concept, and the emotional, cognitive and behavioural constructs, a review of the methodology used for measuring the violence factor is presented. Before reviewing the constructs that form the attitude, is necessary to understand that some researchers study sports fans attitude and measure that attitude as a whole, and do not separate it to constructs. This approach is seen in the literature from different angles, next three researches are presented.

When LaPiere (1934) performed one of the first studies concerning attitudes, he measured the attitude towards Chinese immigrants with one question survey that was the second part of the research, after that in the first part he performed an observation study. As this is one of the first researches dealing with attitudes, this is a primary research that used a basic method that was probably easy to implement on one hand but with limitations on the other (e.g. the fact that it studies a very specific form of attitude concerning the acceptance on a specific immigrants in a specific society). The research deal with a specific population, Chinese immigrants. This is similar to the choice made for this thesis in which a specific population was chosen in the form of Israeli football fans.

Sumida et al. (2014) present a study of sports fans’ attitudes for which the basis of measurement was the team loyalty factor. The data consisted of 2,068 questionnaires filled out by fans of five teams from a Japanese professional soccer league. The survey was conducted before the start of a match, with a fan intercept technique. The questionnaire asked about loyalty, attitudes, and intention to re-attend. Team loyalty was checked with 3 items on a 7-point Likert scale: “I am a loyal fan of this team”, “I want to tell others that I am a fan of this team”, “I always support this team, regardless of wins and losses”. Attitudes towards spectating behaviour was measured on a 4 semantic differential scales (boring-exciting, dull-thrilling, uninteresting-interesting, and pleasant-unpleasant), on a 7-point Likert scale with only one item: “To me, coming to this stadium and watching a game is […]”. And finally intention to re-attend was checked on a 7-point Likert scale with one item: “Do you want to watch another game of this team at this stadium?”. In total the instrument consist of 8 items. The downside of this research is that the attitude of the fan was measured by a single factor, in this case loyalty. From a wider perspective one can claim that using just one factor is not enough to fully represent the attitude as there are other factors that influence it. On the positive side, it is clear that the loyalty factor was thoroughly covered from different angles, and the sample is large. These two positive points were taken into consideration while designing the research for this thesis, as well as the idea of measure attitude fan with several factors. From this article one can see a more specific approach than the research by LaPiere. The research of the attitudes was done with the help of a specific factor, in this case loyalty, instead of a more general approach referring the attitude as the factor. In addition the number of items was larger than in the previous study but still smaller than in the next study presented. From this article the author has taken the idea of using loyalty as one of the factors that where part of the attitude measurement for this thesis.

Following the previous two articles that researched attitudes in a wide form, a more extensive measurement was done by Greenwell (2001) for a paper dealing with levels of demand for sport. The attitude in this case was based on attendance and audience factors. The researchers randomly collected 218 usable questionnaires in two different professional minor league hockey games, with a self-report method. They checked for five factors: perceptions of the core product, service personnel, customer satisfaction, team identification, and physical facility. Perceptions of the core product were measured with 7 items: team’s overall quality, won/loss record, place in the standings, team history, number of star players on the team, quality of the opposing team and number of star players on the opposing team. Service personnel was measured with 4 items in a scale measuring staff quality (adapted to ticket sellers, concessionaires, merchandisers, ushers, and customer representatives). Customer satisfaction used 3 items. Team identification was measured with 4 items regarding cognitive elements of team identification. And physical facility was measured with 26 item like stadium access, facility aesthetics, scoreboard quality, seating comfort, and layout accessibility. All was measured on a 7-point Likert scale, and in total 44 items where used. Two important aspects of Greenwell’s research methods were implemented in the current study even though Greenwell’s study covered a relatively small sample. The first one is the self-report method and the second is the randomness of the participants, as these aspects are widely used in attitude research. In addition this article studies attitudes as the previous two presented, but with a different measurement base. This one uses a wider variety of factors and a larger number of items. The number of items used in author’s research was a balanced choice between them, so the participants filled all the questionnaire and the data collected was reliable.

Table 1.1. Comparison of the methodologies used in attitude research.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Author (year)** | **Topic** | **Construct** | **Method** | **Questionnaire type** | **Factors** | **Number of items** |
| (LaPiere, 1934) | Attitudes toward Chinese immigrants | Attitude | Qualitative | Observation  questionnaire | Acceptance | 1 |
| Sumida et al. (2014) | Team loyalty and attitude towards spectating behaviour | Attitude | Quantitative | Questionnaire | Loyalty  Attitudes towards spectating behaviour  Intention to re-attend | 8 |
| (T. Greenwell, 2001) | The influence of spectator sports facilities on customer satisfaction and profitability | Attitude | Quantitative | Questionnaire | Perceptions of the core product  Physical facility  Service personnel  Customer satisfaction  Team identification | 44 |

Source: own compilation

As explained before, usually when researchers study attitudes many of them separate it into three constructs: affective, cognitive and behavioural. It is possible to see that every construct can be measured by different factors, and sometimes those factors are able to measure more than one construct and overlap. But also when attitude is measured as a whole, and is not separated to the three constructs, is possible to find different approaches. As can be seen in table 1.1 the amount of items they use varies significantly, as well as the number of factors used. Although the attitude is the used based is clear it can be used to research different topics, like loyalty, customers’ satisfaction or attitude towards a specific group like Chinese immigrants.

Next some previous studies that use different factors as base of measurement for each construct will be reviewed. The first construct, the affective construct sometimes referred as emotional, can be measured in a qualitative manor like in Eisler (1997) research, where depth interviews were used to study levels of emotional pain endured by fans when their favourite team loses (see table 1.2).

He focused on three factors mood swings, origins of pain and reactions to outcomes. Despite the fact that probably depth interviews as part of a qualitative method provides more insights and permits to reach deeper, more focus and precise understanding around a specific topic, in this case fans emotional pain, it is not suitable for all researches. As the dissertation deal with more than one or two factors the author chose to conduct a quantitative research permitting to get more data from a larger population, this was done in other studies that research the affective aspect of sports fans. As showed in the next two articles, that research a very similar connection to the one in Eisler (1997) article, fans emotional reactions and match outcome, instead of using a qualitative method a quantitative method was implemented.

In the next study it is possible to see a research with a similar issue to the previous one, but with a quantitative method of research that was conducted by Dietz-Uhler & Murrell (1999). They examined the relationship between game outcomes and fan reactions during the course of one season. Data was collected from 74 participants (students from an introductory social psychology class), during a university football season consisting of 14 weeks. Based on social identity theory perceptions of the team after each match, three aspects were tested – expectations, outcome and media attention. The questionnaire was formed of 16 items Collective Self-Esteem Scale (goodness, successfulness, intelligence, and skilfulness) on a 7-point scale, which was filled before the match. After the match a questionnaire about respondents reactions to the match including evaluation levels of identification with outcome (win or loss), expected outcome (favourite to win or the underdog) and media attention (positive or negative) was filled, a total of 19 items were used. If one analyse this research, probably it is a very good way to measure this factor conducting a two phase questionnaire to provide a good base for comparison. But even so the small number of participants in addition to the fact that the research was conducted in one specific class only, can limit the possibility to assume that the results are applicable to a larger and more heterogeneous population. One thing that was done in the current research in a similar way to described study was that the time frame in which the data collection was performed, was during the course of one season.

With a relatively small number of items Kerr et al. (2005) also investigated fans reactions to the outcome of a match of their favourite team, like in the two previous articles. The questionnaire was filled by 333 participants before the start of the match (183 fans), during the half-time (55 fans) and after a match (95 fans), all the survey was conducted during two professional soccer games corresponding to the J-League (Japanese league). In total it conformed of 17 items, pleasant emotions (8 items), unpleasant emotions (8 items), and tension stress/effort stress (1 item) all in a 7-point scale. As author identified in a previous article, the method of collecting data in several stages of the match is very common in research regarding match outcomes and fans behaviour. In this particular case maybe the lack of balance in the number of respondents can cause a problem.

In the last three articles that study the same issue, match outcome and fan reaction, one can see two with a quantitative method and one with a qualitative with small differences in the items quantity that grow from one article to the next one. This three studies research the affective construct from a narrow and specific point of view, the next articles presented study the same construct with the help of the loyalty factor, with a wider approach since loyalty is a factor that can be formed and addressed from different perspectives as is evident in the article.

Funk & James (2006) studied loyalty by supporters' emotions with a questionnaire collected in three samples. The first was a convenience sample of graduate and undergraduate students and 194 usable questionnaires were collected. The second sample was conformed from a list of consumer addresses from a marketing service and 404 usable questionnaires were returned. The last sample was from a subscription list to a nationally recognized sport magazine and 808 usable questionnaires were received. The questionnaires varies from sample to sample but the core remain the same, testing attitude properties with 4 items (functional meaning, symbolic meaning, emotional meaning, and psychological commitment), self-reported behaviour related 4 items, in addition to the Team Association Scale which utilizes 48 items (benefits, attributes and attitude properties), so in total 56 items. As in this article also in the next one a method of several samples is used, but the difference is, if in the next one the difference between the samples were the time of collection, in this case the difference comes from the source of the participants. This probably allows to greater variety in the profile type of the respondents. This issue was taken into consideration and partly applied in author’s thesis, so effort was made to reach participants over the internet but from different sources, for example Facebook pages and forums of different types and topics, as well as publication of the questionnaire in different pages.

In the article by Funk & James (2006) presented, the affective construct was measured with the help of a wide factor – loyalty. This article by Abosag et al. (2012b) also studying the affective construct used a more specific method, the factor for measure the affective construct in this case was club brand changes that is a specific part of the loyalty. Using 31 in-depth interviews Abosag et al. (2012b) designed a questionnaire specially prepared for the paper studying supporters’ emotions and club brand changes relationship. The questionnaire was filled by 842 participants (number of cleaned data) online and with a direct email approach. The questionnaire was conformed from 19 items exploring fans’ attitudes and perceptions towards the two clubs as commercial brands (emotional attachment 4 items, brand extension 4 items, and brand strength) on a 5-point Likert scale. In this article the method of approaching participants was not random, the sample was formed of a previous existing list of emails and participants approached deliberately, probably the large number of participants compensate this issue, this was also taken into consideration when designing the research for this thesis, and the aim was to collect questionnaires from a large number of fans. The method of creating a specific questionnaire was implemented in author’s thesis as the idea and data needed was unique as it was done in Abosag article. In addition from the study by Funk & James that used a self-report method of participants filling the questionnaire came the decision to use also this method for convenience reasons, but also from understanding that it was successful in previous researches studying similar factors.

Table 1.2. Comparison of the methodologies used in research of the affective construct.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Author (year)** | **Topic** | **Construct** | **Method** | **Questionnaire type** | **Factors** | **Number of items** |
| Eisler (1997) | Levels of emotional pain endure by fans when their favorite team loses | Affective | Qualitative | Depth interviews | Mood swings  Pain origin  Reactions to outcome | - |
| (Dietz-Uhler and Murrell, 1999) | Relationship between game outcomes and fan reactions | Affective | Quantitative | Two face questionnaire | Goodness  Successfulness  Intelligence  Skillfulness  Outcome  Expected outcome  Media attention | 19 |
| (Kerr *et al.*, 2005) | Emotional dynamics of soccer fans at winning and losing games | Affective | Quantitative | Three face questionnaire | Pleasant emotions  Unpleasant emotions  Tension stress/effort stress | 17 |
| Funk & James (2006) | Supporters emotions and a club brand | Affective | Quantitative | Three sample questionnaire | Attitude properties  Psychological commitment  Self-reported behaviour  Benefits and attributes | 56 |
| Abosag et al. (2012b) | Examining the relationship between brand emotion and brand extension among supporters of professional football clubs | Affective | Qualitative  Quantitative | Depth interviews  Questionnaire | Emotional attachment  Brand extension  Brand strength | 19 |

Source: own compilation

Reviewing the methods for measuring the affective construct, in which it is possible to detect that many articles cannot completely separate the affective construct from the cognitive (see table 1.3). It is clear that many factors and items can be used to research the affective as well as the cognitive construct, like in the article by Dietz-Uhler & Murrell (1999), which used the loyalty factor to research the affective. Also the article by Biscaia et al (presented on the next part) used the loyalty factor but in this case to study the cognitive construct. But before that, also other articles dealing with the cognitive construct were published, and also they used other factors that can be used to measure the cognitive or affective. Such is the case of this next article that used the involvement factor.

Shank & Beasley (1998) suggested a scale to measure sports fan involvement constructs to better understand sports fans. Through a survey of a sample of 136 consumers, they found two aspects of involvement: cognitive and affective. These aspects relate to viewing sports on television, reading about sports in magazines and newspapers, attending sporting events, and participating in sports. The questionnaire included eight items regarding sports involvement, and five items for media habits, attendance, and participation in sports. In addition, six in-depth interviews were conducted in order to help better understand the involvement construct and to develop the survey instrument. Different angles were used in this case to measure fan involvement, from the main four angles viewing sports on television, reading about sports in magazines and newspapers, attending sporting events and participating in sports, three were adapted to the current study. First, viewing sports on television in other terms audience. Second, reading about sports in magazines and newspapers this was taken to a wider view dealing with involvement in the social media and news regarding the favourite team. And third, attending sporting events was extended to attendance and taking part in club events. The use of the same factor to measure different construct was used also in author’s thesis as it was used in previous articles like the last one presented.

Involvement can be interpreted in different ways, in the article of Shank & Beasley (1998) it was addressed as a factor by itself, but it is possible to find articles like the one of Mahony & Moorman (1999) presented next that used a specific factor of involvement. In this case attendance and audience levels, they were used as factors to measure the cognitive construct. Mahony & Moorman (1999) study preferences of fans for watching their most disliked team and their favourite team, and the conditions impacting those fans. In the survey with 157 participants that filled the questionnaire they used, first, asked favourite and most disliked teams, and attitude to those teams on a 7-point Likert scale, then asked for 2 neutral teams and answer the Psychological Commitment to Team scale. Second, one to three weeks after the first stage the participants were asked about their favourite, disliked and neutral team, how likely they would be to watch each team on a 7-point Likert scale, and how likely they would be to watch their most disliked team on 2 different scenarios also measured on a 7-point Likert scale, in total they use approximately 7 items. This article takes a very simple way of comparison of fans cognitive construct using attendance and audience levels with a relatively small sample, the simplistic way that compare the reactions towards a favourite team and a disliked one permit to see clearly the effect of such like or dislike team on attitude in general and attendance or audience in particular, this simplicity was used as guideline in the design of the tool used for this study. In addition, attendance and audience levels were also used for measuring the cognitive construct as in this article.

In previous articles presented some researchers used the loyalty factor to measure the affective constructs, but it is possible to find papers like the one of Biscaia et al. (2013), that used the same loyalty factor to measure the cognitive construct. In the study about the relationship between loyalty and sponsorship they conduct a quantitative survey. 4000 questionnaires were send randomly to supporters from which 1834 were usable. The questionnaire was formed of 13 items measuring team loyalty, attitudinal (5 items), commitment with the team (2 items), behavioural intentions (3 items), and behavioural constructs (3 items), sponsorship awareness was measured by attitude toward the sponsors (3 items) and purchase intentions (4 items) all with a 7-point Likert scale, 20 items were used in total. This is a large scale research with many participants that has the focus on one specific relationship, loyalty and sponsorship. In the process of measuring the loyalty factor different aspects of such were addressed. From this came the base idea of how to conduct the measurement for this thesis, specifically in the choice on how to measure the loyalty factor, items like commitment, behavioural intentions and purchase intentions were applied based on this last article presented.

Similar to the affective construct also regarding research approaches for the cognitive construct is possible to find studies with a qualitative method. Such is the case of the paper by Dixon (2013), in which time spending was studied as a factor to understand football consumption in modern times. After reviewing articles measuring the cognitive construct with a more general factor like involvement or loyalty, this article used a more specific factor, time spending. A series of in-depth semi structured interviews with open-ended questions helped explore the genesis of football fandom. The reference point from which fandom behaviour has developed for participants, explore and explain the everyday lived experiences of football fandom by ‘routine’ elements of fandom practice. Sixty English football fans participated in the interviews. They were selected if they had met the three criteria, being season ticket holders, they were fans of diverse teams and not only top clubs. Both males (36) and females (24) were interviewed. As the purpose of this article was to understand the origins of football fandom through time spending as the main factor, it was logical to use interviews in the mentioned form. In author’s research the factor of time spending was also used but in a different way, as the idea is to connect it and test the relationship to several other factors, mainly dealing with economics, that is why author chose to approach this factor the same way as all other and collect the data through questionnaires. The method in this thesis was based on multiple choice questions, in contrary to the open-ended questions used here, but the time spending factor was inspired from this article and also used to measure the cognitive construct.

Table 1.3. Comparison of the methodologies used in research of the cognitive construct.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Author (year)** | **Topic** | **Construct** | **Method** | **Questionnaire type** | **Factors** | **Number of items** |
| Shank & Beasley (1998) | Understanding the involvement construct | Cognitive | Qualitative | Depth interviews | Involvement  Media habits  Attendance  Participation in sports | 8 |
| (Mahony and Moorman, 1999) | Conditions impacting fans’ preference for watching their most disliked team and their favorite team | Cognitive | Quantitative | Questionnaire | Attitude to favorite team  Attitude to most disliked team  Audience | 7 |
| Biscaia et al. (2013) | Relationship between loyalty and sponsorship | Cognitive | Quantitative | Questionnaire | Attitudinal  Commitment with the team  Behavioural intentions  Behavioural constructs  Attitude toward the sponsors  Purchase intentions | 20 |
| (Dixon, 2013) | Football consumption in modern times, knowledge and time spending | Cognitive | Qualitative | In depth semi-structured interviews | Genesis of football fandom  Everyday lived experiences | - |

Source: own compilation

From table 1.3 that summarizes the literature review of four articles that used the cognitive construct, is clear that measuring the cognitive is used for different topics. This measurement is possible with a qualitative or quantitative method, usually the qualitative is done with the help of interviews while the quantitative with a questionnaire. Another fact that arises from the comparison is that the number of items used in questionnaires variates quite a lot, it can be as few as 7 to a lot more, 20. The factors used in the different studies where varied and adapted to the topic in question.

After the review of the affective and cognitive constructs, the behavioural construct. It is possible to see in the literature two main ways of measuring sports fan behaviour through involvement as the main factor, or through attendance as main factor. The first is through the involvement factor and its different definitions. For example, Shank & Beasley (1998) defined the term as *“the perceived interest in and personal importance of sports to an individual”* and Bahk (2000) as *“the significance of sport spectating for the fan in everyday life.”* (Johnston 2009, 32). Laverie & Arnett (2000) defined involvement as *“a state of motivation, arousal, or interest toward an activity or product, in addition to the constructs of social identity theory, attachment and satisfaction”* (Capella 2002, 2). The second method used by researchers relies heavily on attendance data to measure supporter loyalty to reach a better understanding of their behaviour (Mahony, Madrigal and Howard, 2000). As both ways are valid and help reach different conclusions, the logic dictates that a combination of the two will bring a clearer image of the measure of fan behaviour. For that reason in the present research behaviour was measured by a combination of different factors, including involvement and attendance. Next, different approaches for measuring fan behaviour will be presented. They are the base for measuring behaviour through involvement and attendance in this research.

Another article tested identification with a sports team by conducting two studies measuring team identification through several reactions. With the construction of a new scale and the measuring of 546 undergraduates, the authors checked for identification levels (strong, moderate or low) and this was done with several behavioural, affective and cognitive reactions of the sports spectators. The first study consisted of a sample of 188 participants who completed a 7 item questionnaire with a Likert scale format designed to measure identification levels with their university basketball team. To this an additional random sample of 49 participants were asked to fill in the same questionnaire one year later to test the instrument's reliability. The second study measured identification with the same questionnaire from the first study in addition to a questionnaire design to assess participants' reactions and behaviour toward the university team. A total of 358 students took part in this study, and the items checked four factors including involvement (3 items), attribution (3 items), investment (6 items) and fan uniqueness (4 items) (Wann and Branscombe, 1993). In previous studies researchers used the method of performing the sampling and questionnaires collection in two or three phases. In this article one can see a deeper implementation of this by conducting the identification levels with a larger gap in time. This permits to test the new suggested scale with the influence of time. In author’s research, due to limitations in time, it was not possible so the data was collected once and the comparison of level of identification was measured with a self-report method in the questionnaire.

Fisher & Wakefield (1998) studied the involvement of sports fan by understanding the factors that lead to identification and group supportive behaviour, even of unsuccessful teams. They conducted a two group field study with 250 respondents to a one-page survey. A scale with a range 1-7, 1 being strongly disagree and 7 strongly agree, measured several presets. Group identification (defines the fan's relation with the sports team) and domain involvement (relation with the sport itself) were measured with five items each. Perceived group performance (the fan's belief in his team being ranked highly) and group member attractiveness (the perception of a team's players' desired qualities) were measured with four items each. And group supportive behaviour was tested as well: *"three types of behaviour were used to measure team support: game attendance, game behaviours and the purchase of licensed products."* (Fisher & Wakefield 1998, 31). In this behavioural study that tests a similar aspect of loyalty the use of field study permits the researcher to target directly the population he was interested to study. On the other hand this causes a lack of randomality used in other studies. For that reason in author’s study a random sample was chosen. In addition, a short questionnaire is probably a good tool when the subjects are in the field, but this limits the possibilities of analysis and conclusions due to a small data collection. Inspired in this article the method of measuring behaviour in author’s research was also done with the help of the three factors, game attendance, game behaviour and purchase of products (in this case any product related to the team and not only licensed products).

A different way of measuring sports fan behaviour was employed by Wann et al. (1999), with a questionnaire that tested the motivation of a fan and the motives for becoming one, and analysing the data in the sport fan motivational scale (SFMS). Three studies were conducted to expand on previous research carried out by the same author a few years earlier. The first study was designed to test the factor structure of the sports fan motivational scale and its integrity, which was done via a phone survey of 96 randomly chosen participants who first answered a series of demographic questions. Then, in order to test the SFMS, a 23 item questionnaire with a Likert scale format was used, checking the following factors: escape (3 items), economics (3 items), eustress (3 items), aesthetics (3 items), self-esteem (3 items), group affiliation (3 items), entertainment (3 items) and family (2 items). The second one checked the relationship between preferences for a specific type of sport on the one side and the scores reported on the SFMS subscales on the other. This study was conducted on 86 psychology students, and like in the first study this one also had two parts. In the first the participants completed a demographic questionnaire and in addition were asked to list the sports that they most enjoyed watching. In the second part they completed the SFMS questionnaire. Finally, the third study investigated *"the hypothesis that individuals with intrinsic athletic motivation tend to be intrinsically motivated as fans, while persons with extrinsic athletic motivation tend to be extrinsically motivated as fans"* (Wann et al. 1999, 1). The last study was similar to the previous two, 115 psychology students participated by filling in demographic questions and completing the SFMS. Then they were asked to fill in the Sport Motivational Scale, which is a 28 item scale designed to measure intrinsic and extrinsic athlete motivation. This study that test motivation for becoming a fan is an expansion of a previous research and was a base for author’s research, mainly for the part testing fanhood origins that was conducted with a self-report extend questionnaire. As in other researches also here the sample was confined to a specific population, but the difference is that in the first study there was a random mode for the demographic part. In author’ research the approach is random but the population targeted is the relevant one for the research in place.

Laverie & Arnett (2000) opted for a combination of two main factors measuring the behavioural construct used in the previous studies: attendance and fan identity, which in other research was referred to as loyalty in broader terms. The authors developed a model of fan behaviour based on two factors: attendance at a sporting event and fan identity salience. They tested the model with a sample of 190 college students, fans of the women’s basketball team of a large university. The researchers used multiple self-reporting items to collect their data, and they used existing inventories of items from previous studies. Situational involvement was measured with 16 semantic differential items in a 7-point scale, enduring involvement with 9 semantic differential items in a 7-point scale, attachment with a nine-item scale, identity salience with 8 items on a 7-point Likert scale, satisfaction with 3 items also on a 7-point Likert scale and attendance on a 7-point scale asking how often the participant attended games during the past season. The use of multiple items enabled the authors to test the suggested model, but because the sample was formed from a narrow set of participants who were fans of women’s basketball at a large university, there were probably other factors influencing the behaviour that originated in the characteristics of this population. This fact could be a problem when the model is applied to another population. Thus in designing the tool used in the research discussed in this paper, which encompasses greater participant diversity, more items were used to measure the factors under study. This was to compensate for the limitation of ignoring other factors that can affect fan behaviour.

Table 1.4. Comparison of the methodologies used in research of the behaviour construct.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Author (year)** | **Topic** | **Construct** | **Method** | **Questionnaire type** | **Factors** | **Number of items** |
| (Wann and Branscombe, 1993) | Identification with a sports team | Behavioural | Quantitative | Two studies, with short questionnaires | Identification  Involvement  Attribution  Investment  Fan uniqueness | 7  16 |
| Fisher & Wakefield (1998) | Involvement of sports by understanding factors that lead to identification and group supportive behaviour | Behavioural | Quantitative | One page survey | Group identification  Domain involvement  Perceived group performance  Group member attractiveness  Group supportive behaviours | 21 |
| Wann et al. (1999) | Motivation of a fan and the motives to become one | Behavioural | Quantitative | 3 Studies, the first 2 with a 23 questions survey and the third with 28 questions. | Escape  Economics  Eustress  Aesthetics  Self-esteem  Group affiliation  Entertainment  Family  Intrinsic athlete motivation  Extrinsic athlete motivation | 23  28 |
| (Laverie and Arnett, 2000) | Model of fan behaviour development | Behavioural | Quantitative | Questionnaire | Situational involvement  Enduring involvement  Attachment  Satisfaction  Attendance | 46 |

Source: own compilation

The literature review reveals, as with the other constructs, the use of a specific construct to address different topics. The research approach for each study is different, in the structure of the research itself, from short to long questionnaires, different factors used, or the number of items. In the studies where the behaviour is in the centre the number of items and verity of factors used was larger than in the studies involving the affective or cognitive constructs, this may be an indication of the complexity of studying the behavioural construct in general and for sports fans in particular.

After understanding the methodology used in attitude research as well as the constructs that form it, next is a brief review of articles and the methodology used in them to measure the violence factor, the last main factor used in author’s thesis (see table 1.5). The violence factor is not necessarily measured as part of one of the three constructs that help measure sports fans attitude and can be used as an individual factor. It is possible to find studies dealing strictly with sports violence and different approaches that researchers used to study that. The evolution in sport violence research began with studies searching what factors have influence on violence. Afterwards researchers developed models that tried to predict violence and in more recent times articles go to a deeper understanding of violence types and present different forms of such violence.

Semyonov & Farbstein (1989) have used quantitative secondary research to study the influence of urban ecology (community size) and sport ecology (league structure) on player and spectator violence. They performed an analysis involving 297 Israeli soccer teams. The teams were characterized for the purposes of the study by urban ecology — in other words, type of community: large metropolitan centres, large cities, midsized towns, small urban localities, rural localities, urban (inner-city) neighbourhoods, and Arab localities. The other indicator was sport ecology, which was measured by two variables: a team’s position in the hierarchy of divisions (with 1 being the top and 6 the bottom) and its relative position within the division (teams in the top third of their division, teams in the bottom third of their division, and teams in the middle). With existing data and two main variables, this article tests violence influenced by urban and sport ecology. Although Semyonov and Farbstein’s method is suitable for this research, it is completely different from the one used in the current study as the data needed are different and do not exist as a database from other existing sources. In addition to that, in author’s research more than two variables were part of the study. That is why the methodology is different despite the research was in the same country and the subjects were close to each other.

Mustonen (1996) research has studied violence in ice hockey in Canada and Finland to find the motives of the crowd in attending an ice-hockey match, where there is a high level of on-ice and off-ice violence. A survey was conducted in the form of a questionnaire filled out by 178 hockey fans. At a hockey match, study participants completed a thirty-item questionnaire before, during, and after the match, with the use of factors like reasons for their attendance at the game (6 items on a 6 point scale), Group size (2 items on a 5 point scale), recent history of fighting (1 item on a 5 point scale), and two 10 item sub-scales, the dependent was measured with one item on a 7 point scale, so in total 30 items were used. The research discussed here was inspired by the idea to test the motivation to attend a sporting event despite the probability of violence, but the questions were adapted for the purposes of the research addressed in this paper. The number of items was similar and the questions were adapted to the needs of the study discussed here.

In a different approach in the study of sports violence, Guilbert (2004) examined forms and levels of violence in eight different sports to demonstrate that forms of violence differ depending on the sport. To accomplish this, the author conducted a survey related to nine sporting activities. A questionnaire was filled out by 420 male competitors between the ages of eighteen and thirty. The primary indicator dealt with the characterization of violence in the sports venue, and other indicators such as attitudes toward violence, the rules, and safety, which are factors associated with violence; the survey used a total of seven items. The idea of testing what is considered violence before testing levels of violence was inspired by Guilbert’s article and was implemented in the design of the questionnaire for the current research.

Table 1.5. Comparison of the methodologies used in research of the violence factor.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Author (year)** | **Topic** | **Construct** | **Method** | **Questionnaire type** | **Factors** | **Number of items** |
| (Semyonov and Farbstein, 1989) | Influence of urban ecology and sport ecology on players and spectators violence | Violence | Quantitative | Existing records | Community size  League structure | 3 |
| (Mustonen, 1996) | Violence in ice hockey in Canada and Finland | Violence | Quantitative | Questionnaire | Reasons for their attendance at the game  Group size  Recent history of fighting | 30 |
| Guilbert (2004) | Forms and levels of violence in 8 different sports | Violence | Quantitative | Questionnaire | Characterization of violence  Attitude towards violence  Rules  Safety | 7 |

Source: own research

The author presented above a summary and comparison of the different methodologies used in different articles dealing with different aspects of sports fans research. This study used a quantitative research, the attitude was addressed separately in three constructs, cognitive, affective and behavioural. Each was measured and set as an independent that was measured statistically with a descriptive research design. The data was gathered from a survey in the form of questionnaires. The data measured direction; meaning if the subject has a positive or negative response to the issue, as well as intensity; strength of the feeling for example. The approach used to measure attitudes was by using Likert scale that is very commonly used and easily applies for attitude measurement as can be seen in previous studies (רובין and Robin, 2004). In previous researches it is possible to see different methods of conducting the data collection part. Most researches are based on a primary research but it is possible to find some that are based on secondary research, for the purposes of this thesis a primary research was conducted as the data needed does not exist and a very specific sample was chosen. However, some background data for the study was gathered from secondary sources (reports of matches' attendance). More data from official sources and past researches was used as well. The rest of the data, mainly about fans money and time spending habits, was collected from the questions and answers in the survey. The tool of collecting data was a questionnaire as in most researches, due to the fact that a large sample was an aim for the study. For those reasons this tool was selected from the variety of tools used in previous researches such as interviews, field studies and observations. Many studies used two or three faces, meaning that authors conducted the survey several times with a time gap between each survey to achieve results that permit to analyse the data stability over time or to perform comparisons with time factor. In this thesis this was not needed so the survey was conducted once as in many other studies. Another issue that varies a lot between studies is the length of the questionnaire. There are studies with questionnaires of one short page and other a lot more extended, depending on the needs of the study. Because of the nature of this research that covers many factors, a questionnaire’s length is more close to the longer questionnaires previously used in other surveys.

Measuring Football Fans’ Attitudes

Review of the Attitudes Concept in Science

In the previous part the literature on consumer behaviour has been reviewed to understand the process that a consumer goes through in a purchase. Because in the study the football fan is considered a consumer, in the next part the attitude element is to be reviewed, including different definitions, models and usages of attitudes in the literature. Finally, a review of specific attitudes construct of football fans is to be presented.

In the classic sociology book “The Polish Peasant in Europe and America” by Znaniecki & Thomas (1958), one of the first researches involving attitudes was presented. In this study the researchers studied Polish immigrants to the United States to explore the relation between individuals and society, as key to social change. They do this by checking the transformation of Polish peasant-immigrants in America. They study the history and structure of Polish countryside and recent changes to the Polish countryside. They argue that the Polish community was shaped less by US government policies, and more by its own culture and social ties. Through all the book they deal with the attitude factor as part as the study alongside the research of social values. For example they dedicate a part on religious and magical attitudes. The introduction of new and desirable attitudes and values without recourse to the way of revolution in the field (Znaniecki and Thomas, 1958). Later on over the years the term attitude was defined in different articles but all definitions are similar. Already in 1981, authors of the paper dealing with attitude persuasion and change defined attitude as "*a general and enduring positive or negative feeling about some person, object, or issue*" (Petty & Cacioppo, 1981, 7). Zanna and Rampel examined attitude and defined it as "*the categorization of a stimulus object along an evaluative dimension*" (Zanna & Rempel, 1988, 319). Later on it was defined as a "*psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour*" (Eagly & Chaiken, 1993, 1) or "*an association in memory between a given object and a given summary evaluation of the object*" (Fazio, 1995, 247). For the purpose of this research attitude is an evaluative psychological tendency about a person, object or issue that has a direction, positive or negative, and has levels of strength. The strength sets the stability, ability to withstand attack, capacity to influence how we process information, and ability to guide behaviour of the attitude (Petty and Krosnick, 1995).

The attitude is formed by content, structure and function, "*content can include cognitive, affective, and behavioural information about an object; structure refers to how this information is organized along dimensions within attitudes; and function encompasses diverse psychological needs served by attitudes (e.g., self-esteem, utility enhancement)*" (Maio & Haddock, 2014, 13). This is presented in Maio & Haddock (2014) book with the metaphor of the “three witches” meaning that this three "*operate more effectively together than in isolation, in the same way that three witches in folklore make a better brew together than separately*" (Maio & Haddock, 2014, 13). In this thesis the focus will be on attitudinal content, more specific on cognitive, affective and behavioural factors.

The importance of understanding the attitude of customers can be seen for example in Riley et al. (1954) research that try to discover methods that can be more effective in sustaining public moral by war propaganda in the United States. Another importance steams from the affect that attitudes have on information processing and behaviour. This is presented in the theory of reasoned action that helps to predict deliberative and thoughtful behaviour from attitudes (Ajzen & Fishbein, 1977, 1980; chapter 4). This method shows the way for hundreds of studies in the last 30 years that in general terms reach the conclusion that attitudes predict behaviour, in the intent to understand the effects of attitudes on behaviour (Gregory Richard Maio and Haddock, 2010).

Another important issue in the study of attitudes is the strength of the attitude. With the evaluation of the attitude strength it is possible to know how stable across time and context attitudes are (Eagly & Chaiken 2007; Fazio, 2007; Petty et al., 2007). On the other hand Schwarz (2007) presents a different position claiming that attitudes are built on the moment depending on the situation. So, "*strong attitudes should be more stable and enduring, but weak attitudes should be more malleable and likely to be constructed on the spot.*" (Maio & Haddock, 2014, 49). The strength of the attitude is manifested in four ways. Strong attitudes are more persistent and resistant to change, and more likely to influence information processing and to guide behaviour (Petty and Krosnick, 1995).

After understanding what attitudes are, a review of previous studies on attitudes from different perspectives will be presented. Prior studies have examined attitudes from different aspects and implemented the attitudes effects on different fields of study. One of the first researches concerning attitudes was presented by LaPiere (1934). He conducted a two phase study to test the attitude towards Chinese people in the United States. In the first phase (tested the behaviour) he went with a Chinese couple to 251 establishments and recorded the treatment they receive, six month later he sent a questionnaire to all of the establishments they had visited (testing the attitude). Using this method he investigated the connection between attitudes and behaviour. The results suggested that there is little to non-existing relationship between attitudes and behaviour.

Later on, Katz (1960) published article presenting the functions of attitudes, in which he showed four functions that by his theory, "*attitudes help a person to mediate between their own inner needs and the outside world*" (McLeod, 2009, 4). The four functions of attitudes that where establish by Katz (1960) are:

1. Knowledge; that helps to predict what is likely to happen.
2. Self / ego-expressive; that allows a person to communicate who is he and to assert his identity.
3. Adaptive; helps to fit in a social group, share and develop similar attitudes with other members of this group.
4. Ego-defensive; that helps protect the self-esteem and justify actions that lead to guilt feelings. This function approach helps the person to mediate his needs and the outside world.

In psychology, behaviour is many times connected with attitudes. Like showed in the ABC model of attitude presented by McLeod (2009), there is a strong influence on behaviour depending of an attitude. The model describes a three component structure of attitudes:

1. Affective component which involves feelings and emotions.
2. Behavioural component that reflects the effect of attitude on how a person behaves.
3. Cognitive component which involves the belief and knowledge about an attitude towards something.

One of the assumptions in this model is that of consistency, meaning that if acting rationally, a behaviour is consistent with the attitude, so it is possible to predict behaviour basing on an attitude. The strength of the connection between attitude and behaviour is influenced, by:

1. Attitude strength that depends on the importance and relevance for a person self-interest, social identification and value of the issue.
2. The level of knowledge of the person about the attitude object.
3. The level of involvement in an experience.

After understanding in the previous part what are attitudes of consumers, how they are built and how they affect consumers, in the next part a specific review of football fans attitude construct is presented. First a distinction between different types of fans is analysed and then two approaches on football fans attitude construct research and its measurement are discussed.

Description of Football Fans Attitudes

Before dealing with football fans attitude is essential to define the term fan. This importance steam from the understanding that there is a wide range of definitions in the literature. In many articles the authors make a distinction between spectators and fans, at times the terms were used interchangeably as Smith (1988) does. One approach state that the difference is a matter of degree of engrossment and passion Pooley (1978). At cases such as Jones (1997) described the difference in the levels of involvement, while spectators watch a match and forget about it, fans have more intensity and will dedicate more time to the team or the sport. In the same line Spinrad *et al.* (1981) defines a fan as “the person who thinks, talks about and is oriented towards sports even when [the fan] is not actually observing, or reading, or listening to an account of a specific sports event” (Spinrad et al. 1981, 354). The word fan derived from the term fanatic so a fan dedicates his time enthusiastically on the team or sport he follows (Anderson, 1979). Being a fan permits the person to participate in a sport without having or requiring any special skills (Branscombe and Wann, 1991). This is why at times fans are characterized negatively, especially in social science research; this is especially true of males, who are often stigmatized because of their fandom (Gantz and Wenner, 1995). Others define being a fan as “an affiliation in which a great deal of emotional significance and value are derived from group membership” (Hirt *et al.*, 1992, 725). Alternatively, Madrigal (1995) suggests that fans represent an association that provides the individual with a great deal of emotional and value significance. Wann *et al.* (2001) mark the differences between a fan and a spectator and the differences between highly and lowly identified fans. There definition of a sport fan is “individuals who are interested in and follow a sport, team, and/or athlete. Sport spectators … are those individuals who actively witness a sporting event in person or through some form of media (radio, television, etc.)” (Wann *et al.*, 2001, 2). (Jacobson, 2003)

In order to understand the attitude construct of a football fan it is necessary to make a distinction of the types of fans. In the literature it is possible to find this distinction from a general view to more specific differentiation, from 'genuine fans' that are those who strongly identify themselves with a community and tradition, and 'other types' like fans who follow the sport from an entertainment interest (Clarke, 1978). From a more specific point of view 'traditional fans' are fans who spend less money on officially endorsed club product and are not the major financial backers in football. That was replaced by the 'modern fans' that are *"viewed as transnational global consumers in search of experience and participation through sport that now appears, at least to them, as missing or lacking in more local sports subcultures"* (Boyle & Haynes 2000, 196). 'Core' are the fans that follow the team "blindly" regardless of the performance and results, in contrary the 'corporate' fans are those whose attendance to the team match depends on the team's performance and if it is doing well (Nash, 2000). 'Irrational' fans follow blindly the group conventions and 'rational' fans measure and think their decisions independently of the large group of fans (Quick, 2000). *"Although the terminology used differs between authors, the overriding message is similar"* (Dixon 2013, 26).

Football fans attitude construct is not that different from the attitude construct of any customer in any other market. There are two main approaches, one, that is one-dimensional and claims that a fan of a team has only positive beliefs, feelings and behaviours about a specific team and no negative ones about the same team. The other approach is opposed to this perspective, and suggests that the construct components (cognitive, affective and behaviour) are organized in separate dimensions simultaneously, one with some positive elements and one with some negative elements (Cacioppo, Gardner and Berntson, 1997). In addition to this view, ongoing developments in the field of attitude construct put emphasis on the strength of the attitude. This is important because then one can understand that strong attitudes are more (a) persistent over time, (b) resistant to change, (c) likely to influence information processing, and (d) likely to predict behaviour (Petty and Krosnick, 1995).

In this chapter the different approaches on consumer behaviour research and the process a consumer goes through during a purchase were analysed. Summarizing the stages that the consumer uses are: consumer information search, formation of attitudes and evaluation of alternatives, consumer persuasion, buying decision and post purchase reactions. In addition consumer culture is reviewed as an important part that affects the buying. In the second part of the chapter a more specific review on consumer attitudes and football fans attitude construct was delivered. In the following chapter an analysis of football market in general and Israeli football market in particular will be presented.

Football Supporter Loyalty Factor

Another important factor that was well covered in the literature widely affecting football economics is the supporter loyalty. The term loyalty is used in the research of football fans, but the term appears in researches dealing with customers in general, in other fields others than sports, loyalty was described as the steadfast allegiance to a person or cause and at times the two terms loyalty and allegiance were used interchangeably (Pritchard et al., 1999). In relation to sports, allegiance was defined by (Funk and Pastore, 2000) as a commitment to a specific team that is persistent, resistant to change, and influences cognitive thoughts and behaviour. Another way to define loyalty is as “the correspondence between an individual’s willingness to demonstrate loyal behaviour and their attitudes that reflect high structural support from various attitude properties” (Funk, 1998, 53).

When researching loyalty in other fields and studies was found empirical evidence to the fact that loyal consumers are highly likely to show their allegiance to particular brand. Belk and Tumbat (2005), for instance, qualitatively research the cult of Apple Macintosh and the findings showed that loyal users of Macintosh link consumption of the brand to self-image. In sports, loyalty to a team can indicate a consumption tendency that loyal fans demonstrate in their willingness to buy products or services related to the team they support (Funk, 1998; Wakefield and Sloan, 1995).

Many researchers defined and measured consumer loyalty to a particular club or team in the same way as with loyalty to other goods and services. Customer loyalty is defined as a behavioural component and as an attitudinal component. In sports *“the behavioural component of loyalty involves factors such as ticket and merchandise purchasing and television viewing numbers. The attitudinal component on the other hand examines consumer opinions and feelings towards a team”* (Johnston, 2009, 8). In contrary Sumida et al., (2014) claim that fan loyalty to a team should be grasped not only though the tendency of sports fans to consumption behaviour, but also as their link to self-concepts related to a team as a social institution. The authors claiming this, consider team loyalty is more based on the social identity that arises from the relationships gained through fan groups or communities, than to brand loyalty.

The study of loyalty was approached by researchers from different angles. Toledo-Pereyra (2006) reviewed the loyalty importance and development process of a loyalty in the relationships between surgeons. Some conclusions may apply and be relevant to better understanding of what is loyalty. Quoting Marcus Aurelius Cavallini *"Those who have loyalty will conquer the world and bring respect and protection to those who deserve it... Loyalty means understanding, loyalty represents caring for someone, loyalty is all about respect"* (Toledo-Pereyra 2006, 275). From the 15th century loyalty was interpreted and associated with “sense of fidelity” to cause, love, family, friends, work, and other professional activities, being supportive of someone’s cause, being faithful to another’s way of pursuing life and work endeavours and total commitment to someone’s principles of justice and understanding. All of these definitions can be transferred to the loyalty that exists between a football fan toward his favourite team, the practically unconditioned fidelity to a team regardless the state of success in a particular time is an example of that loyalty.

When discussing the loyalty factor of football fans towards a team or club, first of all it has to be understood that there are many forms of loyalty. As Neal (2000) publication shows there are at least 4 types of loyalties; attitudinal loyalty, performance loyalty, convenience loyalty, lack-of-choice loyalty. One conclusion he reaches is that loyalty is not detached from motivational factor. From that one can assume that an important emotional factor takes place on the influence on loyalty. Probably for football fans one can talk about an emotional loyalty that goes beyond the rational. This loyalty is driven by a feeling of attachment to the team that originated by different reasons, in this study those reasons will be an element for understanding the different factors and their connections.

Similar to Neal (2000) loyalty types study, another research by Biscaia et al. (2013) deals with two types of loyalty, behavioural loyalty and attitudinal loyalty. In the article the influence of this two loyalties is checked to understand how they affect football club sponsors success. Another research by Leck & Saunders (1992) seeks to understand if loyalty is an attitudinal state or a behavioural response of employee dissatisfaction situation at a work place. One of the conclusions is that loyalty affect the type and form of behaviour. And from the two types; loyalty as an attitude and loyalty as a behaviour, loyalty as attitude is seen as the cause for behaviour, and behaviour is a result of the effect of the attitude. So if that is the case, to understand the constructs of an attitude it is necessary to explore the loyalty of a football fan, and other factors as well.

Next important point to understand is from where came the loyalty and, more relevant, what drives it. Four drivers of fans loyalty can be identify as: (1) "continuity and growth: pure entertainment value (action, speed and power); (2) authenticity (the acceptance of the game as “real” and meaningful, with outcomes as result of a true team effort); (3) fan bonding (both to athletes and teams); and (4) the team or league's history and traditions" (Passikoff 1997, 9).

The process that brings an individual to develop an allegiance with a specific team, in other words, how a person become loyal to one team is showed in Funk & James (2006) research. They did that using the Psychological Continuum Model (PCM) used by (Funk and James, 2001) and explaining the way from basic awareness to allegiance and the reasons for the transformation. From here one can connect fan loyalty to attitudes. One attitude that influences the level of fan loyalty to a team or a club is the level of self-monitoring, *"past researches demonstrate that low self-monitors tend to be very loyal in general"* (Richardson & Dwyer 2003, 44).

Another way to measure loyalty of fans is this used by Brandes et al. (2013) as part of their research on fan size and market potential in German Bundesliga. By distinguishing season ticket and a non-season-ticket the assumption is made that fans with seasonal tickets are more committed and therefore more loyal to the team that fans who buy match day tickets. In author’s opinion, this approach has some important limitations, because there could be other factors besides loyalty than if a fan buy a seasonal ticket or not, for example, economic factors, family reasons or distance from the stadium.

In the study conducted by Abosag et al. (2012) the relationship between brand emotion and brand extension among supporters of professional football clubs were examined. As the research shows one of the factors that influences this relationship is the origin from which someone becomes a fan of a club. So, the stronger the origin influence is, the greater emotional connection that leads to higher levels of loyalty. Extending this concept, if in the research the loyalty is study as suggested and to that the researcher adds some more elements like attendance and changes in level of fanhood the analysis of the loyalty would be more complete.

Loyalty of football fans is different from customer loyalty in mainstream sectors. The levels of commitment and connection to a firm or a product are influenced by different elements. In marketing approaches of motivation, it is possible to detect factors that promote loyalty of football fans to a club, but, satisfaction from a product and level of income of the customer have little or no correlation to levels of loyalty. Another important point that marketers need to understand is that in sports, fans attitudes may not necessary reflect behaviour, which for marketing purposes is not enough to relay on customers loyalty (Tapp, 2004b).

Economic Aspects of Violence Behaviour in Football

After a review of audience levels' influencers, sport fan money and time spending, supporter loyalty, in this part the violence factor will be reviewed. Unlike other factors that are more directly connected to economics, violence is usually approached from a more sociological point of view. When analysing literature about violence in sport, one can conclude that the research approaches to the topic encompass different fields, such as sociology, psychology, law, sport studies, public health, and journalism. Fields et al. (2007) examine hazing, brawling, and foul play in sports in existing articles with the purpose of showing that these three forms of violence should “be examined as interrelated examples of interpersonal violence and sports-related violence” (Fields et al., 2007, 367).

When trying to define the concept of violence, the existing literature propose besides the term violence itself the terms of aggression in a more general view and the term riots a more specific why or as a form of violence. Riots was defined in two general ways as “aimless behaviour involving disturbances or turmoil” (Darrow and Lowinger, 1968, 2) or “relatively spontaneous group violence contrary to traditional norms” (Marx, 1970, 50). In a more concrete way riots was defined as “crowd violence, hostile collective action by a group of about 50 or more people who physically assault persons or property or coerce someone to perform an action” (Bohstedt, 1994, 259). Specifically the term riots in relation to sports was defined by Simons and Taylor (1992) as “purposive destructive or injurious behaviour by partisan spectators of a sporting event that may be caused by personal, social, economic, or competitive factors” (Simons and Taylor, 1992, 213).

The term violence was distinguished from the term aggression by some authors, Coakley (2001)state that violence is “the use of excessive physical force, which causes or has the potential to cause harm or destruction” (Coakley, 2001, 174). While aggression is “verbal or physical behaviour grounded in an intent to dominate, control, or do harm to another person” (Coakley, 2001, 175). In a similar way, Leonard, (1993) has presented the difference in the two terms stating that violence involves a behavioural component, but aggression entails motivation. “For example, on the basis of the ‘behavioural definition’ of violence, if I accidentally slam a car door on your finger and cause injury, then I have performed a violent act. According to the ‘motivational definition’ of violence, if I intend to harm you but fail to properly negotiate the slamming of the car door, my premeditated action is still construed as violent (in intent)” (Leonard, 1993, 157). Based on this, “intent introduces an aggressive dimension to violence that may or may not be present in any given violence act. The terms violence and aggression are often used interchangeably in studies of sport, which has thwarted efforts to bridges various theories. Most (but not all) episodes of fan violence involve elements of both violence and aggression.” (Ward Jr, 2002, 455).

Referring to violence in football in particular, Smith (1983) and Ward Jr (2002) proposed two possible explanation to the violence phenomenon. The first explain that the “centres on the perceptions fans have of what happens on the field. Although soccer may involve less on-the-field violence than other sports, soccer is a high contact event with a territorial component, and fans see aggressive facial expressions on players. Some research has found that if spectators interpret on-the-field action to be violent, they are more likely to imitate that behaviour” (Ward Jr, 2002, 456). The other show the importance of the socio-political environment as a variable “that explains differences in the frequency of fan violence across countries. In particular, the significance of race, class, and gender must be considered, as well as religious and political structures of professional sports teams” (Ward Jr, 2002, 457). Is important to understand that fan violence research is plagued by their inconsistent application by scholars (Coakley, 2001).

Historically speaking, violence had already appeared in sports during the Middle Ages and Renaissance, and since then, violence has been studied in the literature from different angles. Elias (1971 and 1976) demonstrates the existence of violence in ancient games and competitions. Bourdieu (1980) shows the different forms of violence that may be observed in competitive sporting events (physical violence, verbal violence, psychological violence, and cheating). This has been widely researched through literature (Brohm, 1993) (Defrance, 2000). Guilbert (2004) looks at the different forms and levels of violence that appear in different sports.

More recently, the level of violence has increased both inside and outside of stadiums. Some conflicts between fans are rooted in political history while some are based on a historic sports conflict. This pertains mainly to clubs in the same city, such as Manchester United and Manchester City in England, Atletico Madrid and Real Madrid in Spain, Inter Milan and AC Milan in Italy, Fenerbahce and Galatasaray in Istanbul, Turkey, and Boca Juniors and River Plate in Buenos Aires, Argentina; these are just some of the many examples of city football rivalries. In Israel the more well-known city rivalries are Maccabi Tel Aviv and Hapoel Tel Aviv, and Maccabi Haifa and Hapoel Haifa. In his article “Soccer Fandom and Citizenship in Israel,” Sorek (2007) explains the historic conflict between the fans of Bnei Sakhnin, the biggest and most successful Arab team in Israel, and Beitar Jerusalem, which historically represents the right wing of the Israeli political map. The teams’ two fan groups bring the Israeli-Palestinian conflict into the stadium mainly in the form of violence through chants with racist and hateful content. It seems that violence has become an integral part of the football world: the problem is experienced across the globe and each country is trying to manage the issue, with some achieving more success than others. In addition, the big football governing bodies such as UEFA and FIFA have taken measures to try to minimize or eradicate the problem by penalizing the clubs involved with financial sanctions or other methods of punishment like closing stadiums. In recent years the individuals involved in violence in football have been dealt with and punished either by the club itself or by the country’s legal system, but the problem exists and there is a long way to go before it is eliminated, especially in Israel.

A study researching the case of Israeli football violence from an urban ecology standpoint demonstrates that besides the structural characteristics of the social system, which is affected by urban ecology and by the surroundings that teams operate and that affect spectator violence, the violence level of the fans is influenced by the violence level of the players. In the same research, four sociological explanations on how violence is systematically related to both the team’s urban ecology and sports ecology are presented as possible reasons and triggers for violent behaviour: “First, teams representing communities of subordinate ethnic minorities are more violent than others. Second, teams competing in higher level (professional) divisions and teams at either the bottom or top of their division (high levels of competition) are more violent. Third, teams characterized by violent players are more likely to have violent spectators. Finally, the causal relation between player and spectator violence is asymmetric: players affect spectators’ violence but not vice versa” (Semyonov & Farbstein 1989, 50). The aim of the current research is to analyse the violence factor in a similar way to the research by Semyonov and Farbstein. However, the difference is that the current research seeks to test the violence factor from an economic point of view.

In difference from the last article presented that studied the influence on violence from a specific point of view, there are researches that claim that to fully explain and understand sports crowd violence one must perform studies with a dialogue across academic disciplines. That way it is possible to approach the issue and find the origins of violence that arises from the dynamic interplay between individual, interpersonal, situational, social environmental, and social structural factors. In a more simple way one can conclude that there is no single factor that can individually explain sports crowd violence (Spaaij, 2014). Even so, in this thesis the violence is researched as one more factor that affects football fan attitude. So despite that in author’s opinion the right and complete way to research violence origins is to perform an interdisciplinary research, for the purpose of the attitude research in play, it is sufficient to address violence as a factor itself, regardless of the violence origins as the aim of the study is different.

After understanding factors affecting football economics, a series of data will be presented next to understand more the Israeli football market. In particular the economic importance of this sector, the budgets the teams have, match attendance and football popularity through TV ratings data will be showed. According to the Israeli central bureau of statistics Israel population size at the end of August 2016 stands on 8,571.2K, with a GDP of approximately 300,000M NIS (New Israeli Shekel) putting Israel in the 35 position in the world. In 2011 a ranking of European football leagues was published by the webpage Bleacherreport placing the Israeli Ligat Ha-Al Football league in the 18 place in the top 30 leagues in Europe power ranking, and FIFA placed the Israeli national team on the 79 place in the world on the ranking published on October 20 2016. The league that consists of 14 teams has a total market value of 129,65M Euros and is ranked 23 on UEFA coefficient for the season 2016/2017 (*http://www.transfermarkt.com/*, no date). The Market value in the season 2014/2015 was 21,45M on the high end for Maccabi Haifa, and 4,13M on the low end for Hapoel Raanana. The total attendance in the league during the season of 2014/2015 was of 1,548,337, the 5 studied teams had a combined average attendance of 57,498 spectators per match (Maccabi Tel Aviv 12,898, Hapoel Tel Aviv 8,270, Beitar Jerusalem 9,500, Maccabi Haifa 23,718 and Ironi Kiryat Shemona 3,112) (Sports, no date). According with The Israel Football Association in the season 2015/2016 the TV audience ratings watching Israeli football matches was of 9.52%, this is an increase from previous seasons that reported a 9.1% in 2014/2015 and 8.5% in 2011/2012 (Service, 2016). Last it is widely agreed in the media that Football is the most popular sport in Israel as it is in most of the world. After seeing from a wide perspective what the Israeli football looks like, in the next part a more specific background on the five teams relevant for this research is presented, including the clubs history, palmares and fan club groups.

**Chapter 2**

**THE IMPORTANCE OF FANS’ CONSUMPTION ON FOOTBALL CLUBS ECONOMICS**

After understanding the process consumers goes in a purchase and how football fans attitude construct are conformed, in this chapter the market in which football fans act is presented. A general review of the football market and a specific review of Israeli football market are presented, including football economics, audience levels' influencers, sport fan money and time spending habits, supporter loyalty and violence. In addition a background of the league and the selected clubs that are a part of this research will be given.

Background of the Israeli League and the Selected Clubs

The Israeli football league was officially established in 1931, but its beginnings date back to 1928, when the Israeli Football Association (IFA) was created. In the first season nine teams competed and the champions were the British police team. Since then, changes have been made to the league format, and today the top Israeli league competition is called Ligat Winner, or Ligat HaAl. Fourteen teams take part in a league system with three rounds and a total of 36 match days. The winner is the one standing on the top of the table at the end of the season. Apart from the league matches, two more cup competitions are played: the Toto Cup at the beginning of the season and the State Cup (Gvia HaMedina) played over the season in a knockout system. The league winner gets a place in the second round of qualification to the UEFA Champions League competition. The winner of the State Cup, as well as the teams finishing the league in second and third place, gets a place in the second round of qualification to the UEFA Europa League.

According to different publications Israeli teams do not realize even half of their commercial potential in relation to the local market, more than that the teams lose money consistently and end each year with financial loses. Since the clubs operate as non-profit associations so they are not obligated to publish they financial reports, and when they do publish they are partial and ambiguous most of the time (Snir, 2013). From data published by the government most of the income resources come directly or indirectly from the public, 78% of the teams receive financial support from the public and it is not clear about the remaining 12%. The total budget of the teams in Ligat HaAl for the 2015/16 season stood on 538 million NIS, from this at least 50% came from the public. Those 538 million of budget of the teams is formed by at least 10% came directly from public support funds from the municipalities and local councils, about 10% came from the Toto (the only legal association allowed to manage gambling in Israel), between 15% and 20% of revenues came from the sale of tickets to the public. Up to 15% come from the sale of broadcasting rights and other funds that the director recruited and raised. About 2% come from the Ministry of Sports in the form of subsidies of this kind and others, including money for security in the stadiums (Daskal, 2017).

Incomes of the clubs besides public funds came from different sources, regular and seasonal tickets that generate revenues of around 100,000 NIS per match for each team, this varies according to the team position in the league, for example Hapoel Tel Aviv income from tickets stood on 2.1 million after match expenses, and Maccabi Tel Aviv income from tickets before expenses were 18 million that represent the main income source of the club. Another source of income as mentioned above is broadcasting rights that generate for the clubs between 6 and 8 million NIS annually. As in the rest of the world each team has sponsors that advertise themselves through the team in exchange for money, the main sponsor of a team in the middle league table pays one million NIS, while a team like Beitar Jerusalem can reach 4 million. More incomes may came from selling players, UEFA (when a team participates in international competitions) such is the case for Maccabi Tel Aviv that gained close to 6 million NIS for their participation in a UEFA tournament, another source of income for some teams are loans. If as reported the teams lose money every year the owners of each club are responsible to cover the difference between the insufficient incomes and the high expenses. (Digital, 2007; (Nativ, 2015); Daskal, 2015b).

The clubs chosen for this research are the ones that won a league title (championship) over the past ten years (2005-2015): Maccabi Tel Aviv FC (three championships, in the 2012/2013, 2013/2014, 2014/2015 seasons), Maccabi Haifa FC (three, 2005/2006, 2008/2009, 2010/2011), Beitar Jerusalem FC (two, 2006/2007, 2007/2008), Hapoel Tel Aviv FC (one, 2009/2010), and Ironi Kiryat Shemona FC (one, 2011/2012). In the next part a brief background on the selected teams will be presented.

Maccabi Tel-Aviv FC was founded in 1906, originally under the name Rishon Lezion – Jaffa Society. In 1909 with the foundation of the city of Tel Aviv the club changed his name to the current one. Over the years the club won 22 league championships and 27 cups, making Maccabi the more successful club in the country. The club is a privately owned by businessmen Mitchell Goldhar. The budget of the team is the highest in the league standing over 100M NIS, with an income close to 90M the club has a deficit of 58M, this difference is covered annually mostly by the owners and loans, this is true for all the clubs in Israel (Daskal, 2015b). Maccabi's main fan club is named “Maccabi Fanatics”. This fan club was founded after “The 12 Player” fan club was closed in 2012, and in 2013 “Maccabi Fanatics” was merged with “Ultras Maccabi 96”.

Maccabi Haifa FC was founded in 1913 but with the start of World War I it stopped its activities until 1919, when the club reactivated his activities. In 1925 the club split into two clubs Maccabi Haifa and Hapoel Haifa. The club has been proclaimed league champion 12 times and cup winner 9 times. The club is a privately owned by businessmen Ya'akov Shahar, being one of the most stable clubs in terms of ownership. Not a lot of financial information is being published but we know from some publications that the club’s budget stands around 80M and has a natural income of 54M (Daskal, 2015b). Haifa's main fan club is called “HaKofim HaYerukim” (Green Monkeys) and it was founded in 2002. In 2010 another fan club named “Inferno Verde” was founded with purpose to give additional support to the team. In addition to this two fan clubs, Haifa has an official fan club with about 20000 members. In some surveys performed at the beginnings of the 21 century, Haifa was found as the most supported team in Israel.

Beitar Jerusalem FC was founded in 1936 in Jerusalem. At the beginning the team was an amateur team and the club had a strongly politic relation to the “Etzel”, that was an underground militia against the British rolling in Israel. In 1943 the team became professional and joined the Israeli league. Since then the club has been proclaimed league champions 6 times and cup winners 9 times. The club is privately owned by businessmen Eli Tabib. From the top Israeli clubs Beitar has the lowest budget standing on 37M this is probably because the low income, for example their sponsorship is only 3M (Daskal, 2015b). Despite the fact that many years have passed, Beitar still holds a strong image of a club that is identified with the right wing at the political map. In 2005 a radical fan cell named “La Familia” was created. It is known for its racist and extreme political views. Its members were accused of serious violent acts and many times the organization is compared with the Italian mafia.

Hapoel Tel-Aviv FC was founded in 1923 as an association for sports representing the Jewish proletariat in Israel. The professional football team of the club was formed in 1926. The club has been proclaimed league champions 13 times and cup winners 17 times and reach the best achievements of an Israeli team in Europe. Currently the club is owned by businessman and art collector Amir Gross Kabiri after years of instability and legal disputes over the ownership rights for the club. The club experience a decrease of 25% in seasonal and regular tickets sells compared with previous season, so the budget was set for the season in 54M with an accumulated loss of 60M (Daskal, 2015b). The team has two main fan clubs, Raising Red (“Adom Ole”) and Red Devils (“Hashedim HaHadumim”).

Ironi Kiryat Shemona FC is relatively a young club founded in 2000 with union of Hapoel Kiryat Shemona and Maccabi Kiryat Shemona that many years struggled in the lower divisions. Just in 2006 the team participated in the top Israeli league for the first time, since then the club has won one league championship and 3 cup titles. The club is owned by businessman Izzy Sheratzky that has begun to invest in the club in 2000, until he became the owner and setting the budget on 20M NIS for the season (Daskal, 2015b). Being a young club the main fans are from Kiryat Shemona City and its surroundings located in the north of Israel. The fan club name is “Blue Lions 07” and they are considered by the media as one of the best crowds in Israel.

The Basics of Football Economics

In this part author will present first the different aspects of previous researches dealing with football economics from different angles. Special attention is given to the literature on audience levels' influencers, sport fan money and time spending, and supporter loyalty as these are main factors used in this study. After that a part reviewing literature on violence is presented, focusing on sport violence in general and violence in football specifically. Last, a review of data regarding economics in football market in Israel and of the clubs that are part of this study are showed.

"*Academic interest in the economics of professional team sports dates back as far as the mid-1950s. Since then, many books and journal articles have been written on the subject*" (Dobson & Goddard, 2009, 1). There are two articles that are categorized as fundamental in the development of the field of team sports economics research. Rottenberg (1956) presents and analyses in his article "*a number of market problems which are interesting because of some unusual characteristics of the baseball labour market and the organization of the baseball industry*" (Rottenberg, 1956, 242). On the other hand Neale (1964), performs in his article a comparison of the professional sports industry to a regular firm in another market. Through this comparison he presents the unique economic characteristics of professional sports entities as a businesses.

In a more specific way, through the examination of the Chester Report, which shows data concerning player's wages, conditions of employment, amounts of transfer fees paid by one club to another for professional footballers, research on the economics of football was made by Sloane (1969). In his article the author analyses and discusses the current form of employment, the rationale of retain and the transfer system. It is presented and checked again empirically. In summary author analyses the recommendations of the report concerning the issues above and the future impact of those.

In more recent years, the economy and management of football clubs were widely covered in the literature, for example in articles addressing issues like connections between supporters' emotions or changes in brands connected to a club. Abosag et al. (2012) study showed through the development and test of a model the conceptualization of the relationship between supporters’ emotional attachment, supporters’ brand perception and strength, and their support for brand extension in different ways. This model confirms that fans that have a strong emotional attachment to their club have a stronger perception of the club as a brand and support brand extension.

Similar to Abosag et al. (2012), Funk & James (2006) examined in their article the mediating role of attachment. According to their paper, the attachment process is one when an individual moves from merely liking a team (attraction) to becoming loyal to a team (allegiance). The results reflect that allegiance is the outcome of a process by which individuals develop stronger emotional reactions to, more functional knowledge about, and greater symbolic value for benefits and attributes associated with a sport team.

Blumrodt et al. (2013) examined the social responsibility aspect in professional football, more specifically they investigated corporate social responsibility (CSR) actions in the professional European football league and its impact on clubs’ brand image. They reached the conclusion that Keller’s model of customer-based brand equity had to be reconsidered for football clubs.

Many others that analyse and study football from an economic view like for example Irwin, Sutton & McCarthy (2008) focus on marketing aspect in sport organizations and present a view of the sport industry as a unique promotion and sales medium. An article on managing and leadership in sports is the one by Soucie (1994). The author reviews the research literature that pertains to (1) leadership influence and power, (2) leadership traits and skills, (3) leadership behaviours, (4) situational leadership, and (5) charismatic and transformational leadership. The author reached the conclusions that there were no absolute truths about effective leadership. Effective sport administrators do come in different sizes, shapes, and colours and will differ with each organizational context, but they are certainly visible and they certainly manifest themselves.

To understand the football market, it is important to present its evolution and economics. In the past football had over 300,000 clubs worldwide, in every small town in Europe. Many players were amateur and some low‐wage professionals, for example English premier league players earned just over average English wage in early 1980s. In 1970, the money enter the game through sponsorships and broadcasting revenues. This changed the market completely. First from the major changes in the size of the market was shirt sponsorship, then an organized corporate sponsorship (in 1982 world cup 19$ million), followed by stadium naming rights. The 2006 world cup successfully achieved a corporate sponsorship that rose to 525$ million, and in 2010 shirt sponsorship in European football stood on more than 470 million euro. The total revenue of football clubs around the world in the year 2013 stood on 38 billion dollar. All this growth in the market is due to the globalization in the world that also had an impact on the football market. This process gave the clubs the opportunity to grow beyond the limits of his home city first, country and continent, permitting to reach other customers. (Andrews, 2015)

Sport Fan Money and Time Spending's factor

As we can understand from this quote from the paper by Dixon "*to practice is to consume, not only in a monetary or utilitarian sense, but it also serves to convey a way of thinking, with agents' spending money, time and part of themselves on football*." (Dixon 2013, 1). So we can see that consuming is a big part of football fans habits. If it is by money spending, that is different from other market mostly because these fans have the motivation to buy in a manner that lots of time has nothing to do with personal taste (Dixon, 2013). An important fact is that "*routine acts of consumption are not simply repetitive forms of behaviour that are ‘carried out mindlessly and without significance’*" (Giddens 1984, 86). So also for the football fan every act of consumption must eradicate in some deeper explanation for this behaviour.

Together with the practice of consumption by spending money, for the football fan spending time in different ways to support the team that is no less important and significant, for example than the purchasing of tickets or merchandising. This is why in the literature there is a debate on the difference in the terms of 'consumers' and 'fans' (Dixon, 2013). This two types of consumption (money and time spending), *"occurs in the home – involving the delivery of newspapers and the consumption of themed television programs and internet websites. Second, within the stadium vicinity – purchasing a drink; gambling; match- day program; and a meal deal"* (Dixon 2013, 81).

The football market is an industry that generates millions of dollars, a great part of that income comes from fans spending. Hard-core fans and regular supporters spend thousands of dollars a year on things related to their favourite team. The range of possible spending is wide - from tickets to a single match or seasonal tickets, travel to an away game or local transportation or parking to a home game, to more general expenses like drinks and food before, during or after the games, merchandise like jerseys, hats, scarfs or any other product related to the club (Dison, 2014).

The importance of the fans to clubs is reflected in the fact that in the last years some companies have developed new and modern methods to maximize the potential income that comes from fans and is considered essential to maximize the income of the clubs generated from the fans spending. Modernization is a key to manage and understand fans habits, for that reason digital and social media are a growing tool in following, gathering information, analysing and making business decisions by clubs regarding the fans (*Transforming Sports Fan Habits, Engagement Factors in the Digital Age*, no date).

Reinforcing the idea that *"teams generate revenue through sponsorship, television deals, merchandise sales, concessions, and ticket revenue"* (Porter 2008, 93). In Porter's book “The Sport Enterprise: A Student's Perspective 2nd Edition” more evidence on the importance of how to sell more tickets to generate higher revenue per cap, and the selling of extra items to those that buy tickets and came to the game, is showed.

In parallel to the money spending habit of the sport fan, the fan also spends time on things regarding the team. That is why it is important to research the sport fan time spending habits. With the course of the years and the development and modernization of the football market, fans ways of involvement and ways of supporting their team gained a wider range of possibilities. Before, the time was spent mostly on preparing cheering equipment and gaining knowledge through conversations (mostly face to face) or through radio or television later on. Today the possibilities of spending time on team related matters are more diverse.

Social media became an important tool for football clubs to create a more fluid and close relation between the fans and the team. So the clubs must invest not only in their website but mostly where the teenagers and young adults spend their time online, social networking sites (Tyler, 2002).

Technology, social media, internet usage gained so much importance, that even the influence of still relevant newspapers and magazines, is declining (Weaver, 2011). For example the reports show that approximately 2 billion internet users are using social networks. For example, Twitter have 328M active users. Instagram has 700M and Facebook have 2047M active users (Statista, 2017), so it is evident that social media became an important tool for people to be in touch with each other and to be closer to their fields of interest, including sports and football (Weaver, 2011).

Another way many fans spend their time is in fantasy football games that got popular in last years. In those online games, the user create a team and manage it through the season while competing against other users by collecting points depending of the performance of the football players in real life (Kelly, Lewis and Mortimer, 2012). This growing phenomenon produces some ingesting data, the estimated number of players in 2017 reached 59.3 million in the USA and Canada alone, spending annually 556$ on each in average. Ten years ago, in 2007, the estimated number of players stood at 19.4 million. An important increase is evidence of a growth in the fantasy gaming. Beside the money spent on these games, player also dedicate an average of 3 days played per month.

Influencers on Audience Levels' factor

When dealing with audience size, factors such as opportunity cost, quality, outcome uncertainty, and supporter loyalty have been widely examined in past studies. For the purposes of this article, a different factor, fan attitudes, will be investigated to learn how those attitudes affect football audiences and vice versa. This subchapter *"investigates factors which affect football audiences and can be influenced by the structure and regulations of the league*" (Kuypers, 1997, 5).

The research on audience encompasses two main types of audiences. Direct audience consists of all the people who are at the stadium to watch the game directly from the pitch. The second type of audience, indirect, refers to the people watching the game through mass media or the internet (Wann *et al.*, 2001). When it comes to TV spectators, “*The beginning of audience studies can be traced to the 1920s and 1930s when the mass-culture thesis emerged*” (Gerhardt, 2006, 126). Gerhardt (2006) uses the ATTAC model (Analysing the Television Audience’s Conversation) to better understand the level of involvement of people watching football on television. He reached the conclusion that people watching football on television wish to become part of the game and spectacle and try to accomplish that by using the television as a bridge to the game itself.

Researchers initially characterized the audience as passive. With the advance of technology, from media text through books, newspapers and magazines to video games and TV, many articles have studied the influences of the content transmitted to the helpless audience, which is held captive by new forms of media like the internet. The shift from thinking about the audience as passive audience to active ones occurred thanks to new British cultural studies such as that by (Hall, 1980) which studied the type of audience involvement in terms of four aspects:

1. The role of encoding and decoding from the vantage point of television production.
2. The process of television production as a series of codes and signs that are constructed in order to relay specific messages.
3. The role that television production plays in encouraging a “preferred meaning or reading” and the issue of misreading signs.
4. Finally, he presents three types of codes, dominant or hegemonic, professional, and negotiated, and shows how they affect the viewer’s connotative meaning.

Morley (1980) also studied the audience type of involvement from a different angle. He investigated the degree of complementarity between the codes of the program and the interpretive codes of various sociocultural groups, and the extent to which decoding's take place within the limits of the preferred manner in which the message has been initially encoded. The results of his study show that the audience decode the messages in an active viewing manner.

Many studies focus on levels of demand for sport. In a review of the relevant literature, Borland & MacDonald (2003) suggest lessons for decision makers in both the professional sports industry and in government. They claim that there is still much to be learned about demand for professional sport, and that there are no simple lessons to be drawn from the existing literature. But important messages do emerge from studies on demand for attendance with regard to the effects of uncertainty of outcome, quality of contest, and quality of viewing. Dietschy (2013) looks at attendance in a comparative examination of the relationship between a Europe-dominated FIFA and the rest of the football world. The study concludes that the history of the relations between FIFA and Latin American, Asian, and African football associations shows that FIFA’s construction of world football was no mere imperialistic operation. Other researchers have studied attendance from different approaches. Among them are Greenwell (2001) who examines levels of demand for sports with a conceptual framework that looks at the physical facility along with the core product and service processes, as they contribute to customer satisfaction and profitability. Four main conclusions were made: (1) the service experience was important in predicting customer satisfaction; (2) team identification influenced the way customers perceived the physical facility and the core product; (3) customer satisfaction was an important predictor of profitability; (4) demographic differences had some influence how customers perceive the elements of the service experience. There is also work by Giulianotti & Robertson (2004), which focuses on the effect of the globalization of football. One of the elements they looked upon is the audience. Its results bring to the discussion five particular ways that might contribute to sociological understanding of globalization:

* 1. globalization of football seriousness is such that sociological analyses of sport must enhance empirical and theoretical understandings of globalization in general;
  2. it places the cultures of glocalization at the heart of the sociology of football;
  3. global-realist perspective interprets major cultural institutions such as football clubs as TNCs that possess strong degrees of glocality;
  4. commodification processes inevitably impact upon glocalization cultures, threatening some communities with social exclusion from meaningful participation in the constructive relativization of their cultural identities and practices through sport;
  5. address contemporary conceptions of humankind and how, within at least one cultural sphere, the world can become ‘for itself’.

To better understand this factor, it is useful to examine data on attendance and audience. Data on occupancy rates across Europe show that the stadiums in England have a 96% occupancy, which is the highest on the continent, followed by Germany with 92% and the Netherlands with 87%. Next is Belgium with 74%, and Spain and France close with 68% and 67% respectively. Italy sits toward the bottom of the list with 55%, and Portugal comes in last with an attendance rate of 26% (Schnater, 2016), The occupancy rate in Israel is 44.5% (Daskal 2016).

This chapter reviewed the literature dealing with football economics in general and in Israel in particular presenting data that show the economic magnitude of the football market as a leading sport in the country. In a more specific way 4 factors were covered, Audience Levels' Influencers, Sport Fan Money and Time Spending, Supporter Loyalty and Violence. All of these were addressed concerning sports in general, football in particular and more specific football in Israel. After that a background of the Israeli league and the selected clubs that are part of this study was done. In this chapter it is possible to see the importance of the football market in the world and in Israel specifically, from a sociological view but also from an economic aspect, considering the special history of the league and clubs, the behaviour of the fans as consumers and the level of violence presented in the sport. In the next chapter a literature review of the methodology of researches of sports and football is presented, in the first part and in the second part a description of the methodology used in this study is explained.

**Chapter 3**

**RESULTS and CONCLUSIONS**

In this chapter the author present the results of the research and the interpretation of them, this will be the base for verification of the hypothesis tested in the study. Firstly, the author analyses some articles studying attitudes in general, then articles testing cognitive, affective and behavioural constructs, and finally some measuring violence in different ways. For each of those constructs and factors different approaches are presented. It is possible to see that there are major differences in some cases while in others similar methods were implemented. Special attention was given to the instrument of measurement and the number of items used for each factor. A summary of these articles is presented in tables 3.1 to 3.5 and then the author presents the method used for the purpose of this study. After all that the statistical results will be presented for each of the five hypotheses followed by discussion of the findings. In all hypothesis the three variables were used: cognitive construct, affective construct and behavioural construct. The three were measured basing on the data collected from the questionnaire – cognitive with 9 questions, affective with 8 and behavioural with 13.

Research Design

Description of the Population and Sample

After reviewing, comparing and explaining the methodology used for this research, next a description of the relevant population and sample will be presented, and finally a comparison of the population and the sample will be made to prove the relevance of the research.

Due to the lack of a proven structure of the population of Israeli football fans, the reference data were obtained from a survey performed by an Israeli economics magazine regarding Israeli sports fans in general (Daskal, 2015a). The statistics from that study show that 70% of the fans are male, the predominant age of a fan is 35, 45% of fans are between 25 and 45 years old, and 72% have an education higher than high school. Regarding religion, 46% are secular, 43% religious at some level, and 11% are in the ‘other’ category. In terms of economic status, 47% are above average, 20% are average, and 33% are below average. Despite this spread, the average amount a regular fan (not avid or fanatic) spends on team-related items (tickets, TV sports channels, merchandising, and travel expenses) stands at 1,030 NIS per year, while an avid or fanatic fan spends 2,022 NIS per year, almost twice as much as a regular fan. The same study shows that 82% of the regular fans attend matches at the stadium twice a year at most, while 59% of the fanatic fans attend matches at the stadium at least once every two months (Daskal, 2015a).

After understanding the population relevant to this research next the division of the fans by team like presented in table 3.6. Only the statistics of the teams participating in this study were included. The percentages were based on the attendance to the matches. In one survey the results were as follow, 38.4% are fans of Maccabi Haifa, 21.6% fans of Maccabi Tel Aviv, 18.4% of Beitar Jerusalem, 18.2% of Hapoel Tel Aviv and 3.4% of Ironi Kiryat Shemona (Sports, no date). In other similar study published in another magazine the results were as follows, 39.7% are fans of Maccabi Haifa, 27.2% fans of Maccabi Tel Aviv, 16.9% of Beitar Jerusalem, 12.8% of Hapoel Tel Aviv and 3.4% of Ironi Kiryat Shemona (Editors, 2015). In author’s research the percentages from the gathered questionnaires were, 37.7% are fans of Maccabi Haifa, 24.1% fans of Maccabi Tel Aviv, 20% of Beitar Jerusalem, 15.9% of Hapoel Tel Aviv and 2.3% of Ironi Kiryat Shemona.

Table 3.1. Comparison of fan division by teams in previous studies and this study.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Team** | **Study 1** | **Study 2** | **Combined** | **This Study** |
| Maccabi Haifa | 38.4% | 39.7% | 39.0% | 37.7% |
| Maccabi Tel Aviv | 21.6% | 27.2% | 24.4% | 24.1% |
| Beitar Jerusalem | 18.4% | 16.9% | 17.7% | 20.0% |
| Hapoel Tel Aviv | 18.2% | 12.8% | 15.5% | 15.9% |
| Ironi Kiryat Shemona | 3.4% | 3.4% | 3.4% | 2.3% |

Source: own compilation based on (Sports n.d.) and (Editors 2015)

Table 3.1 shows that between studies 1 and 2 there were not a lot of differences in the breakdown of fans by team between previous research and the current research. The differences that appear between the percentages in the previous studies and the author’s study stem from the fact that in the previous studies the percentages of fans of each team were calculated by factoring in attendance, while in the author’s study the percentages were calculated from data collected in the survey with a specific question: “Which one is your favourite team”?.

Last thing that is needed to be known was the population that was represented by the sampling of the research, and the distribution of fans between the five teams that are part of this study, in previous studies and in the present thesis. The comparison between those two was made. Next, the demographic profiles of the research sample are presented and compared to the population. In the sample of this research the participants answered a series of questions in the questionnaire regarding demographic and general information. From this data one can see that 93.8% of the participants are male and 6.2% female. The age of the fans in this study were divided into three groups 11-24, 25-40 and 40 or older. The results showed that 51.3% are between the age of 11 and 24, 42.6% between 25 and 40, and 6.1% of the people that participated in the survey are in the age of 40 or older. Regarding the education level if divided in two, people with high school education or lower were the 36.9% of the participants while 63.1% had an education higher than high school. Last the socioeconomic status of the participants was 8.9% below average, 57.1% average and 34.1% above average.

Table 3.2. Comparison of demographic profile of the fans in previous and current study.

|  |  |  |  |
| --- | --- | --- | --- |
| **Factor** |  | **Previous Study** | **This Study** |
| Gender | Male | 70% | 93.8% |
| Female | 30% | 6.2% |
| Age | 11-24 | - | 51.3% |
| 25-40 | 45% | 42.6% |
| 40+ | - | 6.1% |
| Education | High school or lower | 28% | 36.9% |
| Higher than high school | 72% | 63.1% |
| Socioeconomic status | Below average | 33% | 8.9% |
| Average | 20% | 57.1% |
| Above average | 47% | 34.1% |

Source: own research

As is evident from table 3.2, the factors of age and education were similar between previous and current study. 42.6% of respondents were between the ages of 25 and 40, this statistics is similar to the one in a previous study with 45% in the same ages. Also in previous study the percentages were similar on the education factor with 28% of the fans with high school education or lower, and 72% with higher than high school, this is relatively close to the percentages in the current study. The difference in the gender factor probably stems from the method each research was conducted. While in previous studies the participants were targeted to meet the desired percentages, in author's study this was conducted in a more random way. So this statistic difference can support the assumption that male fans are more involved and willing to participate in questionnaires dealing with football. The difference in socioeconomic status in previous study and the current one is significant as can be seen in table 3.2. According to (Statistics, 2012) the data in their report regarding socioeconomic status in the population showed that 11.6% are below average, 68.3% average and 20% above average. The statistics in author's study were closer to the data published in the report than the distribution in previous study.

Presentation of the Measurement Method

As seen above, each construct can be measured by different factors, and each factor can be measured by different items, this will depend on the goal of the research. For the purposes of this study, the method used *"is a combination of previous methods, employed with the hope that with this method it will be possible to achieve a more accurate and deeper understanding of what fans' attitudes are and that the measurements will reflect a more clear and realistic picture."* (Bialowas 2017, 226)

The questionnaire was designed to measure the three attitude constructs as well as six more factors and some additional demographic data. All were measured with a self-report method. As explained before the attitude was formed and measured with the affective (emotional) construct which itself was measured with 8 items, the cognitive construct with 9 items and the behavioural construct with 13 items. The other factors used in this study were measured as follows, attendance and audience were considered as connected so they are measured together with 5 items, money spending habits with 8 items, time spending habit with 8 items, Loyalty with 4 items and some other general factors (like family etc.) that influence fans attitudes were tested with 6 items. And last the violence factor was measured with 18 items, all this in addition to 8 items that gather demographics info of the participants as well as one more question asking for the participant favourite team from a list of 5 teams.

Used Procedures Review

There are two approaches to measuring attitudes: the explicit process and the implicit process. In the first, the subject’s answers come from conscious attention; the subject is aware about how the attitude is being assessed. In contrast, in the implicit process, there is no requirement of conscious attention as the subject is unaware that the attitude is being assessed (Gregory Richard Maio and Haddock, 2010).

In this dissertation an explicit process was implemented. Two methods that were originally developed with the purpose of measuring attitudes are the Thurstone scale and the Likert scale. The Thurstone scale developed by Thurstone (1928) was created by adapting methods of psychophysical scaling to measure attitudes. And the Likert was developed Scale by Likert (1932) with a technique of summated ratings to measure attitudes.

In the first phase the questionnaire was filled by 12 participants to test the tool and check for errors and problems. After that pilot phase and the correction of all the problems reported by the participants, the questionnaire was distributed to a larger population to collect the final sample. The questionnaire used in this study was designed and written in Hebrew because the target population was football fans living in Israel. After the questionnaire was finalized, it was translated into English for the purposes of presenting this thesis.

An online survey was conducted using an online survey platform (Google Forms), and the link to the questionnaire was published on Facebook and several internet forums. A total of 1,264 responses were received, of which 158 (12.5%) were discarded due to several errors or incomplete forms. Thus the final number of respondents was 1,106 (87.5% of all questionnaires received).

The data were collected through the questionnaire over a period of approximately four months, during the last phases of the Israeli league’s 2015/2016 season. It must be specified that because the research was planned and conducted before the end of the playoffs, it was not possible to include the league champion, Hapoel Be’er Sheva, which did not win a championship during the ten years before this study.

Subchapter 3.2 - Factors Shaping the Attitudes Forming

Hypothesis 1 – The way a fan becomes a fan affects more the attitude of the fan than demographic and socioeconomic factors.

This hypothesis compares what affects more the attitude of the fan, the way of becoming one or the demographic and socioeconomic status. The three variables used and tested for this hypothesis were, first was the age of the fan (this was asked with one open question). Second was the socioeconomic status that was tested with one question with five options to choose from (far below average, below average, average, above average and far above average). And third was the way of becoming a team fan that was tested with one question with eight options to choose from, "My Dad / My brother was a team fan", "The stadium was close to my home", "On my youth I played for the team", "Through friends at school", "Through friends at the army", "Through friends at work", "I connected to the team alone" and one open option to fill manually if none of the other options are suitable. Each of the three factors was analysed against the three constructs.

Table 3.2.1. Pearson’s correlation of the age and the three attitude construct.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Factor 1** | **Factor 2** | **Significant** | **At** | **Pearson** |
| Age | Cognitive | Yes | 0.0001 | **-0.345** |
| Affective | Yes | 0.0001 | **-0.327** |
| Behaviour | Yes | 0.0001 | -0.182 |

Source: own research

Like presented in table 3.2.1 the age variable shows significant results. Using Pearson test the results show a moderate negative connection between age and the cognitive construct meaning the older the fan is, the weaker is his cognitive connection with the team. Also a moderate negative connection between age and the affective construct meaning the older the fan is the weaker is his affective connection with the team. And a weak negative connection between age and the behaviour construct. Meaning the older the fan is the weaker is his behavioural connection with the team. So it is possible to say that the older the fan is, the weaker is his attitude towards the team. According to these results the club should try mainly to strengthen the attitude of older fans by raising its cognitive and affective constructs to create a stronger attitude that will keep the fan at high levels of fanhood even when he gets older.

Seven ways of becoming a fan were included in the questionnaire and each was tested against the three constructs with the help of T-Test. The first way presented to the participants was "My Dad / My brother was a team fan", following are the results for the participants that choose this option.

Table 3.2.2. T-Test for the ways of becoming a fan ("My Dad / My brother was a team fan") and the three attitude construct.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Factor 1** | **Construct** | **Mean for no** | **Means for yes** | **Difference** | **T-Test Significance** |
| My Dad / My brother was a team fan | Cognitive | 3.5486 | 3.8310 | 0.2824 | 0.0001 |
| Affective | 3.8712 | **4.1255** | 0.2543 | 0.0001 |
| Behaviour | 2.7168 | 2.9633 | 0.2465 | 0.0001 |

Source: own research

The analysis shows significant results for the three constructs. For the cognitive construct, the results show a stronger connection for those who answered with this option of becoming a fan than for those who answered with another option. For the affective construct, the results show a stronger connection for those who answered with this option of becoming a fan than for those who answered with another option. And for the behaviour construct, the results show a stronger connection for those who answered with this option of becoming a fan than those who answered with another option (see details in Table 3.2.2). The conclusion is that people that become fans because "My Dad / My brother was a team fan" have a stronger cognitive, affective and behavioural attitude than people that become fans in a different way.

Table 3.2.3. T-Test for the ways of becoming a fan ("Through friends at school") and the three attitude construct.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Factor 1** | **Construct** | **Mean for no** | **Means for yes** | **Difference** | **T-Test Significance** |
| Through friends at school | Cognitive | 3.7594 | 3.5260 | 0.2334 | 0.0020 |
| Affective | **4.0685** | 3.8190 | 0.2495 | 0.0001 |
| Behaviour | 2.9068 | 2.6714 | 0.2354 | 0.0001 |

Source: own research

The next option that was significant is "Through friends at school". This option was significant for the cognitive, affective and behaviour constructs. For the cognitive construct the results show a weaker connection for those who answered with this option of becoming a fan than those who answered with another option. For the affective construct the result show a weaker connection for those who answered with this option of becoming a fan than those who answered with another option. For the behaviour construct the result show a weaker connection for those who answered with this option of becoming a fan than those who answered with another option (see details in Table 3.2.3). The conclusion is that people that become fans through friends at school have a weaker cognitive, affective and behavioural attitude than people that become fans in a different way.

Table 3.2.4. T-Test for the ways of becoming a fan ("On my youth I played for the team") and the three attitude construct.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Factor 1** | **Construct** | **Mean for no** | **Means for yes** | **Difference** | **T-Test Significance** |
| On my youth I played for the team | Cognitive |  |  |  | 0.485 |
| Affective |  |  |  | 0.345 |
| Behaviour | 2.8392 | 3.1593 | 0.3201 | 0.001 |

Source: own research

The option of "On my youth I played for the team" was only significant for the behaviour construct. For those who answered with this option of becoming a fan the result show a stronger connection than those who answered with another option (see details in Table 3.2.4). The cognitive and affective did not show significant results at 0.485 and 0.345 respectively. The conclusion is that people that become fans because they played in their youth for the team have a stronger behavioural attitude than people that became fans in a different way.

The other four options "The stadium was close to my home" was not significant with cognitive 0.476, affective 0.484, behaviour 0.085. "Through friends at the army" was not significant with cognitive 0.851, affective 0.978, behaviour 0.418. "Through friends at work" was not significant with cognitive 0.836, affective 0.742, behaviour 0.082. And "I connected to the team alone" was not significant with cognitive 0.64, affective 0.741, behaviour 0.159, so all of them did not show significant differences.

In the light of the results presented above it is clear that from all the different ways of becoming a fan, the way of "My Dad / My brother was a team fan" has a strongest influence on the cognitive and affective construct, while the option "On my youth I played for the team" has a strongest influence on the behavioural construct.

The socioeconomic factor was tested with the Spearman's rank correlation test and did not show any significant results for the three constructs (cognitive at 0.057, affective at 0.125, behaviour at 0.801). So based on this there is no connection between socioeconomic status and football fan attitudes.

From the results of the three variables measured (age, ways of becoming a fan, and socioeconomic status) against the three construct, it is clear that the variable of ways of becoming a fan has the strongest influence on the three constructs, more than age or socioeconomic status. According to the results this variable has the strongest influence on attitude more than the other two. Based on those conclusions the hypothesis "The way a fan becomes a fan affects more the attitude of the fan than demographic and socioeconomic factors" has been proven correct.

The results presented in hypothesis one support in a way the conclusion presented by Funk & James (2006) that the features affecting the development of a fanhood are sufficient to develop a connection. From this one can deduce that the development of fanhood, in other words the way to become a fan, is a strong influencer on the attitude developed. In this thesis the author confirms this idea by showing that the way of becoming a fan has more influence on the attitude than demographic and socioeconomic factors.

The results expands the results of Trail and James (2001) and Wann (1995) that show that the development of fanhood to team depends from some essential features. Funk and James (2006) results suggesting that those features are ones related to enhancing self-esteem, experiencing found past memories, and following a favourite object, is supported by the results of this hypothesis that indicate that the variables tested of ways of becoming a fan has the strongest influence on the three constructs, more than age or socioeconomic status proving the first hypothesis. Those same results also match the conclusion of Funk and Pastore (2000) that the process of attachment to a team has a strong influence on attitude. Bartholomew and Horowitz (1991) and Hazan *et al.* (1987) researches demonstrates that the attachment is created during infancy and the results of this study also support this idea.

According to the above analysis, the marketers in the football market should emphasize their efforts in maintaining the level of fanhood of older fans by increasing their attitude constructs. More important should be to create the attitude at young age, more specific to crate that connection to the club through the fathers and brothers. Another way should be by generating opportunities for young people to be a part of the club by playing in it, this will create a connection to the team and club later on in life.

Subchapter 3.3 - Aspects of Football Fans’ Time and Money Spending

Hypothesis 2 – There is a relation between the attitude of the fan and his habits of spending time and money on team related things.

This hypothesis verifies the connection of fans attitude with time and money spending habits. The variables tested were money spending habits, including on what the fans spend their money. The other variable is time spending habits, and the last variable are the reasons for stop attending the matches. Each of the factors was analysed against the three constructs.

Table 3.3.1. Pearson’s correlation of the attitude constructs and money spending habits.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Factor 1** | **Factor 2** | **Significant** | **At** | **Pearson** |
| money spending habits | Cognitive | Yes | 0.0001 | 0.578 |
| Affective | Yes | 0.0001 | 0.577 |
| Behaviour | Yes | 0.0001 | **0.890** |

Source: own research

The analysis shows significant results for the three constructs. Using Pearson test the results show a moderate positive connection between money spending habit and the cognitive construct. The results also show a moderate positive connection between the money spending habit variable and the affective construct, and a strong positive connection was reached between the money spending habit variable and the behaviour construct (see details in Table 3.3.1). In light of those results, it is possible to say that the stronger the attitude is, the fan will spend more money on things related to the team. More specifically, the connection between the money spending habits factor and the behaviour construct is stronger than with the cognitive or affective constructs. For the clubs to influence the fan money spending habits and increase club income they should approach the fan attitude through the behavioural construct.

Table 3.3.2. Pearson’s correlation of the attitude constructs and time spending habits.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Factor 1** | **Factor 2** | **Significant** | **At** | **Pearson** |
| Time  Spending  habits | Cognitive | Yes | 0.0001 | 0.697 |
| Affective | Yes | 0.0001 | 0.673 |
| Behaviour | Yes | 0.0001 | **0.932** |

Source: own research

The time spending habit variable shows significant results for the three constructs. Using Pearson test the results show a strong positive connection between time spending habit and the cognitive construct. The results also show a strong positive connection between time spending habit variable and the affective construct, and a very strong positive connection between time spending habit and the behaviour construct (see details in Table 3.3.2). Those results make it possible to say that the stronger the attitude is, the fan will spend more time doing things related to the team. As with the money spending habits factor also with the time spending habits the behavioural construct has a stronger influence. If the club aims to rise the involvement of the fan in the team, it should approach the fan attitude also through the cognitive and affective constructs but mainly target the behavioural construct part of his attitude.

In the next part the attitude is tested against different types of money spending's. Five different types of money spending were tested, spending on tickets (seasonal or single), food and drinks at the stadium, merchandise of the team, paid TV channel for watching the games and traveling cost to the games. All were compared to the three constructs using the Spearman test, and all show results with significant connection at 0.0001.

Table 3.3.3. Spearman's rank correlation coefficient of the attitude constructs and the different types of money spending habits.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Factor 1** | **Factor 2** | **Significant** | **At** | **Spearman** |
| Tickets buying spending habits | Cognitive | Yes | 0.0001 | 0.195 |
| Affective | Yes | 0.0001 | 0.227 |
| Behaviour | Yes | 0.0001 | **0.335** |
| Food and drinks buying at the stadium spending habits | Cognitive | Yes | 0.0001 | 0.207 |
| Affective | Yes | 0.0001 | 0.196 |
| Behaviour | Yes | 0.0001 | **0.373** |
| Merchandise buying spending habits | Cognitive | Yes | 0.0001 | 0.399 |
| Affective | Yes | 0.0001 | 0.399 |
| Behaviour | Yes | 0.0001 | **0.473** |
| Buying of paid TV channel for watching the games spending habits | Cognitive | Yes | 0.0001 | 0.153 |
| Affective | Yes | 0.0001 | 0.133 |
| Behaviour | Yes | 0.0001 | 0.198 |
| Traveling costs to the games spending habits | Cognitive | Yes | 0.0001 | 0.265 |
| Affective | Yes | 0.0001 | 0.285 |
| Behaviour | Yes | 0.0001 | **0.364** |

Source: own research

The analysis shows significant results for the different types of money spending. The tickets buying spending habits variable shows a weak positive connection to the cognitive, affective and behavioural constructs. This reveals that the stronger the attitude is, more money the fan will spend on tickets although all were with a weak connection. The food and drinks buying at the stadium spending habits show a weak positive connection to the cognitive, affective and behavioural constructs. So the stronger the attitude is, more money the fan will spend on food and drinks at the stadium, also in this case the connection was weak. The merchandise buying spending habits show a moderate positive connection to the cognitive, affective, and behavioural constructs. That means the stronger the attitude is, more money the fan will spend on team merchandise products, in this case the results show a moderate connection so the influence of the attitude on this type of spending is higher than with the previous two types. The buying of paid TV channel for watching the games spending habits shows a weak positive connection to the cognitive, affective and behaviour constructs. So the stronger the attitude is, more money the fan will spend on paid TV channel for watching the games. The traveling costs to the games spending habits show a weak positive connection to the cognitive, affective and behaviour constructs, meaning that the stronger the attitude is, more money the fan will spend on traveling expenses to matches. In light of the above results (see details in Table 3.3.3), it is possible to say that in general the stronger the attitude is, more money the fan will spend on things related to the team, especially when referring to the behavioural construct. In all types except the spending related to merchandise products that the connection was moderate, the connections were weak. If so, the clubs can influence the merchandise spending habits by rising the attitude of the fan especially through the behaviour construct.

Table 3.3.4. T-Test for the attitude constructs and the motives that will cause the fan to stop attending the stadium.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Factor 1** | **Construct** | **Mean for no** | **Means for yes** | **Difference** | **T-Test Significance** |
| On my youth I played for the team | Cognitive | 3.8491 | 3.3993 | 0.4498 | 0.0001 |
| Affective | **4.1490** | 3.7199 | 0.4291 | 0.0001 |
| Behaviour | 2.9417 | 2.6748 | 0.2669 | 0.0001 |
| The Level of the football match | Cognitive | 3.8597 | 3.4427 | 0.4170 | 0.0001 |
| Affective | **4.1615** | 3.7569 | 0.4046 | 0.0001 |
| Behaviour | 2.9572 | 2.6834 | 0.2738 | 0.0001 |
| High ticket price | Behaviour | 2.9219 | 2.8004 | 0.1215 | 0.0140 |

Source: own research

With the question about reasons that may cause fans to hesitate whether to buy seasonal tickets and regularly attend team games and comparing it to the three constructs, the research tested the relation between the attitude of the fan and the motives that will cause him to stop attending the stadium. The analysis was done with T-Test and the results were as follow. The option of "violence" was significant for the three constructs, the connection with the cognitive, affective and behavioural constructs for those fans who chose this option as a reason for stop attending the stadium, shows weaker results than for those for whom this is not a reason for stop attending matches (see details in Table 3.3.4). The interpretation is that the level of violence will affect less the decision to attend a match of a fan with a stronger attitude comparing to one with a weaker attitude.

The second option, the level of the football match, also was significant for the three constructs. The connection to the cognitive, affective and behavioural constructs for the fans who chose this option as a reason for stop attending the stadium show weaker results than for whom this is not a reason for stop attending matches (see details in Table 3.3.4). The conclusion is that the fans with stronger attitude are less affected by the level of the football match than fans with a weaker attitude.

The third option of reasons for stop attending are the high prices of the tickets, for this option only significant results were obtained for the behavioural construct. For the fans who chose this option as a reason for stop attending the stadium, it shows weaker results than for those for whom this is not a reason for stop attending matches (see details in Table 3.3.4). The meaning of this is that the fans that their behavioural construct of the attitude is stronger, are more affected by ticket prices than fans with a weaker attitude. The other two options, lack of public transport to the stadium and lack of parking places at the stadium did not give significant results.

This hypothesis checked the influence of the different attitude constructs have on money and time spending habits. When comparing money spending habits to time spending habits, one can see that the connection between time spending habits and the attitude of the fan is stronger than the connection between money spending habits and the attitude of the fans. More than that, the results also show that the stronger attitude is, more money and time the fan will spend on team related things. In addition, the research reflects that the behavioural construct has more influence than the cognitive and affective constructs. Yet another conclusion that the research shows is that violence and a low level of the football match will not cause the fans with a strong attitude to stop going to matches.

The conclusions of this study were similar to some presented in previous researches, for instance, Dixon (2013) claim that the experience of football fans are related to consumption, this is also because of the wider variety of possible consumption in the stadiums. Assuming that experiences and attitude are related, it is possible to deduce that if consumption affects the experiences as Dixon claim, that spending habits have an influence on attitude. Greenwell (2001) reaches, as part of his study, the conclusion that fan spending did not change according to the level of customer satisfaction but it was connected to the economic status of the fan. In contrary, this study showed that the behaviour construct has a bigger impact on spending. In addition, the conclusion that time spending has a bigger influence on attitude than money spending, expand in a way the conclusion by Dixon (2013) on the importance of the internet on fans social interaction. This is also related to the conclusion on the high levels of influence of time spending, in this case the use of the internet, to extend the interaction between fans that is part of the behaviour construct of fan attitude.

The relation between the attitude of the fan and his habits of spending time and money on team related things was investigated in this second hypothesis, that prove that the connection between time spending habits and the attitude of the fan is stronger than the connection between money spending habits and the attitude of the fans. Moreover the stronger attitude is, more money and time the fan will spend on team related things, the conclusions of this study were similar to some presented in previous researches like Dixon (2013) and Greenwell (2001). The results support their conclusions, in general they state that being a football fan always involved a form of consumption, and the experiences being a fan are more dependent on consumption with the advance of history. Other results show that customer satisfaction was an important predictor of profitability, if one assume that customer satisfaction is part of the attitude and profitability depends among other things from fan spending habits, then is safe to conclude that as customer satisfaction affect positively on profitability, fan spending habits are positively affected by fans attitude.

Subchapter 3.4 - The Impact of Attitude on Match Attendance

Hypothesis 2a – More positive attitude towards the team leads to bigger attendance.

This hypothesis compares attitude towards the team and attendance, more specifically it tests the influence of the attitude of the fan on the levels of attendance. The prediction of the hypothesis and the author is that a more positive attitude of the fan will lead him to attend more matches. For this purpose the variables tested were attendance measured with six questions, ticket buying habits with six questions, and how violence influence attendance with one question. Each of the three variables was analysed against the three constructs.

Table 3.4.1. Pearson’s correlation of the attitude construct and attendance.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Factor 1** | **Factor 2** | **Significant** | **At** | **Pearson** |
| Attendance | Cognitive | Yes | 0.0001 | 0.469 |
| Affective | Yes | 0.0001 | 0.478 |
| Behaviour | Yes | 0.0001 | **0.771** |

Source: own research

The analysis shows significant results for the attendance factor for all three constructs. Using Pearson test the results show a moderate positive connection between attendance and the cognitive construct. Also a moderate positive connection was evident between attendance and the affective. And a strong positive connection was evident between attendance and the behaviour construct (see details in Table 3.4.1). It is possible to say that the stronger the attitude is the higher the attendance is, and that the behaviour has a very strong influence, more that the affective or cognitive parts of the attitude.

Table 3.4.2. Spearman's rank correlation coefficient of the attitude constructs and ticket buying habits.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Factor 1** | **Factor 2** | **Significant** | **At** | **Spearman** |
| Ticket buying habits by levels | Cognitive | No | 0.5380 |  |
| Affective | No | 0.1880 |  |
| Behaviour | Yes | 0.0001 | 0.154 |
| Number of individual tickets bought per season | Cognitive | Yes | 0.0001 | 0.395 |
| Affective | Yes | 0.0001 | 0.396 |
| Behaviour | Yes | 0.0001 | **0.521** |

Source: own research

The ticket buying habits were tested in two aspects, ticket buying habits by levels (the quality of the sitting place) and the number of individual tickets bought per season, both items were tested with the Spearman test and compared to the three constructs. According to the results in the first aspect only the behaviour was significant with a weak positive connection between the level of tickets purchased and the fans behaviour attitude. The second aspect shows significant for all three constructs with a moderate connection (see details in Table 3.4.2). The behaviour construct has more influence on the number of single tickets bought for matches per season than the cognitive and affective construct. But the results also show that the stronger the attitude is the higher the number of single tickets bought for matches per season is. Moreover the attitude has a stronger influence on the number of individual tickets bought per season than on the habits of level of tickets bought.

Table 3.4.3. T-Test of violence and attendance factors.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Factor 1** | **Construct** | **Mean for no** | **Means for yes** | **Difference** | **T-Test Significance** |
| Would this type of violence cause you not to attend more matches | Cognitive | 3.8317 | 3.2187 | **0.6130** | 0.0001 |
| Affective | **4.1299** | 3.5581 | 0.5718 | 0.0001 |
| Behaviour | 2.9365 | 2.5460 | 0.3905 | 0.0001 |

Source: own research

With a question about types of violence that can influence the decision to attend the stadium and comparing it to the three constructs, the author check for each construct if what the fan consider as violence will cause him to stop attending matches. The results were significant for all three constructs, the analysis was done with T-Test. The cognitive construct shows a stronger connection for those who answered no (meaning they will continue attending the matches despite the violence) than for those who answered yes, that is to say that this type of violence will cause the fan not to attend matches. Similarly to the cognitive construct, the affective shows a stronger connection for those who answered no than for those who answered yes. In the behaviour it also shows a stronger connection for those who answered no than for those who answered yes (see details in Table 3.4.3). The data prove that what the fan considers as violence will not cause him to stop going to matches. And more than that, those fans that will continue to attend matches despite the violence have a stronger attitude than the fans that violence will cause them to stop attending.

From all the results presented above for the three variables used in this hypothesis that were compared to the attitude construct. The author reached the conclusion that the behaviour construct had a stronger influence on attendance than the cognitive and affective constructs. The fans with a stronger attitude will continue to buy tickets and attending matches even if there is presence of violence. Summarizing, stronger attitude toward the team will lead to bigger attendance, fans will buy more individual tickets during a season if they have a stronger attitude, and what a fan consider as violence will not stop him to continue attending matches even if there is such violence. That is why this hypothesis has been proven true.

Contrary to the conclusion reached by Giulianotti & Robertson (2004) that state that the presence of violence has a negative influence on attendance, meaning that the violence factor caused the attendance to decrease. In this study is showed that even in the presence of violence when the attitude of the fan is strong he will continue attending despite the violence.

The conclusion reached by the author show that a strong attitude toward the team will lead to bigger attendance, specifically the behaviour construct has a stronger influence on attendance than the cognitive and affective constructs. This hypothesis and results expands and show a more general angle on part of the researches performed by Borland and MacDonald (2003) and T. C. Greenwell (2001), they show factors that affect attendance such as quality of viewing, ticket prices, transport cost, TV broadcasts and customer satisfaction including service experience, team identification and demographics. Some of those factors are similar to the ones used in this research and in both cases the results show that the factors affect attendance, in this two other researches the factors used are part of the attitude of the fan while in the author study the influence of the attitude itself on attendance is tested. On the other hand the conclusion made by the author stands in contrary to the conclusion reached by Giulianotti & Robertson (2004), while in their study it is show that violence has a negative impact on attendance, in the current research the results show that violence will not cause the fans to stop attending matches. The different results can be from different reasons like the difference in the population tested, the approach of the researchers or the aim of the study.

From the conclusions reached in the analysis of this hypothesis it will be recommended for the clubs to focus their marketing efforts on the behavioural construct, this way they target the fan in a more efficient way. So they should rather approach the fan from a cognitive or affective way, for example in advertisement, they should try to influence him through the behavioural construct, to cause the fan to take actions, for example in club activities. Moreover, to overcome the violence factor the club should raise the fans attitude so they continue to attend despite the presence of violence.

Subchapter 3.5 - The Impact of Loyalty on Money spending

Hypothesis 3 – The higher the level of fan loyalty to the club, more he will spend on team related things.

This hypothesis studies the connection of fans loyalty to the team and money spending habits. The variables measured were money spending habit including on what they spend, and reasons for stop attending the matches. For measuring loyalty the variables used were years of fanhood, level of fanhood, change on fanhood during the years, and meaning of the team for the fan.

Table 3.5.1. One-way analysis of the means loyalty and money spending habit.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Definition** | **Factor 2** | **Significant** | **At** | **One-way** |
| The team Is my life | Money spending | Yes | Anova 0.0001 | **3.3353** |
| Something nice to identify with | Yes | Anova 0.0002 | 2.3128 |
| A fun way to spend my time | Yes | Anova 0.0003 | 2.4079 |
| A social and family formation activity | Yes | Anova 0.0004 | 2.8953 |

Source: own research

When the variable of money spending habit was compared to the four factors variables used for measuring loyalty, only level of fanhood and meaning of the team for the fan showed significant results. The variable of meaning of the team for the fan was tested against money spending habits with a One-way test and the results show that fanhood meaning affects the money spending of a fan. A fan that defines the team as his life spends more money than other fans. The fan that defines the team as something nice to identify with spends less. Between them are the fans that define the team as a fun way to spend time or a social and family formation activity (see details in Table 3.5.1). Using Spearman test the level of fanhood shows a positive connection of 0.529 to money spending habits, meaning the higher the level of fanhood is, the fan will spend more money on things related to the team.

Table 3.5.2. Spearman's rank correlation coefficient of the loyalty and tickets buying habits.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Factor 1** | **Factor 2** | **Significant** | **At** | **Spearman** |
| Years of fanhood | Level | Yes | 0.0001 | 0.157 |
| Quantity | No | 0.2690 |  |
| Level of fanhood | Level | Yes | 0.0001 | 0.128 |
| Quantity | Yes | 0.0001 | 0.407 |
| Change on fanhood | Level | No | 0.8760 |  |
| Quantity | No | 0.8770 |  |

Source: own research

\*Level refers to the level of the ticket and quantity refers to the number of tickets bought during a season.

Loyalty was compared to the tickets buying habits (level of the ticket, and number of tickets bought during a season) with the three items years of fanhood, level of fanhood, and change on fanhood during the years. While change on fanhood during the years did not show significant results, years of fanhood showed a weak positive connection to the level of the tickets, and level of fanhood shows significant results for both, a weak positive connection for the level of tickets, and a moderate positive connection for the quantity of tickets (see details in Table 3.5.2). This shows that the higher the level of fanhood is, the fan will buy a seasonal ticket of a higher level. But a stronger connection is that the higher the level of fanhood is, the fan will buy more tickets for individual matches.

Table 3.5.3. Pearson’s correlation of the meaning of the team for the fan and the level of tickets bought.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Definition** | **Seasonal tickets to all high-level seats** | **Seasonal tickets to all low-level seats** | **Seasonal tickets to European competitions games only** | **Individual Game Tickets** | **I don't go to games** |
| The team Is my life | 165 | 7 | 81 | 243 | 12 |
| 32.5% | 1.4% | 15.9% | **47.8%** | **2.4%** |
| Something nice to identify with | 151 | 3 | 68 | 68 | 41 |
| **45.6%** | 0.9% | 20.5% | 20.5% | 12.4% |
| Is a fun way to spend my time | 37 | 2 | 13 | 19 | 13 |
| **44.0%** | 2.4% | 15.5% | 22.6% | 15.5% |
| Is a social and family formation activity | 68 | 0 | 50 | 54 | 7 |
| 38.0% | 0.0% | 27.9% | 30.2% | 3.9% |

Pearson Chi-Square 0.0001, Cramer's V 0.0001

Source: own research

The variable meaning of the team to the fan (how he defines his fanhood) was compared to the level of tickets bought. This showed that fans defining the team as their life buy mainly tickets for individual matches (47.8%) and almost there are no fans that don't go to matches (2.4%). On the other hand fans that define their fanhood as a fun way to spend time or something nice to identify with, buy seasonal tickets to high level seats (44% and 45.6%) and part of them don't go to matches. And those defining fanhood as a social and family formation activity split quite similar between buy of seasonal tickets to high-level seats, seasonal tickets to European competitions games only and individual games tickets (see details in Table 3.5.3).

Table 3.5.4. Pearson’s correlation of the meaning of the team for the fan and the quantity of tickets bought.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Definition** | **1-5** | **6-10** | **11-15** | **16+** |
| The team is my life | 42 | 49 | 33 | 41 |
| 25.5% | 29.7% | 20.0% | 24.8% |
| Something nice to identify with | 93 | 42 | 12 | 4 |
| **61.6%** | 27.8% | 7.9% | 2.6% |
| Is a fun way to spend my time | 22 | 7 | 5 | 3 |
| **59.5%** | 18.9% | 13.5% | 8.1% |
| Is a social and family formation activity | 34 | 20 | 10 | 4 |
| **50.0%** | 29.4% | 14.7% | 5.9% |

Pearson Chi-Square 0.0001, Cramer's V 0.0001

Source: own research

The variable meaning of the team to the fan (how he defines his fanhood) was compared to the quantity of tickets bought. This showed that as the definition reflects, a lower level of loyalty of the fan, less he buy tickets for matches (see details in Table 3.5.4).

In the next part the loyalty was tested against different types of money spending, meaning five different options of money spending, spending on tickets (seasonal or single), food and drinks at the stadium, merchandise of the team, paid TV channel for watching the games, traveling cost to the games. All were compared to the three items forming the loyalty, years of fanhood, level of fanhood, and change on fanhood during the years.

Table 3.5.5. Spearman's rank correlation coefficient of the loyalty of the fan and different types of spending.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Factor 1** | **Factor 2** | **Significant** | **At** | **Spearman** |
| Tickets buying spending habits | Years of fanhood | Yes | 0.0001 | 0.120 |
| Level of fanhood | Yes | 0.0001 | **0.387** |
| Change on fanhood | No | 0.7850 |  |
| Food and drinks buying at the stadium spending habits | Years of fanhood | No | 0.4260 |  |
| Level of fanhood | Yes | 0.0001 | **0.219** |
| Change on fanhood | No | 0.4560 |  |
| Merchandise buying spending habits | Years of fanhood | No | 0.3730 |  |
| Level of fanhood | Yes | 0.0001 | **0.373** |
| Change on fanhood | No | 0.5150 |  |
| Buying of paid TV channel for watching the games spending habits | Years of fanhood | No | 0.4260 |  |
| Level of fanhood | Yes | 0.0001 | 0.147 |
| Change on fanhood | No | 0.2200 |  |
| Traveling costs to the games spending habits | Years of fanhood | Yes | 0.0001 | 0.111 |
| Level of fanhood | Yes | 0.0001 | **0.385** |
| Change on fanhood | No | 0.8280 |  |

Source: own research

The analysis showed that the tickets spending habits has a weak positive connection to the years of fanhood, meaning that the more veteran the fan is, he will spend more money on tickets. Also a weak positive connection to the level of fanhood is showed (see details in Table 3.5.5), meaning that the higher the level of fanhood, the fan spends more money on tickets. There were no significant results for the change on fanhood during the years.

The buying of food and drinks at the stadium spending habits show a weak positive connection to the level of fanhood, meaning that the higher the level of fanhood is, the fan spends more money on food and drinks at the stadium. There were no significant results for the years of fanhood or change on fanhood during the years (see details in Table 3.5.5).

The results also showed a weak positive connection between the buying of merchandise spending habits and the level of fanhood (see details in Table 3.5.5), this mean that the higher the level of fanhood is, the fan spends more money on merchandise of the team. There were no significant results for the years of fanhood or change on fanhood during the years.

The buying of paid TV channel for watching the games spending habits show a weak positive connection to the level of fanhood, meaning that the higher the level of fanhood is, the fan spends more money on paid TV channel for watching the games. There were no significant results for the years of fanhood or change on fanhood during the years (see details in Table 3.5.5).

The last type of spending, traveling costs to the games spending habits showed a weak positive connection to the years of fanhood, meaning that the more veteran the fan is he spends more money on traveling costs to the games. A moderate positive connection to the level of fanhood was found (see details in Table 3.5.5), meaning that the higher the level of fanhood is, the fan spends more money on traveling costs to the games. There were no significant results for the change on fanhood during the years.

As the results show, when observing the three variables used, years of fanhood, level of fanhood and change on fanhood. Only the results for level of fanhood show a connection to the different types of spending, although in most cases it is a moderate connection. One conclusion is that seniority of the fan and experience changes in the levels of fanhood over the years do not affect the spending habits, while level of fanhood does have an influence on the spending habits.

Table 3.5.6. Pearson’s correlation of the meaning of the team for the fan and the amount spent on tickets.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Definition** | **0** | **1-250** | **251-500** | **501-750** | **751-1000** | **1001+** |
| The team is my life | 25 | 51 | 56 | 95 | 110 | 164 |
| 5.0% | 10.2% | 11.2% | 19.0% | **22.0%** | **32.7%** |
| Something nice to identify with | 63 | 69 | 46 | 46 | 51 | 54 |
| **19.1%** | **21.0%** | 14.0% | 14.0% | 15.5% | 16.4% |
| Is a fun way to spend my time | 23 | 14 | 10 | 12 | 14 | 9 |
| **28.0%** | 17.1% | 12.2% | 14.6% | 17.1% | 11.0% |
| Is a social and family formation activity | 19 | 18 | 29 | 30 | 28 | 55 |
| 10.6% | 10.1% | 16.2% | 16.8% | 15.6% | 30.7% |

Pearson Chi-Square 0.0001, Cramer's V 0.0001

Source: own research

Like presented in table 3.5.6, the variable of meaning of the team to the fan (how he defines his fanhood) was compared to the amount spent on tickets. This showed that as the definition reflects a lower level of loyalty the amount of money spent on tickets decreases.

Table 3.5.7. Pearson’s correlation of the meaning of the team for the fan and the amount spent on food and drinks at the stadium.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Definition** | **0** | **1-250** | **251-500** | **501-750** | **751-1000** | **1001+** |
| The team is my life | 99 | 283 | 72 | 19 | 11 | 14 |
| 19.9% | **56.8%** | 14.5% | 3.8% | 2.2% | 2.8% |
| Something nice to identify with | 122 | 169 | 24 | 5 | 4 | 1 |
| **37.5%** | **52.0%** | 7.4% | 1.5% | 1.2% | 0.3% |
| Is a fun way to spend my time | 29 | 46 | 4 | 1 | 2 | 1 |
| **34.9%** | **55.4%** | 4.8% | 1.2% | 2.4% | 1.2% |
| Is a social and family formation activity | 37 | 104 | 26 | 4 | 3 | 3 |
| 20.9% | **58.8%** | 14.7% | 2.3% | 1.7% | 1.7% |

Pearson Chi-Square 0.0001, Cramer's V 0.0001

Source: own research

It is possible to observe from table 3.5.7 that the variable of meaning of the team to the fan (how he defines his fanhood) was compared to the amount spent on food and drinks at the stadium. This showed that the amount of money spent on food and drinks at the stadium is low to non-existent on all levels of fanhood definition.

Table 3.5.8. Pearson’s correlation of the meaning of the team for the fan and the amount spent on merchandise.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Definition** | **0** | **1-250** | **251-500** | **501-750** | **751-1000** | **1001+** |
| The team is my life | 28 | 207 | 171 | 56 | 21 | 19 |
| 5.6% | **41.2%** | **34.1%** | **11.2%** | 4.2% | 3.8% |
| Something nice to identify with | 96 | 176 | 38 | 8 | 6 | 2 |
| **29.4%** | **54.0%** | 11.7% | 2.5% | 1.8% | 0.6% |
| Is a fun way to spend my time | 29 | 41 | 11 | 0 | 2 | 0 |
| **34.9%** | **49.4%** | 13.3% | 0.0% | 2.4% | 0.0% |
| Is a social and family formation activity | 22 | 101 | 44 | 6 | 3 | 3 |
| 12.3% | **56.4%** | **24.6%** | 3.4% | 1.7% | 1.7% |

Pearson Chi-Square 0.0001, Cramer's V 0.0001

Source: own research

The variable of meaning of the team to the fan (how he defines his fanhood) was compared to the amount spent on merchandise of the team (see details in Table 3.5.8). This showed that as the definition reflects a lower level of loyalty, the amount of money spent on merchandise of the team decreases.

Table 3.5.9. Pearson’s correlation of the meaning of the team for the fan and the amount spent on paid TV channel.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Definition** | **0** | **1-250** | **251-500** | **501-750** | **751-1000** | **1001+** |
| The team is my life | 108 | 194 | 77 | 49 | 31 | 40 |
| 21.6% | 38.9% | 15.4% | 9.8% | 6.2% | 8.0% |
| Something nice to identify with | 133 | 105 | 33 | 37 | 13 | 7 |
| **40.5%** | 32.0% | 10.1% | 11.3% | 4.0% | 2.1% |
| Is a fun way to spend my time | 38 | 28 | 8 | 4 | 4 | 0 |
| **46.3%** | 34.1% | 9.8% | 4.9% | 4.9% | 0.0% |
| Is a social and family formation activity | 70 | 45 | 25 | 21 | 8 | 9 |
| **39.3%** | 25.3% | 14.0% | 11.8% | 4.5% | 5.1% |

Pearson Chi-Square 0.0001, Cramer's V 0.0001

Source: own research

The analysis also shows, as presented in table 3.5.9, that the amount of money spent on paid TV channel for watching the games decreases as the definition reflects a lower level of loyalty, moreover, a substantial part does not spend at all on all levels of fanhood definition. This steams from the comparison of the variable of meaning of the team to the fan (how he defines his fanhood) to the amount spent on paid TV channel for watching the games (see details in Table 3.5.9).

Table 3.5.10. Pearson’s correlation of the meaning of the team for the fan and the amount spent on traveling costs to the games.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Definition** | **0** | **1-250** | **251-500** | **501-750** | **751-1000** | **1001+** |
| The team is my life | 42 | 133 | 103 | 79 | 55 | 91 |
| 8.3% | 26.4% | 20.5% | 15.7% | 10.9% | 18.1% |
| Something nice to identify with | 75 | 127 | 62 | 30 | 16 | 17 |
| 22.9% | 38.8% | 19.0% | 9.2% | 4.9% | 5.2% |
| Is a fun way to spend my time | 19 | 37 | 15 | 7 | 2 | 3 |
| 22.9% | 44.6% | 18.1% | 8.4% | 2.4% | 3.6% |
| Is a social and family formation activity | 21 | 58 | 37 | 28 | 13 | 21 |
| 11.8% | 32.6% | 20.8% | 15.7% | 7.3% | 11.8% |

Pearson Chi-Square 0.0001, Cramer's V 0.0001

Source: own research

The variable of meaning of the team to the fan (how he defines his fanhood) was compared to the amount spent on traveling costs to the games. This showed that the amount of money spent on traveling costs to the games decreases as the definition reflects a lower level of loyalty, moreover, a substantial part does not spend a significant amount on all levels of fanhood definition (see details in Table 3.5.10).

Table 3.5.11. T-Test for the years of fanhood and motives to stop attending matches.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Factor 1** | **Construct** | **Mean for no** | **Means for yes** | **Difference** | **T-Test Significance** |
| Lack of public transport to the stadium | Years of fanhood | **20.42** | 17.25 | **3.17** | 0.0001 |
| Lack of parking places at the stadium | Years of fanhood | 18.87 | **20.41** | 1.54 | 0.0250 |
| Violence | Years of fanhood | 17.89 | **22.50** | **4.61** | 0.0001 |

Source: own research

The analysis showed that when testing the influence of years of fanhood on the motives to stop attending matches, significant results were achieved for lack of public transport to the stadium reason, lower for those how did choose this reason than for those who did not. This shows that a more veteran fan is less affected by lack of public transport to the stadium when deciding to go to a match than a less veteran fan. Also significant results were achieved for lack of parking places at the stadium reason, higher for those how did choose this reason than for those who did not. This shows that a more veteran fan is more affected by lack of parking places at the stadium when deciding to go to a match, than a less veteran fan. And last significant results were achieved for violence as a reason, higher for those how did choose this reason than for those who did not. This shows that a more veteran fan is more affected by violence than a less veteran fan when deciding to go to a match. For the reasons of high ticket prices and the level of the football match the results were not significant (see details in Table 3.5.11).

Table 3.5.12. Pearson’s correlation of the level of fanhood and motives to stop attending matches.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Level of fanhood** | **Violence** | | **The Level of the football match** | |
|  | No | Yes | No | Yes |
| Avid fan | 6 | 16 | 5 | 17 |
| 27.3% | **72.7%** | 22.7% | **77.3%** |
| Significant | 49 | 60 | 47 | 62 |
| 45.0% | **55.0%** | 43.1% | **56.9%** |
| Normal | 282 | 136 | 250 | 168 |
| **67.5%** | 32.5% | **59.8%** | 40.2% |
| Low | 439 | 116 | 419 | 136 |
| **79.1%** | 20.9% | **75.5%** | 24.5% |

Pearson Chi-Square 0.0001, Cramer's V 0.0001

Source: own research

The connection of the level of fanhood and the motives to stop attending matches, show significant results for the violence factor. The analysis proves that the higher the level of fanhood is, the level of violence affects more the decision to go to a match. Violence affects less fans with a lower level of fanhood. Also regarding the level of the football match, the results were significant and mean that the higher the level of fanhood is, the level of the football match affects more his/her decision to go to a match. The level of the football match affects less fans with a lower level of fanhood (see details in Table 3.5.12). For the reasons of high ticket prices, lack of public transport to the stadium and lack of parking places at the stadium, the results were not significant.

Table 3.5.13. Connection of change in level of fanhood and motives to stop attending matches.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Change in level of fanhood** | **Violence** | | **Lack of public transport to the stadium** | | **The Level of the football match** | |
|  | No | Yes | No | Yes | No | Yes |
| Every year the same level | 292 | 129 | 284 | 137 | 286 | 135 |
| **69.4%** | 30.6% | 67.5% | 32.5% | **67.9%** | 32.1% |
| Sympathy weakened over the years | 31 | 42 | 52 | 21 | 32 | 41 |
| 42.5% | **57.5%** | 71.2% | 28.8% | 43.8% | **56.2%** |
| Sympathy strengthened over the years | 341 | 95 | 265 | 171 | 319 | 117 |
| **78.2%** | 21.8% | 60.8% | 39.2% | **73.2%** | 26.8% |
| Sometimes more and sometimes less | 113 | 63 | 100 | 76 | 86 | 90 |
| **64.2%** | 35.8% | 56.8% | 43.2% | 48.9% | **51.1%** |

Source: own research

Like presented in table 3.5.13, when testing the motives to stop attending matches in relation to the changes in fanhood over the years, significant results were achieved for the lack of public transport to the stadium. This shows that the lack of public transport to the stadium affects in a similar way fans that change the level of fanhood over the years. The violence variable reaches results that show that the level of violence does not affect fans that their level of fanhood does not change over the years. Fans whose level of fanhood strengthened over the years and those, whose level changes in different directions, will continue to go to matches despite the violence. And those fans that the level of fanhood weakens over the years are more affected by violence and it causes them not to go to matches. Regarding the level of the football match the results were significant and mean that the level of the football match does not affect fans whose level of fanhood does not change over the years. Fans whose level of fanhood strengthened over the years will continue to go to the matches despite the level of the football match. Fans whose level of fanhood weakens or changes in different directions over the years are more affected by the level of the football match and it causes them not to go to matches. For the reasons of high ticket prices, and lack of parking places at the stadium the results were not significant.

Table 3.5.14. Connection of definition of fanhood and motives to stop attending matches.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Definition of fanhood** | **Violence** | | **High ticket prices** | | **The Level of the football match** | |
|  | No | Yes | No | Yes | No | Yes |
| The team is my life | 413 | 95 | 283 | 225 | 382 | 126 |
| **81.3%** | 18.7% | **55.7%** | 44.3% | **75.2%** | 24.8% |
| Something nice to identify with | 195 | 136 | 150 | 181 | 186 | 145 |
| 58.9% | 41.1% | 45.3% | **54.7%** | 56.2% | 43.8% |
| Is a fun way to spend my time | 45 | 39 | 36 | 48 | 45 | 39 |
| 53.6% | 46.4% | 42.9% | **57.1%** | 53.6% | 46.4% |
| Is a social and family formation activity | 121 | 58 | 93 | 86 | 107 | 72 |
| 67.6% | 32.4% | **52.0%** | 48.0% | 59.8% | 40.2% |

Source: own research

Last aspects tested for this hypothesis were the motives to stop attending matches in relation to the definition of the fan's fanhood, significant results were achieved for the high ticket prices reason. This shows that high tickets prices do not affect fans that defines the team as their life or as a social and family formation activity and they will continue going to matches despite ticket prices. Fans that defines the team as something nice to identify with or a fun way to spend time will stop going due to high ticket prices. The level of violence does not affect the fans and they will continue going to matches, mainly those that defines the team as their life. Regarding the level of the football match the results were significant and mean that the level of the football match does not affect the fans and they will continue going to matches, mainly those that defines the team as their life. For the reasons of lack of public transport to the stadium, and lack of parking places at the stadium the results were not significant (see details in Table 3.5.14).

Based on the results and conclusions presented above, the hypothesis 'The higher the level of fan loyalty to the club, more he will spend on team related things' was verified. The three variables years of fanhood, level of fanhood and change on fanhood that represent the level of loyalty of the fan, show that for example a fan that defines the team as his life, spends more money than other fans, and also that fanhood meaning affects the money spending of a fan. Another example is that the higher the level of fanhood is, the fan will buy more tickets for individual matches. Yet another example is that the lower level of loyalty of the fan is, less he buys tickets for matches. Based on these conclusions a more loyal fan will spend more on team related things. Beside the conclusion that directly steams from the hypothesis, some other insights were reached. As in the previous hypothesis, also in this one is clear that the behaviour construct influences more on the attitude than the affective and cognitive constructs. Another interesting result for the author is that a more veteran fan is, he is less affected by lack of public transport and more by lack of parking places at the stadium and violence. Surprisingly the results support the claim that violence affects less on fans with a lower level of fanhood.

The conclusions reached in this study support the conclusion made by Neal (2000) who stated that loyalty had a positive connection to the repetition of the purchase of the same brand by the consumer. In addition he reached a conclusion supported by this research results, which is that the football fans have very high level of loyalty to the team which leads to the consumption and money spending regardless of the levels of success of the team. This is due to the fact that the factors affecting a fan loyalty to his team are different from those to any other consumer in other markets. In contrary Richardson & Dwyer (2003) results show that consumption is connected to the levels of the team success and that is no indication regarding the loyalty levels, meaning that team success has influence on spending habits, but not necessary that loyalty has that same effect.

The results show that a more loyal fan will spend more on team related things. Richardson and Dwyer (2003) show that the football fans are very consistent over the years regarding their loyalty to the team they support, in difference from the author’s research, they conclude that in times when the team is less successful the fans spend less money but they add that this fact does not indicates that the fan loyalty to the team decreases, so in a way they claim that loyalty does not affected by the team level of success but that level of team success affects spending habits, this is in contrary to the conclusions reached in this research. On the other hand the conclusions reached in this study supports the conclusion made by Neal (2000) that a fan is a customer with a very strong sense of loyalty what implies that loyalty and spending habits have a positive connection.

Subchapter 3.6 - Additional Factors Influencing Fans Attitudes

Hypothesis 4 – Violence is influenced by the emotional connection to the club, the level of fanhood and the definition of fanhood by the fan

This hypothesis studies the connection of fans fanhood level and affective connection to the team to the probability of violence. The factors tested were level of fanhood, definition of fanhood, the affective construct, and violence.

The first thing in the process of reaching a verification for this hypothesis was to study the connection between what the fan considers as violence and the emotional connection of the fan to the team, This was measured by the level of fanhood (with Spearman test), the definition of fanhood (with Spearman test) and the affective construct (with Pearson test). From the eight definitions of violence seven show significant results, just "Curses from the stands towards the coach or the players of your team" did not show significant results.

Table 3.6.1. Correlation of curses from the stands towards the coach or the players of the opposing team definition to the emotional connection to the club, the level of fanhood and the definition of fanhood by the fan.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Factor 1** | **Factor 2** | **Test** | **Significant** | **At** | **Connection** |
| Curses from the stands towards the coach or the players of the opposing team | Level of fanhood | Spearman | Yes | 0.0001 | -0.181 |
| Definition of fanhood | Spearman | Yes | 0.0001 | 0.128 |
| Affective | Pearson | Yes | 0.0001 | -0.135 |

Source: own research

Like presented in table 3.6.1 the definition "Curses from the stands towards the coach or the players of the opposing team" relation to level of fanhood showed a weak negative connection, meaning that the higher the level of fanhood is the fan consider curses from the stands towards the coach or the players of the opposing team as less violent. The definition compared with the fan definition of fanhood shows a weak positive connection, meaning that the more moderate the definition of fanhood is the fan considers curses from the stands towards the coach or the players of the opposing team as more violent. The definition compared with the affective construct shows a weak negative connection, meaning that the higher the affective construct is the fan considers curses from the stands towards the coach or the players of the opposing team as less violent. Summarizing, it is clear that even the connection to this type of violence to the three factors exist, and there is difference in direction regarding the influence, the connection is weak in all three cases.

Table 3.6.2. Correlation of participation in a fight between fan groups inside the stadium definition to the emotional connection to the club, the level of fanhood and the definition of fanhood by the fan.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Factor 1** | **Factor 2** | **Test** | **Significant** | **At** | **Connection** |
| Participation in a fight between fan groups inside the stadium | Level of fanhood | Spearman | Yes | 0.0001 | -0.210 |
| Definition of fanhood | Spearman | Yes | 0.0001 | 0.227 |
| Affective | Pearson | Yes | 0.0001 | -0.185 |

Source: own research

The definition "Participation in a fight between fan groups inside the stadium" relation to level of fanhood showed a weak negative connection, meaning that the higher the level of fanhood is the fan considers participation in a fight between fan groups inside the stadium as less violent. The definition compared with the fan definition of fanhood shows a weak positive connection, meaning that the more moderate the definition of fanhood is the fan considers participation in a fight between fan groups inside the stadium as more violent. The definition compared with the affective construct shows a weak negative connection, meaning that the higher the affective construct is the fan considers participation in a fight between fan groups inside the stadium as less violent (see details in Table 3.6.2). Even the connection to this type of violence to the three factors exist, and there is difference in direction regarding the influence, the connection is weak in all three cases.

Table 3.6.3. Correlation of participation in a fight between fan groups outside the stadium definition to the emotional connection to the club, the level of fanhood and the definition of fanhood by the fan.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Factor 1** | **Factor 2** | **Test** | **Significant** | **At** | **Connection** |
| Participation in a fight between fan groups outside the stadium | Level of fanhood | Spearman | Yes | 0.0001 | -0.220 |
| Definition of fanhood | Spearman | Yes | 0.0001 | 0.215 |
| Affective | Pearson | Yes | 0.0001 | -0.211 |

Source: own research

Similarly to the previous type of violence, when tested the relation between the definition "Participation in a fight between fan groups outside the stadium" and the level of fanhood, it showed a weak negative connection, meaning that the higher the level of fanhood is, the fan considers participation in a fight between fan groups outside the stadium as less violent. The definition compared with the fan definition of fanhood shows a weak positive connection, meaning that the more moderate the definition of fanhood is, the fan considers participation in a fight between fan groups outside the stadium as more violent. The definition compared with the affective construct shows a weak negative connection, meaning that the higher the affective construct is, the fan considers participation in a fight between fan groups outside the stadium as less violent (see details in Table 3.6.3). From these results it is clear that even the connection to this type of violence to the three factors exists, and there is difference in direction regarding the influence, the connection is weak in all three cases.

Table 3.6.4. Correlation of throwing to the pitch an object of weight that might hurt somebody definition to the emotional connection to the club, the level of fanhood and the definition of fanhood by the fan.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Factor 1** | **Factor 2** | **Test** | **Significant** | **At** | **Connection** |
| Throwing to the pitch an object of weight that might hurt somebody | Level of fanhood | Spearman | Yes | 0.0001 | -0.152 |
| Definition of fanhood | Spearman | Yes | 0.0001 | 0.136 |
| Affective | Pearson | Yes | 0.0001 | -0.133 |

Source: own research

When tested the definition "Throwing to the pitch an object of weight that might hurt somebody" relation to level of fanhood the results showed a weak negative connection, meaning that the higher the level of fanhood is the fan considers throwing to the pitch an object of weight that might hurt somebody as less violent. The definition compared with the fan definition of fanhood shows a weak positive connection, meaning that the more moderate the definition of fanhood is, the fan considers throwing to the pitch an object of weight that might hurt somebody as more violent. The definition compared with the affective construct shows a weak negative connection, meaning that the higher the affective construct is, the fan considers throwing to the pitch an object of weight that might hurt somebody as less violent (see details in Table 3.6.4). The connection to this type of violence to the three factors exists, and there is difference in direction regarding the influence, the connection is weak in all three cases.

Table 3.6.5. Correlation of lighting flares in the stands definition to the emotional connection to the club, the level of fanhood and the definition of fanhood by the fan.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Factor 1** | **Factor 2** | **Test** | **Significant** | **At** | **Connection** |
| Lighting flares in the stands | Level of fanhood | Spearman | Yes | 0.0001 | -0.262 |
| Definition of fanhood | Spearman | Yes | 0.0001 | 0.157 |
| Affective | Pearson | Yes | 0.0001 | -0.197 |

Source: own research

Like presented in table 3.6.5 the definition "Lighting flares in the stands" relation to the level of fanhood showed a weak negative connection, meaning that the higher the level of fanhood is, the fan considers lighting flares in the stands as less violent. The definition compared with the fan definition of fanhood shows a weak positive connection, meaning that the more moderate the definition of fanhood is the fan considers lighting flares in the stands as more violent. The definition compared with the affective construct shows a weak negative connection, meaning that the higher the affective construct is the fan considers lighting flares in the stands as less violent. Summarizing, it is clear that even the connection to this type of violence to the three factors exist, and there is difference in direction regarding the influence, the connection is weak in all three cases.

Table 3.6.6. Correlation of raising posters with offensive content to some players or towards the opposing team definition to the emotional connection to the club, the level of fanhood and the definition of fanhood by the fan.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Factor 1** | **Factor 2** | **Test** | **Significant** | **At** | **Connection** |
| Raising posters with offensive content to some players or towards the opposing team | Level of fanhood | Spearman | Yes | 0.0001 | -0.211 |
| Definition of fanhood | Spearman | Yes | 0.0001 | 0.174 |
| Affective | Pearson | Yes | 0.0001 | -0.159 |

Source: own research

The analysis shows significant relation between the acceptance of violent behaviour and the fanhood level. Two out of three relations are negative, one is positive. The higher the level of fanhood is the fan considers raising posters with offensive content to some players or towards the opposing team as less violent,  the more moderate the definition of fanhood is, the fan considers raising posters with offensive content to some players or towards the opposing team as more violent and finally the higher the affective construct is, the fan considers raising posters with offensive content to some players or towards the opposing team as less violent (see details in Table 3.6.6).

Table 3.6.7. Correlation of vandalism at the stadium definition to the emotional connection to the club, the level of fanhood and the definition of fanhood by the fan.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Factor 1** | **Factor 2** | **Test** | **Significant** | **At** | **Connection** |
| Vandalism at the stadium | Level of fanhood | Spearman | Yes | 0.0001 | -0.132 |
| Definition of fanhood | Spearman | Yes | 0.0001 | 0.125 |
| Affective | Pearson | Yes | 0.0001 | -0.124 |

Source: own research

The last type of violence tested was the definition "Vandalism at the stadium" relation to level of fanhood showed a weak negative connection, meaning that the higher the level of fanhood is, the fan considers vandalism at the stadium as less violent. The definition compared with the fan definition of fanhood shows a weak positive connection, meaning that the more moderate the definition of fanhood is, the fan considers vandalism at the stadium as more violent. The definition compared with the affective construct shows a weak negative connection, meaning that the higher the affective construct is the fan considers vandalism at the stadium as less violent (see details in Table 3.6.7). Like in all the other definitions of violence also in this case it is clear that even the connection to this type of violence to the three factors exist, and there is difference in direction regarding the influence, the connection is weak in all three cases.

The analysis proves that the higher the level of fanhood and the affective connection is, the fan considers acts of violent nature as less violent on one hand. And on the other hand the more moderate the definition of fanhood is, the fan considers acts of violent nature as more violent. These conclusions were made primary because of the consistency in the results for all the definitions that gave meaningful results. A possible explanation for this conclusion is that the level of fanhood and the affective construct can be considered as internal factors. As such, it could be more emotional for the fan, while the definition of fanhood is a more rational than emotional, and this causes the fan to consider the same type of violence as more violent. The explanation can be that violence directed to some players or towards the opposing team is motivated by the hate towards the opponent, and this is consider by fans as normal and acceptable behaviour or even as part of been a fan.

Next, the connection between the affective level and the item asking if the fan has witnessed any type of violence was tested with a T-test. The results were 4.0526 for those who had been witnesses and 3.8060 for those who had been not. So fans with a stronger affective connection experienced and witnessed more violence of some type than fans with a weaker affective connection. This can be according to the results in subchapter 3.3, as presented (table 3.3.1) fans with higher affective levels attend more matches, and because of a more frequent arrival to matches the possibilities of being exposed to violence naturally grow.

Table 3.6.8. T-Test for the affective construct to the experienced types of violence by the fan.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Factor 1** | **Construct** | **Mean for no** | **Means for yes** | **Difference** | **T-Test Significance** |
| Participation in a fight between fan groups inside the stadium | Affective | 3.9582 | 4.1258 | **0.1676** | 0.0020 |
| Participation in a fight between fan groups outside the stadium | Affective | 3.9076 | 4.1726 | **0.2650** | 0.0001 |
| Lighting flares in the stands | Affective | 3.9510 | 4.0673 | 0.1163 | 0.0310 |
| Raising posters with offensive content to some players or towards the opposing team | Affective | 3.9644 | 4.0738 | 0.1094 | 0.0380 |
| Vandalism at the stadium | Affective | 3.9706 | 4.0776 | 0.1070 | 0.0420 |

Source: own research

A more specific analysis of the connection of the affective level and if the fan experienced or witnessed different types of violence is presented in table 3.6.8. Fans who answered yes to the statement "Participation in a fight between fan groups inside the stadium", "Participation in a fight between fan groups outside the stadium", "Lighting flares in the stands", "Raising posters with offensive content to some players or towards the opposing team" and "Vandalism at the stadium" meaning they were exposed to this type of violence, show a stronger connection than those who answer no. This results mean that fans with a stronger affective connection experienced and witnessed more of those types of violence than fans with a weaker affective connection. The results were not significant for "Curses from the stands towards the coach or the players of the opposing team", "Curses from the stands towards the coach or the players of your team" and "Throwing to the pitch an object of weight that might hurt somebody". Examining the results testing the connection of the experienced violence types by a fan to his affective connection to the club, it is clear and consistent for all types of violence with significant results that fans with a stronger affective connection were more exposed and witnessed of violence, this results did not gave surprising conclusions. Moreover, there were no significant differences between the different types of violence, the gap between who answer yes and no was similar for all the types and move from 0.107 to 0.265 (see details in Table 3.6.8).

Table 3.6.9. Connection of the level of fanhood to the experienced types of violence by the fan.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Vandalism at the stadium** | Yes | 5 | 22.7% | 42 | 38.5% | 183 | **43.8%** | 294 | **53.0%** |
| No | 17 | **77.3%** | 67 | **61.5%** | 235 | 56.2% | 261 | 47.0% |
| **Raising posters with offensive content to some players or towards the opposing team** | Yes | 7 | 31.8% | 41 | 37.6% | 199 | **47.6%** | 327 | **58.9%** |
| No | 15 | **68.2%** | 68 | **62.4%** | 219 | 52.4% | 228 | 41.1% |
| **Lighting flares in the stands** | Yes | 8 | 36.4% | 52 | 47.7% | 235 | **56.2%** | 372 | **67.0%** |
| No | 14 | **63.6%** | 57 | **52.3%** | 183 | 43.8% | 183 | 33.0% |
| **Throwing to the pitch an object of weight that might hurt somebody** | Yes | 8 | 36.4% | 40 | 36.7% | 194 | 46.4% | 294 | **53.0%** |
| No | 14 | **63.6%** | 69 | **63.3%** | 224 | 53.6% | 261 | 47.0% |
| **Participation in a fight between fan groups outside the stadium** | Yes | 6 | 27.3% | 30 | 27.5% | 154 | 36.8% | 284 | **51.2%** |
| No | 16 | **72.7%** | 79 | **72.5%** | 264 | 63.2% | 271 | 48.8% |
| **Participation in a fight between fan groups inside the stadium** | Yes | 5 | 22.7% | 30 | 27.5% | 139 | 33.3% | 242 | 43.6% |
| No | 17 | **77.3%** | 79 | **72.5%** | 279 | 66.7% | 313 | 56.4% |
| **Curses from the stands towards the coach or the players of the opposing team** | Yes | 13 | **59.1%** | 74 | **67.9%** | 323 | **77.3%** | 432 | **77.8%** |
| No | 9 | 40.9% | 35 | 32.1% | 95 | 22.7% | 123 | 22.2% |
| **Level of fanhood** |  | Avid fan | | Significant | | Normal | | Low | |

Source: own research

When testing if the fan has been witness to violence in general and in a specific type of violence in relation to the level of fanhood, significant results were achieved for the "Curses from the stands towards the coach or the players of the opposing team" type, the results show that the weaker the level of fanhood is, the fan experiences and witnesses more curses from the stands towards the coach or the players of the opposing team. "Participation in a fight between fan groups inside the stadium" type results show that the weaker the level of fanhood is, the fan experiences and witnesses more participation in a fight between fan groups inside the stadium. "Participation in a fight between fan groups outside the stadium" type results show that the weaker the level of fanhood is the fan experiences and witnesses more participation in a fight between fan groups outside the stadium. "Throwing to the pitch an object of weight that might hurt somebody" type results show that the weaker the level of fanhood is, the fan experiences and witnesses more throwing to the pitch an object of weight that might hurt somebody. "Lighting flares in the stands" type results show that the weaker the level of fanhood is the fan experiences and witnesses more lighting flares in the stands. "Raising posters with offensive content to some players or towards the opposing team" type results show that the weaker the level of fanhood is, the fan experiences and witnesses more raising posters with offensive content to some players or towards the opposing team. And last "Vandalism at the stadium" type results show that the weaker the level of fanhood is, the fan experiences and witnesses more vandalism at the stadium. For the type "Curses from the stands towards the coach or the players of your team" the results were not significant. Like presented in table 4.6.9, as the level of fanhood decreases the percentages grow for the fans that answered "yes", in relation to the question if they have been exposed or witnessed that specific type of violence. Meaning that fans with a higher level of fanhood are less exposed to violence and vice versa, fans with lower level of fanhood are more exposed and witness violence One reason for this phenomenon can be the influence of the definition on what a fan considers as a violent act, as previously showed as the level of fanhood decrease the definition of what is considered as violence is more strict, meaning that more acts are considered and perceived by the fan as violence.

Table 3.6.10. Connection of the definition of the fanhood by the fan to the experienced types of violence by the fan.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Definition of fanhood** | **Participation in a fight between fan groups inside the stadium** | | **Participation in a fight between fan groups outside the stadium** | | **Lighting flares in the stands** | |
|  | No | Yes | No | Yes | No | Yes |
| The team is my life | 295 | 213 | 259 | 249 | 173 | 335 |
| 58.1% | **41.9%** | 51.0% | **49.0%** | 34.1% | **65.9%** |
| Something nice to identify with | 222 | 109 | 220 | 111 | 156 | 175 |
| 67.1% | 32.9% | 66.5% | 33.5% | 47.1% | 52.9% |
| Is a fun way to spend my time | 57 | 27 | 51 | 33 | 36 | 48 |
| 67.9% | 32.1% | 60.7% | 39.3% | 42.9% | 57.1% |
| Is a social and family formation activity | 111 | 68 | 99 | 80 | 70 | 109 |
| 62.0% | **38.0%** | 55.3% | **44.7%** | 39.1% | 60.9% |

Source: own research

This part tested the connection between the definitions of the fan's fanhood and if the fans have been witness to violence in general and to a specific type of violence. Like presented in table 3.6.10 significant results were achieved for the "Participation in a fight between fan groups inside the stadium" type. This shows that fan that defines the team as his life or as a social and family formation activity testifies to have experienced and witnessed participation in a fight between fan groups inside the stadium more than fan that defines his fanhood as something nice to identify with or a fun way to spend time. "Participation in a fight between fan groups outside the stadium" type was significant an shows that fan that defines the team as his life or as a social and family formation activity, testifies to have experienced and witnessed participation in a fight between fan groups outside the stadium more than fan that defines his fanhood as something nice to identify with or a fun way to spend time. Also "Lighting flares in the stands" type has significant results which shows that fan that defines the team as his life testifies to have experienced and witnessed lighting flares in the stands more than fan that defines his fanhood as a social and family formation activity or something nice to identify with. Those fans that define it as a fun way to spend their time, testify to have experienced and witnessed lighting flares in the stands but less than other fans. For the other options the results were not significant. Based on these results and conclusions, the author deduced that fans that defined the team as their lives had witnessed or experienced more violence than other fans. Fans who define the fanhood as something nice to identify with or a fun way to spend time were less exposed to violence, and fans who define the fanhood as a social and family formation activity are between them.

Given the results from this research, it is possible to say that the hypothesis "Violence experienced or witnessed is influenced by the emotional connection to the club, the level of fanhood and the definition of fanhood by the fan" is verified. The three factors used, level of fanhood, definition of fanhood and the affective connection of the fan to the club show they are connected to the violence experienced or witnessed by the club. Moreover, the results prove an influence of some level of each of the three factors on the violence factor. More specifically, as the level of fanhood is weaker, the exposure to violence is higher. The definition of fanhood also presents an influence on the violence factor as showed in the previous part, and last the affective connection shows influence on violence factor. From all the types of violence tested, only three were significant in the connection to the factors - "Participation in a fight between fan groups inside the stadium", "Participation in a fight between fan groups outside the stadium" and "Lighting flares in the stands". This can bring to the conclusion that for the fans this three types of violence are considered as more severe than other.

Those conclusions support the results of Fields et al. (2007) that show that some types of violence are perceived different when they occur in a sport event than in other environments. Few years before, Guilbert (2004) also concluded that because of the legitimization of violence in football, verbal violence was not noted even though it existed. This thesis shows that three specific factors (emotional connection to the club, level of fanhood and the definition of fanhood by the fan) have influence on experienced or witnessed violence. Those factors are and should be included to the factors presented by Fields et al. (2007) and Spaaij (2014) in the analysis aiming to understand the violence phenomenon in football.

This last hypothesis studied the fan attitude from a different angle, and test the influence of emotional connection to the club, the level of fanhood and the definition of fanhood by the fan on the violence factor. The results prove an influence of some level of each of the three factors on the violence factor. The results of Fields et al. (2007) present a set of five factors that have an impact on violence, in those five the three from the current research can be include as part of them, the emotional connection to the club as well as the level of fanhood and the definition of fanhood by the fan can be seen as part of the individual factor. So the results support Fields et al. (2007) proving that individual factors have an impact on violence. In contrary, the research show impact of one single factor from Fields et al. study and this is in contrast to what Spaaij (2014) state supporting Fields et al., that in order to explain violence one should analyse all five factors together. One analysis possible from the results that can explain the fans levels of sensibility towards violence is the fact that the society and reality of the country has high levels of violence minimize the gravity of violence surrounding football, this is supported by Fields et al. that state that in most cases a specific type of violence that occur in sport related context (for example a brawl between fans) is seen as a legit and accepted behaviour. While the same type of violence in a non-sport atmosphere is unacceptable and even criminal. This issue is also supported by Guilbert (2004) because there is a presence of different levels of violence surrounding football, the types consider as less violent are not even noted.

Subchapter 3.7 – The Impact of Attitudes on Behaviour

Previous articles research sport fans and analyse the data they collected in different ways, one of the differences steam from the method of segmentation. An article studying fan satisfaction used as means of segmentation three variables number of games attended during the season, type of ticket purchased (a full season ticket holder, a mini-package holder or a single game ticket) and behavioural intent (Kennett, Sneath and Henson, 2001). Other articles like the article by Funk and Pastore (2000) used loyalty scale consisting of five behavioural and five attitudinal dimensions to segment sport fans, and supports that various loyalty segments are influenced by different factors. Yet another articles based the segmentation on brand association networks and used four different segments of “passionate fans”, “celebrities’ admirers”, “the UEFA Soccer followers” and “show-business lovers” (Bouzdine-chameeva *et al.*, 2015).

Two articles defined the stages of loyalty in a similar way using four and five similar stages of loyalty as the method of segmentation. (Funk and James, 2006) used the psychological continuum model to set four stages of loyalty, Awareness, Attraction, Attachment, and Allegiance. And (Wilkins, 2012) used five stages, Awareness, Situational Involvement, Attraction, Enduring Involvement, and identification. Inspired by this idea, in this next part the researcher presents the calculated levels of the three variables, loyalty, time spending and money spending that represent the three dimensions emotional, engagement and financial respectively. The segmentation was done in a way that the variables were divided each in four levels representing the different stages of fanhood: Awareness, Attraction, Attachments and Identification. This idea was based on the combination of the two articles mentioned above, to set the loyalty level. This scale is formed by four stages: Awareness, Attraction, Attachments, and Identification. This is an ascending order, for example, a fan in the attachment stage is more loyal than a fan in the awareness stage.

Table 3.7.1. Loyalty levels frequencies

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Loyalty levels** | **Range** | **Frequency** | **Percent** | **Cumulative Percent** |
| Awareness | 0-30 | 10 | 0.9% | 0.9% |
| Attraction | 31-60 | 132 | 12.0% | 12.9% |
| Attachment | 61-90 | 459 | 41.7% | 54.6% |
| Identification | 91+ | 499 | 45.4% | 100.0% |

Source: own research

The measurement of loyalty for this part of the research was performed with four questions. Two questions checked the level of fanhood, first asking current level of fanhood and then meaning of the team for the fan. The next question used asked years of fanhood, and the fourth question checked changes in fanhood over the years. For all the questions, the answers were rated according to the importance, so an answer reflecting a higher degree of loyalty received a higher value. The question asking about current level of fanhood was used to set the base number. The other three questions added to that base depending on the answer in the following method. At the end, one number was achieved and this number gave the compressed knowledge about the loyalty.

The author has decided for the calculation to the continuous scale, which allows for more statistical procedures. The results will help compare the loyalty to the other two dimensions time spending and money spending, and will determine in which stage of loyalty the fan is, awareness will be with results between 0 and 30, attraction 31 to 60, attachment 61 to 90, and identification over 91. The range was decided for statistical convenience, so the whole range was divided in equal segments of 30 for each stage of loyalty, this part is an innovation from the basic idea that was based on the segmentation in the articles presented above.

The results show that most of the participants were at the higher levels of loyalty, 41.7% fans were in the face of Attachment while 45.4% were at the highest-level Identification. Few fans are in the early stages of fanhood. The author expectations were to receive a more balanced results in which the intermediate levels Attraction and Attachment are the dominant levels. This can be because fans that accept to participate in the survey are fans with high loyalty levels, but it can also means that for fans it is important to perceive themselves as loyal fans. This data can help to understand, together with the other variables, the connection of the emotional dimension to the engagement and financial dimensions in fans with high levels of loyalty.

Table 3.7.2. Time spending levels frequencies

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Time spending levels** | **Range** | **Frequency** | **Percent** | **Cumulative Percent** |
| Awareness | 0-160 | 120 | 11.2% | 11.2% |
| Attraction | 161-320 | 708 | 66.1% | 77.3% |
| Attachment | 321-480 | 227 | 21.2% | 98.5% |
| Identification | 481+ | 16 | 1.5% | 100.0% |

Source: own research

The variable time spending was calculated for this part of the research with eight statements, the statements are part of a question designed to rate the behaviour of the fan. The respondent answered with a scale ranged from very low to very much, with low, moderate and much between them rated each statement. Each statement was rated according to the respondent answers and level of importance. The higher the number means more time spent by the fan. The statements themselves were ranked by level importance and they were separated in two groups. Four ranked with a higher level of influence, including the statements: “I watch every game of my team on TV (when I'm not going to the stadium)”, “I am active in a club's fan club, I try to go watch the team training (at least at the main sessions)”, and “I go to conferences and formal galas of the club (presentation of new coach or players, start of a new season etc.)”. The other four were: “I write and respond in the team's Facebook page”, “I follow the team on social networks”, “I prepare equipment and accessories of encouragement (signs, costumes etc.)”, and “I follow my team over the sports media”. As with the calculation of loyalty also in the measurement of fan time spending at the end a single number reflecting the variable was achieved.

The author expected that the higher the level of the fan the higher the time spending would be. However, it is clear from the results that it is not the case, instead, the fans that spend the greatest amount of time in team related stuff are the fans in the Attraction stage, and this was reflected with a 66.1% of the respondents. This fact could mean that to be in a more advanced stage of fanhood the fan dedicates more time to team related activities in the early stages mainly in the Attraction stage. Probably spending this time helps the fan to bond a stronger fanhood.

Table 3.7.3. Money spending levels frequencies

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Money spending levels** | **Range** | **Frequency** | **Percent** | **Cumulative Percent** |
| Awareness | 0-215 | 95 | 9.0% | 9.0% |
| Attraction | 216-430 | 259 | 24.6% | 33.6% |
| Attachment | 431-645 | 373 | 35.4% | 69.0% |
| Identification | 646+ | 327 | 31.0% | 100.0% |

Source: own research

Similarly, to the loyalty and time spending variables also the money-spending variable measured separately for this part of the research. The calculation of the variable was done with three questions. The first consisted of five statements from question assessing the fan behaviour. The statements were divided in three levels according to the level of influence on the money spending habits. The fan, answered all statements from very low to very much as with the time spending habit, and each level was ranked differently to reflect the importance of the statement to the fan. “I travel to every away game of the team in the country” was in the highest level with higher values. The statements “I come to every home game of the team” and “I travel at least one game of the season overseas to see my team (seasons in which the team plays in international competitions)” were rated at an intermediate level. In addition, the last two statements “I buy food and beverages at the stadium during the game” and “I buy products associated with the team (scarf, shirt, etc.)” representing less money spent were rank at the low end. The second question used was a question asking the fan which type of tickets he buys by selecting the option that better suited his choice in the past few years. Each answer received the appropriate value according to the level of spending by the fan. This way, for the answer seasonal tickets to all high-level seats that reflects the highest possible expense it received a higher value. The answers seasonal tickets to all low-level seats and seasonal tickets to European competitions games received an intermediate value. The answer Individual Game Tickets a lower value and the answer I do not go to games received the value of zero, as it represents no expense. The third and last question used asked the fan to rate the amount of money spent on different aspects. Each level of spending received an appropriate value according to the amount, the more the fan spends the higher the value. At the end, all the values were summarize to get the value representing the money-spending variable.

Higher levels of money spending are present in the latest stages of fanhood. It is clear from the results that in the early stages less fans spend money, at the Awareness stage only 9% while in the last 2 stages, Attachment and Identification, 66.4% of the participants are present. When the three variables are compared, it is possible to observe a similar tendency between loyalty and money spending habits, in other words between emotional and financial dimensions. In both the majority of fans are at the advanced stages of fanhood, either Attachment or Identification, this strangest the idea that to increase the money spending habits it is necessary to bring the fan to those stages of fanhood. Moreover, to achieve that is important that the fan time spending habits remain high at the stage of Attraction. It is notable from the results of the three variables, that the awareness level was significantly lower than the attraction and attachment. It was not expected to be so significantly lower, probably in the general population the awareness segment is bigger. This can be explained by the fact that the questionnaire was addressed to fans in general, but even that it was spread widely the majority of participants that agreed to fill the questionnaire were passed the awareness stage because this are more involved fans.

Following the above mentioned results, the author present a model of predicting each of the three variables loyalty, time spending and money spending with the predictors cognitive, affective and behaviour levels. This was done with the help of a regression model designed for this purpose.

Behaviour was measured with 13 statements regarding fan behaviour, each statement was rated by the participant according to the individual behaviour. The statements were divided into three groups according to the level of importance. On the highest level the statements “I travel to every away game of the team in the country”, “I travel at least one game of the season overseas to see my team (seasons in which the team plays in international competitions)”, “I am active in a club's fan club”, “I try to go watch the team training (at least at the main sessions)”, and “I go to conferences and formal galas of the club (presentation of new coach or players, start of a new season etc.)”, those statements received the higher score. Following, in the second group there were the statements “I come to every home game of the team”, “I buy products associated with the team (scarf, shirt, etc.)”, “I prepare equipment and accessories of encouragement (signs, costumes etc.)”, and “I follow my team over the sports media”. In the last group with the lowest score there were the statements “I watch every game of my team on TV (when I'm not going to the stadium)”, “I buy food and beverages at the stadium during the game”, “I write and respond in the team's Facebook page”, and “I follow the team on social networks”. All the values were summarized to get the value for the behaviour factor.

The Affective factor was measured with the help of two questions dealing with level and meaning of fanhood, each answer received a value according to the level of importance. In addition, the participants rated five statements dealing with fan feelings and emotions. As with the behaviour, also these statements were divided into two groups, in the group with higher values were “I feel part of something big and important” and “I feel that the group gives me a self-identity”. While in the other there were: “I feel that I have the support and sympathy of the fans group”, “Things associated with the team make me excited”, and “I feel satisfaction and enjoyment”.

The third factor, the cognitive, was measured by questions asking how long the participants have been a fan, and if have been changes in the level of fanhood. In addition, here each answer received an according value depending of the importance. In addition, two groups of three statements each helped complete the measurement of the cognitive factor. In the first group with higher values were “I can lead and influence a group of people”, “my identity is influenced by the sympathy to the team”, and “the team helps me to disconnect from everyday reality”. In the second group with lower values the statements “I actually part of a larger and consolidated social group”, “it is important for me to learn and gain knowledge on the team”, and “I feel more confident were put”. As with the behaviour and affective factors, also here the values of the answers were summarized to get the affective value.

Table 3.7.4. Model summary of regression model for loyalty

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model** | **R** | **R Square** | **Adjusted R Square** | **Std. Error of the Estimate** |
|  | .610a | 0.372 | 0.37 | 15.94933 |

a Predictors: (Constant), BEHAVIOUR, COGNITIVE, AFFECTIVE

Source: own research

Table 3.7.5. ANOVA of regression model for loyalty

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model** | **Sum of Squares** | **Df** | **Mean Square** | **F** | **Sig.** |
| Regression | 152492.134 | 3 | 50830.711 | 199.821 | .000b |
| Residual | 257688.192 | 1013 | 254.381 |  |  |
| Total | 410180.327 | 1016 |  |  |  |

a Dependent Variable: LOYALTY

b Predictors: (Constant), BEHAVIOUR, COGNITIVE, AFFECTIVE

Source: own research

The first of the three models test the use the three constructs to predict loyalty. A multiple linear regression model was calculated to predict fan loyalty based on their cognitive, affective and behaviour levels. A significant regression equation was found (F(3,1013)=199.821, p < .000), with an R² of 0.372. Participants’ predicted loyalty is equal to 34.335 + 0.016 (BEHAVIOUR) + 0.074 (AFFECTIVE) + 0.022 (COGNITIVE).

Table 3.7.6. Coefficient of regression model for loyalty

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model** | **Unstandardized Coefficients** |  | **Standardized Coefficients** | **T** | **Sig.** |
|  | **B** | **Std. Error** | **Beta** |  |  |
| (Constant) | 34.335 | 2.090 |  | 16.428 | 0.000 |
| COGNITIVE | 0.022 | 0.008 | 0.143 | 2.632 | 0.009 |
| AFFECTIVE | 0.074 | 0.011 | 0.366 | 6.751 | 0.000 |
| BEHAVIOUR | 0.016 | 0.004 | 0.146 | 4.091 | 0.000 |

a Dependent Variable: LOYALTY

Source: own research

The model results show that fan’s loyalty increased 0.022 for each cognitive raise, 0.074 for each affective raise and 0.016 for each behaviour raise. All three cognitive, affective and behaviour were predictors of loyalty. The affective factor is a better predictor of loyalty than the cognitive and behaviour factors that show a weaker influence. Based on this results if a club aims to strengthen fans’ loyalty the focus should be put on fans affective part of his attitude.

Table 3.7.7. Model summary of regression model for time spending

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model** | **R** | **R Square** | **Adjusted R Square** | **Std. Error of the Estimate** |
|  | 0932a | 0.869 | 0.869 | 43.61457 |

a Predictors: (Constant), BEHAVIOUR, COGNITIVE

Source: own research

Table 3.7.8. ANOVA of regression model for time spending

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model** | **Sum of Squares** | **Df** | **Mean Square** | **F** | **Sig.** |
| Regression | 13029628.680 | 2 | 6514814.34 | 3424.829 | 0000b |
| Residual | 1959297.224 | 1030 | 1902.23 |  |  |
| Total | 14988925.910 | 1032 |  |  |  |

a Dependent Variable: TIME SPENDING

b Predictors: (Constant), BEHAVIOUR, COGNITIVE

Source: own research

For predicting the time spending habits, a second model that use a multiple linear regression model was calculated to predict fan time spending based on their cognitive and behaviour levels. A significant regression equation was found (F(2,1030)=3424.829, p < .000), with an R² of 0.869. Participants’ predicted time spending is equal to -14.103 + 0.585 (BEHAVIOUR) + 0.073 (COGNITIVE).

Table 3.7.9. Coefficient of regression model for time spending

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model** | **Unstandardized Coefficients** |  | **Standardized Coefficients** | **t** | **Sig.** |
|  | **B** | **Std. Error** | **Beta** |  |  |
| (Constant) | -14.103 | 5.103 |  | -2.764 | 0.006 |
| COGNITIVE | 0.073 | 0.014 | 0.080 | 5.082 | 0.000 |
| BEHAVIOUR | 0.585 | 0.010 | 0.875 | 55.761 | 0.000 |

a Dependent Variable: TIME SPENDING

Source: own research

Fan’s time spending increased 0.073 for each cognitive raise, and 0.585 for each behaviour raise. Both cognitive and behaviour were predictors of time spending, but while the behaviour perform as a very good predictor of fan time spending, the cognitive factor is a weaker predictor. Moreover, the results for behaviour as a predictor are so dramatically higher than the cognitive that if the goal is to predict fan time spending habits only behaviour should use as predictor.

Table 3.7.10. Model summary of regression model for money spending

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model** | **R** | **R Square** | **Adjusted R Square** | **Std. Error of the Estimate** |
|  | .752a | 0.565 | 0.564 | 109.73497 |

a Predictors: (Constant), BEHAVIOUR

Source: own research

Table 3.7.11. ANOVA of regression model for money spending

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model** | **Sum of Squares** | **Df** | **Mean Square** | **F** | **Sig.** |
| Regression | 15956405.00 | 1 | 15956405.000 | 1325.089 | .000b |
| Residual | 12294640.75 | 1021 | 12041.764 |  |  |
| Total | 28251045.75 | 1022 |  |  |  |

a Dependent Variable: MONEY SPENDING

b Predictors: (Constant), BEHAVIOUR

Source: own research

The last of the three models test the prediction of fans’ money spending habits through a linear regression model based on their behaviour level. A significant regression equation was found (F(1,1021)=1325.089, p < .000), with an R² of 0.565. Participants’ predicted money spending is equal to -0.006 + 0.699 (BEHAVIOUR).

Table 3.7.12. Coefficient of regression model for money spending

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model** | **Unstandardized Coefficients** |  | **Standardized Coefficients** | **t** | **Sig.** |
|  | **B** | **Std. Error** | **Beta** |  |  |
| (Constant) | -0.006 | 11.275 |  | -0.001 | 1 |
| BEHAVIOUR | 0.699 | 0.019 | 0.752 | 36.402 | 0 |

a Dependent Variable: MONEY SPENDING

Source: own research

Behaviour was significant predictors of money spending.

Comparing the three models it is safe to say that the behaviour factor is a strong predictor for fans’ time and money spending. While the affective factor is a relatively good predictor of fan loyalty, the cognitive factor is a relatively good predictor of fan time spending but still it does not perform as strong as behaviour. From the three models above the second, regarding the time spending has the highest quality with 86.9%, followed by the model analysing money spending with 56.5%, and with a much lower quality of 37.2% the first model predicting loyalty.

According with the results of the three models suggested by the author, if a club is interested in predict fans time spending, the model show high levels of accuracy in predicting such time spending using as predictors the cognitive and behaviour constructs. From this the club can raise the cognitive and behavioural connection and in consequence raise the time a fan spend in things related to the team, for example preparing for a match with cheering equipment, being with other fans or follow the team on the social media and press.

The second model that may be used by the clubs, mainly by the marketing and sells departments, concerns the prediction of money spending habits of the fans, even that the model show less accuracy than the previous one presented that predict time spending habits. This model uses behaviour to predict money spending habits and can be used to help in the prediction of better ways of increasing income by addressing in a more suitable way the fans behaviour and influence such a behaviour to affect the money spending habits of the fan.

The third model show poorer results regarding fitness and accuracy, so is more difficult to implement in this case the prediction of loyalty with the help of the affective construct. However, from results in other parts of the research it is possible to see that loyalty is usually is stable over the years, and is formed at a young age, most of time by the influence of a parent or a sibling.

**Chapter 4**

**SUMMARY**

For many football is more than a sport. This thesis investigated the attitude of football fans in Israel and aspects related to fan consumption, loyalty and violence. An investigation was conducted in which the three constructs that conform the attitude (cognitive, affective and behavioural) were analysed and their relation to the factors of fans spending habits, attendance, loyalty and violence. This was done with a quantitative study performed by the data collected from a survey conducted with a questionnaire designed specifically for the purposes of the research. The questionnaire was design especially for this research purposes, 1,106 respondents answer the questionnaire and were usable, from those answers the analysis was made according to the five hypothesis which were formulated for the purpose of this study each to understand the different relations studied.

Several notable results were achieved. Consistently in the results, regardless the compared factor or variable the behavioural construct had more influence than the cognitive and affective constructs, for example one result shows that the behaviour construct has a stronger influence on attendance than the cognitive and affective constructs. Comparing factors that influence attitude of the fans shows that the way of becoming a fan had a stronger influence than age or socioeconomic status. A quite expected result shows that stronger attitude lead to more money and time the fan will spend on team related thing. Two related conclusions were achieved from that part of the research revealing first, that the connection between time spending habits and the attitude of the fan is stronger than the connection between money spending habits and the attitude of the fans. Second, that a more loyal fan will spend more on team related things. A more surprising result was that violence affects less on fans with a lower level of fanhood; the author would expect that a fan with high attitude would be less affected by violence because he is more used to it. Another result proved that violence and a low level of the football match would not cause the fans with a strong attitude to stop going to matches. It was expected that these two different factors would not affect strong attitude fans, but this maybe shows the uniqueness of this market where the product, football match, is not good and the customer, the fan, continues to consume. Finally, it is worth mentioning that from the last part of the research, meaning the analysis of different regression models, the behaviour factor is a strong predictor for fans’ time and money spending.

From all the results and conclusions obtained from this research, some ideas for marketers in the football market can be drawn. The marketers in the football market should emphasize their efforts in maintaining the level of fanhood of older fans by increasing their attitude constructs. More important should be to create the attitude at young age, more specific to create that connection to the club through the fathers and brothers. Another way should be by generating opportunities for young people to be a part of the club by playing in it, this will create a connection to the team and club later on in life. In addition it will be recommended for the clubs to focus their marketing efforts on the behavioural construct, this way they target the fan in a more efficient way. So they should rather approach the fan from a cognitive or affective way, for example in advertisement, they should try to influence him through the behavioural construct, to cause the fan to take actions, for example in club activities. Moreover, to overcome the violence factor the club should raise the fans attitude so they continue to attend despite the presence of violence.

The author dealt in this thesis with a part of the football market, and in a specific country. This research can be continued and developed in different directions. From the author’s point of view some directions should be combining the marketing discipline to the sociological one and investigate the attitude of the fan in a combination of both areas. A different direction of future research is to try to reach a formula to get a number for each construct and for the attitude, this formula will include the different factors influencing the attitude. Another idea is to study ways for eradicate or minimize violence in football by using the fan attitude as an element for achieving this goal.

**APPENDICES**

**Questionnaire**

1. Following are the names of known Israeli Premier League football teams. Which one is your favourite team?
   1. Maccabi Tel Aviv
   2. Hapoel Tel Aviv
   3. Maccabi Haifa
   4. Beitar Jerusalem
   5. Kiryat Shemona
2. How many years have you been a fan of the team? \_\_\_\_\_\_\_\_\_\_
3. What is your level of fanhood of your team today:
   1. Avid Fan
   2. Significant
   3. Normal
   4. Low
4. Are you at the same level of fanhood all the years that you're a fan of the team?
   1. yes, every year the same level
   2. No, sympathy weakened over the years
   3. No, sympathy strengthened over the years
   4. No, sometimes more and sometimes less
5. In general, how would you define what the team mean to you?
   1. The team Is my life
   2. This team is something nice to identify with
   3. This team is a fun way to spend my time
   4. The team is a social and family formation activity
6. Following are number of standard ways to become a "team fan", Specify the ways that cause you to become a team fan.
   1. My Dad / My brother was a team fan
   2. The stadium was close to my home
   3. On my youth I played for the team
   4. Through friends at school
   5. Through friends at the army
   6. Through friends at work
   7. I connected to the team alone
   8. Other \_\_\_\_\_\_\_
7. In the following table there are phrases related to your behaviour as a supporter of the football team you are a fan. Mark what is the extent to which these sentences are correct for you:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Very much | Much | Moderately | Low | Very low |
| I come to every home game of the team |  |  |  |  |  |
| I travel to every away game of the team in the country |  |  |  |  |  |
| I watch every game of my team on TV (when I'm not going to the stadium) |  |  |  |  |  |
| I buy food and beverages at the stadium during the game |  |  |  |  |  |
| I buy products associated with the team (scarf, shirt, etc.) |  |  |  |  |  |
| I write and respond in the team's Facebook page |  |  |  |  |  |
| I follow the team on social networks |  |  |  |  |  |
| I travel at least one game of the season overseas to see my team (seasons in which the team plays in international competitions) |  |  |  |  |  |
| I am active in a club's fan club |  |  |  |  |  |
| I try to go watch the team training (at least at the main sessions) |  |  |  |  |  |
| I go to conferences and formal galas of the club (presentation of new coach or players, start of a new season etc.) |  |  |  |  |  |
| I prepare equipment and accessories of encouragement (signs, costumes etc.) |  |  |  |  |  |
| I follow my team over the sports media |  |  |  |  |  |

1. In the following table there are phrases related to your feelings and emotions as a supporter of the football team you are a fan. Mark what is the extent to which these sentences are correct for you:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| As a team fan… | Very much | Much | Moderately | Low | Very low |
| I feel part of something big and important |  |  |  |  |  |
| I feel that the group gives me a self-identity |  |  |  |  |  |
| I actually part of a larger and consolidated social group |  |  |  |  |  |
| I can lead and influence a group of people |  |  |  |  |  |
| I feel that I have the support and sympathy of the fans group |  |  |  |  |  |
| It is important for me to learn and gain knowledge on the team |  |  |  |  |  |
| My identity is influenced by the sympathy to the team |  |  |  |  |  |
| Things associated with the team make me excited |  |  |  |  |  |
| I feel more confident |  |  |  |  |  |
| I feel satisfaction and enjoyment |  |  |  |  |  |
| I hate the rival teams |  |  |  |  |  |
| The team helps me to disconnect from everyday reality |  |  |  |  |  |

1. Here are various options for the way of purchasing of tickets to your team. Select the option that you used in the past few years:
   1. Seasonal tickets to all high-level seats
   2. Seasonal tickets to all low-level seats
   3. Seasonal tickets to European competitions games only
   4. I don't go to games
   5. Individual Game Tickets

If you answered E, to how many games you buy tickets during a season?

* 1. 1 – 5
  2. 6 – 10
  3. 11 – 15
  4. 16 +

1. Following are different types of money expenses that football fans spend on things related to their favourite team (including gifts for others). Think about your spending during a typical season and mark for each type the extend of your spending.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Yearly spending | | | | | |
|  | Not at all | Less than 250 | 251-500 | 501-750 | 751-1000 | More than 1001 |
| Tickets / seasonal ticket |  |  |  |  |  |  |
| Food and drinks at the stadium |  |  |  |  |  |  |
| Merchandise of the team (i.e. scarf, shirt, flags, decorations) |  |  |  |  |  |  |
| Paid TV channel for watching the games |  |  |  |  |  |  |
| Traveling cost to the games (transportation) |  |  |  |  |  |  |

1. Following are a number of possible reasons that may cause many fans to hesitate whether to buy seasonal tickets and regularly attend team games. Mark the reasons that might influence your decision: (you may mark more than one)
2. Lack of public transport to the stadium
3. Lack of parking places at the stadium
4. Tickets prices are too high in your opinion
5. Violence
6. The Level of the football match
7. Here are number of well-known behaviours of football fans around the world. Grade the violence level of these behaviours:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Violence level | | | | |
|  | Very high | high | Medium | Low | Very low |
| Curses from the stands towards the coach or the players of the opposing team |  |  |  |  |  |
| Curses from the stands towards the coach or the players of your team |  |  |  |  |  |
| Participation in a fight between fan groups inside the stadium |  |  |  |  |  |
| Participation in a fight between fan groups outside the stadium |  |  |  |  |  |
| Throwing to the pitch an object of weight that might hurt somebody |  |  |  |  |  |
| Lighting flares in the stands |  |  |  |  |  |
| Raising posters with offensive content to some players or towards the opposing team |  |  |  |  |  |
| Vandalism at the stadium |  |  |  |  |  |

1. Have you witnessed any type of violence when you were present at a match?
2. Yes
3. No

If you answered "yes" check the behaviour that you are witness:

|  |  |
| --- | --- |
| Curses from the stands towards the coach or the players of the opposing team |  |
| Curses from the stands towards the coach or the players of your team |  |
| Participation in a fight between fan groups inside the stadium |  |
| Participation in a fight between fan groups outside the stadium |  |
| Throwing to the pitch an object of weight that might hurt somebody |  |
| Lighting flares in the stands |  |
| Raising posters with offensive content to some players or towards the opposing team |  |
| Vandalism at the stadium |  |

1. Would this type of violence cause you not to attend more matches?
2. Yes
3. No

General info:

1. Age
2. Gender
3. Male
4. Female
5. Current residential area (From 10 options)
6. Childhood residential area (From 10 options)
7. Occupation \_\_\_\_\_\_
8. Education level (from 5 options)
9. Marital status
   1. Single
   2. Married
   3. Divorced
   4. Widowed
10. Socioeconomic status
11. Far below average
12. Below average
13. Average
14. Above average
15. Far above average

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