



Master's degree thesis

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Stadia attendance during uganda premier League matches.

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Summary

Introduction: Globally the main component of football competition and sports at large is the existence of sports fans that make the match day experience colorful and meaningful through cheering and motivating their players of respective teams. The main objectives of the study were to assess factors affecting fan attendance during Uganda Premier League, attitude and behavior of fans towards Uganda football and impacts of broadcasting matches on television towards stadia attendance.

Methods.

Descriptive research design was used and questionnaires were distributed among 377 fans who were attending the Uganda premier league matches in Kampala. Five football clubs located in Kampala were considered for the study.

Results: Unethical football management by Federation of Uganda Football Association (FUFA) is revealed as one of the greatest factor of importance affecting stadia attendance during the Uganda Premier League. This is accompanied by environmental factors that include Match day, kick off time, condition of the stadia, security and safety, work schedule and motivational factors that include “Hooliganism with Passion”. Weather condition and income, poor marketing of the league, foods and drinks also influence stadia attendance but these can be termed as factors of medium importance whereas match broadcast, parking space, presence of celebrities, friends and family and public transport are factors of low importance when it comes to influencing stadia attendance during Uganda Premier league. The fan behavior and attitude is positive towards the Uganda premier league as fans still continue to support their teams with a hope that one day FUFA will wake up and streamline the sport policies that will reduce match fixing scandals in this popular sport in the country. The TV broadcasting of Uganda Premier league matches does not significantly influence stadia attendance as majority would prefer to watch matches live in the stadium if the conditions of the stadia are improved.

Contents

Summary	5
List of tables	7
List of figures	7
Abbreviations	7
1.0 CHAPTER ONE: INTRODUCTION	8
1.1 Purpose of the Study	9
1.2 Significance of the study	9
1.3 Statement of the problem	9
2.0 CHAPTER TWO: BACKGROUND TO THE STUDY	10
2.1 An over view of football clubs and Premier League Stadia in Uganda.	11
2.2 Match Fixing Scandals in Uganda.....	15
3.0 CHAPTER THREE: LITERATURE REVIEW	17
3.1 Factors affecting fans attendance of football matches.	18
3.1.1 Environmental factors	18
3.1.2 Economic Factors.....	21
3.1.3 Motivational Factors	22
3.2 Fan attitude and behavior towards football matches	23
3.3 Tv broadcast of football matches	24
3.4 Simple Frame work of factors affecting stadia attendance	26
4.0 CHAPTER FOUR : METHODOLOGY.....	27
4.1 Research Design	27
4.2 Research Geographical Scope	28
4.3 Study Population	28
4.4 Sample size and sampling technique.....	28
4.5 Instruments	29
4.6 Validity and Data Collection Procedure.....	29
4.7 Data Processing and Analysis	30
5.0 CHAPTER FIVE: FINDINGS	30
5.1 OTHER FACTORS	37
6.0 CHAPTER SIX : DISCUSSION	38
7.0 RECOMMENDATIONS AND CONCLUSION.....	43
8 REFERENCES.....	46
9 APPENDIX	1

List of tables

Table 5.1 Background Characteristics of the Respondents	31
Table 5.3 Showing fans and how they support their respective clubs.....	33
Table 5.4 Factors that influence the decision of fans to attend the Uganda premier league matches.....	35

List of figures

Figure 5.2 showing education level and age of the respondents of the study.....	32
Figure 5.5 showing factors suggested by respondents affecting stadia attendance.....	38

Abbreviations

FUFA - Federation of Uganda football Association.

CAF B license – Confederation of African Football class B

UEB -Uganda Electricity Board

KDFL- Kampala District Football League

UFA -Uganda Football Association

SPL -Saudi Premier League

KCCA- Kampala City Council Authority

UPL -Uganda Premier League

1.0 CHAPTER ONE: INTRODUCTION

The introduction to the study will include purpose of the study, objectives of the study, significance of the study and statement of the problem.

Globally the main component of football competition and sports at large is the existence of sports fans that make the match day experience colorful and meaningful through cheering and motivating their players of respective teams. According to Deloitte annual sports financial reviews, the four key sources of revenue include gate collection, sponsorship, media rights and merchandise (Michael Barnard and Winn 2018). However, taking a closer look at these four components, the gate receipts revenue collection from the fans triggers the existence of the rest of the three components. The high number of fans attracts sponsorship, fans end up buying merchandise and also media rights come in when there are already enough targeted audiences which are part of the fans (Michael Barnard and Winn 2018).

Yomi Kazeem (2015), in his article solving attendance problem of African Football, reveals that the main pitfall of generating revenue from African sports especially football is the deprived interest towards African football leagues due to various issues that range from administrative to technical issues.

Uganda like any other African country is not an exception to low stadium attendance during domestic leagues. In 2003 Ugandan football faced match-fixing scandals which made the media to shun away from covering domestic matches on television. This made the fans to abandon the stadia and the clubs started to struggle financially (Zziwa November 7, 2010). Ugandans have a passion for this famous sport in the world. However, such issues demoralize fans and shift their passion from local to international football like European leagues (Kavuma, 2009). The Federation of Uganda Football Association (FUFA) licensing committee verifies the list of items from the sixteen clubs participating in the Ugandan Premier League. FUFA is the football governing body in Uganda. The Committee also assesses the qualifications and fitness of coaches and referees. Under this committee, coaches of the clubs are required to hold a Confederation of African Football class B license (CAF-B) in order to work in the top flight. Coaches play a vital role in seeing their clubs a success. They also interact with the media houses to present hinting team news including injury updates and expected game plan ahead of their respective games at hand.

Even though FUFA has tried its best to streamline Ugandan football by setting up proper policies and attracting giant sponsorship to bail out clubs financially, the stadia still remains empty during league matches (Mwanguhya 2018). One wonders why low stadia attendance has continued to threaten Ugandan football and how can it be dealt with. It is from this establishment that this study was carried out.

1.1 Purpose of the Study

The purpose of this study was to assess the stadia attendance of football matches during Uganda Premier League matches. This purpose will be elucidated with the following objectives.

- To assess the underlying factors affecting fan attendance of football matches in Uganda.
- To examine the people's attitudes and behavior towards Ugandan football
- To analyze the impact of Television broadcast of league matches towards stadia attendance.

The following research questions will be used to answer the above objectives.

- What are the factors affecting fan attendance of football matches in Uganda?
- What is the attitude and behavior of people towards Ugandan football?
- What is the impact of broadcasting Uganda Premier League Matches on Television towards stadia attendance?

1.2 Significance of the study

The study will help the football governing body in Uganda (FUFA) and football club's administrators in Uganda on how to increase the demand for local football tickets to improve on the stadia attendance during domestic matches that will be useful in improving the fan base and financial status of various football clubs

1.3 Statement of the problem

African football has been with the obstacle of generating revenue from the gate collection at the stadiums due to lower stadia attendance during domestic football leagues (Kazeem 2015). Uganda like any other African country fall in the same family of low stadia

attendance during domestic leagues. Some match fixing scandals have also emerged during the leagues and has affected the interest of spectators (Zziwa november 7 2010).

People have lost interest in the domestic league despite of the passion they have for the global popular sport of football. Once the fans desert the stadium, a lot of things come to a standstill, for example it is well known that without fans, sponsors can find it hard to collaborate with the clubs, the merchandise won't be sold and a financial breakdown is what it is expected which many clubs in Uganda are facing currently. It is from all this ugly situation in the domestic football, that this study seeks to find out how these spectators and fans can be pulled back to the stadium to boost local football in Uganda and improve stadia attendance during the Uganda premier league which is the top division league in the country

2.0 CHAPTER TWO: BACKGROUND TO THE STUDY

This chapter highlights the background to the study that includes an overview of football clubs in Uganda and premier league stadia as well as match fixing scandals in Uganda.

Introduction of football in Uganda was done by missionaries from United Kingdom in 1897 who were the former colonial masters (Guttmann 2007). The sport was then introduced in schools which helped to spread it throughout the country. Budo Kings Boys school which was located in Uganda s capital city was at the fore front of developing soccer in Uganda. The missionaries used this kings school to develop the sport by coaching the students as well as constructing soccer play fields at the school (Iilfe 2005). As a result, students who would leave the school with the football skills formed old students football club that would come back to school to compete with ongoing school students.

As the sport was now spread widely in the country, in 1924 a football Association called“The Kampala Football Association” was established to organize different soccer teams that had emerged. A major competition was organized called the Kabaka`s cup represented by Kabaka Chwa II. (Kabaka means a king, and before Uganda`s independence in 1962, Uganda was under monarchy system of leadership) (Sserunkuma 2002).

In 1966, the Uganda Football Association formed Kampala District football league (KDFL), which had three tiers of first division, second division, and third division. This league attracted both football clubs and just football teams that included commercial companies like Uganda Electricity Board (UEB) Kakira Sugar Factory, Bus Service company. These companies formed teams and joined this league (Kanyike 2017) .

In 1967 Uganda Football Association (UFA) was renamed to Federation of Uganda Football Associations. In 1968, a new league was formed and was named the National Football League which replaced the Kampala District Football League. This new league was formed to create a better organized National competition with many divisions that will capture and attract talent from the whole country. This is when the National First Division League was established (Soccer256, 2014:12). The introduction of the soccer club in Uganda was a thought copied from England. The main pioneers who brought these ideas were Polycarp Kakooza and Balameze Lwanga. The main reason for establishing this idea in Uganda was to enhance Uganda's performance in the African Cup of Nation. The need to improve Ugandans' performance followed the 1962 disappointing results where Uganda lost all the matches in African Cup of nations held in Ethiopia. Polycarp and Lwanga aimed at establishing Ugandan National league to develop the platform for a firm national team. (FUFA, 2014). Subsequently, they intended to make the selection of players from the grassroots more efficient, systematic and fair. Since there were no enough existing clubs which captured talents from the whole country to form the league, Polycarp and Lwanga contacted districts and institutions across the country to form the league. The league was previously known as the 'Uganda Super League' but later renamed Uganda Premier League in the 2014-15 season after new management took over (Kavuma, 2009). The Ugandan Premier League is the top division of the Federation of Uganda Football Associations (FUFA).

2.1 An over view of football clubs and Premier League Stadia in Uganda.

The first league created in 1968 comprised of four districts (Masaka, Mbale, Mbarara, and Jinja) three institutions (Army, coffee, and Prisons), and one club Express FC. The four districts would just represent themselves in the league and play as district teams not as clubs because clubs were just very few (Kanyike 2017).

THE ARMY FOOTBALL CLUB. It is currently called Uganda Peoples Defense Force Football Club (UPDF FC) was founded in 1968 and is nicknamed as country's Army Club because the pioneer players of the club in 1970s and 80s were mostly serving officers



in the army. The club uses military barracks stadium for its home matches which has a capacity of 1,000 seats. There is no pavilion, the playground is just open with in the barracks grounds but the space available around the field can accommodate 1000 people as shown in the picture. (Wikipedia 2018)

PRISONS FC; This is a Ugandan football club currently known as Maroon FC and was founded in 1965. It won the first two titles of the Ugandan super league in 1968 and 1969.



This club represented Uganda in 1970s during the African Cup of Champions Club and reached quarter finals. The club uses 1000 capacity maximum security Prison Soccer field. This is not a standard stadium it's just a playing field used by

prisons (Wikipedia 2018).

EXPRESS FC; It is one of the pioneer clubs in the Ugandan national league. It was



founded in 1957 and it is commonly referred to as "Red Eagles" "mukwano gwa bangi" literally meaning "Friend to Many" or sometimes called Express. They have their home at Muteesa II stadium with the capacity of 20,202. This club aims

at developing the youth football players from the age of under 8 to under 19 years so that the sport can be taught from childhood. The stadium just has a pavilion which can accommodate 300 people on a good weather and the rest is big open space where the rest of the people can be accommodated to make a capacity of thousands. The stadium is extensive with dressing rooms for prayers and officials. The stadium has enough space it only needs to be developed (wikipedia 2018).

VIPERS FC; This is a football club formed in 1978 and was formerly called Bunamwaya football club. The main aim of forming the club was to occupy the youth who were highly



unemployed. In 1980 the team faced problems of the bush war and was later revived in 1986. In 2000 the club elected new leadership which changed the club name to Vipers FC. Since 2006 they have managed to play in the top division league and have won 3 premier league titles. They have made a new

stadium which looks modern compared to other clubs with a fine dress rooms for both coaches and players. The stadium has a capacity of 20.000 seaters.

COFFEE SOCCER CLUB; It is commonly referred to as Coffee United Sports Club or sometimes just called COFFEE. It is a pioneer club of the top division league in 1970s and 80s but currently it plays in the second division. They don't have a specified playground, but improvise from available sports fields in the area of location.

KAMPALA CITY COUNCIL AUTHORITY; This club abbreviated as KCCA FC is a Kampala City Council club. Kampala is the capital city of Uganda and the largest in the country. The club was founded in 1963 by the man who was heading the city sewerage section in the Engineering department and because of that the club was initially dominated



by casual employees of the sewerage section and eventually extended to all departments of the city council (KCCA 2016). However nowadays the club is no longer dominated by the employees of city council but professional players who are spotted

from all corners of the country though still owned and managed by City Council Authority. They have won eleven League Championship titles. They have a modern soccer field with artificial turf. But the stadium is not so well built, it has a small pavilion for VIPs and the rest is open space where spectators try to make themselves comfortable to watch the match. The whole stadium can accommodate the capacity of 5600 people. They are the league champions so far (KCCA 2016).

NELSON MANDELA NATIONAL STADIUM

This is a national stadium and the best in the country. Its named after the Ex-South African President Nelson Mandela as a way of recognizing him for fighting for freedom. It was



constructed and completed in 1997. It's mostly used by the Uganda Premier League because of its standard facilities. It's multipurpose stadium which can be used to play various sports but it's mostly used for football matches. The stadium is a

home for the national team and Sports Club Villa. The stadium has a VIP section and a very big space is a standing terrace with four access gates. It has the capacity of 45,202 people. (Stadium 2016).

The first league champions were Prisons FC Kampala, today called Maroons FC. (Soccer256, 2014). Unfortunately, after the league participated in four seasons, it was politically impacted. For instance, the civil unrest greatly impacted the 1972 and 1973 championships and as a result, the championship did not take place fully. During this time the league was renamed as National Football League and this title was in use till 1982 when the league was splinted into ten small teams and was renamed the Super League. As a result of the upcoming of the Super League in 1982, SC Villa developed to become the leading team nationally (The Observer, 2014).

Through the 1980s and the beginning of 1990s, the competition between SC Villa, Express FC, and KCC FC promoted the league and more spectators attended in big numbers. Fortunately, SC Villa emerged as the winner in these competitions and over the twenty-two years totaled sixteen league titles while the Express FC and KCC FC won the championship on the subsequent years. In 2003, the soccer game in Uganda recorded a decline in attendance as SC Villa scored 22 goals past Akol FC when the league title was decided by goal difference with Express loosing the title to SC Villa though that win was controversial and attracted a lot of criticisms (Zziwa 2007). Note that this was the major scandal in the history of Football in Uganda and thereafter the government opted to shut down the media on matters regarding local soccer. Consequently, the fans resorted to watching foreign football, the debates which existed between fans about local clubs of KCCA and Express FC performance were no more but rather the attention turned to Manchester and Arsenal (Kavuma, 2009). The fans and spectators were greatly affected by this move and deserted the stadia thus impacting the teams financially. This scandal represented one of many scandals that have engulfed football in Uganda.

2.2 Match Fixing Scandals in Uganda.

There have been some match scandals that involve bribery and unethical behaviors in football management in Ugandan especially in the Uganda premier league that have shunned away a lot of fans. Some of the scandals are listed below.

Sports Club Villa (SC Villa) Vs Akol FC. This has been so far the biggest scandal in the history of football in Uganda that disturbed many people. In 2003 Express FC and Sports Club Villa were on top of the table with Express FC having more goals than SC Villa though both teams had similar points. There was semi- final match between SC Villa and Akol Fc (not a popular team in the league). SC Villa was aiming at scoring as many goals as possible to be able to win Express FC in the finals using goal difference. To achieve this, it was alleged that SC villa bribed some Akol FC players who were previously SC Villa players to play softly and give SC Villa a goal difference advantage against Express FC. When the Akol team was travelling from their home district, a few hours to the kick off of the match, some players jumped off from the bus and got injuries and in the process one died and the team remained with 9 players who reached the playground and played with SC Villa. SC Villa was very strong and scored 22 goals against 1 goal of Akol FC and SC Villa won the league on goal difference. During the match the news had already leaked to the fans and general public, many people lost interest in Ugandan football due to lack of honesty and credibility. The public waited for FUFA to investigate the matter and give a report but all was in vain. Media stopped covering matches and many fans vowed not to watch matches again unless this was extensively investigated and it affected the stadia attendance so much (Zziwa 2007) A commission of inquiry was instituted headed by Deputy Chief Justice in collaboration with minister of Education and Sports but up to now the report from the investigations has never been released and the public termed it as a report that died a “Natural Death”. It is believed that even though fans have tried to come back to the stadiums the wound that was created by this scandal has never recovered (Nsimbe 2018).

Express FC Vs KCC FC in 1983

These scandals started even as early as 80s and people have been following these repeated scandals in the popular clubs of the league. In the 80s, SC villa was always on top of the league table. Express FC was in the second position fighting for the title but it needed to score atleast 6 goals against SC Villa to win Express and be on top of the league table. To achieve this, Express had one more match (KCCA FC Vs Express FC) in the fixture to struggle and cover the goal difference so that it takes the title from SC Villa. The two teams which were going to play a decisive match met and decided to ensure the usual champion SC Villa doesn't take league title. Because KCCA had no chances of taking the league title it agreed to play softly with Express FC so that it scores the 6 goals against KCCA FC required to meet the goal difference to take the league title from SC Villa. This match was

expected to be a derby as usual, however to the disappointment of fans the match turned out like a training session as Express FC scored 6 goals to nil against KCCA FC. This disappointed fans when they discovered that it was a planned move and indeed Express FC won the league title but the fans never celebrated the controversial win. Still FUFA didn't make any clear move towards punishing the wrong doers (Zziwa november 7 2010).

Referee Bribery and Betting

There was a match between Simba FC and Kinyara FC in 2003. These teams were in Uganda Premier league in 2003 but are currently relegated from the top division. Towards the end of the league Kinyara FC was almost relegated from the top division and Simba was safe on the league table. So Simba agreed to save the opponents from being relegated and this was done involving the referee. Fans were expecting Simba to win Kinyara which was known as a weak team in the league. Simba played recklessly as the referee was so strict on Simba openly and Kinyara won by 2 goals to nil and survived relegation from the league. The crowd started to complain about how Simba played as well as referee behavior and a committee was set up to investigate this scandal because of pressure from fans but no report has ever been presented by the football governing body (Zziwa november 7 2010).

More so, recently there is an issue where referees, club owners and players involve in betting local matches. Because the referees bet these local matches which they officiate, the winner is determined even before the kick off which makes the referee to officiate according to the bet which definitely affects the game results. On the other hand, the club owners also participate in betting matches when their teams are involved and they decide to offer big monies to referees to favor their bets (Nsimbe 2018). There are very many more scandals related to match fixing and referee bribery that has attacked the Uganda Premier League for years and decades that have lowered the reputation of the league and have been continuously unsolved (Monitor 2018).

3.0 CHAPTER THREE: LITERATURE REVIEW

The review of existing literature content focuses on existing information and research which relate with this research study. This material surrounds both the subjects of the underlying factors affecting fan attendance of football matches, their attitude and behavior towards football and impact of Television broadcast of football matches towards stadia

attendance. subsequently, this material forms the evaluative factors of the survey which we have undertaken to segment the Ugandan football fan. These three have been chosen as particular subjects to research given their impact on the decision of sports fans whether or not to attend sporting events.

Whilst plenty of research pertaining to sports fan attendance in general has been undertaken, there are limited studies which focus solely on the attendance of football fans, especially in Uganda. The psychological components and stimuli which drive sports fans to attend matches and actively follow their team will be widely investigated and given evidential support; however, the different compositions of fans of different sports will be less closely engaged.

3.1 Factors affecting fans attendance of football matches.

There are quite a number of factors that influence the football fans to attend a match. This literature will expound the in-depth some of these factors. Some fans are extremely loyal and motivated towards certain athletes and professional teams. The primary purpose of these professional teams is to play, win, and remain profitable while being able to provide complete entertainment to their larger audience to continue high fan attendance. The fan attendance will increase or remain constant only when they feel motivated and encouraged to attend the sports event. The purpose of the research conducted by Wilkins, (2012) was to find the factors that keep the fan motivated towards the professional teams on a continuous basis. Since professional games have a tremendous impact on the economic system, it is of utmost importance that strict measures must be taken to keep the fans motivated and entertained to attend the sports event.

3.1.1 Environmental factors

Environmental factors at any sports event can include the way coaching is performed, how cheerleaders perform during the event, watching the band, and an accommodation. This factor has been widely studied at the college (Hill & Green, 2000). The exogenous factors can include environments such as the days during which the sporting event occurs, weather condition, precipitation situation, attraction and cleanliness of the venue and the behavior of the audience at past games. When we analyze fan accommodation, it can include the parking facility and availability of parking space along with how comfortable the stadium seats are. These factors will be studied in detail to give a comprehensive view of the residual preferences and how the fans react to them.

Time and Day

Many factors affect the attendance of the sports fan of the sports contest, but many external factors are not in control of the team management, such as weather conditions and the period of the game. After reviewing various studies, it is clear that many types of research have their inconsistencies. One of the most prominent external factor-days of the week-provided inconsistent result. For example, Cebula et al. (2009) illustrated that during weekend games the attendance levels of sports fan increased as compared to the weekday games. The result of the study demonstrated that the weekends and the opening or closing of the event also led to a greater attendance in comparison to the weather factors. It indicated that the weekend resulted in a 7.9 percent increase, whereas, the final game resulted in a 19.6 percent increase in attendance in comparison to regular sports event days. All these results were similar to the results of the past researchers (Howell et al., 2015).

The Attractiveness of the Stadium

The attractiveness of the stadium greatly helps in determining the mood of the spectators. This also establishes the fact that whether they will be attracted to attend the current and future events and with the kind of sports fan attitude or not. The attractiveness of the stadium includes every core and major area to cover such as the seating arrangement, the comfort level of seats, the color of walls, the color theme of the seat, and presentation of scoreboard and signage. According to Wakefield et al. (1996), when the stadium management uses scoreboard façade and directional signage, the spectator's desire to attend the sports event increases, and it leaves a positive impact on the fans regarding the accessibility, overall layout and they want to participate in the event again and again whenever it is conducted in the future. Hence, it was established that the sports fan attended the events with more interest when the outlook of the scoreboard is attractive and they are easily able to utilize the facilities inside the stadium (Wakefield et al., 1996).

The Cleveland Indians are extremely proud of the installation of the largest light emitting diode of full color at their stadium facility located in North America (Armstrong, 2002). This installation was done to attract a large audience to the game and increase game attendance. The scoreboard that is installed at Jacob's Field is a round 149 feet wide and 36 feet high (Armstrong, 2002). This system is able to entertain the sports fans, as well as inform them and educate them about the sport. This system also helps in providing

player data and statistics, replays, pitch information, minute details, lineups, live videos, and team details.

The stadium management must understand that once scoreboard of high quality and prominence is installed, it attracts the fans towards the event because they have a huge screen to look for to enjoy the game details even when a break occurs in action such as another inning session, time-out, etc. This can also assist in providing open and visible instructions to the spectators that can help in keeping the crowd disciplined and controlled. This should avoid any mishap during or after the event. The facilities these stadiums offer are attractive enough for the fans to return and watch the games, despite the losing record of the teams (Armstrong, 2002).

More so, cleanliness is one of the major factors as to why the fans continue to attend the games. Even the professionals show their interest in continuously attending the sports events for entertainment purposes (Hill & Green, 2000). And most significantly, the spectators are eager to stay at the stadium because of the level of cleanliness being offered. It is evident from the research that the sports viewers would like not to stay in a dirty place and unattractive arena. Further, it is integral that the amenities must remain the same so that the spectators can develop a long-term relationship with the same place. Hence, a clean stadium will attract a larger audience (Hill & Green, 2000)

Parking

As discussed earlier, the spectators who are interested in attending sports events are interested in comfortable amenities at the stadium so that they can watch the match tension-free (Matthew et al., 2015). Most of the individuals express their concern over the parking because parking and they find quite a lot of difficulty finding a parking space for their vehicles (Matthew et al., 2015). Hence, it is important that the parking lot should be easily accessible with little walking distance to reach the stadium door. This means that the spectators look for convenience, and that can significantly impact their attendance. If parking is available, the chances of a higher number of spectators attending the game will increase. However, if there is no parking, the spectators will show little interest in attending that event.

According to a study conducted by Hayand Roa (1984), in the past, college soccer and football coaches believed that if the stadium offered an excellent parking facility, the spectators would be keener on attending sports events. Likewise, there have been studies which show that stadium convenience and the attendance of professionals and students to the match has a weak relationship, but it is integral to realize that a relationship will always

remain (Wakefield et al., 1996). Every relationship (be it little) will help increase profitability. It has been researched in past studies that the age of the spectators and the parking facility were directly related (Zhang et al., 1998). This was especially true at the professional level where the higher the age of the spectator, the moreover she will be interested in convenience and parking. On the other hand, the younger age group fans are not too concerned with the nearest parking space factor because they may not have vehicles yet or they find it easy to walk a little.

3.1.2 Economic Factors

Various economic factors play a significant role in football attendance, such as how motivated the fan is, different price dispersions, and the outcome. The price dispersal is a phenomenon where same or different sellers offer different prices for the same product. This reflects ignorance of the market towards consumer sale inclination and activities. One of the primary reasons why this price dispersion incurs is that the business is completely uncertain of the kind of demand that will be created for the goods and services they are offering (Soebbing, 2014). Another major factor that is important for any business is revenue. A study conducted by Wiid, J.A., & Cant, M.C. (2015) showed that the income of sports events depends upon the fan following, which is entirely dependent upon the number of the population. Hence, national sports events drive more revenue and sports fans in comparison to local sports teams (Buraimo, Forrest & Simmons, 2007). Robert, Rosentraub, and Sloane (2004) explain that teams with the highest success rates and popularity levels are the ones that have access to great sources of revenue, a subsidized facility rate, or the largest of markets. This can very clearly demonstrate that the higher the financial support, the better the performance of athletes and their teams are expected to be. With better performance, an improved sports fan following can be expected. This will result in more revenue for the sponsors and the team management. Hence, this in itself is a vicious cycle to look into (Buraimo et al., 2007).

Ticket Costs

To understand the pricing strategy, the ticket market provides a true scope to evaluate, research, and study comprehensively (Soebbing, 2014). Demand in the sports ticket market for sports events and for the professional sports teams can vary drastically and is a task that is accomplished in complete uncertainty. The reason being, the price of the ticket is decided way before the event takes place. Hence underestimating or overestimating the demand is highly likely (Soebbing, 2014).

The results demonstrate that once the ticket price is increased, the average attendance of regular season sports events can decrease (Soebbing, 2014). To examine the actual impact, the research conducted by Soebbing (2014) designs a unique ticket data system which is found from the Minor League Baseball books and media guides. These were released from 1975 to 2008.

Discounted Tickets

When all the other factors were kept constant, Soebbing (2014), demonstrated that when the priced was too high, it resulted in a decrease in average attendance during regular season events throughout the sample period that was taken in consideration for study purposes. This could be because the management tends to focus on supplementary/additional forms of revenue, being able to price each seat depending upon the regular season and the full load season and to sell special seats in the stadium. Overall, we can say that the study conducted by Soebbing (2014) has a lot of implications and benefits for the management of these events and various practitioners and researchers as well. It is imperative that once the higher price dispersion occurs, it is more important that the effect of pricing policies should be examined on the demand of the service provided (Soebbing, 2014).

Income and Education

Income and education do significantly impact the attendance at the football games. The more income an individual had, the more knowledge he will possess about the games as he will attend them more in comparison to low-income families. Mainly, the professionals and children who belong to high-income families attend college, which means that in sports events their probability of attendance is greater than the ones who do not have enough income or earn below US\$ 20,000 per year (Armstrong, 2002).

3.1.3 Motivational Factors

The sense of drama for sports fans is perhaps the most notable and well-regarded motivator. Often at the core of many motivational theories, in a study concerning fans, shows that over half of all respondents watched televised sport because the drama brought the main emotional involvement in the event (Duncan and Brummett 1989,201). Positive stress as a stimulator is ultimately a major reason that so many also opt to attend matches, especially of the team that they follow. Burmann and Schade (2010) go onto say that society as a whole cannot offer enough variability of exciting stimuli, which means humans seek greater drama and stress from elsewhere. As sports clubs and associations

strive to generate greater attention through marketing ploys and crowd-sourced hype such as forums and fan involvement, events become monumental occasions steeped in drama and a sense of heightened importance.

Entertainment is perhaps as equally acknowledged as a motivator. We as individuals need to be entertained as Kahle and Close (2010) suggest that enjoyment and emotional satisfaction of watching favorite team are major driving forces for fans who follow the sport. Furthermore, they go on to mention “Schadenfreude”; a German term which refers to the enjoyment which fans take at the misfortune of rivals. This undoubtedly provides added motivation for fans to pay further attention to matches other than that of their own team.

Similarly, many agree that a desire to increase self-esteem is a key form of motivation. In his hierarchy of needs, Maslow (1970) he cited esteem as a psychological need for the individual. Hirtetal (1992) studied the effects of team success on its’ fans. The study, which involved the followers of basketball teams from the Indiana and Wisconsin Universities in the United States, examined the changes in the mood of both set off and before and after matches. They found that, rather inevitably, the mood and self-esteem of the fans on the winning side improved whilst that of the losing team declined. The evidence was highlighted in the failure of and from the losing side to successfully complete several tasks given post-defeat, especially by the most dedicated fans. This direct link between the success of a team and the personal success of its fans provides valuable cause to argue the impact and importance of self-esteem; as both a motivator and as a source of emotional dependency between fan and team.

3.2 Fan attitude and behavior towards football matches

The technology acceptance model (Davis, Bagozzi, & Warshaw, 1989) and the theory of planned behavior (Ajzen, 1991; Kidwell & Jewell, 2003; Orbelletal., 1997) can be used to understand why individuals might follow a sports stadium on social media. Both theories posit that attitudes are directly related to behaviors. Mahan (2011) utilized the technology acceptance model to study why individuals follow sports on social media; the research suggests that attitudes of individuals about the ease-of-use of social media influence decisions to follow. Delia & Armstrong (2015) studied the social media experiences of fans at the French Open tennis tournament and found that the opinions of fans about event sponsors played a role in the extent to which they followed the event on

Twitter (Logan, 2014). Research by the Warsaw Sports Marketing Center at the University of Oregon (Guerra, 2015) shows that the attitudes of individuals about social media can influence decisions to attend sports events; this study suggests that fans might be motivated to attend sports if they feel the social media platforms of sports organizations are thought to provide useful information and incentives for fans.

Loyalty is a highly developed attitude that is persistent, resistant to change, creates biases in cognitive processing and provides a guide to behavior (Funk & James, 2001). It was studied as a one-dimensional construct, but also as a multidimensional construct: attitudinal loyalty and behavioral loyalty (Neale & Funk, 2006). Fan loyalty researchers have used these criteria to operationalize loyalty to a sport team, and often require that people both express a strong positive attitude toward the team (truly caring about the team's success), and direct their behavior toward the team, in order to be considered a loyal team fan (Funk & James, 2001; Mahony, Madrigal, & Howard, 2000). People who could be classified as a buyer, such as a person who buys a hat because of the colors but does not cheer for the team, or solely spectators (such as a person who attends games as a designated driver but does not cheer for the team) were excluded from the definition of fan loyalty. Some activities showing behavioral loyalty in sports are, e.g. attending the favorite club's games live at the stadium, watching the favorite club's games on TV, consuming other club-related media, purchasing club merchandise, wearing the colors and / or logo of the favorite club, and participating in discussions about the favorite club (Bauer, Sauer, & Exler, 2005).

Fan Behavior

It is integral that the sports management must encourage good fan behavior ball spectators, as most fans would want to attend sports events where the fan behavior is good. Poor fan behavior can include yelling at other spectators, coaches, players, and referees. This behavior may also involve shouting, violence, and throw objects at the players and other spectators. This can eventually result in physical fights with each other and cause injuries. These activities are detested by many, and people may not want to attend sports events ever again to avoid any mishap that can occur in certain situations (Matthew et al., 2015).

3.3 Tv broadcast of football matches

In the recent past, the studies conducted have indicated that the effects of TV broadcast on the match attendance are limited. Also, there is no concrete evidence on the effects of televised matches on fans attendance. This is because the evidence provided by most

researchers are deemed to be unreliable. The study conducted by Borland and MacDonald (2003) highlights some of the hardships that researcher face when trying to establish the effects of TV broadcast on audience attendance. These authors indicate that according to the study they carried out they discovered that whenever a match is televised during match day the attendance of audiences' decreases. Another research by Buraimo et al. 2009 discovered that fans attendance reduces with a less margin any time the match is aired on TV sports channel that is subscribed but when it is aired on free to air channels the attendance reduces significantly. However, on an overall aspect, they indicated that even if matches are aired there is no much effects on audience attendance. In another research they conducted in 2010 the research was similar to the one they completed in the previous year that only when the match is aired on free to air sports channels there is a reduction in audiences' attendance.

Furthermore, Buraimo et al., (2010) outlines various facts that the day championship is held could as well as affect the attendance of the fans negatively. In their research, they discovered that weekday matches attract a minimal number of spectators to the venue compared to the matches held on weekends. Buraimo et al. (2010) also indicated that the decrease in spectators' attendance might be caused by ineffective advertising techniques and might not only be as a result of the broadcasting of football matches.

However, these findings were refuted by Allan and Roy in their 2008 studies. They criticized these findings by arguing that the research majored on the total attendance at matches making it difficult to examine the influence of broadcasting on distinct groups of attendees. In their research, Allan and Roy (2008) discovered that the fluctuation in stadia attendance is exacerbated by fans who purchase tickets on the day of the match at the entrance of the venue; spectators who are season-ticket holders are not substantially affected. The literature outlines the connections amongst televising matches and decline in spectator's attendance at the stadia. Generally, the research mentioned the screening of football competitions as the main reason for in decreasing fans' attendance at the stadia. However, the research did not ignore the fact that there are other factors that play part in affecting fans; attendance at the matches venue as well.

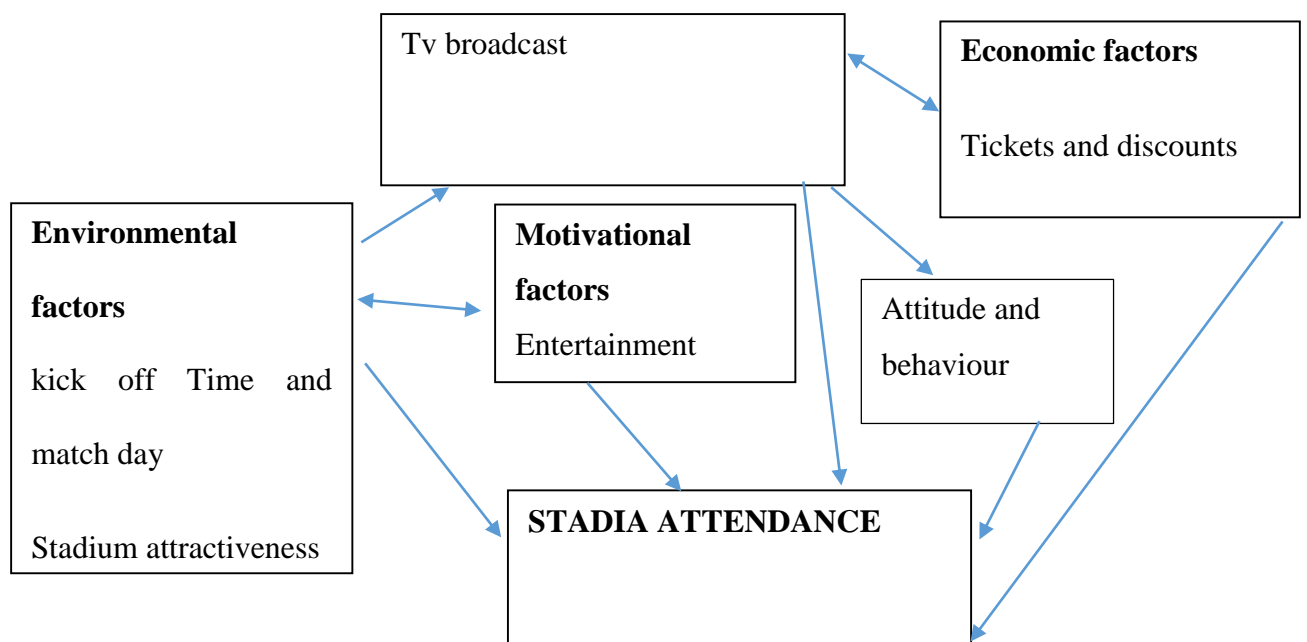
Hoye et al., (2012) indicated other factors that can affect fans attendance in the stadia apart from broadcasting. In their research, they discovered factors such as providing arenas, record-breaking performance, and violence during the match and giving away days. According to them, these factors have the ability to affect the number of spectators in the playing field. Although a significant number of studies have shown an impact of

broadcasted matches on spectators' attendance, it cannot be concluded with certainty that only the proliferation of media advertised matches has an effect on the number of fans' attendance.

In addition to the aforementioned studies, Binjwaied, Richards, and O'Keeffe (2015) explored the elements influencing fans of distinct ages to attend football matches. In their research, they discovered that the age of the spectators also plays a vital role in influencing the fans to attend at the stadium for a soccer match. For example, soccer fans of the age of 21 years old showed the will to attend the stadia for the match more compared to other age groups. Similarly, Withey (2013) indicated that people of different age groups, gender, and University students exhibit different levels of motivations to attend the stadium for the soccer match.

Another study performed by Jumaah (2014) discovered a number of reasons that deters the soccer fans from attending the match including the schedule of the competition, absence of star players, the level of performance in the competition, media and modern technology, the time duration of the matches promotion, the method used in selling the ticket, and the fact that the matches are being advertised through televisions and other media platform

3.4 Simple Frame work of factors affecting stadia attendance



According to the framework above, Environmental factors interact with TV broadcast and motivational factors to impact stadia attendance. Kick off time and match day influence

attendance in a way that early kick off time of the day and a week day can attract few fans both in the stadium and TV. People might be busy early in the day and especially weekdays when people have to work and cannot have time to watch matches either way and vice versa. On the other hand, an attractive stadium can attract fans to the stadium especially if the attractiveness is viewed on TV, the next time fans can be motivated to experience the good atmosphere in the stadium and attend the match live and the reverse is true. TV broadcast of matches influence the attitude and behavior of fans as well as motivate fans to attend matches in the stadium or not.

Economic factors directly influence attendance as the ticket price increase the attendance reduces especially if the matches are broadcasted on free to air channels.

4.0 CHAPTER FOUR : METHODOLOGY

Chapter four will entail the methodology of this study describing the research design, area of the study, study population, sample size and sampling technique, data collection procedure, data processing and analysis.

4.1 Research Design

This research employed a descriptive survey research design. Burns and Grove (2003:1995) define a research design as a blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings. It is as a plan that describes how, when and where data is to be collected (Parahoo, 1997).

Descriptive survey research design is a method of collecting data by interviewing or administering a questionnaire to a sample of individuals (Orodho, 2003). This design aims at studying the existing relationships, prevailing practices, beliefs and attitudes held, processes and efficiency of developing trends. It can be used when collecting information about people, attitudes, opinions, habits or any of the variety of education or social issues (Orodho& Kombo, 2002). This study aimed at collecting data from football fans for the

various clubs in Uganda that are participating in Uganda premier league. The researcher used questionnaires since target respondents were able to read and write.

4.2 Research Geographical Scope

This study was carried out majorly in Kampala Metropolitan Area. There are four football stadiums located in Kampala, two are located at the center of capital city and two are just outside the city but near the city. There are seven football clubs in Kampala and some share grounds to play the league though not training together. One of these stadiums is a national stadium which is mostly used during the league because of standard facilities. This geographical area was chosen because most of the league matches are played in Kampala.

4.3 Study Population

The research population was drawn from five football clubs whose home stadia are in or around Kampala. These included KCC FC, Vipers SC, Express FC, Maroons FC, SC Villa. A population of 26,200 football fans (respondents) were considered in this study basing on the total stadium seating capacity of the five clubs (Wikipedia, 2018). This is in line with the contention by Kothari (2004) who defines the target population as the total number of respondents in the total environment of interest. The population of fans for these clubs were the key respondents in this study because they are the ones attending the league matches thus the main concern for the study. The researcher used this population with the assumption that fans attending the matches are able to access their club fixtures and the match tickets.

4.4 Sample size and sampling technique

According to Krejcie and Morgan (1970) when the population is known the sample size can be easily determined. Given that the researcher already had the known total population of 26,200. Using Krejcie and Morgan method of sample size determination the sample size for this study was 377 football fans in Kampala metropolitan.

According to Wiersma (1995), an ideal sample should be large enough so that the researcher can be confident, within specified limits that a different sample of the same

size if drawn using same procedures can give approximately similar results and the inference made about the population should be representative enough. This research employed non-probability sampling technique. Under this sampling method, the researcher made the deliberate choice of an informant due to the qualities possessed.

The researcher decided on what needs to be known and sets out to find people who can and were willing to provide the information by virtue of knowledge or experience of Uganda Premier league (Bernard 2002, Lewis & Sheppard 2006). This method ensured that the sample picked was truly representative of the entire population under study.

4.5 Instruments

Mugenda and Mugenda (1999), explains that a researcher needs to develop instruments with which to collect the necessary information. This study used questionnaire as an instrument of study (appendix 1). A questionnaire consisted of a number of questions typed and printed or in a definite order on a foremost of forms (Kothari, 2004). The questionnaires were administered to respondents who then duly filled in them on their own to provide the required data for the study. This technique was the best for descriptive studies; it was economical and convenient.

4.6 Validity and Data Collection Procedure

Validity is the extent to which the instruments used during the study are able to measure the issues they are intended to determine (Amin, 2005). To ensure the validity of instruments, the instruments developed were pre-tested to amongst 5 of the respondents in the selected sample. After pre testing some words and phrases were re stated to create a clear understanding of questions.

The researcher obtained a recommendation letter from the school and then used it to visit the National Federation of Uganda Football Association (FUFA) to acquire the list of the registered football clubs in Kampala Metropolitan Area. Then Visited the clubs to get some brief on how to easily access the rightful fans since almost all clubs have heads of fan clubs and then the questionnaires were administered to fans selected through purposive sampling (fans who attended the match) and there are some fans who didn't attend the matches but still support their teams from home. They were asked questions through social media as to why they didn't attend the match they gave some reasons on

social media which were corresponded to the questionnaire to get some insights of what might be causing them not to attend matches. The questionnaires were distributed to the fans before the beginning of the match and were collected at the end of the match for data analysis.

4.7 Data Processing and Analysis

According to Babbie (2004), quantitative analysis is the numerical representation and manipulation of observations for the purpose of describing and explaining the phenomena that those observations reflect. The feedback collected from the respondents 'questionnaires were coded, entered and analyzed using a computer through Statistical Package for Social Sciences (SPSS Version 16) programs to uncover the findings of the study. Descriptive statistics were carried out to get the percentages and frequencies that helped to interpret the data in line with the objectives of the study. In presenting the study findings, simple comparative bar graphs, tables and pie charts with varying percentages were used. This involved a critical analysis of each response and examined it using thematic interpretation and then presented in narrative excerpts in the report.

5.0 CHAPTER FIVE: FINDINGS

This chapter will present findings to the study as a way to respond to the purpose of the study which was to assess the stadia attendance of football matches during the Uganda Premier League. Research objectives included the assessment of factors affecting fan attendance of football matches in Uganda, identifying fan preferences and behavior towards Uganda football and examining how TV match broadcast affect stadia attendance.

Response Rates

The response rate of the study was calculated using a formula: $\text{actual response} / \text{targeted response} \times 100\%$. A total of 377 questionnaires were distributed to the prospective respondents. Out of the 377 questionnaires, 327 were fully filled. This represents an 87% response rate which was considered good enough.

Table 5.1 Background Characteristics of the Respondents

Characteristic	Area of Residence				Total	
	In Kampala		Outside Kampala			
	N	%	N	%	N	%
Gender						
Female	49	14	13	3	62	17
Male	236	68	49	14	285	82
Age						
Less than 20 years	36	12	7	2	43	15
21- 30 years	130	45	14	4	144	50
31-40 years	54	19	13	4	67	23
Above 40 years	20	7	10	3	30	10
Qualification						
Certificate	91	25	20	5	111	31
Diploma	45	12	9	2	54	15
Degree	97	27	23	6	120	34
Masters	6	1	7	2	13	3
Others	44	12	9	2	53	15
Occupation						
Employed	108	38	22	6	130	40
Self employed	91	28	22	6	113	36
Student	45	14	9	2	54	16
Retired	6	1	6	1	12	3
Others	7	2	4	19	11	3

The table above describes the background characteristics of respondents. The values are presented as frequencies and percentages.

Table 5.1 shows that majority of the respondents that took part in the study were males 285(82%) as compared to 62 (17%) who were females. More so these males reside in Kampala (68%) compared to non-Kampala male residents who were only 14%.

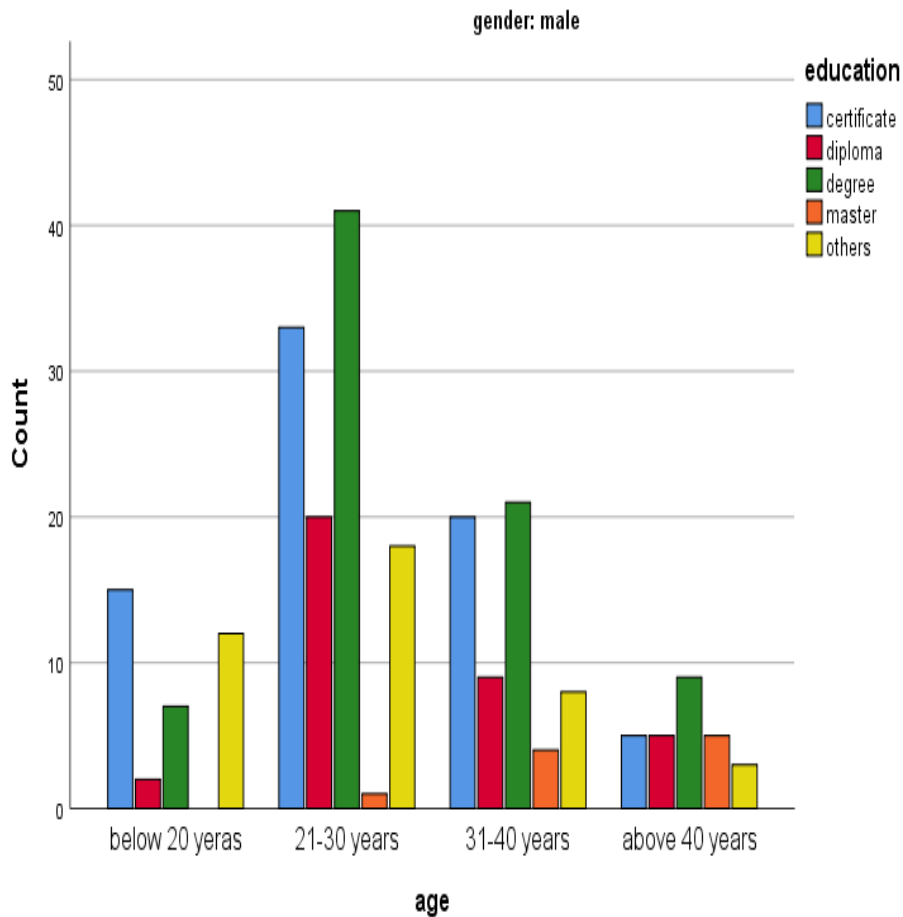
Majority of the respondents were Kampala residents aged 21-30 years (45%) compared to those aged less than 20 years 12%, 31-40 years were 19% and those aged above 40 years were 7%.

Participants with degrees scored high number 34% followed by certificates 31% then diploma 15% masters level were 3% and those without any qualifications were also 15%.

Most participants were employed (40%) and those who were self- employed were also quite a number (36%), students accounted for 16%, those retired 3% and others also 3%.

Therefore, the background characteristics reveal that most people who attend Uganda premier league matches are males who live in Kampala aged 21-30 years, they are employed with the high number of these fans having first degrees and certificates.

Figure 5.2 showing education level and age of the respondents of the study.



The bar chart above reveals the education level of the male respondents(majority) in relation to their age and the degree level of education dominated the population of the study.

Table 5.3 Showing fans and how they support their respective clubs.

Characteristic	Residence					
	In Kampala		Outside Kampala		Total	
	N	%	N	%	N	%
Club support in STUPL						
Express FC	88	25	20	5	180	31
KCC FC	45	13	6	1	51	14
SC Villa	36	10	3	1	39	11
SC Vipers	68	19	29	8	97	28
Maroons FC	3	1	0	0	3	1
Proline FC	3	1	2	1	3	4
Police FC	13	3	1	0	14	4
Ondumpalaka	10	2	4	1	14	4
BUL FC	1	1	0	0	1	0
Kirinya Jinja	2	1	0	0	2	1
Paidha FC	2	1	0	0	2	1
Tooro FC	1	0	0	0	1	0
URA FC	3	1	0	0	3	1
Mbarara FC	1	0	0	0	1	0
Nyamityobora FC	0	0	3	1	3	0
How long have u supported this club						
Less than 5 years	50	15	20	6	70	21
6-10 years	88	26	16	4	104	31
11-20 years	75	22	14	4	89	27
Over 20 years	48	14	16	4	64	19
Home matches watched						
Less than 10	110	31	37	10	147	42
11-20	114	32	15	4	129	37
Above 20	57	16	13	3	70	20
Away matches watched						
Less than 10	154	50	37	12	191	62
11-20	89	29	21	6	110	35
Above 20	4	1	1	0	5	1
Other STUPL matches watched						
Yes	229	67	50	14	279	82
No	42	12	17	5	59	17

Table 5.3 shows that express FC has the leading club fan base with 180 fans accounting for 31% of total population. The top five clubs in fan base are all Kampala based clubs which was the main target population for the study. They include Vipers FC 28% KCC FC 14% SC Villa FC 11%, and Police FC 4%

Table 5.3 shows that majority of the fans 104(31%) have been supporting their respective clubs for a period between 6-10 years, and 27% have supported the clubs between 11 to 20

years. This implies that fans who participated in this study have a good knowledge on different issues of the club since they have supported their clubs for some good time.

The table shows that 147 (42%) fans watch less than 10 home matches in a season, (129) 37% fans watch between 11-20 home matches in a season and (70) 20% fans watch 20 and above home matches. However, though we see the majority in terms of percentages watching less than 10 home matches, the other fans combined who watch more than 10 home matches make up a big number. This implies that fans take time to follow their respective teams during away matches.

62% fans watch less than 10 away matches in a season where as 35% watch between 11-20 away matches in a season as very few 1% watch above 20 away matches. In addition, this study has shown that many fans (82%) watch other league matches where their respective teams are not playing.

Table 5.4 Factors that influence the decision of fans to attend the Uganda premier league matches. The values presented in frequencies and percentages.

	NI	LI	I	VI	N
	N (%)	N (%)	N (%)	N (%)	N (%)
Ticket price	113(30)	56(15)	83(22)	97(26)	2(.5)
Travel time	84 (24)	87(25)	74(21)	90 (26)	13(3)
Travel cost	102 (27)	71(19)	77 (20)	87(23)	6(1)
Quality of football of opponent team	114 (30)	57(15)	56(15)	96(25)	11(2)
Weather condition	93 (24)	64(17)	82(22)	96(25)	10 (2)
Match day	71(19)	49(13)	84(22)	127(43)	11 (2)
Match kick off time	90 (24)	53(14)	83(24)	106(28)	12(3)
Attendance with friends	125(33)	71(19)	54(14)	80(21)	10(2)
Attendance with family	160(42)	65(17)	38(10)	69(18)	12(3)
Chance of my team winning	147(39)	45(12)	33(8)	110 (29)	6(1)
My work schedule	73(19)	34(9)	72(19)	137(36)	17(4)
Hooliganism (passion)	78(20)	34(9)	74(19)	135(36)	18(4)
Available income	92 (24)	51(13)	87(23)	92(24)	10(2)
Condition of the stadium	84(22)	54(14)	62(16)	127(34)	10(2)
Parking space	120(30)	52(13)	49(13)	100(26)	14(3)
Public transport	124(33)	48(12)	71(19)	80(21)	18(4)
Security and safety	55(14)	31(8)	69(18)	180(48)	12(3)
Match being broadcasted on TV	129(34)	60(16)	41 (11)	83(22)	16(4)
Presence of star players	128(34)	75(20)	60(16)	65(17)	11(2)
Presence of celebrities	159(42)	72(19)	26(7)	58(15)	18(4)

KEY: NI- not important **LI-** less important **I-** important **VI-** very important **N-** undecided

It is indicated in table 5.4 that about 113(30%) of the respondents revealed that ticket price is not a hindrance to watching Uganda Premier League compared to 97(26%) who responded that ticket price affects their attendance of UPL matches, as 2(0.5%) were undecided with ticket price.

Majority of the respondents responded that Travel time affects their attendance of Uganda Premier League 90 (26%), however those who revealed that Travel time is not hindrance are

close to the majority 87 (25%) and those who responded that travel time is important are the least with 74 (21%) as the undecided group were 13(3%).

Many respondents revealed that travel cost doesn't affect their match attendances. This can be explained by the highest number of respondents being employed or self-employed meaning that they can afford the money to travel and also the majority reside in Kampala where these matches take place as well as the area of the study.

Weather condition is very important in influencing attendance of UPL matches 96 (25%). This can be linked to the condition of the stadium that also scored highly as a very important factor affecting fans stadium attendance 127 (34%). These factors can be explained by the way most sports grounds are substandard, majority of the play grounds are open roof, meaning there is no protection against sun or rain. Most times when it rains the pitches get floody, matches get postponed and fans try to look for shelter outside the playground.

The day when the matches are played 127 (43%) and match kick off time 106 (28%) are very important factors affecting UPL attendance. This can be complemented by the kind of people who attend the matches that fall in the working class category. In addition, this study also reveals that work schedule affects UPL fans attendance since matches are played in weekdays when people have to first go to work and most matches kick off at 4pm yet Ugandan public workers stop work at 5pm.

More so, "hooliganism with passion" is reported to be very important in driving the fans to attend matches 135 (30%). These people are the diehards of their respective teams and can try to cheer up their teams by all means. Furthermore, security and safety are very important as far as UPL fans attendance is concerned. 180 respondents who accounted for 48% emphasized that the place needs to be safe in order for them to attend UPL league matches. The following factors were revealed not to have any impact on stadia attendance during UPL. They included Attending with friends and family, quality of football of the opponent,

chances of own team winning, parking space, public transport, and presence of celebrities and star players.

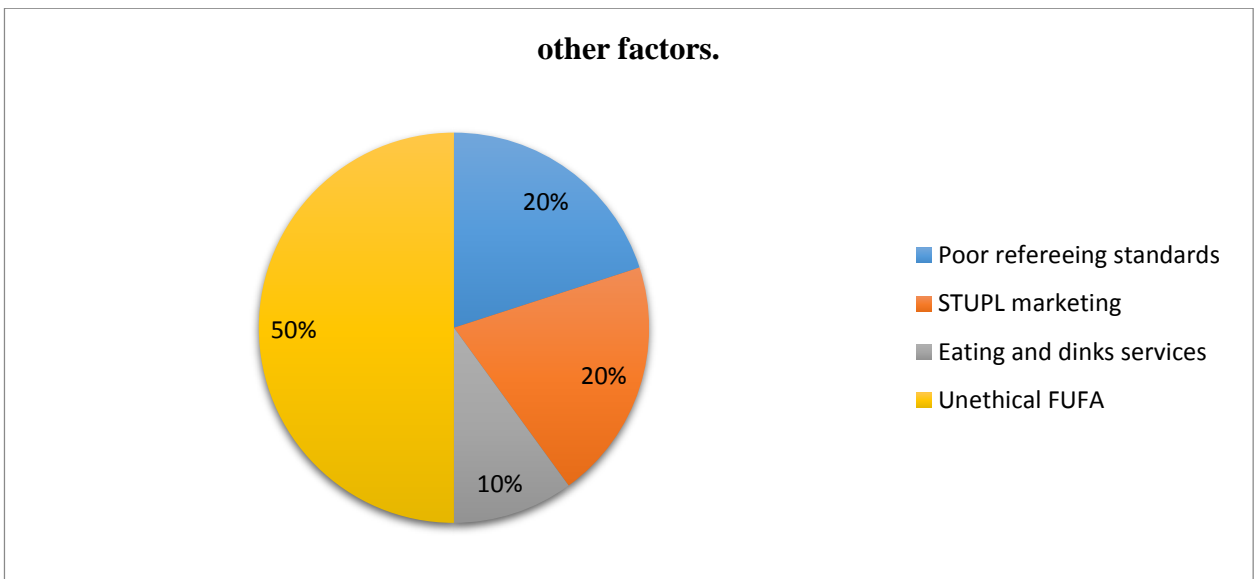
The same number of respondents said that available income affects the attendance of UPL where the number of those who said it's not important and those who said it's very important were equal 92 (24 %) Even the number of those who said important were 87 (23%). The percentages were almost equal.

Broadcasting the match live on TV received negative response from the majority where by many respondents responded that broadcasting the match live on Tv is not important in influencing their stadia attendance of UPL. 129 (34%) revealed it is not important, 83(22 %) said it is very important, 60 (16%) said it less important and 41(11%) said it is important as 4% was undecided.

5.1 OTHER FACTORS

During the answering of the questionnaire, respondents were given a chance to mention any other factors that affect their attendance which were missing in the questionnaire as elaborated below.

Figure 5.5 showing factors suggested by respondents affecting stadia attendance.



According to the figure above, several factors were mentioned that hold fans from watching UPL. 50% highlighted unethical football management in the main football governing body/FUFA like corruption and lack of transparency, 20% stated non marketing of STUPL and poor refereeing where as 10% brought out lack of eats and drinks in the stadium as main non-attendance cause. Therefore, this section reveals that football management is a major factor in influencing the stadium attendance during UPL but other factors contributed also matter and need to be put in consideration.

Therefore, it can be summarized that there has been a number of factors revealed to affect stadium attendance during UPL matches. These included weather Condition, match day, match kick off time, work schedule, hooliganism with passion, condition of the stadium, security and safety, unethical football management by FUFA, absence of drinks and food, and poor marketing of the league.

6.0 CHAPTER SIX : DISCUSSION

This section discusses factors that affect the attendance of football matches in Uganda Kampala during the Uganda Premier League.

To begin with the characteristics of the respondents, the results have revealed that majority of the respondents are males aged 21-30 years. This can be explained by the fact that culture can play a role in this issue, where women rush home to prepare for men dinner so men have time to watch matches in the evening. More so the age of the majority of the respondents is confirmed by the nature of Ugandan population in which 78% of Uganda's population are aged 15-30years according to the Uganda Bureau of statistics (Statistics 2013). Further still the majority of the respondents are educated with the highest percentage having degrees and certificates. This is in line with the results of Friedman-soza, 2017 who reported a positive correlation between education level and sports events attendance. He revealed that people who dropped out of school at an early level attended sports events less compared to those who drop out at upper levels.(Friedman-Soza, Friedman et al. 2017)

Factors affecting stadia attendance in Uganda Premier League.

Different factors were provided to the respondents to reveal what really affects the stadia attendance in Uganda Premier League. These factors are Ticket price, Travel cost, Travel time, Quality of football of opponent team, Weather condition, and Matchday, Match kick off time, attendance with friends, and family. The other factors included the Chance of my team winning, my work schedule, Hooliganism (passion), Available income, Condition of the stadium, Parking space, Public transport, Security and safety, Match being broadcasted on TV, Presence of star players, and Presence of celebrities.

These factors have enabled the researcher to gather rather insightful information about the different factors that influenced whether an individual will attend the match or not. Beginning with ticket prices, the majority of the population responded that the price of the ticket did not in any way hinder them from attending matches. However, next to the 113 majorities was the 97 who agreed that the ticket price did indeed matter. This implies that the price of the ticket is a fairly significant factor given that the population difference between those that think it is important and those that thinks it is not is as small as 15 respondents. However, these findings differ with those of Monoucheri (2016) whereby it was observed that among the economic factors, the ticket price had a positive effect on the spectators' attendance. The reason for this disagreement in results can be a different sport that was assessed which was volleyball. Football being a popular sport across the globe football fans sometimes become obsessed that price may not hinder them from watching the match.

Another factor that was found to significantly influence stadia attendance was weather condition, whereby 25% who formed the majority of the population agreed to this claim. Respondents extended the same opinion when it came to the condition of the stadium given the fact that most of the Ugandan stadia are not weather condition tolerant, some stadiums are substandard, have no pavilions and all stadiums are open with no shelter in case of rains or too much sunshine. This finding coincides with other researchers who stated that holding the matches in the appropriate weather significantly influences the attendance of the spectators (Manouchehri 2016). A whole 34% of the population stated that the condition of the stadium in which the football match was being played mattered quite significantly when it came to making a decision on whether they would attend the respective match. It was also discovered that the stadium facilities also strongly affected the attendance of the match.(Fallahi 2011). stadium services and facilities were revealed to be the main barriers preventing fans from attending football matches at the stadium in

the kingdom of Saudi Arabia during the Saudi Premier League (Binjwaied, Richards et al. 2015). More so Cairns et al (1984) and Anderson (2016) revealed that weather condition is a significant factor that influence stadia attendance. However, it should be noted that weather is an external factor that is very hard to control by management, therefore sports managers can only control stadium facilities that can handle all weather conditions like providing shelter inside the stadiums, good drainage systems that can avoid flooding of the pitch which may affect the match progress.

Given the fact that majority of the people that attend these matches are of the working class, the particular day in which the respective football matches are scheduled to be played matter quite significantly. Given the choice between going to work and attending a football match, nearly everybody will choose to go to work to sustain their livelihoods. This was the same in a research by Kringstad (2012) whereby Sunday is the regular day for elite football matches in Norway, the majority of teams experienced lower attendance on Monday matches (Kringstad 2012). For the case of Uganda, it was observed that matches take place during weekdays from Monday to Thursday and when the researcher was interacting with Uganda football governing body officials, they said that matches were organized in weekdays because of foreign football which takes place in weekends and attracts a lot of attention from the same fans.

For the same reason, the match kick off time is a crucial factor. Starting a match at a time when an individual will still be working will mean that they will not be able to catch the match. Therefore, they would rather wait for the next one that will be scheduled at a time that will be convenient for them. This finding coincides with that of previous researchers who goes on to state that the kick-off times which is an external factor do indeed affect the attendance of the matches.(Borland 1992) .In Uganda the kick off time is 14.00 hours and given that the majority of fans for the Uganda premier league fall in the working class, this can be very challenging and can pause stadia attendance issues.

When asked about the availability of income being a football match attendance factor, the populations that termed this, as a significant factor was equal to the number of those who claimed it was not significant. This implies the non-significance of the income factor.

The security of the location in which the match was being held significantly influenced whether the respondents attended the matches or not. The more secure, the more the attendance and vice versa. A near similar finding is that of Manouchehri (2016) whereby stadia that have mechanisms, authority and protocol that prevent the spectators from violence and verbal abuse tends to host more spectators.

The love for the game was reported to be among the significant influencers for fans to attend football matches. This was a golden opportunity for the diehard fans to show their support and love for the game, thus their attendance is a duty of passion that they have to attend to. Fallahi's research however reported aggressiveness to be the least important factor compared to both stadium facilities and financial factors (Fallahi 2011)

In other factors provided by the fans which were not provided in the questionnaire, unethical football management by the football governing body (FUFA) is a very important factor affecting fans attendance in the stadia. Looking at the current situation in Ugandan football and repeated match fixing scandals which have remained unsolved (Zziwa november 7 2010), FUFA still has a lot to do to improve the integrity and credibility of the sport or else the stadia attendance may keep shrinking. According to the Ugandan newspaper, FUFA has been faced with corruption and bribery especially bribing referees to fix the games in all ways (Nsimbe 2018). This annoys the fans all the time. Even when trying to interact with the fans physically corruption and bribery is what is mostly talked about that irritates their motivation and support for their teams. In addition, FUFA doesn't give any accountability to the public especially when such scandals are witnessed. More still, one of the former referee, openly confessed that they were sometimes bribed to fix matches and nothing has been done to curb down such acts (Nsimbe 2018). FIFA (federation of international football Association) has also been facing corruption issues of which new guidelines have been put in place to fight this vice (International 2011). I would recommend FUFA to borrow a leaf from their elders FIFA on how corruption can be dealt with and other ethical requirements to restore the trust of fans and improve credibility of the sport and gain the trust from the masses which can bring back the lost glory of stadia attendance.

The respondents also revealed that the league is not well marketed. In other words, there is lack of awareness about the league, people are not aware of when the league kicks off and end. This is also demonstrated by the late publication of fixtures. Fixtures are published late and this contributes to inadequate information (Mwambu 2018). In addition, even the little information availed in media is negative about Uganda premier league. Journalists who try to give updates only talk about the ill preparedness of league administration. This discourages people from concentrating on the league avoiding to spend their money for the tickets and end up disappointed in match fixing scandals. Therefore, FUFA marketing department should take this case seriously and improve on league marketing in all media platforms and provide rightful information to the media at the right time before the

journalists dig out the league administration mistakes and undress them in public which makes people shun away from attending matches fearing to be disappointed.

Foods and drinks lacking in the stadiums was also raised by 10% of the respondents. This shouldn't be under looked and should be put into consideration. People need to eat and drink while watching matches. However, this can be linked to the conditions of the stadiums some don't even have seats, they are open arenas, there are no comfortable seats and this can also be hard to provide foods and drinks. The quality of services and facilities of the stadiums need to be improved.

Fan Attitude and Behavior towards Ugandan Football

Debra A and Laverie and Dennis (2000) used the social identity theory to develop a model of factors which influence fan attendance of sports events. In their model, they suggested that identity salience (feeling important) is an important factor in describing the fan related behavior towards leisure activities. In their model they stated involvement, attachment contribute to identity salience which eventually influence attendance (Laverie and Arnett 2000). In the results of our study, it is revealed that majority of the fans have supported their teams for a period of 6 to 10 years. This shows that they have really been attached to their clubs in both thick and thin situations and have developed their identity with their teams. More so, in this study the majority watched less than 10 away matches, and the next to majority who watch 11-20 away matches also account for 35%. This symbolizes a strong attachment to their clubs which justifies their reason for attending matches.

Looking at the fans attitude towards Uganda football, Funk and James (2001) stated that loyalty is a highly developed attitude which guides behavior. Fan loyalty shows that people have a strong positive attitude towards their team especially caring for the team success. A loyal fan is always there at all seasons of the team for better for worse. Looking at this study "hooliganism with passion" was the factor where the majority said that this is a very important factor that influence their stadia attendance and can be related to the fan loyalty where by this hooliganism with passion people get crazy with their teams positively, some paint their bodies with the colors of their team, cheer the team with all the vuvuzelas all day as a way of supporting their teams and revealing their identity.

In addition, Kahle and Close (2010) said that individuals need entertainment enjoyment and emotional satisfaction to follow a team, however looking at the results of this study, factors like presence of celebrities, star players' presence, chances of my team winning, and quality of opponents' football doesn't have any impact on stadia attendance of Uganda Premier

league. This can demonstrate that the attitude of fans towards Ugandan football is very positive in that with or without entertainment they still go and follow their teams which on the other hand can also symbolize fan loyalty.

The Impact of Tv Broadcasting towards stadia attendance.

Football match being broadcasted on TV was found to be of no significance when it came to deciding whether to attend a football match or not. However, in a different research it was found that the matches that were shown on free to air TV stations reported a higher stadium attendance than those shown on pay TV (Kringstad 2012). The difference in results can be attributed to the fact that the matches in Uganda are broadcasted on a pay TV decoder star times. This digital broadcasting company took all the broadcasting rights of the Uganda premier league and one must pay an expensive monthly subscription package to be able to watch all matches. More so the matches start at 14:00 hours when people are still working, so even if they are to watch, still they can't watch these live games at such a time when they are at work.

Therefore, according to the above discussion, unethical football management by FUFA is revealed as one of the greatest factor of importance affecting stadia attendance during the Uganda Premier League. This is accompanied by environmental factors that include Match day, kick off time, condition of the stadia, security and safety, work schedule and motivational factors that include "Hooliganism with Passion". Weather condition and income, poor marketing of the league, foods and drinks also influence stadia attendance but these can be termed as factors of medium importance whereas match broadcast, parking space, presence of celebrities, friends and family and public transport are factors of low importance when it comes to influencing stadia attendance during Uganda Premier league. This is the first study to investigate factors affecting stadia attendance in Uganda .

7.0 RECOMMENDATIONS AND CONCLUSION

7.1 Referring to the research Questions and objectives that included to assess factors affecting fan attendance during Uganda Premier League, attitude and behavior of fans towards Uganda football and impacts of Television broadcasting of matches towards stadia attendance the following conclusions are made; The major factors which affect stadia attendance of Uganda Premier league include; unethical management of football by football

governing body in Uganda, kick off time and day of the match, condition of the stadium, weather conditions, hooliganism with passion, security and safety, work schedule, poor marketing of the league and inadequate foods and drinks in the stadium.

The fan behavior and attitude of Ugandans is positive towards the Uganda premier league as fans still continue to support their teams with a hope that one day FUFA will wake up and streamline the sport policies that will reduce match fixing scandals in this popular sport in the country. Football is known as a national sport in Uganda and people find it hard to get away from the sport.

The TV broadcasting of Uganda Premier league matches does not significantly influence stadia attendance as majority would prefer to watch matches live in the stadium if the conditions of the stadia are improved. However, this may change if the matches are broadcasted on free to air channels but this may be difficult since Star times has bought all the broadcasting rights for a long period and its only way it also makes money.

7.2 The following recommendations can be considered;

FUFA as governing body in the country should make serious move towards clearing the picture of football in the country which is already painted with a very dirty name of corruption, bribery and match fixing scandals that is revealed to be a big pain to the fans.

The policies and disciplinary procedures which are already stipulated by FUFA need to be implemented and commissions of inquiry which they set up should provide reports to the public without being compromised and those found guilty penalized according to rules. Transparency in FUFA should be paramount.

More so, there is a need for massive awareness and warnings about match fixing scandals and how they have affected the image of the sport and the league in particular among players, referees and club owners as well as fans who are the parties involved so that they can stop these scandals. This can be done by making different billboards highlighting dangers of match fixing across the stadia and also putting screens in the stadiums to demonstrate such morals. This can be emphasized by FUFA to the rest of the clubs.

FUFA needs to improve on the marketing of the league, and make it known to all people across the country so that those who are far from the venues can access the matches on TV. League fixtures should be availed in time, and FUFA marketing department and public relations should work hand in hand to provide right information and updates at the right time to different media platforms about the league to prevent and stop negative media information about the league which discourage the fans about the league.

The football clubs need to work on their stadia conditions as this is one of the major factors affecting stadia attendance. Club owners and coaches need to be ethical and stop bribing referees and getting involved in match fixing so that players can play professional sport as required.

More research can be carried out especially on the FUFA administration and its impact on stadia attendance. This can be studied in detail to examine the impact of administration policies and management towards attendance.

More still in this study, there was no identification of fans according to the seating categories whether in VIP or ordinary because the responses might vary between the two groups.

There is also a need to look into the time when the leagues kick off. 2pm is so early but then weekends which would look favorable are occupied by foreign football. This is a big challenge that needs to be dealt with to ensure fans find less obstacles in attending the UPL matches.

Football clubs need to create websites where authentic information about the clubs can be accessed. Clubs need to create some data bases which can also help them to track their progress. There is a lot of scarcity of literature about Ugandan football more research in football in Uganda is required and this was a big challenge while carrying out the study.

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QUESTIONNAIRE

Dear Respondent,

Thank you for taking part in this survey on stadia attendance of football premier league matches in Uganda. Your opinion is important as to help to increase the value of stadia attendance for spectators and improvement of football in Uganda. Please answer all questions. Your responses are voluntary and will be confidential. Responses will not be identified by individual and only used to write my Master thesis in Sports Management Programme at Molde University College.

Thank you for your kind co-operation and support for my thesis project.

Catherine Karungi

kkarungi @yahoo.com, WhatsApp +474863010

Section A: Personal Background

(Please tick the most appropriate alternative or fill in where applicable)

1. Age in completed years.....
2. **Gender** a) Male b) Female
3. **Residency**
 - a) Live in Kampala
 - b) Live outside Kampala
4. **Level of Education**
 - a) Certificate b) Diploma c) Degree d) Masters e) None f) Others
specify.....
5. **Occupation** a) Employed b) Self-employed c) student d) Retired e) others
- 6 a) Which football club do you support in Uganda..... (state team)
 - b) How long do you support this team (in years).
 - c) How many matches of this team did you attend last season? home matches
 - (number) away matches number
 - d) Do you attend other matches as well? YES/NO

SECTION: B How important are the following factors when deciding whether or not to watch a match of your club at the stadium.

Indicate the level of importance by ticking the column boxes against the statements (NI=Not important, LI=Less important, I= Important, VI=Very important, N= Undecided).

	Response	NI	LI	I	VI	N
		1	2	3	4	5
1	Ticket price					
2	Distance between the match venue and home (Travel time)					
3	Travel cost					
4	Quality of football of opponent team					
5	Weather condition					
6	Day of the match					
5	Time of fixture					
6	Attendance with Friends					
7	Attendance with family members (children, partner)					
8	Chances of my team winning					
9	My work schedule					
10	Behavior of fans (hooliganism)					
11	My available income					
12	Conditions of the stadium					
13	Availability of parking					
14	Convenience of public transportation					
15	Security and safety					
16	Match will be broadcasted on TV					
17	Presence of the star player of opponent team					
18	Celebrities attending Venue					

SECTION C

Are there any other important issues influencing your stadium attendance not covered

above?

Thank you !☺

My internal checks

MATCH SUMMARY

DATE

VENUE

TEAMS (HOME) **VS**

(AWAY)

TIME