Master's degree thesis

IDR950 Sport Management

The challenges and oppurtunites of increasing match day participation by Generation Z in professional football.

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Number of pages including this page: 95

Molde, June 9

Molde University College
Specialized University in Logistics

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Preface

Working on this master thesis has been a fantastic experience with many amazing moments. Study a topic I find interesting and talk to many interesting people with interesting knowledge and thoughts. These two years at Molde University Collage have been a true pleasure. I would like to thank all of my fellow students, and the staff at Molde University Collage for interesting discussion and social events, making life interesting and fun. This master thesis would never be possible without the help av my supervisor, associate professor Birnir Egilsson, his guidance and professional view on the topic has been crucial for completing this thesis. The feedback combined with discussions has truly been helpful and insightful for me, thank you. I would also give my gratification to Jorunn Hoås Rødal, researcher at Møreforskning. Her guidance and comments on the analysis of the quantitative data was essential for me. Without her help would thesis never be possible. I need to say thank you to all the amazing participants who was willing to take part in this study. All of the respondents and informants. Without their help and contribution would this not be possible at all as these participants was the foundation for the study. Further on would I like to thank Mjøndalen Football and all its amazing staff for the contribution, thoughts, suggestions, and discussions. I need to say thank you to Norsk Toppfotball for their interest and suggestion for the questionnaire. Finally, would I like to thank my family and friends for helping me through stressful times, motivating me and keeping me on track. The last and most important person that I need to thank is my mother, Liv Iren. Without you would none of this be possible. This thesis is as much yours as mine, you have my greatest gratitude.

To all of you who are no longer with us, you will not be forgotten, thank you for everything.

June 2020

Mats Armando Skjelbred

Summary

This thesis is the result of a master's degree in science of Sport Management done over two years at Molde University College. The focus for this thesis has been match day attendance among Generation Z.

I have used existing literature on football fans, understanding their behaviour, motives and as football consumers. This have been combined with literature on service quality and and Generation with the purpose of answering the research question: What are the challenges and opportunities of increasing fans participation by Generation Z in professional football? The theory has also been used to analyse the data of the qualitative data set retrieved with a focus group interview consisting of four participants. The quantitative data was retrieved trough a survey with a total of 82 respondents. The quantitative dataset was analysed using regression and descriptive statistics with a principal component analysis to reduce the number of variables.

The main findings of this thesis show that the devoted fans among Generation Z shares many of the same motives and behaviour as previous generations of fans. Generation Z is less likely to be loyal in their pursuit of having their expectations met. For Generation Z is the quality of the match important. This is important for the clubs to understand as there exist numerous of other matches which Generation Z can watch instead. Generation Z was also impulsive in their decision making. Attending the match with friends was important to them so making sure that their friends was attending resulted in late decision making for whether they would attend the match or not. There are differences between frequently attenders, occasional attender and non-attenders within Generation Z as they value the importance of certain factors and motives for match day attendance differently.

Contents

1.0 Introduction and Background

1.1 Introduction

Football with its huge social function has been popular throughout history, but with its increasing professionalization and commodification, it has become an entertainment industry with ever changing consumption patterns. Especially for the younger generation, the modern football fans with their contemporary social platforms. This is posing major challenges and new opportunities for professional football clubs to engage the modern generation. The aim of this thesis is to explore what makes the newest generation of football fans tick - their behaviours and their motivations to attend live matches with the aim to answer the research question "what are the challenges and opportunities of increasing fans participation by Generation Z in professional football?

In order to investigate this topic, this study used a mixed-method research design to collect data on behaviours, values and motivations of Norwegian teenagers that are attached to a Norwegian top division club. The findings highlight motivational factors behind match day attendance. These findings are important for all football providers, and professional football clubs (PFCs) are no different. The potential benefits from increasing live match day attendance by Generation Z can result in several competitive advantages. Increasing the fan participation at the stadiums means that more people would buy tickets and be present at the stadium during matches. If the clubs succeed in attracting Generation Z to their stadiums this can result in a generally higher level of loyalty among the fan base, leading to a significant effect on a number of beneficial factors, such as higher revenues from tickets sale and merchandise, and an increase in sponsors and income from sponsor. This thesis is structured as follows, first I will provide a theoretical framework focusing on football fans as consumers, the fan experience with service quality, match day attendance and Generation Z. Thereafter will I present the methodology used for collecting the data. I have used a mixed research approach, using a questionnaire for the quantitative data and a focus group interview for the qualitative data. The data was analysed using a Principal components analysis and Linear regression. This results together with basic information will be presented in the results chapter for then to be discussed together with the answers from the focus group interview. The last chapter is conclusion and implications. Here will

conclude on the findings, presenting the most important for answering this the research question before I will present implications related to this thesis.

1.2   Background

The top tier football division in Norway, Eliteserien, has in recent years experienced a decline in attendance at the stadiums around the country. After a record setting year in 2007 with an average of 10 516 spectators at the stadiums. Last year had only 5781 spectators, this is a 45 percent decrease in spectators in 12 years (Nifs, n.d.). The last time the numbers was this low or lower was in 2000 with an average of 5725 spectators at the games. The numbers also highlight that the average age for attending a match in Eliteserien is 48 years old (NTF, 2020). The trend in Eliteserien is hard to argue with, PFCs are facing difficulties in attracting people to the stadiums, especially the younger generations. Numbers in other European national leagues such as Bundesliga, Serie A and Eredivisie shows the same trend (EuropeanLeagues, 2018). The same applies in other continents such as North America. U.S has through the later years experienced a decrease in the American sports such as American football, baseball and ice-hockey (Wyld, 2018).

While the clubs in Eliteserien are struggling to attract spectators to the games and the existing fanbase is getting older, there is a new generation coming through. Generation Z, people born after 1996 and 1997. Today, they account for 40 percent of all market consumers (Ernst, 2015), this means that the clubs in Eliteserien cannot afford to not engage and listen to Generation Z as it is a significant big market share with great potential. As Generation Z still are in the start phase of their adult life will it also be a great opportunity for the clubs to attract lifelong loyal supporters who potentially will follow the clubs in the many years to come if the clubs can give them a satisfied customer experience which results in loyalty. Investigating and doing a research on Generation Z and their relationship to football and the stadiums in Norway is something I see as an important task as there is little research to find on these two subjects combined. This is something that clubs and leagues can benefit from as this thesis gives motivation indicators on what Generation Z wants from the PFCs.

2.0 Prior research and theoretical framework

2.1 Football consumers

Football is the biggest sport in the world. It generates the most money, houses the most athletes and last but not least, , the most fans. Specifically2.08 billion fans around the world (Anagnostopoulos, et al. 2018). But who are they and what defines a football supporter? Football supporters are people who are willing to follow their team almost unconditional. They are passion driven, emotionally connected and have a long term relationship with the sport they support (Batra et al., 2012; Cayolla & Loureiro, 2014) The football fan is often easy to recognize as they wear their uniform, a kit of their favourite team and perhaps a scarf, singing songs and walking with people who dress similar and sings the same songs. Nevertheless, understanding their motives, habits and motivation is not always easy. Parganas (2019) explains different factors for sport consumer behaviour in football through four categories: personal, social, psychological and external.

2.2 Fan behaviour

Personal factors for football consumer behaviour

A sport consumer may have various reasons for attending a football match. Age, gender, education, income and personality characteristics are some of the personal factors that contribute to a person's behaviour towards sport (Parganas, 2019). Religion is another factor (Raincock, 2016). For some their own religion is important when choosing a favourite team (e.g. fans of Celtic FC and Rangers FC where the fans of Celtic FC are Catholics and the Rangers FC are protestants).

Tribalism is also a term used when describing football fans, belonging to a group and sharing some of the values and moral is important for some fans (Tapp, 2003; Theodorakis et al. 2012). Especially younger generation (Parganas, 2019). Some people may also attend and participate in sport related activities due to their potential economic gain such as betting on a football match (Parganas, 2019). A person who have placed a bet on a match is likely to be emotionally attached to a game due to the reward and risk related to the bet. This may lead to a higher motivation for attending the match.

Social factors for football consumer behaviour

For many fans is it important to experience the match with their friends and family. Hence, the match provides a reason for spending time with their family and friends. Either on the stadium or on the pub or the sofa at home or the match is central in bringing people together. I will further dwell on this notion in the eight motives of fandom by Raincock (2016) (please see page. 10). Group belonging and identifying with the team and other supporters is important for the fans (Parganas, 2019; Raincock, 2016; Theodorakis et al. 2012; Giulianotti, 2002). Being part of a group gives the fans a feeling of belonging to something bigger than themselves. Sharing the same values and approval for a team contributes to a greater and more enjoyable experience for the fan (Parganas, 2019; Richardson, 2004; Deloitte, n.d). For instance, fans in South America refer to their clubs as mothers and the stadium as home, the supporters and the club are one family (Giulianotti, 2002), this shows how important a football club can be too its fans from a social perspective. It is important to point out that these values and beliefs are different between cultural contexts (Raincock, 2016). Fans from Norway and Argentina behaves differently in the stadium;rom a knitting grandmother on a Norwegian stadium to thousands of people jumping up and down in the match between Boca Juniors and River Plate in Argentina.

Psychological factors for football consumer behaviour

The match becomes a place where supporters can escape from their everyday life filled with work and stress. The match and the stadium become a free haven where the fans can express themselves with songs, chants, and banners (Parganas, 2019). For many fans the match is an emotional rollercoaster as they identify so strongly with the club that they regard the club as a part of themselves. These fans who are so strongly devoted to their teams often has a bias view and fails to see the different situations from an objective point of view (Richardson, 2004; Dionisio et al. 2008) These fans can also see their teams success and failures as their own. If the team are successful, the devoted fan is successful as he or she is "part" of the team. On the other hand, the team's failure is no different. Similar to the success, the fan will experience the failures as his or her own (Madrigal, 2001).

External factors football for consumer behaviour

The last category addresses the external factors and how external factors can influence consumer or supporter behaviour towards attending a football match. If the club you are cheering for is most likely going to lose big is it less likely that a fan will attend the game. Most fans want an uncertainty surrounding the outcome as this indicates that it will be a close match between the two teams (Parganas, 2019). However, clubs which is more likely to win attract more people to their stadium compared to clubs where the probability for a win is low (Parganas, 2019; Hill & Green, 2000; Tapp, 2003).

2.3   Fan motives

Understanding the motives behind fandom has been studied for many years. In other words, understanding the drive and passion within these devoted fans has been the objective of several studies (Trail & James, 2001; Funk & James, 2001; Funk et al., 2009). The fan motives can help understand the loyalty, interest and frequency of attendance. Fan motives can also be viewed in relationship with constraints (Kim & Chalip, 2004). Fans that have a greater interest in the sport (e.g. football) may find less constraints and the cost of it lesser (e.g. financial, distance, etc.) related to match day attendance. Previous studies have showed that fan motives can explain 10 percent to 32 percent of the variance in attendance at sport events (Hsieh et al. 2011). By understanding this the clubs can - if done correctly - address the motives that make fans tick in order to stabilize and increase match day attendance among their fans.

As there are various factors that explains the behaviour of fans, fans also have different motives. Raincock (2016) lists eight motives that describes the motivation behind the fandom, generalized to all types of sport.

- Entertainment; the enjoyment the fans get from watching sports.
- Escape; the explanation for this is the possibility for the fan to escape from the everyday stress and boredom.
- Eustress; the lows, and highs of the fan experience with their favourite team/athlete. Being a football fan can be an emotional rollercoaster, where you one day are celebrating a win, to being without hope after a loss. Nevertheless, still looking forward to next week's game.

- Aesthetic; the satisfaction a fan gets from watching a highly skilled athletes/teams performing.
- Learning; the fan learns and gets inspired by the athlete's performance and participation.
- Achievement; the fans enjoys celebrating their teams win with each other and gets a feeling of achievement from this.
- Connecting; the fans want to feel like they are part of a bigger group who they belong to.
- Bonding; the fan uses sport to connect and bond with their families as they are spending quality time with each other.

Trail and James (2001) presented the Motivation Scale for Sport Consumption (MSSC) as they argued that previous scales for motivation was not sufficiently providing an understanding of the motives for sport consumers. Therefore, they created the MSSC which contains nine different motives for sport consumers:

1. Knowledge; the spectator keeps track of statistics, knows their own team and the opponent's team's strength and weaknesses, and follows the league closely with knowledge on various subjects.
2. Aesthetics; this refers to the beauty of the game, the spectator takes pleasure from the watching a sport he or her finds enjoyable to watch based on the look of the game.
3. Drama; spectators have different preference for a match. A thigh an exciting match with an uncertainty of outcome appeals to many fans as it gives an extra dimension to the match.
4. Escape; for many is the match a place where they can escape from their normal day life, change the pace of the day by relaxing with the match. For many fans is the weekend with match day an important break in the week.
5. Family; match day is for many a family day where the parents and children take great pleasure in attending together. The match day can often be the first meeting between a child and the club, some parents takes pride in introducing their child to their own club.

6. Physical attraction; the spectator can find the players themselves attractive, thinking of the "sex appeal" the specific players have. The spectator then have the specific player(s) as the reason for attending.

7. Physical skills; where the physical attraction focuses on the attractiveness of a player are the physical skills focusing on the performance and athleticism of the players. The spectator enjoys watching players on a high level performing well executed skills.

8. Social interaction; celebrating with other fans, talk to the spectator beside you, meet people who shares the same interest for a sport or team is important for many spectators. The match becomes a social arena as well as an arena for watching sports.

9. Achievement; celebrating with team and feeling that you are a part of the victory is something many fans can relate to. A win for their team is also a win for the individual cheering for the team as the fan feel like he or her is a part of the team. The fan are being proud of the teams performance and results.

The two scales for motivation shares several of the same factors. However, there are some differences as well. Raincock (2016) presents the motivational factor of learning while Trail and James (2001) presents knowledge. Raincock (2016) focuses on the aspect of the spectator learning from the event, e.g. a spectator may learn a new technique for shooting or skills and by that getting inspired to try it. Trail and James (2001) presents the factor of knowledge that the spectator already has knowledge on certain areas of the match, such as statistics. This resembles the fantasy games that many leagues provide today, where people can create their own teams and receive points for how well the players perform in the actual matches.

2.4 Football fans as consumers

Buying tickets and attending matches makes the fans consumers (Oliver, 1999; Parganas, 2019). According to Parganas (2019) one can divide football consumers into four categories: The football goods consumer, which buys licenced products from the clubs (e.g. kits, jackets, scarfs, etc.) and other physical products related to football. These physical products can also be equipment needed for playing football or exercises related to football (e.g. footballs, cones, gloves, etc.) The next type of consumer is the football

services consumers, which is making use of services related to football instead of being actively involved in football related activities. For example, some consumers may take great pleasure in the gambling related to football matches without being particularly interested in football. These consumers may also use football as an educational service, such as a class visiting a football stadium to better understand an event and the work needed to execute the event. The next type of consumer are the football participants and volunteers. While the professional players can make a living out of their career, there's still plenty of players playing without wages. These are football participants, including all players on an amateur level. Volunteers is another important resource for the football. These are unpaid people working voluntarily for clubs, federations and other organizations related to football contributing as coaches, kiosk staff, referees, etc.). The last type of football consumers are the football supporters. These people are fans who are interested in professional football. These consumers focus on the highest level of football either by having their own team which they follow or just by enjoying football as a sport, watching various teams. The arenas for watching football can be at home, the pub or at the stadium itself. Based on this I have chosen to focus on fans and spectators consumers rather than customers in this thesis

As I briefly defined earlier in the introduction of this chapter one could argue that there is four categories of football consumers; the football goods consumer, the football services consumers, football participants and volunteers and football supporters, spectators and fans. (Paraganas, 2019). In order to further explain and utilize this categorization of consumers outlined above, it would be appropriate to further explain the differences between the concept of a costumer versus a consumer. A custumer is an entity, a person, company or organization that buys a product or service. However, this does not mean that the entity will consume the product or service. A consumer on the other hand will consume the product or service which the individual or group have bought (Oliver, 1999; Parganas, 2019). This means that a football fan is a consumer as he or she is consuming the product that consists of various services (live stadium attendance at the match) they are buying (Parganas, 2019). The customers of the PFC are entities which have an interest in the products and services that the PFC provide. However, they do not necessarily consume it. Examples on this is the media outlets that has an agenda in covering a match but does not use the service themselves by sitting on the stand cheering and watching the game. On the

other hand, the consumers of the PFCs makes use of the services and products that the PFC offers. An example of this is through a direct purchase of a ticket to the match or an indirect purchase through buying an entertainment platform where one can watch football (e.g. subscription to a streaming site) (Parganas, 2019).

2.4.1 Fans versus spectators

One can argue that there is a distinction between fans and spectators within professional football. Some people are very enthusiastic towards their football club, attending every home match, showing their fandom and feelings for the club. Others are more restricted and only attend a match when it is a special occasion (Trail et al. 2003; Parganas, 2019). Spectators are more likely to have a more passive approach to the game, whilethe fan is more directly involved through singing, chants, banners, etc. On some occasions the spectators are looked upon as intruders by the fans (Parganas, 2019). One would think that the fans would prefer a full stadium, however, if they are having the mindset of the South American fans presented by Giulianotti (2002) where the club is their mother, one can understand the scepticism towards a new "family member".

In order to better understand the distinction between fans and spectators it is appropriate to consider the four psychological connection stages to a team presented by Funk and James (2001) Awareness, which is the first stage, indicates that a person achieves awareness through information from friends, family, tv, media, etc. The next stage is the attraction phase where the person tends towards a team, saying that they like that specific team. Moving on to the attachment stage, the identification is becoming stronger and the person is now identifying as a fan of the team. The fourth stage is the allegiance stage where the person lives for the club, and where the bond with the club is so strong that it can guide the behaviour and activities for the fan (Funk & James, 2001; Parganas, 2019). A person is not locked to one specific stage, he or she will most likely move both upwards and downwards through the stages. This is supported by Trail et al. (2003) where the authors states that understanding the difference between fans and spectators and the different stages is crucial in regards to marketing. The fans are part of the team, identifying themselves with the players and coaches. Therefore, marketing must respect this when approaching this group. In other words, a key success factor for marketers would be to address the fans as an

important part of the team in their attempt to connect with them. Spectators who may not feel the same way may require a different marketing strategy as it would be bizarre for them to be acknowledged as part of something they don't consider themselves a part of (Trail et al. 2003).

2.4.2 Fan typologies

I have now made the distinction between fans and spectators. However, there is a need to clarify the distinction between fans as well, as fans are a heterogenous group. Some fans are living for their club while others are more casual in their approach and identification with the club. Tapp and Clowes (2002) has presented five different typologies for fans, ranging from the most hardcore fans to the more casual ones (cf. table 1).

Table 1. Tapp and Clowes Fan typologi

Aficionado	These fans do not have a particular loyalty to a club but attend the match due to the expectations of a high-level competition where the quality of the teams and their player are high. Uncertainty of outcome is not an important factor for these fans as they are satisfied if the performance is on a high level.
Theatre goer	The theatregoer's expectation for a match is entertainment with high-level performance; unlike the aficionado does these fans care about the uncertainty of outcome. The theatregoer's wants a close match where both teams has a chance of winning.
Passionate partisan	These are the most passionate fans, often called fanatics or die-hard fans. The passionate partisan type goes to the stadium and watches their team. They support their club no matter the result and are always identifying strongly with their club. They are becoming a part of the team and the team is a part of themselves.
Champ follower	This group of fans are not as loyal to their club as the passionate partisan. The champ follower fans are more likely to be spotted at the stadium when their club is winning compared to when the performance and results of the club is weaker. They are passionate and vocal, on the brinks to fanatic when the club is winning for then to vanish when the club is losing.

Reclusive partisan	Even though these fans are not regular at the stadium does it not make them lesser fans. The reclusive partisan fan identifies strongly with their team and truly care of the team is winning or losing. They do not care for a close contest as they will rather see their club win and express its quality.

By categorizing these different fan typologies one can better understand the difference in preferences such as motivation, behaviour, and habits. By splitting up this big heterogenous group and placing it into different homogenous groups where the fans resemble each other more, one can better understand the needs and motivation within the different groups. Based on this notion, I have chosen to utilize these fan categories in my analysis in order to better identify the various motivators and factors for live match day attendance.

Deloitte (n.d.) also provides a fan typology based on three types of fans: casual fans, fans that love the league, and the fanatics.

Driven by a 15,000+ person survey that Deloitte conducted, he is addressing each of the three individual aspects of fan engagement starting with the stadium experience, before addressing streaming and broadcast media and the year-round fan experience.

four core expectations which are important for the fan experience at the stadium. The study measured the fans satisfaction with these four core expectations. These expectations are present for the spectators at the stadium no matter the age or identification with the team. This means that a young casual fan and an old fanatic will have the same four expectations at the stadium. Meeting these is important to establish a base of satisfied fans who are more likely to repeat their visit at the stadium. The four core expectations are:

• They expect the stadium to be safe, comfortable, and clean.

 • They want the view from their seats to match their expectations.

• They desire a high-quality game.

 • They expect an exciting atmosphere within the stadium.

When measuring these four core expectations Deloitte (n.d.) discovered that the fanatics had a 82 percent satisfaction while the casuals had a 73 percent satisfaction. The fanatics were more pleased, attended more often and spend more money than the casual. This

means that the clubs can move further in their work of attracting and pleasing the casual fans (Deloitte, n.d.). By reaching the same level for the casual as the fanatics the clubs can potentially receive a boost in the revenue income by attracting more spectators to their stadiums who spends more money. The fans want the best experience they can get, which means that they want a good match with good seats, where the atmosphere is loud and exciting while at the same time are feeling safe. It is important for the clubs and its staff to understand this as these expectations are universal for the fans and do not change from fan to fan (Deloitte, n.d). The question then becomes, do Generation Z have these preferences as well?

2.5 Fan loyalty

There is a saying among football fans; you can change your car, work, house, wife or husband, but never your football team. Football supporters sees themselves as a loyal group of people, supporting their team through the highs and lows which their team is facing (Tapp, 2003) When discussing the definition of loyalty, there are three conceptual viewpoints one should consider: the behavioural, the attitudinal and composite (Javadein, et al. 2008). The attitudinal one defines loyalty as an attachment to a product, service or organization based on the customers feelings. The behavioural views loyalty as a continuous relationship through buying products and services from the supplier and recommend the supplier (Hallowell, 1996), while the composite loyalty is defined with the fact that a customer cannot be loyal if their loyalty is not followed by a positive attitude. A supporter with a composite loyalty would then recommend the match to someone he or she knows. (Sharp, et al. 1997).

Fans with high club identification are more likely to have high direct and indirect sports consumption and stay loyal to the club in periods with a poorer performance and lack of results. The direct sport consumption involves buying tickets to a match for live match day attending, spend more money on merchandise. The indirect sport consumption buys TV subscription to watch the match on TV, buys papers and magazines to read about their club (Solberg & Mehus, 2014; Bristlow & Sebastian, 2001; Stewart, et al. 2003). They also tend to talk more about their club with others and usually have a strong connection to the club at younger age compared to fans with less loyalty (Bristlow & Sebastian, 2001; Stewart, et al. 2003). Loyal fans are also more likely to attend matches reguarly (Hill & Green, 2000).

In their study Deloitte (n.d) investigated loyalty amongst the Millennials compared to the Baby-boomers. The importance of loyalty and identifying with their team were higher amongst the Baby-boomers than among the Millennials. Having grown up in a time with less connection to the outside world resulted in deeper roots to the local area and their local teams. By not having the possibility to check the results from other matches on your phone the Baby-boomers focused their loyalty towards their own team. The millennials, which have grown up with access to teams and athletes around the world, found the importance of loyalty and identification lower than the Baby-boomers (Deloitte, n.d). Logically would you then assume that this goes for Generation Z as well, as they have grown up in a more connected world than their processors, the Millennials.

2.6   Fan experience

In this chapter will I present fan experience and the different subjects related to the experience for the fan at match day. Firstly, will I present service quality and different models created to measure service quality (Parasuraman et al. 1985; Kahle & Close, 2010). Further, I will address atmosphere and how it can create expectations and affect the match day at the stadium.

2.6.1   Service quality

We all have expectations prior to attending an event, and football games are no exception. This could be expectations connected to the stadium, facilities, hospitality, atmosphere, quality of teams, to name a few. In what way these expectations are met defines the service quality (Parasuraman, et al. 1988; Javadein, et al. 2008; Kahle & Close, 2010). So far, I have explained the complexity of football fans behaviour, motives, and expectations. This means that football clubs do not only need to meet several expectations that defines the service quality. They need to do it for different customer groups.

Satisfying an expectation does not mean that the customers satisfaction is fully achieved. One can argue that it exists two different levels which customers use as standard of

evaluating service quality, desired service, and adequate service (Parasuraman, et al. 1994). The desired service is the service which the customer is expecting to receive. The adequate service one the other hand represents what the customer is willing to accept as a minimum level of service (Parasuraman, et al. 1994). Bruhn (2008) states that the quality is defined as how well it is perceived by the customer. The service which is best suited to meat and fulfil the individual requirements by the customer has the highest quality. A spectator or fan visiting a stadium will have some predefined thoughts on what the minimum of service should be (e.g. staff who checks your ticket and wishes you a pleasant match). A more adequate service would be if the staff checks your ticket and guides you to your seat, making sure that everything is well. The service quality is important in the process of attracting profitable attendance to the stadium (Clemes, et al. 2010).

Several different frameworks have been made with the purpose of explaining service quality and its dimensions. One of these is SERVQUAL, a tool for measuring and managing the service quality with originally ten different components. These are reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding, and tangibles (Parasuraman et al. 1985). However, this was redefined into five as the ten original components were overlapping each other (Parasuraman et al. 1988).

1. Tangibles: Physical facilities, equipment, and appearance of personnel.
2. Reliability: Ability to perform the promised service dependently and accurately.
3. Responsiveness: Willingness to help customers and provide prompt service.
4. Assurance: Knowledge and courtesy of employees and their ability to inspire trust and confidence.
5. Empathy: Caring, individualized attention the firm provides its customers.

The last two components represent the last seven dimensions (communication, credibility, security, competence, courtesy, understanding/knowing customers, and access) of the original SERVQUAL scale. The SERVQUAL model can completely fulfil the request for individual entertainment value, partially fulfil the request for complexity and fails to fulfil the request for course of phases. Kahle and Close (2010) argues that the model by Parasuraman et al. (1988) is not able to acknowledge the complexity and dynamic nature of sport events. Hence, Kahle and Close (2010) presents the PROSPORT model which

objective is to illustrate service quality within different phases which the spectator is going through related to an event.

- *Pre-event phase* is the period before an event. This period ends when the spectator is entering the stadium. In football will the fans have expectations on the tickets, how easy is it to get to the stadium, media coverage, etc.
- *Force-event-action phase*, starts the moment the spectator enters the stadium and is viewing the match. This means that the action related to the athletic events happening on the pitch. That means that there exist several factors which affect the spectator in this phase. The quality of the match, the players, tactical aspects, the referees, uncertainty of outcome, etc.
- *Force-event-nonaction phase*, takes place in the same period as the force-event-action phase. However, this concerns the expectations that are not related to the actual gameplay. The expectations concern the non-sport related activities such as the singing, banners, facilities (e.g. toilet, kiosk, seats), half-time show, the people you are attending with, results from other matches, etc.
- *Post-event phase*, this is the last phase and start when the spectator is walking out of the stadium. The expectation in this phase shares similarities the pre-event phase, how good is the infrastructure around the stadium in terms of getting home, will the match be covered in the media and what will the coverage include.

The spectators attending the event (e.g. football match) will have expectations related to the different phases. The quality of the event will be determined by how these expectations are met. If the anticipated quality and the perceived quality matches with the spectator, the quality of the event will be high (Kahle & Close (2010). A neutral fan may judge by the number of goods and its quality in the kiosk while the fanatic supporter will rate the experience on the line-up and tactical style of the team. These are some of the examples, which the different type of spectators may expect. Understanding that there are several components which makes up the whole experience for the spectator is important. The clubs will need the focus on the whole experience for the spectators. Meaning that they can't expect a spectator to only expect satisfaction within one area in order to be pleased.

2.6.2 Atmosphere

The concepts of "Theatre of dreams", "This is Anfield", "Mes que un club" (More than an club) and "Die Gelbe Wand" (The yellow wall) are frequently associated with some of the most famous stadiums and fans in the world. A dream for many football fans is to visit the famous and legendary stadiums around the world to watch football. The Norwegians are no exception, as 90 000 people visits England to watch Premier League each season (Aftenposten, 2015; FinalcallTravel, 2018). The reasons may vary from that people want to watch their favourite team play, watch entertaining football by the best teams to experience the atmosphere at the stadium. The atmosphere one can experience at a sport event is an important reason for attending the event itself (Hill & Green, 2000; Uhrich & Benkenstein, 2010) While Norway are struggling to fill their stadiums is it still possible to experience the atmosphere of a full stadium outside of Norway. Nevertheless, the focus for this thesis is the live match day attendance in the Norwegian top division.

The literature regarding atmosphere has mainly been focused on retail shops (Uhrich & Benkenstein, 2010) and to little extend on atmosphere in sport stadiums. Nevertheless, it has been studied. Urich and Benkenstein (2010) reflects on the need for a focus on atmosphere in sport stadiums as it differs from retail stores by bringing additional value and by creating an entertainment value. Atmosphere in sport stadiums can be explained as "the relationship between perception of the specific environmental features of a sport stadium and elicited affective responses of the spectators" (Urich & Benkenstein, 2010, pp. 215). One must also include temporal and spatial limits, the atmosphere must be related to a specific time where a sport event takes place (e.g. football game) within an area inside the sports stadium (e.g. the stands) where the spectators are present (Uhrich & Benkenstein, 2010). Within sports events and events in general, the atmosphere is co-created (Woratschek., et al. 2014)

2.6.3 Value Co-creation

The atmosphere is helpful in attracting people to the stadium at match day (Hill & Green, 2000) as it creates a unique experience for the attendance. Value co-creation is defined as a collaboration between two or more actors (e.g. firm and customer) (Horbel, et al. 2016). A retail shop will sell a football to a boy or girl where he or she plays with the football and

creates value for the product. Value co-creation has been displayed in various literature throughout the years with the purpose of explaining how value is created. Within sports, there has been put forward a theory based on service dominant logic (SDL). Vargo and Lusch (2008) presents SDL as co-creating value for a product. A firm is selling a service and the usage of this service contributes to determining the value (e.g. football supporter buying a ticket for a match). Goods dominant logic (GDL) on the other hand explains that the product is exchanged to the customer with a value that decreases through the costumer's usage (Vargo & Lusch, 2008).

Zagnoli and Radicchi (2010) uses a SDL framework combined with the stakeholder theory to explain the fan communities within AFC Fiorentina. They list fans as a primary stakeholder that are vital for the growth of the club compared to a secondary stakeholder (e.g. competitors, media, government, etc.) who may affect or be affected by the club. The fans can be seen as activators of potential demand, meaning, they may bring their family, friends orcolleagues to the game, introducing new potential fans to the club (Zagnoli & Radicchi, 2010; Woratschek., et al. 2014).

From a value co-creation perspective, value cannot be created by one single actor. The same goes for the supporters at a football match. The supporters of a club come together supporting their team with singing, chants, banners, posters, etc. (Woratschek., et al. 2014; Horbel, et al. 2016). These brings an added value to the game, another dimension to the product. Suddenly the product is not only what happens on the pitch between the two teams, but also the atmosphere at the stadium.

Sport management has previously been explained with GDL and SDL. However, this may not be the best way of explaining the phenomena of sport management as the GDL do not explain the service aspect of sport events while the SDL fail to explain the complexity and characteristics in sport events (Woratschek., et al. 2014). The sport value framework (SVF) aims to build on the foundation of SDL for then to explain the the nature of economic exchange in sport management in a more correct form. The SFV contains 10 foundational premises (FP). The FP from 1-3 explains the nature of economic change while 4-10 explains the nature of value creation. "According to the SVF, sport events should be regarded as platforms where different actors (e.g. organisations, customers and other stakeholders) co-create value within a network" (Woratschek., et al. 2014, pp. 20).

Hence, value cannot be created by a single actor in a production process, it must be created in a collaborative process with several different actors. The SDL perspective fails to explain this, as the term production is explained as a process with a single actor. Traditionally the view is that firms give a value proposition to the customer. The firm sells a product or service that the customer uses and based on the usage the value is settled. The SVF perspective is that the firm can offer a platform that the fans and visitors can use to produce their own value proposition. It is important to then address the fact that the spectators and visitors acts differently, and that the integration of resources result in different experiences. A mother or father with children will most likely experience an event differently than a hard-core fan in his mid-twenties.

For the PFCs is important to understand the exchange of their products and services and how these are co-created. It is not only on the pitch where a win is the important thing, but also on the factors and dimension which creates a value for the club off the pitch as well. PFCs are complex organisations with several different supply-chain relationships within their supply chain management (SCM) (Egilsson, 2019) Understanding that their product relies on several different dimensions is crucial in the chase of improving. PFCs does not only need to win in order to improve, the stadium needs to be full as these creates better TV-pictures for the viewers back home, the sponsors wants the club to fill up their stadium in order to expose their brand on the stadium which they a have bought a place for. A full stadium will increase the income of the club.

2.7 Live broadcasted Matches

Today, with the commercialization and commodification, football has become big business, and Norwegian football is no exception. Hence, broadcasting rights are a major part of the commercial revenue. Today, the rights for Eliteserien (2020) are owned by Discovery where all the matches are available either through free TV or payed subscription TV. This affects match attendance. Solberg and Mehus (2014) has discussed the effects of football games being showed on TV in relation to spectator numbers on football games in Norway. Live broadcast football matches and its impact on match day attendance has also been studied in Scottish premiership (SPFL) where Allan and Roy (2008) discovered that live broadcasting of the matches reduced the home-team supporters' attendance by approximately 30 percent. This reduction concerned the supporters who were not season ticket holders. This raises the question on whether non season ticket holders are less loyal

than the season ticket holders. Another factor for low attendance was that the away supporters were less likely to attend a match where the home team had a high probability of winning.

The Norwegian league is played from March to April and from November to December. This means that Eliteserien is overlapping the big-five leagues in Europe. The attendance at Eliteserie matches tends to be lower in these months when your local team is playing at the same moment as the big-five leagues (Solberg & Mehus, 2014; Kringstad, et al. 2018). Especially during the Premier League as it is a huge favourite in Norway. A recent study shows that out of 956 matches from the big-five, 281 matches from the Premier League were live broadcasted (Kringstad, et al. 2018). These amount of live broadcasted matches gives the Norwegian a choice on whether to watch their local team at the stadium or watch a foreign league in their home. Season ticketholders are less likely to stay at home to watch the match or a foreign match, while the single ticket holders are more likely to watch a match at home (Solberg & Mehus, 2014). Especially when their team is playing on free-to-air TV channels. Sport leagues organisers in other nations have established a rule to prevent empty stadiums due to broadcasting. The National Football League (NFL) in American football established the black-out-rule that says that the stadium must be sold out 72 hours prior to the game so that it can be shown on local television. In football, Premier Leagues also established a limitation to live broadcast TV matches to prevent empty stadiums. (Solberg & Mehus, 2014; Kringstad, et al. 2018). However, coverage of the matches through television enhances the opportunity to expose the club and its sponsor to new geographical areas outside the local community, which may increase the fan base and sponsorship for the club (Allan & Roy, 2008).

2.8   Leisure activities

Leisure activities can be defined as activities related to relaxion, triviality, freedom from obligation such as work, and recovery from the daily life (Green & Jones, 2005). When fans are engaging in football, it is seen as a leisure activity either by playing themselves or spectating a match on the stadium. Nevertheless, there exist a number of other leisure activities that potential spectators can make use of. Tapp (2003) says that the competition for football lies in other leisure activities. A research conducted by Norsk Toppfotball (NTF) showed that 40 percent of the informants said that they could go to the gym or

hiking and participate in activities engaged by family or friends instead of match day attendance at the stadium. We do not only have the possibility to view football from other leagues at almost any time, but also any movie or TV-series though various streaming sites. Football is also competing with more and more entertainment activities, or instance, other sport events, concerts, cinemas, etc. Leisure activities may not only be other activities that the person is spectating but participating in as well. Instead of spectating a match at the stadium the potential spectator can play football or other sports.

2.9   Generation Z

It is no secret that age makes a difference in how people behave and view the world. This is in part because people are affected by the time they are growing up and living in. The different time periods can be defined as generations (Glass, 2007; Salleh et al. 2017). One can say that there are currently five different generations alive. The first generation is the Veterans, also described as the silent ones, born between 1928 and 1945. The second is the generation referred to as the Baby-Boomers, born between 1946 and 1964. Generation X consists of the people born between 1965 and 1980, while Millennials is born between 1981 and 1996. The fifth generation is the Generation Z, which is the focus for this study. This generation consists of the people born between 1997 and 2012 (Glass, 2007; Dimmock, 2019).

One could claim that current theory exploring Generation Z provides a divided image. Some lack faith in the Generation Z when it comes to be a resource for the future, while others predict that they will be the ones to bring the world forward. So, who are these people within Generation Z? One of the most obvious characteristics which defines the Generation Z is that they are tech savvy. They are the first generation to not remember a world without the internet. They have grown up holding smartphones and always been connected to the world around them. Through a big study conducted in 2017, CommScope aimed to collect a greater understanding of Generation Z and their habits linked to technology (CommScope, 2017). The study showed that 96 percent of the participants aged between 13 to 22 owned a smartphone and 71 percent of the content was shared through online platforms. On average the Generation Z checks their phone every three

minutes (CommScope, 2017). One would think Generation Z would be easy to reach on social media as they spend so much time online. However, the marketers of the world need to know what Generation Z wants. When it comes to advertising for a product or service 63 percent of Generation Z prefer to see a "normal" person instead of a celebrity (Ernst & Young, 2015).

So, we know that Generation Z is tech savvy, but who are they, what are their characteristics? As mentioned, there are several opinions and thoughts on what defines Generation Z. Firstly, Generation Z has grown up in a global world society influenced by multiple factors. They have grown up with terrorism, political instability, an increasing concern for the environment and economic instability (Merriman, 2015; Salleh, 2017; Seemiller & Grace, 2017).

Table 2. Characteristics of Gen Z

Area	Author(s) (year)	Perspective(s)
Gen Z as workforce	Singh & Dangmei (2016)	Ethical, Do-It-Yourself, entrepreneurial, trustworthy, less motivated by money.
Gen Z in School	Seemiller & Grace (2017)	Embrace privacy using technology Power to change the world, Strive for equal human rights Hands on learning.
Gen Z in business school	Kirchmayer & Fratričová (2020)	Globally focused, diversity and equality, digital natives, privacy, and safety.
Gen Z and consumer expectations	Priporos et al. (2017)	Tech-savvy, higher expectations, no brand loyalty, care more about the experience.
The next big disruptor	Merriman (2015)	Self-aware, persistent, realist, innovative, self-reliant.

Table 2 presents some of the characteristics which have been applied to Generation Z. The table shows that many of the same perspectives are showcased by the majority of authors within the various areas. For example, characteristics such as tech-savvy and digital

natives are mentioned by most of the authors. In other words, one can argue that there is a consensus among authors that these traits are valid when describing Generation Z today. Based on this, Generation Z is highly skilled with technology, and are multitaskers as they are able to switch their focus fast and be effective between tasks.

Further on, Priporas et al. (2017) presents four trends which are likely to characterize Generation Z as consumers. They have an interest in the newest in technologies. They want the products and services to be user friendly. They want to escape the daily life consisting of stress and they see products and services as an escape. Last but not least, they have an urge to feel safe. Some of these trends are similar to motives behind fandom presented by Raincock (2016) and Trail and James (2001).

Looking at table 2, we can see that the authors support the four trends presented by Priporas et at (2017). Generation Z values privacy and safety in a world where we have access to most of it through our smartphones and the lines between private and public is blurred out through the exposure on social media. At the same time, they are eager to learn and keep themselves updated on the latest technology (Kirchmayer & Fratričová 2020; Seemiller & Grace 2017). Other characteristics for Generation Z are their focus on equality, human rights, and the environment. Growing up in a world with uncertainty and instability has resulted in a generation which values individual rights while desiring to change the world for the better (Kirchmayer & Fratričová 2020; Seemiller & Grace, 2017; Singh & Dangmei, 2016).

2.10   Summary

In the chapter outlined above I have presented the theoretical framework for which this thesis is based on. These different theories will be utilized in the analysis and discussion of my thesis going forward. Understanding how Generation Z may either stand out or mimic the existing literature on live match attendance, fan experience and fan motives is crucial for answering the research question.

Figure 1. Theoretical framework
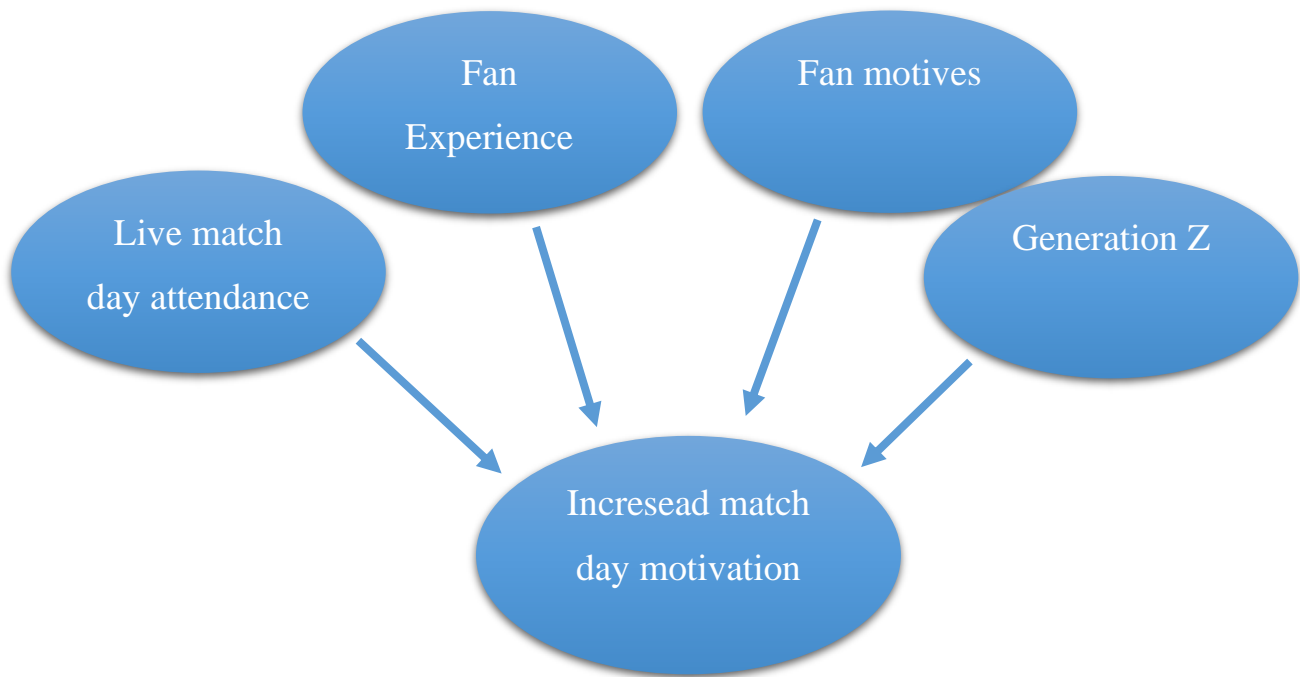
3.0 Methodology

In this part of the thesis will I explain the data and methodological choices and approach used in this study. The purpose of the study is to get a greater understanding of fan behaviour and motives for live match day attendance by Generation Z in Eliteserien with the aim to answer the research question guiding this study. *What are the challenges and opportunities of increasing fans participation by Generation Z in professional football?* As a mean to do so, I have used a mixed methods research approach (Jones, 1997; Johnson, et al. 2007), consisting of both survey data and a focus group interview.

3.1 MIXED METHODS RESEARCH APPROACH

Mixed methods research approach is that unifies the quantitative and qualitative research where the research does not individually rely on one method (Jones, 1997; Johnson, et al. 2007). Both quantitative and qualitative research has their strengths and weaknesses when using them on their own (Jones, 1997; Johnson, et al. 2007). Hence, Jones (1997) argues that by using both quantitative and qualitative approach can complement each other with filling in the gaps which the two methods have when conducted by themselves. Qualitative research can give a deeper insight and understanding to the quantitative research, and vice versa. This is supported by Johnson, et al. (2007) where the authors provided definitions with purpose(s) of mixed research method from 19 different methodologist thoughts on the approach and why it should be conducted. Corroboration and breadth were the most significant purposes of the approach according to the methodologist. Furthermore, Sparkes (2015) states that a mixed methods research approach can benefit the world of sports as well and presents seven benefits of a mixed methods research approach. The first one being offsetting weaknesses and providing stronger inferences, this supports Jones (1997) and Johnson, et al. (2007) theory where the mixed research method is neutralizing the weaknesses in a quantitative and qualitative method while it is complementing and enhancing the strengths of the current methods. Triangulation, the corroboration of the quantitative and qualitative method can lead to a greater validity as it allows the two methods to work together. The next benefit is completeness, this means that the corroboration between the two methods can create a greater picture of the phenom that is being studied. The fourth benefit is hypothesis development and testing. The qualitative approach can help with the development of the hypothesis while the quantitative approach is suitable for testing the hypothesis. The next benefit is possibility of instrument development and testing. By having a mixed research method is there a potential in the development of theory, the testing and adjustment of the tools being used for the study.

Assisting sampling, by conducting a quantitative survey can one understand the sample better and by that shine light on parts of the population which in the first place might not have been interesting for the qualitative collection. A quantitative approach can also help with the collection of data from the qualitative study (e.g. interview). The last potential benefit is enhancing generalization. By doing a quantitative study, one can easier collect a number of respondents which results in a representative sample. This means that the quantitative study can make the qualitative one more valid as it becomes more transferable

with a larger sample of respondents (Sparkes (2015). I will now present the two complementing approaches, a survey that was sent to Generation Z football spectators (both fans and potential fans) and a focus group interview with Generation Z football fans.

3.2 SURVEY

The original idea for the survey was that junior players in Buskerud football county were to attend the survey and give their view on what is good and what can be improved at Eliteserie matches. The next idea was to conduct it at schools nearby Mjøndalen to get information on what Mjøndalen Fotball can do to improve the match day experience for the spectators at the stadium. However, the final solution was that the study should include all potential spectators in the age between 15 to 20 years old and not linked a specific club or place. The reason for this change was because of Covid-19 and the shutdowns of school in Norway. This resulted in some challenges regarding the data collection. Therefore, was the catchment are broadened to all of Norway. This was supported by Norsk Toppfotball (NTF) which took an interest in the study after a conversation with Iren Kjus, head of marketing, events, and sponsorship. With lack of acceptance from schools were the idea changed to not asking specific schools in the local community of Mjøndalen, but to a broader catchment area. This increased the possibility of getting acceptance from schools to conduct the survey. This meant that the informants did not have a natural identification with Mjøndalen Fotball and therefore could the study be more relevant for other clubs as well.

The age group was from 15 to 20 years old, the reason for this was that these are a group of people who still is attending school, and within Generation Z. At 15 years old are they able to get themselves to the stadium and buy tickets for the match. The upper limit of 20 years old was due to this being a deviation in terms of that some people still is attending high school at the age of 20. The normal age for graduation is 19 years old at Norwegian high schools. The reason for choosing schools as the gateway to access informants for the survey was that there are few other places where one can reach out these numbers of people with a different background and view on Eliteserien matches in the specific age groups.

The questions in the survey were based on the literature review which was conducted though out this study. The literature and theory are presented in the theory chapter. Mjøndalen Fotball and NTF did also contribute to the questionnaire though presenting questions which they wanted answered. The engagement and interest from both Mjøndalen Fotball and NTF were truly helpful for this master thesis as both contributed with valuable perspectives and thoughts on the research question. This was essential in the process of creating the survey and interview.

The objective of the survey was to see which motivational factors for live match day attendance that are important to Generation Z. This gives an indicator on how Generation Z either shares the same needs as previous generations or distinct themselves by having different needs. The sample of informants had no excluding in terms of interest, age, gender or other preferences that may influence the answers beside that they had to be between the ages of 15 to 20 and attend a school. The reason for this was that I wanted a broad approach so that people participating can be viewed as a potential future football fan if their needs are met. The total length of the survey was 56 questions and was set to take approximately ten minutes. It was dived into different parts in accordance with the theoretical framework. The first one focusing on background information from the participant such as gender, age, etc. The next phase presented the participant with various claims about various motivational factor which they had to answer with if they agreed or disagreed with the claim. They were also asked questions with open answers. The focus for these questions were the theoretical framework, fan behaviour, motives, atmosphere, and expectations of the participants.

3.2.1 Survey Data

The data was collected with a survey for students at secondary and high school and an interview with 4 academy players. The reason for this was to gain the best possible understanding of Generation Z. There was no excluding for the secondary and high school respondents, meaning that interest in football or gender was not important for this study. On the other hand, the academy players are considered as loyal fans in terms of their interest in football and history of attending football matches. In this way could I get valuable data from people who had a genuine interest in football, and from people with another perspective. The teenagers completing the survey may not have a genuine interest

in football, however, these informants can contribute to information which may lead to them finding attending matches more attractive.

3.2.2 Data analysis

I will here present the methodological approach for the analysis of the data and why I used to instrumental tools that I did. For the analysis did I use two instrumental tools, a principal component analysis (PCA) and a linear regression. By doing this could I more adequate analyse the data that were collected before discussing the findings.

3.2.3 Principal Component Analysis

A "Principal component analysis" (PCA) is a multivariate technique used to reduce the data while at the same time keep the variation between the data and variables. (Hess & Hess, 2018; Ringnér, 2008; Abdi & Williams, 2010). PCA extracts various variables into new variables called principal components by identifying the similarity between the already existing variables (Wold, et al. 1987; Ringnér, 2008; Abdi & Williams, 2010) The reason for using PCA in this thesis is because of the majority of data and variables the questionnaire resulted in. By reducing the dimension of factors, I could more easily study the data and do further testing (e.g. linear regression analysis) (Wold, et al. 1987). When conducting the PCA I investigate the eigenvalues of the components with a Scree-plot, the minimum eigenvalue for proceeding with the component were one. Eigenvalues tells you how much variance there is in the data. The eigenvalues with the highest value are then the principal components (Dallas, n.d.). The first PCA extracted one single principal component, the second extracted two principal components. Further, I conducted a Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (Kaiser, 1974) and Bartlett's test of sphericity. By doing this could I see the significance and adequacy for the variables in the PCA analysis. Further on was the Cronbach's Alpha (Cronbach, 1951) test also done. This was to test the internal consistency (Cronbach, 1951; Tavakol & Dennick, 2011), or reliability, of the different variables that were used to compute the new variable. This means that I could check whether the variables explained the same concepts, in this case the motivation and factors behind match day attendance by Generation Z.

3.2.4 Linear regression design

The reason for using regression analysis in this thesis is to better understand the difference between the different groups within Generation Z. Regression analysis is an analytical method for analysing how the dependent variable average mean varies with one or more independent variables (Johannessen et al. 2011; Montgomery et al. 2012) The purposes for using a regression analysis is many, from controlling the dataset, parameter estimation, prediction and estimation, and control (Montgomery et al. 2012).

There are two ways to do a linear regression, a simple linear regression, or a multiple linear regression. The first one, simple linear regression have only one independent variable which the dependent variable has a relationship with. The multiple linear regression has two or more independent variables with one dependent variable (Montgomery et al. 2012). For this thesis will the multiple linear regression be used to analyse the independent categorical variable for number of matches attendant with the dependent variable of motivation and factors reduced and simplified with the PCA. It is important to note that I am not looking at causal inference, but statistical difference in scores between groups, when controlling for gender. This means that I will not look at how gender causes the phenom being studied, but the statistical differences there may be between the genders.

3.3 Focus group interview

The reason for collecting a qualitative dataset and conducting a focus group interview was to support the questionnaire and get a deeper knowledge and understanding of the different subjects and questions which the respondents answered in the questionnaire. A focus group interview gave an opportunity to ask "why" they gave the answers they gave, understand the reason behind their choices.

To collect the qualitative data did I use a pre-determined interview guide in a focus group interview. Focus group interview with its design allows for useful interaction between the participant themselves and the interviewer. This can result in a greater collection of data as the participants contribute to each other's answers (McLafferty, 2004). The reason for

conducting a focus group interview was to support the quantitative questionnaire (Jones, 1997; Johnson, et al. 2007; Sparkes, 2015), this resulted in insightful answers from the participants.

The interviews were conducted after an agreement with a coach from a well-established football academy, and the players itself. The interview was conducted online through Skype with all three of the players participating at within the same interview. The reason for conducting the focus group interview though Skype was due to the Covid-19 and the guidelines from the Norwegian Health Directorate. The interview guide is based on the presented theoretical framework. Focus group interviews is a well-suited tool to enhance a greater understanding of the feeling, motives, attitude, and behaviour surrounding different choices a person makes (Rabiee, 2004), in this case, the motivation for live match day attendance in Eliteserien by Generation Z.

The pre-determined interview guide was semi structured so that the informant if presenting valuable and interesting perspectives could share this and not be limited by the structure of the interview itself. The informants were four, seventeen years old players from a Norwegian top division club. These informants were active junior players where the purpose was to create a focus group which could contribute with a deeper insight regarding match attendance for Generation Z. The timespan of the interview was one hour and ten minutes.

3.3.1 Interview analysis

The analysation of the interview started during the interview by recording the interview and writing down notes when the informants was discussing a subject related to a specific theory related to the thesis. Doing this helped with understanding the informants and what was important to them (Rabiee, 2004) as it was fresh in mind, it also gave me the opportunity to easier locate and focus on specific parts related to the answer of the research question. Thereafter did I listen to recordings while transcribing the whole interview, this was important for the further analysis of the interview as it allowed me to break the interview into different parts based on the theoretical framework. When focusing on the different parts was I looking into how the informants presented their answers, do they understand what they what they are answering, how often did they mention specific comments, in what context

are they mentioning their answer, is there a consistency in their answers or do they change their mind (Rabiee, 2004). By doing these steps could I understand the meaning behind the informants answers and analyse it based on the literature.

3.4   Limitations

A limitation of having a mixed method research approach is that is time consuming and expects a lot of focus and hours. By approaching only one of the methods could I have focused and made more effort into either the questionnaire or interview, potentially resulting in greater dataset. A limitation with the focus group interview is that one or more of the participants may be more dominating than the others. This can result in them affecting the answers of the rest of the group (Dilshad et al. 2013). Participants may be afraid to give their honest answer if this the opposite of previous answers and will therefore answer the same as the previous participants. This will result in the answers not being valid as it is not representative for the specific participant. When moderating a group interview is it also important that the moderator is able to keep the interview on track and keep control of the answers (Dilshad et al. 2013).

4.0 Quantitative Results

I will in this chapter present the descriptive findings from the survey related to the factors of motivation at Generation Z for attending football matches in Eliteserien. The data was analysed using a PCA and regression analysis explained above. These findings from the focus group interview are incorporated in the discussion part (chapter 5.0 Discussions).

4.1 Descriptive statistics

I will here shortly describe the respondents from the survey, age, gender, and number of matches attended last season. The number of attended last season will be used to categorize the respondents into three different groups. By doing this can I easier distinct the respondents from each other to see what categorizes each group. I will also present the value scale for the questionnaire. The survey had 82 respondents who answered the questionnaire The age of the respondents varied from 15 years old to 20 years old consisting of 48 males and 34 females. The respondents answered questions related to factors and their motivation for live match day attendance in Eliteserien. These questions will be presented in PCA, and therefore not individually.

Table 3. Age overview

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	1,2	1,2	1,2
	15 years	8	9,6	9,6	10,8
	16 years	8	9,6	9,6	20,5
	17 years	28	33,7	33,7	54,2
	18 years	28	33,7	33,7	88,0
	19 years	8	9,6	9,6	97,6
	20 years	2	2,4	2,4	100,0
	Total	83	100,0	100,0	

The largest groups among the respondents for the questionnaire were the age of seventeen and eighteen years old. I have not used the age as a variable to study statistical differences between the age group, the reason for this is because I did not want the divide Generation Z into smaller groups by age. The focus of this thesis is not what separates a 17 year old from a 20 years old, but on the difference between those who attends frequently, occasional and not at all.

Table 4. Matches attended last season

How many matches did you attend last season in Eliteserien

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	1,2	1,2	1,2
	0	25	30,1	30,1	31,3
	1-3	21	25,3	25,3	56,6
	4-6	11	13,3	13,3	69,9
	7-9	6	7,2	7,2	77,1
	10 or more	19	22,9	22,9	100,0
	Total	83	100,0	100,0	

Most of the respondents in table 3 did not attend any matches last season, followed by the second largest group who attended between one and three matches. The thirds largest group attended ten or more matches. It was important for me to divide the respondent based on how many matches they attended last season. By doing this could I easier categorize the respondents. Those who attended more than ten matches will here be defined as frequently attenders, the group who attended between one and nine matches are defined as occasional attenders. The group, those did not attend any matches last season will be defined as non-attenders. These definitions will be used in this thesis to explain the difference between these groups.

The questionnaire was arranged so that the questions had ordinal values from 1 – 7, 1 representing unimportant and 7 representing very important. The other questions had the value from 1 – 5, 1 representing strongly disagree and 5 strongly agree. This was the consensus for most of the questions where the participants were asked to rank their answer, The PCA for Motivation were based on the values from 1—7 and the PCA for factors affecting match day attendance Match Factor 1 and Match Factor 2 were 1—5 .

4.2   Principal component analyses

I will here present the datasets that I have used PCA on in order to reduce the data into principal components. Variables who placed on two components was removed, same were

factors with absolute value below 0,3. To see whether the variables were adequate for the PCA did I use the KMO measure, followed by Cronbach's Test.

Below is a table with all the variables that were computed into the three different variables used for the regression analysis. This was based on the PCA and the components the variables loaded on. The first principal component was called PCA motivation as it contains the variables for motives and motivation (Trail & James, 2001; Raincock, 2016). The the next components have chosen to define as PCA Match Factors 1 and Match Factors 2. The reason for this is due to the complexity of the loading variables. There is a little consistency in their effect on match day attendance as some falls in under the category of pre-match and other under force-match.

Table 5. Variables within PCA

PCA Motivation	PCA Match Factor 1	PCA Match Factor 2
Joy from celebrating with other fans	What day the match is played is important to me	It is important to me that the match is of high quality
Feelings I get from the match	The time of the match is important to me	The facilities at the stadium is important to me
Learning and getting inspired	The team's performance and table position are important to me	It is important for me to receive information about other matches during the match
Relaxion	I am more likely to watch the match at home if it is shown on free TV	It is important to me that I identify with one of the teams
Joy from watching skilled athletes	The distance to the stadium is important to me	It is important to me that the view from my seat is as expected
Feeling of belonging to a larger group	The weather is an important factor for me	It is important to me that the club promotes the upcoming match on social media

Pleasure from watching specific players	The ticket price is important to me	It is important to me that the club and the event is environmentally conscious
Entertainment	It is important to me that I attend with my friends	It is important to me that Internet access is offered at the stadium
Spending time with friends and family	The atmosphere at the stadium is important to me.	It is important to me that the clubs have their own Esport teams in FIFA
		It is important to me that I attend with my family
		I am more likely to watch the match at the stadium if it is not shown on TV, or being showed on payment channel
		It is important to me that I feel safe within the stadium

4.2.1 PCA Motivation

The first PCA was done with the variables for motivation. These motivational are based on the presented literature (Trail & James, 2001; Raincock, 2016). Since the variables charged similar were, they through PCA placed into the same component (Appendix A) When performing the PCA did I first conduct a Scree-plot to see the different components eigenvalues. As only one component loaded higher than one eigenvalue did I proceed with one component for the motivational factors for match day attendance. These variables were then computed into a new variable which was used for the regression analysis which I will present later in this thesis. To make sure that the variables were adequate for the PCA did I also do a KMO measure of sampling adequacy. The value is ,852 (Appendix B), this is well above the desired ,05, indicating a level of meritorious (Kaiser, 1974; Stern, 2010) showing that the dataset is well adequate for PCA. An Cronbach's Alpha test (Cronbach, 1951) was

also done, this was to measure the internal consistency (Cronbach, 1951) The Cronbach's Alpha value is 0.913 (Appendix C), this shows that the internal consistency are excellent (Tavakol & Dennick, 2011), showing that the variables used to compute the new variable measures the same concept.

4.2.2   PCA Match Factor 1 & Match Factor 2

The next PCA that I conducted was for the variables on the ordinal scale from one to five. The same procedure was followed for this PCA, equal to the PCA for Motivation. The scree plot showed two eigenvalues over one. This resulted in me proceeding with two components for the variables. These variables were based on factors affecting the match attendance, both before and during the match. In total were 21 variables put into the PCA (Appendix D). These variables then loaded into the two components. These two components were den used to create two new variables used in the regression analysis. A KMO measure (Appendix E) was also conducted here, the value of the KMO was 0.655, indicating that the variables and PCA was adequate by being above 0.55 (Kaiser, 1974; Stern, 2010). A Cronbach's Alpha test was done to the two components to check for internal consistency. The first component, Match Factor 1 variable had an Cronbach's Alpha value of 0.802 (Appendix F) which is well above what is desired (Tavakol & Dennick, 2011), indicating that the variables are explain the same concept. The next component, the Match Factor 2, had a Cronbach's value of 0.772 (Appendix G), also within the desired levels.

4.3   Regressions

In this chapter, I will present the regressions used to analyse the principal components derived in the previous chapter. All three components function as dependent variables in the following regressions. The independent categorical variable of interest in all four regressions is number of matches attended in the previous season. I also control for gender, to see if there are differences in answers between boys and girls. I have here made a threefold category with this independent categorical variable. The purpose is to see if there are differences in motivation, and the components called matchday factor 1 and 2 between

young people that have frequently visited football matches, occasionally attended matches, and not attended matches. I interpret unstandardized coefficients because I interpret the raw scores.

	Unstandardized B (Std. Error)			
	Model 1 Dependent Variable: **Motivation**	**Model 2** Dependent Variable: **Motivation**	**Model 3** Dependent Variable: Matchday factor 1	**Model 4** Dependent Variable: Matchday factor 2
Constant	5,628 (0,413)***	5,436 (0,176)***	3,529 (0,113)***	3,232 (0,094)***
Gender	-0,128 (0,248)			
Frequently attenders	0,819 (0,317)**	0,848 (0,311)***	-0,486 (0,200)**	0,420 (0,165)**
Non-attenders	-0,665 (0,279)**	-0,650 (0,276)**	0,180 (0,178)	0,271 (0,147)

* p<0,1 ** p<0,05, *** p< 0,01

Model 1: It appears that these motivational factors were more important for the frequently attenders compared to those who are occasional attenders. The value is rather high for both groups, however, for the frequently attenders are these motivational factors crucial. The non-attenders are closer to neutral. This is logical since this group do not attend matches and therefore have less interest in these motivational factors. There is no statistical difference between the genders based on the questions for motivational factor for match day attendance. A reason for this may be that the respondents that have taken the survey may have a higher interest in football than and therefore leaves non-significant results for gender. Because of this, I performed a new multiple linear regression analysis, excluding gender.

Model 2: When removing gender from the equation can one still see that these motivational factors are of high importance to the frequently attenders and occasional attenders. This regression does show equally to model 1 that these motivational factors are most important to the frequently attenders compared with the occasional attenders. Being truly important for the frequently attenders. The non-attenders are also equal to model 1, being close to neutral.

Model 3: There are statistically significant differences in PCA Match Factor 1. This variable is closing to important for the occasional attenders while for the frequently attenders are

leaning towards neutral when discussing importance. For those who did not attend any matches last season, you will find no statistically significant difference in the responses in this group, compared to the occasional group (reference).

Model 4: This regression shows similar to PCA Match Factor 1 that there is a statistically significant difference between those who attends matches frequently and occasional. The occasional attenders are leaning towards neutral. The frequently attenders are finding this variable more important compared to the occasional attenders, closing in on it being important to the frequently attenders. For the non-attenders does this regression show no significant difference compared to the reference

4.4   Descriptive characteristics of Generation Z

I will here briefly present some of the characteristics of Generation Z related with match day attendance. These are some of the questions from the questionnaire which were not directly linked to the motivation behind match day attendance.

The preferred match day for Generation Z was Sunday with 35 votes and Saturday 27 votes (Appendix H), the preferred match time was between six pm and nine pm (Appendix I). Attending with friends is important to Generation Z, the most frequent group size of friends were three to four people with 31 votes, followed by groups of two to three people with 23 votes (Appendix, J). The respondents were asked when they decided if they were to attend the match or not. The most common was two to one days before the match with 23 of the respondents addressing this as the norm. The next largest group was with those who decided on the match day, this group consisted of 13 respondents. Further on was it interesting to see which platforms they received news about the upcoming on. Social media was by far the platform which most respondents received news or heard about the upcoming match, 73 in total (Appendix K). The preferred social media for receiving these news and information was on Facebook with 58 responses and Instagram with 59 responses (Appendix L).

5.0 Discussion

In this chapter will I discuss the findings from the statistical findings together with the findings from the focus group interview. The focus group interview gave a deeper insight to the answers from the questionnaire as they could elaborate more on what makes Generation Z tick in when discussing their motivation for fan attendance at professional football matches. These findings will be discussed in relation with the presented literature. The discussion will be divided into three themes related to the literature framework presented earlier. These themes fan motives, expectation of the fan and factors affecting match day attendance.

5.1   Fan motives

The literature presented a complex picture of fans, a heterogenous group driven by various factors. I will here present the motive for Generation Z as football consumers.

We saw in the regression analysis that the motivational factors (Trail & James, 2001; Raincock, 2016) were more important to the frequently attenders compared to the occasional attenders and non-attenders. Both the frequently attenders and occasional attender valued these factors highly. The informants were also asked about the importance of these factors. Entertainment was extremely important to all the informants, stating that the most important aspect of football was being entertained and have a good experience. When asked about relaxion and the possibility of escaping stress were the informants more divided. Informant 1 and 3 said that relaxion and escaping stress was not so important to the, explaining that they had little stress in their life. The two other informants said that watching football at the stadium helped them with reducing the stress from their everyday life. Attending the match at the stadium lets the informants focus only on the football and by that forgets the stress and lows they may have had before the match started.

Eustress was also important to the informants, explaining the tension and drama of with match day attendance. Feeling the tension from the uncertainty of outcome on the pitch and also how the atmosphere contributes to the whole experience. Logically were the informants more pleased when their team was winning, this feeling of joy was highly

acknowledged by all the informants. The feeling of drama and uncertainty of outcome are also important and contributes to the highs and lows related to football, "one of the things which makes football so fantastic is that you never know what the result may be. Anything can happen" (Informant 4). This uncertainty of outcome was something that the other informants found important for the match day experience, supporting Parganas (2019) on close matches being more interested to the spectators and fans. This combined with the eustress seems to be a great motivator for the informants. Taking part in their teams win and loses explained with the psychological factors for football consumers seems to define these informants. This leaded on to them being asked about achievement and feeling and feeling pride when their team was winning Madrigal (2001) presented that devoted fans tends to take part in their team's highs and lows, feeling that they are contributing.

For the informants was achievement about the joy of celebrating with other fans after a goal or a win, not necessarily about their own role as a fan contributing to the win, "yes that is important to me, celebrating the teams win with others and sharing it. It results in a better atmosphere and I like that" (Informant 2). Where Trail & James, (2001) and Raincock, (2016) presents achievement as the individuals own experience are the informants explain how achievements is about the teams win resulting in them celebrating with other fans and creating a better atmosphere. Creating this feeling of being part of something bigger. When the informants were asked about the aesthetics did they refer to the motivational factor of entertainment. They all agreed that watching what they described as beautiful football was more entertaining and a factor for match day attendance. Further on did they describe the aesthetics as an important factor for learning and getting inspired. One informant stated: "yes, definitely, especially from looking at players who play the same position as myself and then have the opportunity to learn from them and the way they play good looking football" (Informant 1). So not only are the informants watching football because they think it is a sport beautiful to the eye, they also watch it because they want to mimic these styles of playing and learn from the players.

The informants show several resembles to the previous generation of fans and football consumers. They acknowledge the same motivational factor related to match day attendance as earlier literature has presented (Trail & James, 2001; Raincock; 2006) together with factors for football consumerism (Madrigal, 2001; Parganas, 2019). This

could indicate that for these frequently attenders, being devoted fans, have the changes been small comparing them to the previous generations. However, there are some differences, they seem to value the sharing of achievement higher than previous generation, where it earlier was about the individuals feeling of taking part in a win or lose is for the informants more about connecting with other fans though the wins and losses and creating and atmosphere together. The feeling of group belonging and sharing emotions with other fans is by no means something new or revolutionary in football as it is described often in the literature (Parganas, 2019; Raincock, 2016; Theodorakis et al. 2012; Giulianotti, 2002). However, for the motivational factor of achievement do the informants show signs of a different view as they express their feeling of achievement through celebrating with others, and not as an individual feeling of being part of the teams victory.

The role as a spectator starts when they decide that they will attend a match (Kahle & Close, 2010). The informants from the focus group interview did all decide on the match-day on whether they will attend a match. Nevertheless, there are some external factors playing their part in the decision-making. The opposite team and Premier League affects the decision for the informants. Informant states: "It isn't a question if Rosenborg is coming, then I will attend no matter what. However, for other matches, I tend to decide a few hours before the match. I will go if many of my friends are attending, but if no one of my friends is attending, I won't either" (Informant 1). Rosenborg football club, being one of the biggest teams in Norway makes the decision easier for the informants and therefore earlier. Having Rosenborg BK as opponent raises the level of expectations at the informant. They expect a match of high quality and loud atmosphere. This indicates that the motivational factors aesthetics and learning by Raincock (2016) and physical skills presented by Trail and James (2001) are important to the informant. The informants know that a match of expected higher quality is more likely to provide them with beautiful played football, players with high skill level and that they can learn from these players. Therefore, are probably the matches against big opponents (e.g. Rosenborg) more desirable to the informants, resulting less doubt about attending and earlier decision making.   The Premier League is also affecting the intention on attending a match as one of the informant states: "I am always going, so it isn't a question. Only thing who can make me uncertain on whether I am going is if Liverpool is playing at the same time"

(Informant 1). This supports the findings of Solberg & Mehus (2014) and Kringstad, et al. (2018) where they discovered that the live broadcasting of Premier League affected the match day attendance in Eliteserien. All of the informants from the focus group interview, even though being season ticket holders prioritize their English favourite team over their local football club and Eliteserien. This is the opposite of the findings of Solberg & Mehus (2014) where they discovered that season ticket holders were the most loyal fans when it comes to match day attendance. The season ticket holders were more likely to watch their own local team at the stadium than watching a Premier League match. One reason for these informants being less loyal than other season ticket holder could be that these informants receive free season ticket for their club. The second reason might be that generation Z is less loyal compared to other generations (Priporos et al. 2017).

Generation Z have less brand loyalty, and this combined with receiving free season tickets (removing the financial constraint) may lead to them being less loyal towards their own local club. Fans also wants high quality matches with highly skilled players (Trail & James, 2001; Raincock, 2016), these types of matches and players are more likely to be watched in Premier League when comparing to Eliteserien. This means that by removing the financial constraint by giving free season tickets to the informants, less brand loyalty within Generation Z and by having the opportunity to watch matches with higher performances could explain why season ticket holders within Generation Z are more likely to prefer matches from Premier League to match day attendance in Eliteserien. However, this are only the statements of four individuals and should therefore be taken with caution. Below can you see the quotes from the informants that explains their thoughts on Premier League being played simultaneously with Eliteserien and their priority.

Table 7. Informants view on prioritizing

Informant 1	*"I prioritize my favourite team, if Liverpool is playing, then I am watching them instead of attending the match at my home team stadium. If it is another premier league match"*
Informant 2	*"I prefer Man Utd over my local team, but I think it comes down to what opponents my team is facing. There is a higher chance that I would attend the match if they are facing Rosenborg. I would probably check my phone for the United result. However, it also depends on who United is facing.*

	But I prefer united over my local team, and Premier League over Eliteserien.''
Informant 3	*"Liverpool is a bit more important, especially now since Liverpool are winning every game and the league. If Liverpool were in the middle of the table I would mind that much and probably not be that more important than my local team."*
Informant 4	*"Last year, when Liverpool played Man Utd at the same as my local team did, I prioritize Liverpool before my local team. I think it was 4 times where they played at the same time, so most of the time did I go to the stadium and watched on the phone".*

Three out of four informants would rather stay home and watch their favourite Premier League side than attending the match of their local favourite team. The last informant would watch Premier League on his phone at the stadium of his local team if his two favourite teams were playing simultaneously. I will further discuss loyalty of their local team in the chapter on match day factors that affects match day attendance. Here will I discuss loyalty in relation to Generation Z and their view on loyalty.

It is interesting to see that the informants are deciding their own match day attendance relatively close to the match itself. "Well, I make the decision on attending between 3 hours to 10 minutes before the match starts. It is very impulsive. It depends on whether my friends are attending as well." (Informant 3). The main reason for deciding as close to the match as possible for the informants was because they wanted to make sure that they were not attending alone. It was important for all the informants to attend the match together with their friends.

5.2 Expectation of the fan

Deloitte (n.d.) presented four expectations which every spectator expects at match day. One of these trends was that the spectator wants to feel safe during the event. The question then became whether this applied to Generation Z as well. The literature supports the claim

of safety as Priporas et al. (2017) lists trends that characterize Generation Z with the desire of feeling safe as one of these characterisations. The informants acknowledge of safety, however, this was not something that they had thought about prior to the focus group interview (Informant 2; Informant 3). Another expectation was the desire to watch a match of high quality. The literature presented (Trail & James. 2001; Raincock, 2016; Deloitte, n.d.) highlights the importance of high-quality matches as this is something that the fans desire.

"They don't need to win every match, but it is important that they perform on a level which meets my expectations, that contributes to the atmosphere as well" (Informant 4). It is important for the informant that the level of the performance meets his expectations. This indicates that he values the team's performance and style as important for his attendance. The other informants agree on this claiming that it is important that the match is enjoyable to watch. These informants also state that it is not important that their team wins every match as long as they can see that their team is trying play entertaining football. These traits, wanting their team to play entertaining football, show the desire and will to win, and not having to win every match are already presented as characteristics of fans who frequently attends matches and are passionate followers, these fans are also more loyal to their club (Hill & Green, 2000; Tapp & Clows. 2002). These informants are frequently attenders, except from one of them, with a high interest in football and would therefore be categorized as loyal fans with high identification with their team. In the survey, respondents could write down what they think Eliteserien could do to improve. One of the respondents said this:

> I don't really look at Eliteserie matches much anymore; I look at Premier League more than elite series. Because of the quality the football players play. Norwegian football is not the same as English because in England the players are ten times better than Norwegian. But if there is a positive development in Eliteserien then I may look more at Eliteserien than the Premier League. (Respondent, male, 19 years old).

This male respondent was a non-attender last season in Eliteserien, the reason for this was by his view, the lack of high-quality performances, instead is this respondent rather watching Premier League than Eliteserien. Priporas et al. (2017) lists high expectations as

a characteristics of Generation Z, this combined with the theory of fan motives where the fans expect performance of the highest quality(Trail & James, 2001; Raincock, 2016; Deloitte, n.d.) could potentially lead to problems when trying to attract more neutral fans to the stadium. These neutral fans compared to the loyal fans of a specific club has today several options where they can watch football from other leagues through various streaming sites. Clubs that win more matches is more likely to attend more spectators to their stadium (Parganas, 2019; Hill & Green, 2000; Tapp, 2003). However, if you are not cheering for the team that are winning or the opposite team will this have less influence. The respondent's local team was regularly a winning side in football, nevertheless, without the identification with the team did he rather prefer the Premier League.

5.3   Factors affecting match day attendance

For many football fans around the world is atmosphere an important factor for attending matches in football (Hill & Green, 2000; Uhrich & Benkenstein, 2010; Deloitte, n.d). Deloitte (n.d.) refers to atmosphere as being one out of four expectations that the spectators have before the match. The informants gave their thoughts on the atmosphere on the importance of the atmosphere and characteristics of a good atmosphere Informant 2 says that the atmosphere "is connected to the number of spectators which makes it more enjoyable and interesting. You become more engaged when it is a full stadium. Sometimes when it is bad weather and there are almost no people at the stadium, well the atmosphere becomes worse". The number of spectators is important for the atmosphere and a great atmosphere is more favourable for the informant as it makes the match more interesting and enjoyable. Packed stadium with a great atmosphere makes the informant engaged as well, which potentially can result in the informant contributing to the atmosphere himself. Informant 3 follows up with that the number of spectators is not necessarily the most important factor, the important factor is that the stadium is full.

> *I am thinking that it is important that the stadium is full, I have been to a lot of Kristansund Ballklubk matches where stadium is smaller, but it is packed every time, the atmosphere becomes so much better. Even though there are more people*

> *at my local teams matches, but since the stadium is big there are more empty seats. I will rather attend Kristiansund BK matches with less spectators but with less empty seats. (Informant 3)*

Even though the number of spectators is higher at his local team's home matches, do the informant find the atmosphere at Kristansund BK's home matches better as the stadium is smaller and therefore seems more crowded and packed compared to his local teams matches where there are empty seats during the matches. Despite this being a rivalling team does the informant rather attend their matches than is own local favourite team because his experience and perceived service quality is greater at his rival team. This can again be a question of brand loyalty, Generation Z seeks to fulfil their own needs and is not afraid to sacrifice loyalty to their local team doing this. As I have mentioned earlier in this discussion chapter, the informants prefer their favourite Premier league team over their own local team. It is therefore important that the teams are striving at giving Generation Z and other spectators the best experience, atmosphere being on factor as it attracts people on match day (Hill & Green, 2000). However, how do the informants define "good" atmosphere? They had all said that atmosphere was important to them and was therefore asked to define good atmosphere.

> *A lot of noise, people who are yelling and cheering for their team. A feeling that you are the 12th man and can actually affect the result of the match. You get more engaged when you and the rest of the supporters at the stadium is in it together, cheering and singing for the same team. (Informant 2)*

This was something the other informants agreed on, they desire an atmosphere with singing, high sound and people showing that they care for their team. However, when asked if they would contribute to the atmosphere were they more restricted. Engaging and contributing to the atmosphere was not something they would automatically do.

> *I would perhaps join in and contribute if my team got to the group stage in Europa League or Champions League. I would definitely sing if I was standing in The Kop at Anfield, I wouldn't stand and sing at my own stadium. It is important everybody is in on it. (Informant 3)*

Even though the informant wants a great atmosphere is he restricted to contribute, for him to contribute must the match be of some importance as he thinks that will lead to more people engaging.

Another important aspect of match day attendance is friends and attending together with them. The informants take on this does not become valid in this case ass they attends the match with their team and therefore did not think about the importance of attending with friends, "never attended with my friends, always the team" (Informant 1). However, based on their answers on some of the questions would I argue that attending with friends is important to the informants as well. The informants tend to be impulsive in their decision making when it comes to whether they will attend or not, the reason for this impulsiveness is due to them want to make sure their friends are attending as well. Informant 3 stated: "I decide if I am to attend between 3 hours to 10 minutes before the match starts. It is very impulsive. It depends on whether my friends are attending as well". This is supported by informant 1 and 2 who also addresses friends as one of the reasons for their impulsiveness. This supports the theory (Trail & James, 2001; Richardson, 2004; Parganas, 2019; Raincock, 2016) claiming that the social aspect of match day is important for many fans. Further on can one see it in relation to the theory on social belonging where it is important to identify with the team and the supporters (Parganas, 2019; Raincock, 2016; Theodorakis et al. 2012; Giulianotti, 2002). This identification with the other supporters were promoted by some of the respondents in the questionnaire. Grouping students together within the stadium is one way of doing this was one of the desired changes that the respondent desired. "That it becomes more organized though, for example, student tickets, their own student sections in the stands, which would make it possible to get know other students who also attends the match" (Male respondent, 18 years old). This grouping of students can not only contribute to a greater identification with the spectator sitting beside you, but also lower the constraint for attending a match alone. Knowing that the person sitting beside you is of similar age and perhaps attending the same school could help with a reduction in constraint.

As presented were Match Factor 1 was more important to the occasional attenders compared to the frequently attenders. Match Factor 2 were most important for the frequently attender. Based on the literature is there some logic to this. Many of the variables within Match Factor 1 (e.g. the team's performance, more likely to watch at

home if shown on free television) are not of importance to the devoted and loyal fans which it is likely that the frequently attenders are. The loyal fans tend to follow their team despite the factors that potentially can affect their interest in match day attendance. Factors such as weather, time, day and price are all factors who potentially can be a constraint for the spectator. If these factors are suitable for the occasional attender is it more likely that he or she will attend. Match Factor 2 had more factors that could potentially affect the experience within the stadium (e.g. view from seat, safety, receiving information from other matches) The frequently attenders know that they will most likely attend the match, therefor may they care more for the factor related to the experience within the stadium while the occasional attenders will be more neutral towards this factors as they are still not sure if they will attend or not.

6.0 Conclusion and implications

The purpose of this master thesis was to study the motivational factors behind math day attendance at Generation Z. The research question was: How can the clubs in Eliteserien increase the match day attendance among Generation Z.I will in this chapter conclude on the findings that have been presented and discussed related to match day attendance among Generation Z. Thereafter will I present the implications for this study.

6.1   Conclusion

There are some main findings that sticks after studied Generation Z and match day attendance. For the frequently attenders, it seems that there only exist small differences between Generation Z and previous generation of football fans. The findings indicate that the same factors that have made previous generation tick also makes Generation Z tick. They value entertaining football, good atmosphere, be inspired, drama and uncertainty of outcome, the aesthetics, stress relief and spending time with friends. These motivational factors were highly important for both the frequently attender and occasional attender while the non-attenders were neutral. Based on previous theory was this expected as this

frequently attenders and partly the occasional attenders showed several resembles to the previous fan typologies.

One big difference that occurs after this study is the subject of loyalty, the loyalty to the local club. Previous literature has empathized on the devoted fans being loyal to their club even though if the club is struggling. Generation Z based on the informants and respondents values high quality performances over loyalty. This is mentioned as a characteristic for Generation Z, and this must be taken seriously by the clubs. The benefit of attracting Generation Z on match day and make loyal fans of them is first and foremost the benefit of time. Generation Z are still in their early adulthood and therefore be loyal fans for potentially 50 years. This would then potentially lead to them being valuable consumers through buying tickets and merchandise from the club if becoming loyal fans. This lack of loyalty is primarily linked the local clubs, prioritizing Premier League football over Eliteserien among those who consider themselves football fans. Three out of four informants would rather watch their favourite Premier League team over their favourite local team. The last informant said he watched the match on his phone at the stadium. With Generation being tech-savvy is it important to facilitate (e.g. Internet access) so they do not have to choose between their favourite teams. Generation Z will most likely choose the match that they expect have the highest quality. So, having the opportunity to watch football matches on their phone on the stadium when Eliteserien is played simultaneously as other leagues.

The two regressions showed statistically difference between the frequently-and occasional attenders. It is important for the club to acknowledge this difference between fans and neutral spectators when addressing the fans and understand that even though they are part of the same generation must they be approached differently. The frequently attenders can and should be approached similar as previous generations of fans. Addressing them as a part of team which are crucial for the success, let them be the 12th man. For the occasional and non-attenders must the focus be a little differently. As there was no statistical difference between the occasional attenders and non-attender is tough to make any suggestion for the non-attenders. However, promoting the match as a social event where you can attend with friends and make new friends could remove the social constraint. Clearly identifying this group on this phase in their life is also important. Many of the

respondents suggested own tickets for students with a lower price than the normal tickets, own sections in the stadium for students. This would benefit the club as they then clearly sees the non-devoted fans of Generation Z as an own group, signalising that they acknowledge the need of Generation Z and removes the constraints that may keep them from attending. One thing which the clubs should do, when approaching the frequently attenders and the other groups is the raise the level of expectation for the upcoming match, using social media (e.g. Facebook and Instagram). I am not proposing that they need to state that the match will be the best in the world with the best players in the world. They should focus on raising the expectations for drama, atmosphere and social interactions. An arena where they can be inspired and learn and escape from the stress and struggles of the normal day life.

6.2   Theoretical implications

These findings support the existing literature on both match day attendance among football fans and on Generation Z. Generation Z as match day attenders shows many resembles to the previous generation of fans when discussing the motivation and factors behind match day attendance. The findings on the characteristics of Generation Z shares is also supported by the previous literature on Generation Z. However, ever there are some differences between my findings and the existing literature. My recommendations for future studies are to expand the study and catchment area. Having more participants and informants from Generation Z from more places to get a more representative study. Areas I would recommend studying closer is Generation Z without focusing on them as fans, but as potential spectators. This could lead to a greater understanding of what it takes to create new fans among Generation Z. It would be interesting to research more factor that may affect the match attendance or narrow the search field to understand one specific factor. Atmosphere was mentioned as an important factor, future research on how to create and engage the spectators within Generation Z in a way that they would contribute to the creation of the atmosphere would be of interest.

6.3   Practical implications

The findings of this study should be of interest to the teams in Eliteserien in their pursuit of attracting Generation Z. However, some of the findings may be of interest to other areas outside of football to. Other sports, organizations and firms trying to attract Generation Z. My recommendations for the club in Eliteserien are to keep addressing the devoted and loyal fans as an own group. Separating them from the more casual spectators, the same recommendation do I have related to Generation Z as well. Acknowledge them as a specific group of spectators when promoting the match, and in their price strategy. Focus on the match as the event it is. Facilitate the event in a way the it encourages an engaging atmosphere. This can be done by placing generation Z together and invite them not as individuals to the match, but as a group.

The final notes for this conclusion are then: Generation Z is a generation which values the social aspects of matches. They want high performances from the athletes and high-quality matches and an atmosphere which is engaging. Generation is also less loyal and will substitute a match for another if they expect higher performance.

6.4   Limitations

This study did have 82 respondents and must therefore only be seen as a single sample of Generation Z. This study should not be considered as a benchmark for all of Generation Z. This study has also only focused on Generation Z within Norway, there may be differences within Generation Z based on the cultural differences between countries as well. When doing a study which focuses on a specific interest may the answers be affected by this. The original idea was to approach schools and have them distribute the questionnaire to their students. However, because of the COVID-19 virus was this impossible. Therefore was the questionnaire distributed through contacts, this can have resulted in the respondents being over average interested in football and therefore made this study not a representative sample of Generation Z.

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8.0 Attachments

8.1　List of tables

8.2　List of figure

8.3　Models

Linear Regression, Model 1.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5,628	,413		13,641	,000
	Gender	-,128	,248	-,053	-,515	,608
	Frequently attenders	,819	,317	,284	2,585	,012
	Non-attenders	-,665	,279	-,259	-2,382	,020

a. Dependent Variable: motivation

Linear Regression, Model 2.

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5,436	,176		30,871	,000
	Frequently attenders	,848	,311	,294	2,729	,008
	Non-attenders	-,650	,276	-,253	-2,353	,021

Linear Regression, Model 3.

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3,529	,113		31,120	,000
	Frequently attenders	-,486	,200	-,276	-2,430	,017
	Non-attenders	,180	,178	,115	1,013	,314

a. Dependent Variable: Match_day_factor_1

Linear Regression, Model 4.

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3,232	,094		34,487	,000
	Frequently attenders	,420	,165	,293	2,542	,013
	Non-attenders	,271	,147	,212	1,841	,069

a. Dependent Variable: Match_day_factors_2

Interview guide Focus Group

Part 1 (Casual chat (5.min))

Part 2 Inform the participants (2-5 min))

- Inform about the study and the questions that will be asked (Research question: The challenges and opportunities of increasing fans participation by Generation Z in professional football)

- Tell how the interview is to be documented and what happens with that data after the study is completed. Audio will be recorded if the participants accept this.

- Guarantee anonymity

- Inform about the participants right to finish the interview whenever they want to.

- Suggest how long the interview will last-60 minutes.

Part 3 Introduction (2-5 min)

Opening questions

Purpose: Make the participants feel comfortable

- Tell something about yourself, what class are you in? Favourite team, what interest do you have?

Introductory questions

Purpose: Make the participant think about the subject in advance.

- How often do you attend matches in Eliteserien?
- Who do you attend with?
    - Is it important that you attend with others?
- How would you describe your impression of Eliteserien?
    - What is your overall experience of matches in Eliteserien?
    - What do you generally feel about Eliteserien?
    - What is important and what is less important when you attend matches in Eliteserien?

Part 4 Main section (30 min)

Pre-event

Tickets

- Where do you buy tickets?
  - Online
  - Stadium
  - Do not buy it
- Are you happy with the price level in Eliteserien today?
- Is price an important factor for you?

Social Media

Is it important to you that the club is promoting themselves on Social Media?

- Which platform do you recive news about the upcoming match?
- When do you decide whether you will attend or not?

Other factors

How important is the weather on match day?Which day do you prefer that the match is played?

- How do you get to the stadium, is the distance and important factor for you?

Force-match

Off the pitch – services and facilities

which services and facilities are most important to you as a spectator at the match?

-Kiosk

-Toilet

- Little queue

-Good seats

-Internet access

-Size of the stadium?

Are the safety personal and volunteers important for your match day experience?

- Kind
- Helpful
- Engaging

How important is social media for you during the match?

- Do you post on social media during the match?
- How can social media be used to engage the spectators?

Fanzone- is the fanzone important to you?

Eiteserien fantasy- has eliteserien fantasy increased you interest for Eliteserien?

Eserien-Has this increased you interest for eliteserien?

On the pitch

Are your team's recent performance and table position affecting you in the decision making?

Is your teams tactical style of playing important to you?

Atmosfære

Is the atmosphere at the stadium important to you? Please explain.

What factors contribute to a good atmosphere?

What makes you engage and contribute to the atmosphere?

Your thoughts on receiving information from other matches during the match

Is half-time entertainment important to you, if it is, what type of entertainment is desired?

Can you think om something you would whish that the club did to make the atmosphere better?

Fan motives

Wich of these motives are important to you?

- Entertainment and pleasure from watching the match
- I relax and forgets the stress of my daily life
- The feeling I get from watching football
- The pleasure of watching skilled athletes
- I am learning and getting inspired
- The feeling of belonging to a big group
- Joy from celebrating with other fans
- Spend time with my friends and family
- Other?

Fan behaviour

Could you explain why you attend matches?

- *Personal factors football consumer behaviour*

- *Social factors football consumer behaviour*

- *Psychological factors football consumer behaviour*

- *External factors football consumer behaviour*

Part 5. Closure

Is there anything you would like to attend or think we haven't talked about which is of importance to you?

What do you mean that Eliteserien can do to make you want to attend?

Thank you for the interview.

8.5 Questionnaire

The challenges and opportunities of increasing fans participation by Generation Z in professional football

Hello and thank you for choosing to do this survey. Eliteserien is the top division for men's football in Norway. In this survey, you will be asked to answer and tick off what suits you best in relation to match day attendance at Eliteserie Matches.

Age *
- ○ 15 year
- ○ 16 year
- ○ 17 year
- ○ 18 year
- ○ 19 year
- ○ 20 year

Gender *
- ○ Male
- ○ Female

School class? *

- ○ 10 grade, secondary school
- ○ 1.grade, high school
- ○ 2. grade, high school
- ○ 3. grade high school
- ○ University/ Collage

Do you regard yourself as a football fan? *

- ○ Yes
- ○ No

How many matches in Eliteserien did you attend in 2019

- ○ 0
- ○ 1-3
- ○ 4-6
- ○ 7-9
- ○ 10 or more

Do you intend to attend any matches in 2020?

- ○ Yes
- ○ No
- ○ Uncertain

Below you will be asked questions and statements. Please tick the box that suits you best.

What is your impression of Eliteserien?*

- ○ Very good
- ○ Good
- ○ Bad
- ○ Very bad
- ○ I have no impression of Eliteserien

The weather is important to me if I am to attend. *

- ○ Strongly agree
- ○ Agree
- ○ Neither agree nor disagree
- ○ Disagree
- ○ Strongly disagree

The team's performance and table position affects my intention for match day attendance

- ○ Strongly agree
- ○ Agree
- ○ Neither agree nor disagree
- ○ Disagree

○ Strongly disagree

○

I do not attend if my team has performed below my expectations recently. *

○ Strongly agree

○ Agree

○ Neither agree nor disagree

○ Disagree

○ Strongly disagree

Which day the match is played is important to me. *

○ Strongly agree

○ Agree

○ Neither agree nor disagree

○ Disagree

○ Strongly disagree

Which day do you prefer that the match is played? *

○ Monday

○ Tuesday

○ Wednesday

○ Thursday

○ Friday

○ Saturday

○ Sunday

The time of the match start is important to me if I am attending a match *

○ Strongly agree

○ Agree

○ Neither agree nor disagree

○ Disagree

○ Strongly disagree

Which time would you prefer the matches to be played?

○ Between 10 and 12

○ Between 12 and 15

○ Between 15 and 18

○ Between 18 and 21

When do you decide If you are attending? *

○ More than a week in advance

○ 6-4 days before

○ 4-3 days before
○ 2-1 days before
○ Match day
○ Do not attend matches

The atmosphere at the stadium is important to me *

○ Strongly agree
○ Agree
○ Neither agree nor disagree
○ Disagree
○ Strongly disagree

It is important that I feel safe at the stadium. *

○ Strongly agree
○ Agree
○ Neither agree nor disagree
○ Disagree
○ Strongly disagree

It is important that the view from my seat is as expected. *

○ Strongly agree
○ Agree
○ Neither agree nor disagree
○ Disagree
○ Strongly disagree

It is important for me that the match is of high quality. *

By this is meant the performance of the athletes

○ Strongly agree
○ Agree
○ Neither agree nor disagree
○ Disagree
○ Strongly disagree

The facilities at the stadium is important to me *

(e.g. toilette, kiosk, supportershop)

○ Strongly agree

- ○ Agree
- ○ Neither agree nor disagree
- ○ Disagree
- ○ Strongly disagree

Give these facilities points based on how important they are to you. 1 is unimportant and 7 is very important.

	1	2	3	4	5	6	7
Toilette	○	○	○	○	○	○	○
Kiosk	○	○	○	○	○	○	○
Good seats	○	○	○	○	○	○	○
Little queue	○	○	○	○	○	○	○
Internet	○	○	○	○	○	○	○
Supportershop	○	○	○	○	○	○	○

I am contributing to the atmosphere. *

- ○ Strongly agree
- ○ Agree
- ○ Neither agree nor disagree
- ○ Disagree
- ○ Strongly disagree

It is important to me that I identify with one of team's*

- ○ Strongly agree
- ○ Agree
- ○ Neither agree nor disagree
- ○ Disagree
- ○ Strongly disagree

How do you travel to the match?? *

- ○ Car
- ○ Walking
- ○ Public transport
- ○ Bicycle
- ○ Do not attend match

The distance to the stadium is affecting my intention of attending the match*

- ○ Strongly agree
- ○ Agree
- ○ Neither agree nor disagree
- ○ Disagree
- ○ Strongly disagree

It is important to me that the stadium and event is environmentally conscious*

- ○ Strongly agree
- ○ Agree
- ○ Neither agree nor disagree
- ○ Disagree
- ○ Strongly disagree

It is important to me that the club take social responsibility and are visible in societal issues.

- ○ Strongly agree¨
- ○ Agree
- ○ Neither agree nor disagree
- ○ Disagree
- ○ Strongly disagree

If yes, what which?

It is important to me that i attend with my friends *

- ○ Strongly agree
- ○ Agree
- ○ Neither agree nor disagree
- ○ Disagree
- ○ Strongly disagree

If you agreed on the last question, what is your preferred group size?

Tick off for what's most usual.

- ○ 2-3
- ○ 3-4
- ○ 5-6
- ○ 7 or more

It is important to me that I attend with my family. *

- ○ Strongly agree
- ○ Agree

- ○ Neither agree nor disagree
- ○ Disagree
- ○ Strongly disagree

It is important to me that the club offer Internet access at the stadium *

- ○ Strongly agree
- ○ Agree
- ○ Neither agree nor disagree
- ○ Disagree
- ○ Strongly disagree

It is important to me that I receive news about other matches during my match *

- ○ Strongly agree
- ○ Agree
- ○ Neither agree nor disagree
- ○ Disagree
- ○ Strongly disagree

If you agreed on the last question, how do you want this information?

- ○ The speaker mentions the result and goal from the other matches
- ○ The speaker explains the goal
- ○ The goal is sown
- ○ Other
- ○ It is not important to me

Where do you receive information about the upcoming match? *

If you are not looking for information on the match, tick off where you see or hear about the match.

- ○ Social media
- ○ Online news sites
- ○ Friends
- ○ Home (Family)
- ○ Work
- ○ Homepage of the club

It is important to me that the club promotes the match on social media *

- ○ Strongly agree
- ○ Agree
- ○ Neither agree nor disagree
- ○ Disagree
- ○ Strongly disagree

On which social media do you prefer to recive information about the upcoming match *

- ○ Facebook
- ○ Instagram
- ○ Snapchat
- ○ Twitter
- ○ Youtube

Price is an important factor for me *

- ○ Strongly agree
- ○ Agree
- ○ Neither agree nor disagree
- ○ Disagree
- ○ Strongly disagree

I am satisfied with the prices on matches in Eliteserien*

- ○ Strongly agree
- ○ Agree
- ○ Neither agree nor disagree
- ○ Disagree
- ○ Strongly disagree

It is important that the clubs offers student discount *

- ○ Strongly agree
- ○ Agree
- ○ Neither agree nor disagree
- ○ Disagree
- ○ Strongly disagree

Where do you buy the tickets?

- ○ Box office at the stadium
- ○ Clubs homepage
- ○ Do not buy my own tickets
- ○ Online
- ○ Do not attend matches

If you buy tickets online beside the club's homepage, what site(s) do you use?

It is more likely that I watch the match at home if it is show on free television *

- ○ Strongly agree
- ○ Agree

○ Neither agree nor disagree

○ Disagree

○ Strongly disagree

It is more likely that I watch the match at the stadium if it is show on payed television. *

○ Strongly agree

○ Agree

○ Neither agree nor disagree

○ Disagree

○ Strongly disagree

Half-time entertainment is important to me. *

○ Strongly agree

○ Agree

○ Neither agree nor disagree

○ Disagree

○ Strongly disagree

If you agreed on the previous question, what type of entertainment do you want?

I want information and highlights from the match I have seen. *

○ Strongly agree

○ Agree

○ Neither agree nor disagree

○ Disagree

○ Strongly disagree

If you agreed, what kind of content?

○ Analysis of the match

○ Report from the match

○ Interview with the players and coaches

○ Footage and videos of the spectators and atmosphere

○ Highlights

○ Don't need any content

Where do you want the content to be published? *

- ○ Snapchat
- ○ Instagram
- ○ Facebook
- ○ Youtube
- ○ The club's homepage
- ○ TV
- ○ Online newspapers

Are you familiar with Eliteserien fantasy?

- ○ Yes
- ○ No

Eliteserien fantasy incresead my interest for Eliteserien.

- ○ Strongly agree
- ○ Agree
- ○ Neither agree nor disagree
- ○ Disagree
- ○ Strongly disagree

Eliteserien fantasy contributes to me wanting to attend matches.

- ○ Strongly agree
- ○ Agree
- ○ Neither agree nor disagree
- ○ Disagree
- ○ Strongly disagree

Are you familiar with that Eliteserien has it own Esport league in FIFA?

- ○ Yes
- ○ No

Is it important to you that the clubs have their own Esport team in FIFA?

- ○ Strongly agree
- ○ Agree
- ○ Neither agree nor disagree
- ○ Disagree
- ○ Strongly disagree

Give points to these motivational factors based on how important they are to you. 1 is unimportant and 7 is very important.

	1	2	3	4	5	6	7
Entertainment	○	○	○	○	○	○	○
Relaxation	○	○	○	○	○	○	○
Feelings	○	○	○	○	○	○	○
Joy of watching skilled athletes	○	○	○	○	○	○	○
Learning and getting inspired	○	○	○	○	○	○	○
Belonging to a bigger group	○	○	○	○	○	○	○
Joy of celebrating with others	○	○	○	○	○	○	○
Spending time with family and friends	○	○	○	○	○	○	○
Joy of watching my favourite players	○	○	○	○	○	○	○

9.0 Appendix

Appendix A

Principal Component for motivation variables

	Component 1
Joy from celebrating with other fans	,842
Feelings I get from the match.	,813
Learning and getting inspired	,798
Relaxion	,788
Joy from watching skilled athletes	,771
Feeling of belonging to a larger group	,765
Pleasure from watching specific players	,762
Entertainment	,745
Spending time with friends and family	,664

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Appendix B

KMO and Bartlett's test for PCA Motivation

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,852
Bartlett's Test of Sphericity	Approx. Chi-Square	450,300
	df	36
	Sig.	,000

Appendix C

Cronbach's Alpha. PCA Motivation

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,913	,915	9

Appendix D

Rotated Component Matrix, PCA Match factor 1 & 2

	Component	
	1	2
What day the match is played is important to me	,781	
The time of the match us important to me	,765	
The team's performance and table position is important to me	,703	
I am more likely to watch the match at home if it is shown on free TV.	,627	
The distance to the stadium is important to me	,612	
The weather is an important factor for me	,589	
The ticket price is important to me	,544	
It is important to me that I attend with my friends	,473	
The atmosphere at the stadium is important to me.	,470	
It is important to me that the match is of high quality		,725
The facilities at the stadium is important to me		,707
It is important for me to receive information about other matches during the match		,660
It is important to me that I identify with one of the teams		,590
It is important to me that the view from my seat is as expected		,571

It is important to me that the club promotes the upcoming match on social media		,566
It is important to me that the club and the event is environmentally conscious		,503
It is important to me that Internet access is offered at the stadium		,430
It is important to me that the clubs have their own Esport teams in FIFA		,416
It is important to me that I attend with my family		,401
I am more likely to watch the match at the stadium if it is not shown on TV, or being showed on payment channel		,363
It is important to me that I feel safe within the stadium		,338

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Appendix E

KMO and Bartlett's test for PCA Match Factor 1 & 2

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,655
Bartlett's Test of Sphericity	Approx. Chi-Square	582,860
	df	253
	Sig.	,000

Appendix F

Cronbach's Alpha. PCA Match Factor 1

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,808	,805	9

Appendix G
Cronbach's Alpha Force-Event

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,772	,773	12

Appendix H
Table showing the preferred match the for the respondents.

Which day do you prefer as matchday?

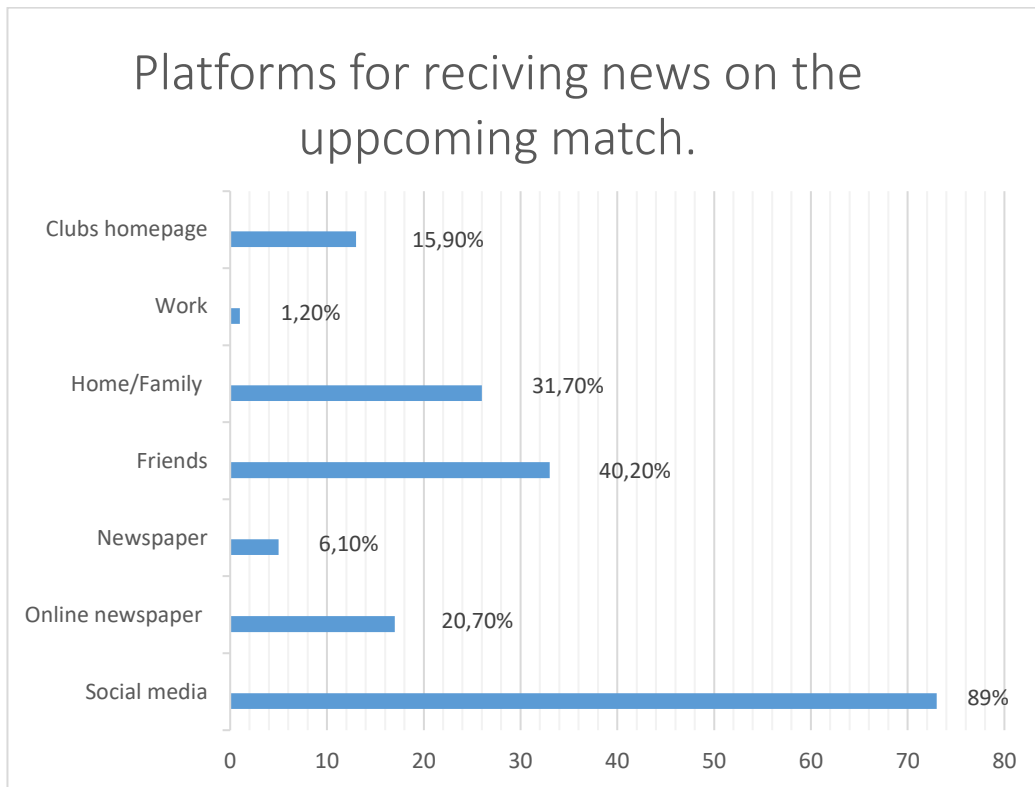|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Monday	1	1,2	1,2	1,2
	Wedensday	4	4,8	4,9	6,1
	Thursday	3	3,6	3,7	9,8
	Friday	12	14,5	14,6	24,4
	Saturday	27	32,5	32,9	57,3
	Sunday	35	42,2	42,7	100,0
	Total	82	98,8	100,0	
Missing	System	1	1,2		
Total		83	100,0		

Appendix I
Table showing the when the respondents decide if they are to attend the match.

When do you decide whether to go to the match?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than a week in advance	12	14,5	14,6	14,6
	6-4 days before	10	12,0	12,2	26,8
	4-3 days before	11	13,3	13,4	40,2
	2-1 days before	23	27,7	28,0	68,3
	Matchday	13	15,7	15,9	84,1
	Do not attend matches	13	15,7	15,9	100,0
	Total	82	98,8	100,0	
Missing	System	1	1,2		
Total		83	100,0		

Appendix J

Diagram for preferred platform for receiving information about the match.

Platforms for reciving news on the uppcoming match.

Platform	Percentage
Clubs homepage	15,90%
Work	1,20%
Home/Family	31,70%
Friends	40,20%
Newspaper	6,10%
Online newspaper	20,70%
Social media	89%

(x-axis: 0, 10, 20, 30, 40, 50, 60, 70, 80)

Appendix K

Diagram for preferred social media.

Preferred Social Media

Social Media	Percentage
Youtube	4,90%
Twitter	9,80%
Snapchat	22%
Instagram	72%
Facebook	70,70%
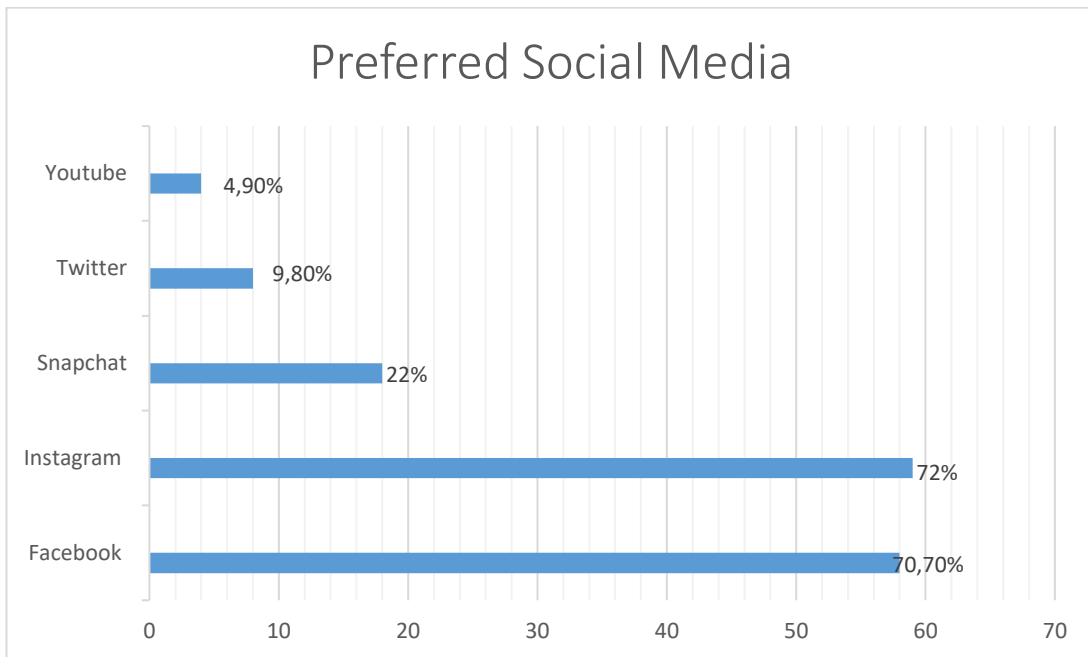
Table showing the preferred group size for the respondents

Prefered group size of firends when attending the match.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2-3	23	27,7	31,1	31,1
	3-4	31	37,3	41,9	73,0
	5-6	12	14,5	16,2	89,2
	7 or more	8	9,6	10,8	100,0
	Total	74	89,2	100,0	
Missing	System	9	10,8		
Total		83	100,0		