

Rozhodovací proces spotřebitele u fotbalových fanoušků v České republice

Consumer Decision-Making of Football Fans in the Czech Republic

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Abstrakt

V příspěvku jsou prezentovány výsledky dotazníkového výzkumu. Zúčastnilo se ho asi 1600 fotbalových fanoušků z celé České republiky. Výzkum se zaměřil na identifikaci faktorů, které rozhodují, zda fanoušek navštíví hru nejvyšší fotbalové ligy v České republice nebo ne. Prezentujeme první část výzkumu, ve které demonstrujeme preference fanoušků v konkrétních skupinách rozčleněných podle pohlaví a věku.

Abstract

In the paper the results of a survey using questionnaires are presented. About 1600 football fans from the whole Czech Republic took part in the survey. The survey focused on identification of factors that decide, whether a fan visits a game of the highest football league in the Czech Republic or not. We present the first part of the survey in which preferences of fans in specific groups, segmented according to sex and age, are demonstrated.

Klíčová slova: rozhodovací proces spotřebitele, preference, fanoušci, fotbal.

Key words: consumer decision-making, preference, fans, football.

INTRODUCTION

Attendance at stadiums is, in elite football leagues, considerable part of clubs' profit. Among the five biggest European leagues (England, Germany, Spain, Italy and France) it comprises more than fifty per cent of the whole income (Deloitte, 2013). For example, Sparta Praha, historically the most successful Czech club has a budget of around 300 million Czech crowns and a revenue from the traffic accounts presents only 30% of the total budget.

Hart, Huttons & Sharron (1975) are considered pioneers in visitor attendance study research area. In the last decade there has been plenty of authors who have carried out similar research with various approaches. The Spanish football league has been looked into by Garcia & Rodriguez (2002), the same league has been covered by demographic research of Lopéz, Gárate & Suárez (2011). Furthermore, there are Forreste & Simmonse (2006) in the English league, Javanmardi & Noghondarian (2011) in Iranian league and Solberg & Mehus (2014) in Norwegian league.

There are also publications on the impact of TV broadcasting on the attendance, for example the Spanish football league (Buraimo & Simmons, 2009), and comparison of these impacts between the Spanish and English league (Buraimo, Paramio & Campos, 2010).

A limited number of games (154, 43 per cent) that can be broadcasted has been set for the English Premier League in season 2013–2014. There is also limited number of matches in which particular clubs may appear on TV (Solberg & Mehus, 2014).

The extra money has been underpinned by the record-breaking new broadcast deal from the 2013–14 season until 2015–16, which is collectively worth £5.5 billion. The total paid out to the 20 competing clubs this season was £1.56 billion, a 60 per cent increase compared to the £972 mil-

lion of television revenue the previous year. For the broadcast deal to the Czech football league PragoSport company has paid CZK 400 million (£ 11,5 million) for the following four years.

Shopping behaviour of consumers is focused on decision making processes of individuals in the area of searching, utilising, evaluating and handling products and services, for which, subsequently, the consumer expends his own sources (Shiffman & Kanuk, 2004). This topic has been dealt with in works of Williams (2014), Herrmann, Heitmann, Morgan, Henneberg, Landwehr (2009)¹, Solomon, Bamossy & Askegaard (2002) and others.

Consumers' decision process and behaviour area has been researched by Kwak, Kim a Hirt (2011), who are interested in the role that emotions play in the sports area and how they influence the consumers' behaviour.

The differences between genders concerning the decision making process in consumers' behaviour has been researched by Sungwon Bae & Miller (2009).

A football match is a sports product. Sports product may be seen as property or services or combination of both (Shank, 2009). Lately there has been pressure on improvement of quality of football stadium facilities, not only for players but also for spectators. Hence we consider following the development of demand for this type of sports product, which is in its fundament different from other types of products, important and interesting.

In our paper we are not going to focus on the influences of TV on stadium attendance. However, we will pay attention to the area of preferences of individual fans that lead to the decision whether or not to attend the football match directly at the stadium. The goal is to find out the importance of individual factors in different age and sex groups.

METHODS

We used survey methods for the needs of our research. The survey was randomly distributed amongst 1578 football fans all around the Czech Republic. From 1578 respondents 1276 were men and 302 were women. From these 226 men and 84 women stated they do not watch GL, 456 men and 111 women stated to watch GL only on TV, 594 men and 107 women stated they attend GL football matches.

We were interested in differences in preferences of individual factors that potentially influence football fans in deciding whether they do or do not attend the football match at the stadium. The following factors were chosen for individual groups (the respondent could complement his/her own factors if needed):

1. Factors influencing spectators of football matches:
 - P - Pride to be a club fan
 - PC - Previous club results
 - Q - The quality of game in previous matches
 - O - Opponent's qualities
 - BC - Balance of the competition
 - CS - Comfort at stadiums
 - MA - Club marketing
 - EC - Participation in European cups
 - TP - Interesting transfers of players in the club
 - N - National team results
 - F - Visiting matches with friends

2. Factors resulting in TV fans not attending the football stadiums:

- T - Ticket price
- C - Comfort at stadiums
- B - Bad access to stadiums
- TV - Comfort while watching TV
- S - Stadium safety
- K - Corruption

SURVEY EVALUATION METHODOLOGY

Given the ordinal characteristics of data, only non-parametric statistic tests were used in the evaluation. A degree of dependence of each factor on age and sex were evaluated, along with differences in preference between the factors. As the number of respondents was rather high, level of significance $\alpha = 0,05$ was chosen. The level of significance in each group was lowered after applying the Bonferroni correction for multiple comparison (abdi 2007): where α_B signifies the level of significance determined by Bonferroni correction and C the number of statistical tests within each group. All statistic calculations were carried out in SPSS software (IBM Corp. 2013).

Only two groups of respondents were included in statistical processing of the data.

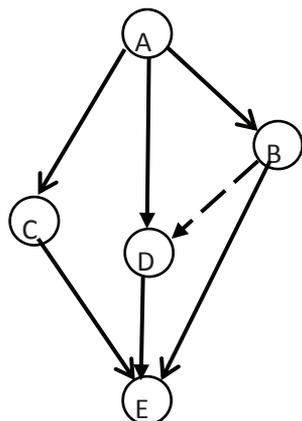
1. Football stadium visitors (n = 701)
2. TV fans (n = 567)

Both groups were consequently divided according to age and sex into categories as in chart 1.

Chart. 1: Number of respondents in the specific categories

	TV fans	Stadium visitors
women 15-19 yrs	15	13
women 20-25 yrs	55	40
women 26-35 yrs	24	35
women 36-46 yrs	11	12
women >45 yrs	6	7
men 15-19	37	61
men 20-25 yrs	182	209
men 26-35 yrs	113	160
men 36-45 yrs	49	95
men >45 yrs	75	69

Separately each category the Wilcoxon test was executed (Wilcoxon, 1945; Budíková et al. 2010) to test the differences in preferences of individual factors within a pair. If statistically significant difference between the factors arises it was determined, on the basis of matching the sums of positive and negative order, which factor was perceived as more important amongst the respondents. The results were written down via diagram described and and shown in the picture 1.



Picture 1: A sample of the diagram used to describe statistically evident differences in preferences of individual factors detected via Wilcoxon Pair Test. The circles containing letters mark individual factors (ticket price etc.), arrows (even the discontinuous ones, placed for better orientation) mark statistically significant differences. At the end of an arrow, ie. on the top of it, the more preferred factor was placed. In the example, the factor A is preferred to every other factors, factor B is preferred to factors D and E whereas factors C and D are preferred to E.

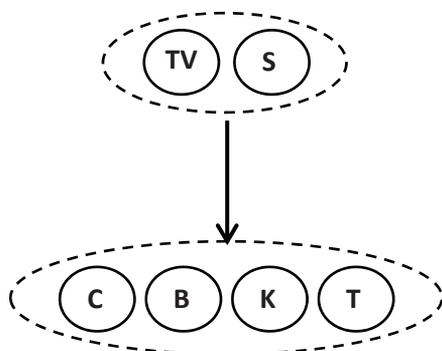
RESULTS

After having evaluated the test with SPSS Program (IBM Corp. 2013) we arrived at the following conclusions:

1. Women not attending football matches at stadiums

In women in age groups 15–19 years, 35–45yrs a woman >45 no statistically significant difference was found in preferences of individual factors.

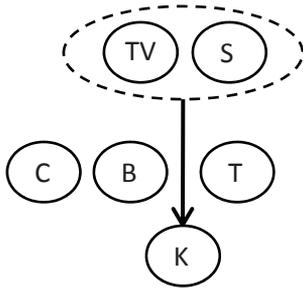
In women in age group 20–25 years there is a significant difference between TV comfort, safety and other four factors (pic. 2).



Picture 2: Graphical result in age group W 20–25 years.

Legend: T - Ticket price, C - Comfort at stadiums, B - Bad access to stadiums, TV - Comfort while watching TV, S - Stadium safety, K - Corruption

For age group 26–35 years, there is statistically significant difference between TV comfort, safety and corruption (pic.3).

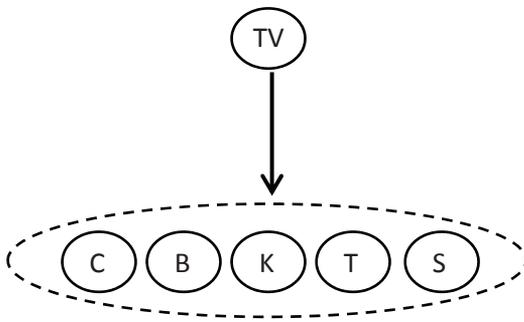


Picture 3: Graphical results W 26–35 years.

Legend: T - Ticket price, C - Comfort at stadiums, B - Bad access to stadiums, TV - Comfort while watching TV, S - Stadium safety, K - Corruption

2. Men not attending football matches at stadiums

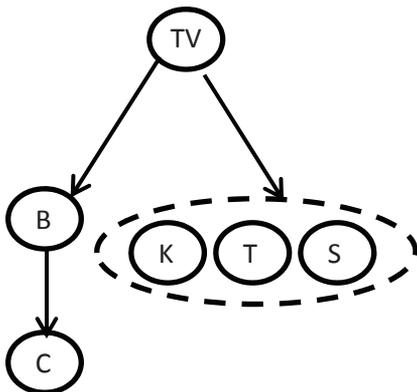
In age groups 15–19 years, 20–25 years, 26–35 years, 36–45 years there is statistically significant difference between TV comfort and others (pic. 3b).



Picture 3b: Graphical results M 15–19 years, 20–25 years, 26–35 years, 36–45 years.

Legend: T - Ticket price, C - Comfort at stadiums, B - Bad access to stadiums, TV - Comfort while watching TV, S - Stadium safety, K - Corruption

Men group >45 years, however, shows difference in significance in Accessibility of stadiums and Comfort at stadiums (pic. 4).

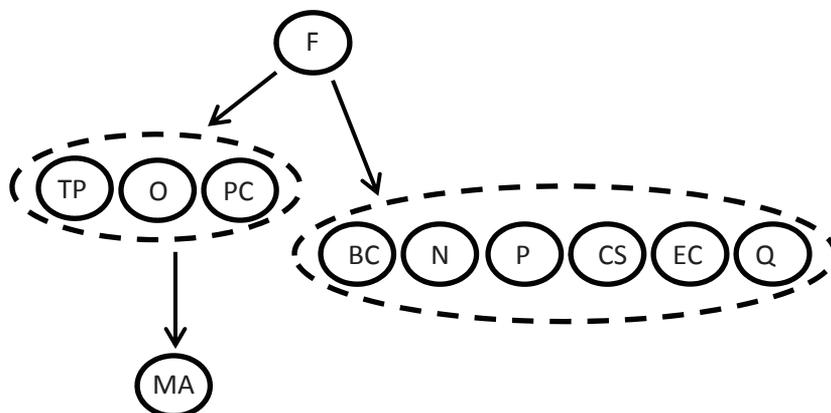


Picture 4: Graphical results M > 45 years.

Legend: T - Ticket price, C - Comfort at stadiums, B - Bad access to stadiums, TV - Comfort while watching TV, S - Stadium safety, K - Corruption

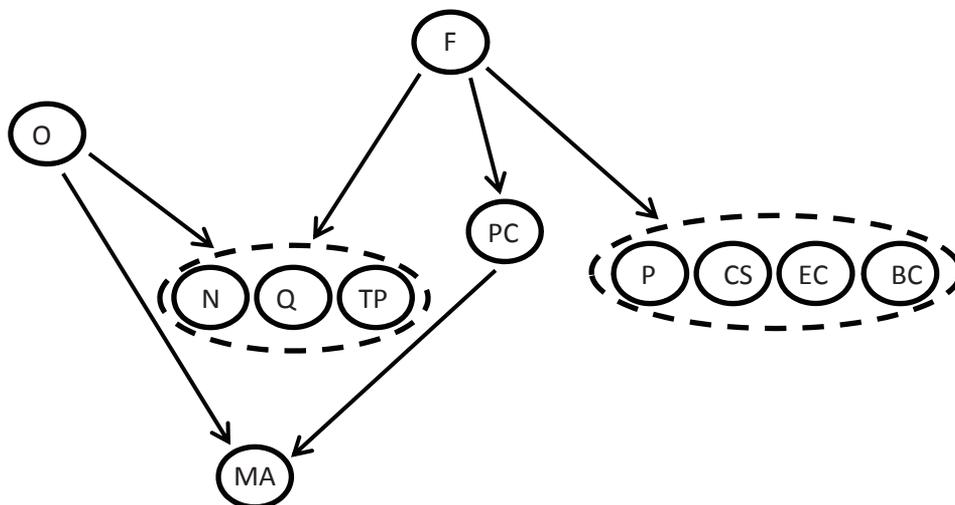
3. Woman attending football matches at stadiums

In female football fans we gained statistically significant differences in preferences only in the category 20–25 years (pic. 5) and 26–35 years (pic. 6). The highest significance in these two groups possesses attending the matches with their friends, the least significance goes to Club marketing.



Picture 5: Graphical results W at stadiums 20–25 years.

Legend: P - Pride to be a club fan, PC - Previous club results, Q - The quality of game in previous matches, O - Opponent's qualities, BC - Balance of the competition, CS - Comfort at stadiums, MA - Club marketing, EC - Participation in European cups, TP - Interesting transfers of players in the club, N - National team results, F - Visiting matches with friends

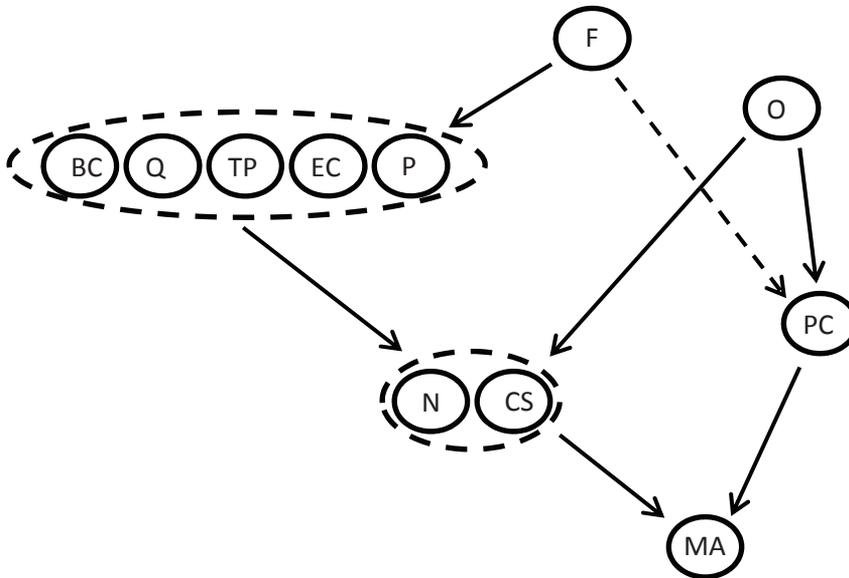


Picture 6: Graphical results W at stadiums 36–35 years.

Legend: P - Pride to be a club fan, PC - Previous club results, Q - The quality of game in previous matches, O - Opponent's qualities, BC - Balance of the competition, CS - Comfort at stadiums, MA - Club marketing, EC - Participation in European cups, TP - Interesting transfers of players in the club, N - National team results, F - Visiting matches with friends

4. Men attending football matches at stadiums

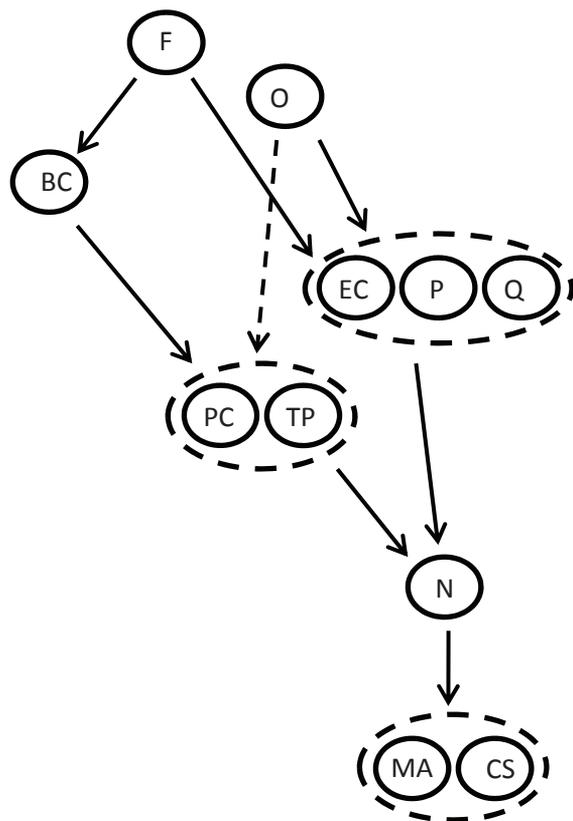
The biggest differences in significance of individual factors can be found in group of men who attend football matches at the stadiums. Men in age group 16–19 years mostly prefer attending matches with friends and the quality of an opponent holds high significance as well. The least significant factor is the club marketing (pic. 7).



Picture 7: Graphical results M at stadiums 16–19 years.

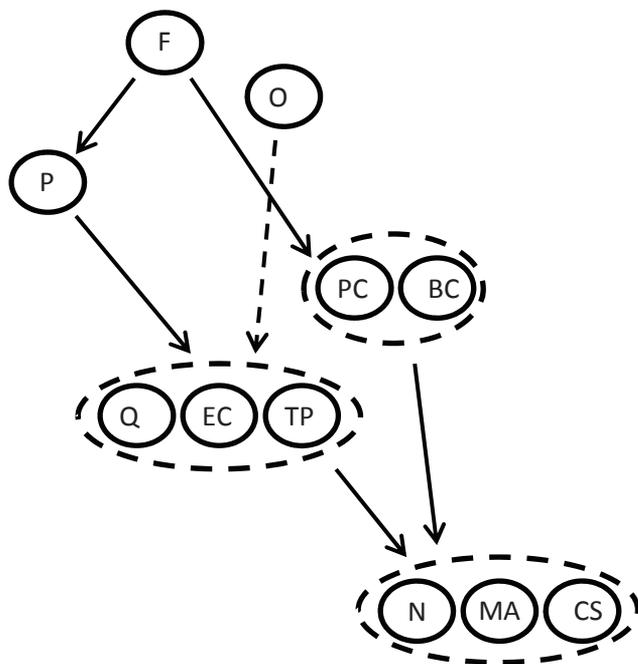
Legend: P – Pride to be a club fan, PC – Previous club results, Q – The quality of game in previous matches, O – Opponent’s qualities, BC – Balance of the competition, CS – Comfort at stadiums, MA – Club marketing, EC – Participation in European cups, TP – Interesting transfers of players in the club, N – National team results, F – Visiting matches with friends

Similar results can be observed in two other groups, only other factors seem to be more structured. The least significant factors appear to be the club marketing, comfort at stadiums and the National team results (pic. 8, pic. 9).



Picture 8: Graphical results M at stadiums 20–25 years.

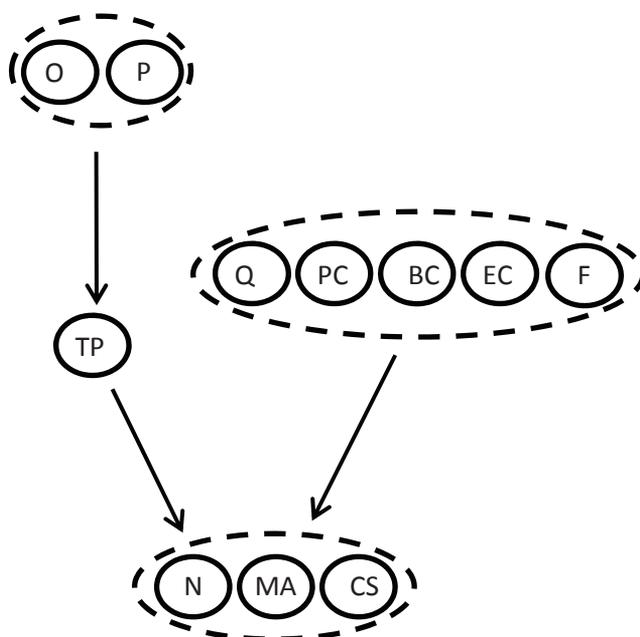
Legend: P - Pride to be a club fan, PC - Previous club results, Q - The quality of game in previous matches, O - Opponent's qualities, BC - Balance of the competition, CS - Comfort at stadiums, MA - Club marketing, EC - Participation in European cups, TP - Interesting transfers of players in the club, N - National team results, F - Visiting matches with friends



Picture 9: Graphical results M at stadiums 26–35 years.

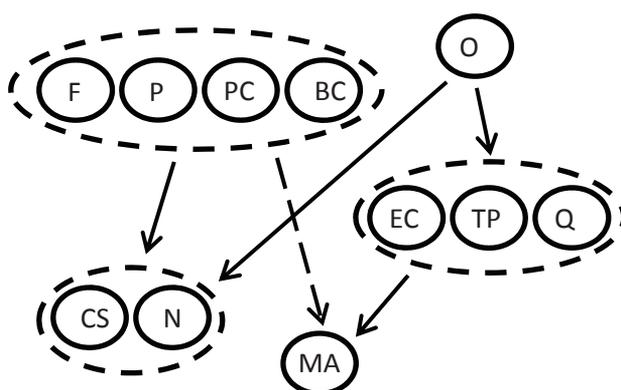
Legend: P - Pride to be a club fan, PC - Previous club results, Q - The quality of game in previous matches, O - Opponent's qualities, BC - Balance of the competition, CS - Comfort at stadiums, MA - Club marketing, EC - Participation in European cups, TP - Interesting transfers of players in the club, N - National team results, F - Visiting matches with friends

Quite significant differences may be observed in last two groups of men, where the quality of an opponent plays a major role. Another significant factor is the pride to be a club fan. At the very bottom we find club marketing, comfort at stadiums and the national team results (pic. 10, pic. 11).



Picture 10: Graphical results M at stadiums 36–45 years.

Legend: P - Pride to be a club fan, PC - Previous club results, Q - The quality of game in previous matches, O - Opponent's qualities, BC - Balance of the competition, CS - Comfort at stadiums, MA - Club marketing, EC - Participation in European cups, TP - Interesting transfers of players in the club, N - National team results, F - Visiting matches with friends



Picture 11: Graphical results M at stadiums >45 years.

Legend: P - Pride to be a club fan, PC - Previous club results, Q - The quality of game in previous matches, O - Opponent's qualities, BC - Balance of the competition, CS - Comfort at stadiums, MA - Club marketing, EC - Participation in European cups, TP - Interesting transfers of players in the club, N - National team results, F - Visiting matches with friends

DISCUSSION

In the TV fans group the TV comfort overweighs all other factors in their decision making process. Perception of women in age groups 20–25 and 26–35 years is quite interesting as the factor of security seems to be of the same significance. Thus we may presume, this is due to occurrence of mothers who would attend the matches with children and every report of public nuisance at stadiums has repulsive effect on their intention to go there.

Variety of results can be found in fans who attend the matches. There are statistically significant differences in women in age groups 20–25 and 26–35 years. In men these factors can be found in all age groups.

In all age groups to 35 years we may conclude, that the most significant factor for making the final choice is the opportunity to visit matches with friends. In women aged 20–25 years this is indisputably the crucial factor. Another, so to speak, equally significant factor is the quality of an opponent. This factor holds its significance primarily for both age groups above 35 years of age. In these two groups the pride to be a club fan rises remarkably as well.

The factors concerning the comfort at stadiums, club marketing and the national team results hold their positions on the opposite side of the scale.

CONCLUSION

Although the club marketing appears at the very bottom of significance for making final decision in most groups, we do not think, they are cold and indifferent to the marketing activities of the club. We may presume that marketing influences fans in rather indirect way. Despite not much attention is paid to it, its role will be increasingly crucial in future development. Therefore we consider important to know the preferences of fans and aim the club marketing of football clubs on the factors mentioned above.

By means of this paper we aimed to present the first part of our research that focused on questionnaire investigation of preferences and perception of Czech football league fans in relation to their attendance at football matches. This part shall be complemented by a secondary data analysis. Results of primary and secondary data will be compared subsequently. That is why we do not attempt to give a detailed interpretation of the acquired results as we want to examine, what other factors do influence football fans. However the acquired data did assist us to get the primary idea to confirm our hypothesis. We will use the acquired data as a basis for football clubs in order to create marketing strategies that will lead to increase in attendance at football stadiums.

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