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Factors influencing season ticket- and non-season ticket holders' motivation to attend IFK Göteborg's games at Gamla Ullevi

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Abstract

IFK Göteborg wants to increase the number of spectators on match day. Attendance figures experienced a drop over the previous season and when it comes to the pre-sales of season tickets IFK Göteborg is outsold by all three major Stockholm-teams. To be able to create an effective marketing strategy a key factor is to understand what motivate the spectators. The purpose of this study was to describe why season ticket holders and non-season ticket holders attend games at Gamla Ullevi, which factors have the greatest impact on game attendance and investigate if differences between the groups exist. A survey was designed based on *The theory of personal investment* (Maehr & Braskamp 1986) and spread through various social media channels. A Likert-scale (1-7) was used to measure how different items may have motivated the spectators to attend games at Gamla Ullevi this and/or last season. Data was collected from 1103 valid respondents, 366 were season ticket holders and 737 non-season ticket holders. The measure of central tendency for the data was analyzed. Mann-Whitney U-test was used to test if there were any significant differences between the groups. Finally, Spearman's Rho correlation coefficient was used between motivational factors and numbers of games attended to find which factors had the greatest impact on game attendance. Season ticket holders were motivated more strongly by a greater number of items except from *Varying external factors* such as weather, hyped game, time of day and opposing team which had more influence on the non-season ticket holders' motivation. 7 out of 26 items were identified as identical between the two populations when performing the Mann-Whitney U test. Several items correlated significantly with number of games attended for both groups. Most important were items linked to *Sense of self (team identification)* and *Perceived options* (e.g. watch live rather than on TV).

Key words: Attendance; Motivation; Sports Marketing; Season ticket; IFK Göteborg; Football

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Chapter 1 Introduction

In the first chapter of the essay we introduce IFK Göteborg, Allsvenskan and the role of the spectator. The chapter presents the study's purpose and research questions, as well as the delimitations associated with it.

1.1 Introduction

The game of football is one of passion, filled with history and tradition. For the devoted supporter it can be a source of happiness and pride, gratifying and entertaining but just as well cruel and unforgiving. By buying tickets and attending games the spectators contribute to the club's revenue. The stadium is the arena in which the supporters gather to watch and show their support for the team, and because the stadium is so connected to the consumption of football it is also a part of the product itself (Ericsson & Persson 2013). Therefore the spectator doesn't only act as a consumer of the sport but also as a contributor and a co-creator of the product as a whole.

IFK Göteborg is a football club competing in the Swedish highest division Allsvenskan. During its century long existence the club has experienced domestic success being crowned Swedish champions 18 times (IFK Göteborg 2015). The club has also experienced a fair share of European glory having won the UEFA-cup twice as the first and only Swedish team (UEFA 2015a). The team's home ground is Gamla Ullevi. The stadium was inaugurated in time for the 2009 season of Allsvenskan and has a capacity of 18 416 seats (Got Event AB, no date).

Allsvenskan is today ranked as the 24th best league by UEFA (UEFA 2015b). The leagues in Belgium and Switzerland, ranked 9 and 10, have twice as high revenues (Olshov 2015). The clubs in Allsvenskan will most likely have to double their income to reach a ranking around 15 (SvFF 2013a). A way to improve revenues is to get more people to attend the games. People attending the games contribute to higher match day revenue not only through ticket sales but through additional sales as well. To attend a game the spectator can either buy a single ticket or hold a season ticket. Season ticket sales mean secured revenues for the club. Season ticket sales may also work as a thermometer, a symbol for the interest in the team and for the upcoming season.

1.2 Problem Area

Even though the team finished in second place 2014, attendance figures for IFK Göteborg's matches experienced a drop over the previous season. The average number of attendance for the home games was 10 739 (SvFF 2014b), which equals a decrease of 850 compared to 2013 (SvFF 2013b). Like all clubs IFK Göteborg wants to increase the number of spectators on match day, and this year (2015) a goal to reach an average audience of 14 000 has been set (Rosander 2015). A bold statement considering this represents an increase equivalent to 30%.

Table 1.1 League home average attendances for 5 major Swedish teams, 2013 and 2014. All teams played in Allsvenskan while Hammarby played in the second division Superettan

HOME AVERAGE ATTENDANCES					
	IFK Göteborg	AIK	Djurgården	Hammarby	Malmö FF
2013*	11 589	18 900	12 475	12 101	16 093
2014**	↘ 10 739	↘ 16 446	↗ 13 145	↗ 20 451	↘ 14 090
*(SvFF 2013b) **(SvFF 2014b)					

When it comes to the pre-sales of season tickets IFK Göteborg is outsold by all three major Stockholm-teams (Table 1.2). For comparison IFK Göteborg sold about 6000 in advance of the season premiere while newcomers Hammarby sold close to 14 000. The marketing manager of IFK Göteborg, Andrej Häggblad, says they target 7000-8000 season tickets sold in the future (Junelind & Ohlsson 2014).

Table 1.2 Season ticket sales for 5 major Swedish teams, 31 march 2015 (Balkander 2015)

SEASON TICKETS SALES 31 MARCH 2015	
Hammarby	13 622
AIK	12 247
Malmö FF	11 575
Djurgården	7 871
IFK Göteborg	6 082

The sales of season tickets don't necessarily mean the audience will show up. An average of 2000-4000 of AIK's 16 000 season ticket holders didn't show up at their home games last season. Johan Segui, chairman of AIK says it's a problem and they can't figure out exactly why the season ticket holders don't attend (Andersson 2014). We can witness a similar behavior with IFK Göteborg's season ticket holders. When IFK Göteborg played against IF Brommapojkarna last season only 6382 showed up for the game (SvFF 2014a).

To be able to create an effective marketing strategy a key factor is to understand what motivate the spectators. Previous research on sport spectators' motivation to attend games has examined the Spanish third football league (Dos Santos & Rios 2014), the premier Japanese soccer j-league (Mahony, Nakazawa, Funk, James & Gladden 2002), minor league hockey games in USA (Zhang, Pease, Smith, Lee, Lam & Jambor 1997) and NBA games (Zhang, Pease, Hui & Michaud 1995). When it comes to previous research about football season-ticket holders, factors affecting season ticket holders' satisfaction has been examined in French ligue 1 club Olympique Lyonnais (Beccarini & Ferrand 2006). No separation between the motivation of season ticket-holders and non-season-ticket holders has been made. Motives why people attend sports in different countries aren't always the same, for example, the culture in English football and U.S. sports differs a lot (Wann, Melnick, Russell & Pease 2001). The motives for attending different sports are not the same either (Hansen & Gauthier 1989). Therefore, a deeper understanding for the Swedish Allsvenskan and IFK Göteborg is needed.

1.3 Purpose and Research Questions

As mentioned, Swedish football teams are working to increase attendances. This is a way to make their product more attractive and to generate higher revenue. Understanding what motivate the spectators is important when creating the marketing strategy. No previous research has examined spectators' motivation in Allsvenskan. Therefore, the purpose of this study will be to describe why season ticket holders and non-season ticket holders attend games, which factors have the greatest impact on game attendance and discuss the underlying reasons as well as marketing implications for IFK Göteborg. We have subsequently constructed the following research questions:

Which factors influence season ticket holders' and non-season ticket holders' motivation to attend IFK Göteborg's games at Gamla Ullevi?

Is there a difference between season ticket holders' and non-season ticket holders' motivation to attend IFK Göteborg's games at Gamla Ullevi?

1.4 Delimitations

We decided to focus on a major Swedish club as we believe this yields a deeper understanding of the spectators' motivation compared to examining several Allsvenskan teams at the same time. In this study we examine IFK Göteborg and their home ground Gamla Ullevi. We analyze factors that motivate, or motivated individuals to attend games this and last season only. We don't investigate factors like hooliganism, alcohol or handheld flares at the arenas, as we find it too complex to include in this context. The survey was issued at the season start of Allsvenskan. Another way would be to collect data continuously over the course of the season to examine if the respondents are affected by the team's performance, weather etc. This was not possible considering the time frame of the thesis. We divide the attendees into season ticket holders and non-season ticket holders. It would be interesting to divide the two groups further but it wouldn't serve our purpose. Delimitations regarding our research method are further discussed in section 3.6.

Chapter 2 Literature Review

The second chapter presents the literature framework of the study. First we introduce motivational theories for sport spectators, then we examine the four factors of the sports marketing mix. The chapter concludes with a summary.

2.1 What Makes People Attend Sporting Events?

To be able to understand why people attend sporting events it is important to understand the difference between the factors of becoming a fan and a spectator. The factors affecting a person to be a fan don't need to be the same factors affecting when deciding to attend an arena, although they are connected and must be examined (Wann et al. 2001). In this subchapter we will present the definition of motivation, fan motivation and sporting event attendance motivation.

2.1.1 Motivation

Motivation is the influence that initiates the drive to satisfy wants and needs (Schwarz & Hunter 2008). The study of motivation is often the endeavor to understand the why of behavior (Deci & Ryan 1985). A motive for a sport consumer can be watching a star, love for a team or hanging out with friends and family (Rein, Kotler & Shields 2006). For a sport consumer it also involves tension and drive. Tension is mental or emotional stress and drive is the desire to complete a task (Schwarz & Hunter 2008). When a sport consumer has a want or need the next step is to come up with a plan how to satisfy it with influences from the personality and learning process. The result is a behavior that hopefully will lead to the fulfillment of the want or need which in turn will lead to reduced tension and then satisfaction. Motives are emotions or needs that act to stimulate actions. Motives can be either emotional or rational. An emotional motive is setting up goals based on subjective criteria while rational motives are based on objective criteria (ibid).

2.1.2 Fan motivation

There are many motives behind fan motivation; researchers have found 8 motives being the most common to motivate an individual to participate in sports as a fan (Wann et al. 2001).

Group affiliation: The most common way to watch sports is to watch it with other people (Danielsson 1997). Studies have found that a motive for watching sport is the social aspect of it (Gantz & Wenner 1995; Guttman 1986; Pan, Gabert, McGaugh & Branvold 1997).

Family: Family is similar to the group affiliation motive. It suggests that being a fan is motivated by spending time with family (Gantz & Wenner 1995; Guttman 1986; Pan et al. 1997).

Aesthetic: To watch a perfectly executed penalty, a splendid save by the goalkeeper or to watch one's favorite team play beautiful football are examples of enjoying sport and being a fan. People are motivated by the beauty of the sport (Sloan 1989).

Self-esteem: This motive concerns an individual's desire because it gives an opportunity to feel better about oneself (Pan et al. 1997; Sloan 1989). When a team wins, fans often join them in the celebrations. This explains why fans tend to increase their association with successful teams (Cialdini 1976).

Economic: A fifth motive is the possibility to gamble and win money in combination with sport consumption (Gantz & Wenner 1995; Guttman 1986).

Escape motive: Another motive is that of escape. The fans can temporarily forget about their problems while participating in sports fandom (Gantz & Wenner 1995; Sloan 1989).

Entertainment: To be entertained motivates a fan. It is similar to attending the theatre, watching television, listening to music or reading (Gantz & Wenner 1995; Sloan 1989). It is enjoyable to watch one's favorite team win but it is more complex than that. A spectator's enjoyment of watching a sport event is a function of the persons alliance with the home and away team. Watching a team you dislike lose can be enjoyable (Smith, Turner, Garonzik, Leach, Urch-Druskat & Weston 1996; Wann et al. 2001).

Eustress: The last motive is when a person doesn't get enough stimulation in daily life. People who are participating in sports as a fan to gain excitement and stimulation are motivated by eustress (Gantz & Wenner 1995; Sloan 1989).

2.1.3 The Theory of Personal Investment As Applied To Sports Spectating Decisions

Many theoretical approaches tend to focus on a specific component of the spectating process (Wann et al. 2001). Sport spectating is multidimensional and complex (Guttman 1986). Wann et al. (2001) suggest a more general theory is needed. They argue that *The theory of personal investment* (Maehr & Braskamp 1986) seems to be most appropriate because of its integration of several motivational factors. The theory identifies three dimensions that are critical when determining motivation (Wann et al. 2001). The theory has served as a foundation in previous sport behavior research (Duda, Smart & Tappe 1989).

Perceived options refers to one's understanding of other behavioral alternatives available in a specific situation, a spectator evaluating the weights and costs of other entertainment options. For example, a customer can choose between different sports to watch, go play golf, dine with family and friends etc. (Wann et al. 2001). The availability of the game on TV can sometimes have negative effects on the attendance of the game (Zhang & Smith 1997). In contrast, other researchers suggest there is a reciprocal relationship between those factors. Numbers of home and away games watched on TV correlated positively with attendance. Increased team identification through TV or other media lead to increases in direct sport consumption (Wann & Branscombe 1993; Zhang et al. 1998).

Sense of self factors are more or less organized sets of perceptions, beliefs and feelings of who one is (Maehr & Braskamp 1986). The most relevant factor of sense of self in sports is identification with a team or a performer (Wann et al. 2001). Team identification is one of the most important factors for motivating spectators to attend (Wann & Branscombe 1990). For example, Chicago Cubs haven't won the MLB since 1945 and still attract a large number of spectators (Wann et al. 2001), also Hammarby in the Swedish second division Superettan who attracted most spectators in 2014 (Roslund 2014)

Personal incentives are about how attractive or unattractive an individual views an environmental component (Maehr & Braskamp 1986). In the area of sports marketing it is about how an individual reflects the goals or reasons to attend a game or continue to do so. Four different types of incentives are included in the model: task, ego, social and extrinsic incentives.

Task incentives are unique components in each sport that attract spectators. Spectators don't consume all sports in the same way, they have some sports they find more preferable (Wann et al. 2001).

Ego incentives: Fans often see themselves as part of the team (ibid). Some researchers suggest team performance as the most important factor for attendance (Guttman 1986; Zhang et al. 1995).

Social incentives refers to the social aspect of attending a game, such as spending time with family or friends (Wann et al. 2001). Studies have argued for the social atmosphere as a motivation for attending sport events (Pen et al. 1997; Zhang et al 1995).

Extrinsic incentives can be giveaways, free tickets or the opportunity to interact with players. It can also be the attractiveness of a new stadium (Wann et al. 2001).

2.2 Sports Marketing

Sports marketing is the specific application of marketing principles and processes to sport products and the marketing of non-sports products through association with sport (Shank 1999, pp.2). IFK Göteborg is marketing their product which is elite football, while their sponsors use the club as a way to get their message across. There is a wide field of literature covering the topic of sports marketing. While conducting our research we found that most of the literature concerning the topic revolves around Kotler's marketing mix. This model centers around four variables: product, place, promotion, and price. It captures the marketing activities that are used to create and communicate value to the customer (Ericsson & Persson 2013).

The four items used in the sports marketing mix can all be linked to the motivational factors described earlier in this chapter. They are all central to the consumers when deciding whether to attend games or not, therefore we consider it relevant to examine how the marketers approach these factors. They are also of importance when discussing marketing implications for IFK Göteborg. The way to implement and use the sports marketing mix can be viewed from a range of different perspectives. The consumer to whom you market can be practitioners, attendees or sponsors (ibid). We'll be looking on it from an audience attracting perspective.

2.2.1 Product

The product is something that can be offered to a marketplace to meet a demand. Products within sports marketing ranges from pure goods, like football equipment, to pure services, like the game itself. The goal for every elite club is naturally to sell out each game (Ericsson & Persson 2013). IFK Göteborg sells tickets to the public while in the same time selling sponsorship to businesses. For IFK Göteborg, who provides an intangible service, a strategy may be to “tangible it”. You can highlight the tangible comforts of the facility rather than to promote the game itself. You should stress the tangible aspects of the stadium such as the design, seating and aesthetics, especially when the team is performing poorly (Shank 1999).

When it comes to attracting audience the club will market the first team's progress and fixtures toward the intended target group in the region (Ericsson & Persson 2013). The club can highlight the different players, match arrangements, home turf, culture in the stands etc. Intangible sport products and services can, when negative, have a longer lasting effect compared to tangible products. Customers will remember how a game was ruined for them because of bad weather, foul language, or difficulties in finding a parking spot (Schwarz & Hunter 2008). Every attendee for the game will have a different experience but the core of the offer remains the same. In designing the individual product the club adds a number of elements to create a setting complete and attractive to the viewer (Ericsson & Persson 2013). The parts added can be physical products, and for a team in Allsvenskan like IFK Göteborg, these parts may consist of the arena and its staff, match programme, big screen monitors, and food-, drink- and souvenir sales. The opposing team, week day, and kick off time are all important in the segmentation of the market (ibid).

2.2.2 Place

The primary distinction between the distributing channels for a sporting good compared to services, such as attending a sporting event, is that the game is produced and consumed simultaneously at the place of distribution (Shanks 1999). For IFK Göteborg that place is Gamla Ullevi as long as the consumer actually attends the game. How the audience gets to the stadium with different options is of relevance, Factors like stadium accessibility, parking options and amenities are of relevance (Ericsson & Persson 2013). The game can also be consumed through different media like watching it on television or through a smartphone, which then moves the place into the consumer's living room (ibid).

2.2.3 Promotion

Promotional planning is one of the most important elements of the sports marketing mix (Shanks 1999). Promotions are all activities the marketer performs to reach its business goals. In the case of IFK Göteborg it can be the choice of communication strategy which is embodied in advertising, the website, newsletters, PR activities but also physical sales efforts such as activities in the city center or company visits (Ericsson & Persson 2013). Promotion involves all form of communication to consumers (Shanks 1999).

In sports, building relationships is a natural part of the business. An elite club operating within a popular sport wants to be a part of the good society and should aim to act responsibility in various forms. Thereby creating good associations and become strongly rooted in the locality in which it operates. An important part of the club's work is in various ways informing about the activities of the club and through this emphasize its social importance (Ericsson & Persson 2013).

2.2.4 Price

Price is an important part of the strategy the club uses to sell their respective products and services. Within the marketing mix, price is the easiest factor to change. The price strategy describes how the organization views its product and its brand as well as potential customers or business partners, but also on the competition and how high or low the product is in terms of attractiveness to the buyer (ibid). The perceived benefit of attending an IFK Göteborg game is a subjective experience based on each individual's perception of the event. One consumer may pay a huge amount to see the game because of perceived benefits, while another may attend only if given a ticket. It is important to recognize that the value placed on attending the sporting event is unique to each individual (Shanks 1999).

2.3 Summary

Fans and spectators can have different motives to attend a game, they are both linked and must be examined. There are eight motives researchers found out is most common why people participate in sports as a fan: *Group affiliation, Family, Aesthetic, Self-esteem, Economic, Escape motive, Entertainment, and Eustress*. *The theory of personal investment as applied to sport spectating decisions* is multidimensional and covers both fan and spectator motives when attending games. It contains three dimensions that are critical when

determining spectators' motivation: *Perceived Options*, *Sense of self* and *Personal incentives*. *Personal incentives* is further divided into *Task*, *Ego*, *Social* and *Extrinsic*. *The sports marketing mix* is a tool used by the clubs to attract spectators to the games. The four items used in the sports marketing mix (*Product*, *Place*, *Promotion*, and *Price*) can all be linked to the motivational factors described earlier. They are all central to the consumers when deciding whether to attend games or not.

Chapter 3 Research Method

The third chapter describes the design and implementation of the study. The statistical methods we will use are explained and argued. The model's problem area and delimitations concludes the chapter.

3.1 Research Method

To find the answer to our research questions we undertook a quantitative study of the club's audience. Quantitative research can be considered a research strategy that emphasizes quantification regarding the collection and analysis of data and contains a deductive approach to the relationship between theory and practical research, where the emphasis is on testing theory. The research strategy has incorporated the scientific method's standards and approaches, especially in terms of positivism. Quantitative research holds an understanding of the social reality that constitutes of an external and objective reality (Bryman & Bell 2013).

To find what motivates the IFK spectators it was essential to collect the data from the supporters themselves. Surveys and structured interviews are in many regards similar as research instruments in social research. The obvious difference between them is that for the survey an interviewer is rarely present. To gather as much information as possible in the shortest amount of time we collected our data by undertaking an online survey. Advantages of surveys compared to structured interviews are that surveys are less expensive and quicker to administer. Surveys that the respondents themselves fill in can be distributed in many different ways, in infinite numbers and at the same time. Getting 1,000 respondents to answer should be compared to the time it takes for a large group of interviewers to interview 1,000 people. Surveys suit respondents' needs better, because they can be answered when the respondents have the time and opportunity to do so. Also, surveys entail no interviewer effect. There are several studies showing that factors relating to the interviewer can influence the responses that people leave on the questions (ibid).

There are drawbacks to surveys. You cannot help the respondent with interpretation or ask follow-up questions. To address this problem and to minimize misconceptions we performed a pilot study (See 3.4). Another drawback is that you cannot know for sure who

answered the survey. Even if a questionnaire is addressed to a particular person in a family or a household there may still be someone else who answers it. It is not possible to have control over other individuals who can interfere with- and affect the intended respondent. Some researchers claim that when you distribute questionnaires via the internet some internet users tend to assume different identities online (ibid).

We strived to keep the survey as short as possible in order to reduce the risk of survey fatigue. It is easier for a respondent who tires of survey questions to throw the whole questionnaire in the trash than it is for a respondent questioned by an interviewer to interrupt the interview (ibid).

Surveys in comparison with structured interviews tend to have less open questions, since it is generally easier to answer closed questions (ibid). Like prior research on motivational factors, earlier discussed in the problem area section e.g. Zhang et al (1997), our survey will consist of Likert-scale items. There are a number of advantages with closed questions like Likert-scale items. Closed questions are easy to answer for a respondent and increase the comparability of responses. They are easy to process and computerize (Bryman & Bell 2013).

We used Likert items with 7 levels where the respondents had to grade how much a specific factor motivates them to attend an IFK Göteborg game at Gamla Ullevi. Respondents can be insecure about a question's meaning or purpose and a description of the different options can help to clarify (ibid). Each level was coded in the following way:

7=Very much

6=Much

5=Somewhat

4=Unsure

3=Little

2=Very little

1=Not at all

Besides the Likert-scale items some additional questions were used to categorize the respondents, e.g. gender, age and whether the respondent were a season ticket holder last and/or this season. The respondents were also asked how many games they attended last

season, and how many they intended to attend this season. The gathered data was then processed using IBM's statistics software SPSS.

3.2 Statistical Analysis

When a researcher gathers data from a sample and uses the statistics generated to reach conclusions about the population from which the the sample was taken it's called inferential statistics. A sample is, if properly taken, a representative portion of the whole population (Cortinhas & Black 2012). This study will concentrate on two populations. The first will be people who visited at least one IFK game at Gamla Ullevi last or current season. The second will be people with season tickets, this or the last season.

Likert scale items, give in strict sense rise to ordinal variables. Ordinal variables are variables whose categories can be ranked but the distances between the categories are not equal across the scale. Interval-/ratio variables include equal distances between the categories. Many authors argue that Likert scale items can be treated as interval-/ratio variables, because they generate a relatively large number of categories (Bryman & Bell 2013). Others disagree and mean Likert scales must be treated as ordered categories (Jamieson 2004). Kuzon, Urbanchek & McCabe (1996) argues that the average of *good* and *very good* cannot be "good-and-a-half".

We will present comparisons between the two sample groups by describing a measure of central tendency for each item. This description of the data yields information about the centre, or middle part of a group of numbers (Cortinhas & Black 2012). A way to measure the central tendency is examining the median; this would be in line with those who argue Likert-scales must be treated as ordered categories. Since the Likert-scale only has 7 levels we believe the median wouldn't describe the data accurately. Instead we will be using the arithmetic mean to analyze the samples. Using mean can be hard to justify when using ordinal data like the Likert scale provides, but since our classifications is ordered in a way that closely resembles an interval scale, it is our opinion that it is valid to compare the means in this instance. An advantage with this method is that the mean is affected by each and every value. This may also serve as a disadvantage because extremely large or small values can cause the mean to be pulled towards the extreme value (Cortinhas & Black 2012). Since no extreme values could be inputted into our survey this problem didn't affect us. We will use SPSS to calculate mean and standard deviation for every item on each of our two population samples. We will then analyze which items motivates each group the most.

These items will all be paired with a corresponding factor produced from the literature. We then calculate the factor mean for each factor. Comparisons between each group can be performed to find similarities and differences.

We will also use non-parametric statistics to analyze differences between the groups. This is a class of statistical techniques that make few assumptions about the population and are particularly applicable to ordinal level data (ibid). We will use the Mann-Whitney U test which is a non-parametric counterpart of the t-test used to compare the means of two independent populations. The use of the Mann-Whitney U test assumes that the samples are independent and that the level of data is at least ordinal. With this we can find which items in the two populations aren't statistically identical.

We will further investigate to what degree each item in the survey influenced the amount of games attended last season by the season ticket holders and the non-season ticket holders. We will also investigate to what degree every item influences the amount of games intended to attend this season by the season ticket holders and the non-season ticket holders. Considering our independent variable is ordinal and our dependent variable is interval-/ratio we will analyze the degree of association between two variables with Spearman Rho correlation, which also is a non-parametric test (ibid).

The number of games attended last season will act as the dependent variable. A second analysis will be performed with the number of games the respondents intend to attend this season acting as the dependent variable. A separation will be made between season ticket holders and non-season ticket holders.

3.3 Factors

The survey consisted of 26 likert scale items. Every item in the questionnaire were based around seven factors produced from the literature. We used the six factors presented in *The theory of personal investment* (Maehr & Braskamp 1986) as well as an additional factor that deals with random variables which we believe is missing from the model. We decided to call this factor *Varying external factors* and it accounts for variables the club cannot control e.g. weather, and opponent team. The individual items were designed based on previous research (Dos Santos & Rios 2014; Hansen & Gauthier 1989; Wann et al. 2001; Zhang et al. 1997) and sports marketing literature discussed in the theory framework (See 2.2).



Figure 3.1 An overview of the factors the survey was based on.

Perceived options (includes viability of options):

This factor will examine whether the respondents are more motivated to visit Gamla Ullevi and watch IFK Göteborg live rather than the perceived options. Is the matchday experience priceworthy and how much does televised football effect the respondents?

Sense of self (team identification):

This factor will examine to what degree the respondents' identification with the team or with a performer motivates them to attend games. Is it important to show support for the team and is the history of the club of any significance?

Personal incentives - Task:

This factor will examine if the underlying reason to consume football is what motivates the respondents. Do they attend games because of the love for the sport or as a means to relax and unwind?

Personal incentives - Ego:

This factor will examine how much the team's performance motivates the respondents to attend games. Are the team's chances of winning the title of importance or just winning the game, and can the team's style of play motivate the audience to show up?

Personal incentives - Social:

This factor will examine if the social aspects of attending games motivates the respondents. Is the stadium atmosphere and the chance of meeting friends and family of big importance, or maybe to keep up a family tradition?

Personal incentives - Extrinsic:

This factor will examine how extrinsic aspects affect respondents' motivation. How is the stadium viewed, is it pleasant and accessible enough to motivate people to turn up? How important is the section of the stadium and how important is the ticket price?

Varying external factors:

This factor will examine how variables the club itself cannot control affect the respondents' motivation. How important is the opponent team and the pre-game hype? How big impact does the weather or time of kick off have?

3.4 Pilot Study

Validity is an assessment of the conclusions generated from a study to see if they are related or not. Construct validity is to what degree a question measures what a researcher claims it measures (Bryman & Bell 2013). To increase validity we conducted a pilot study before distributing the survey to find if there were any misinterpretations or errors with the questions. Pilot studies are especially important when conducting a survey since there is no interviewer present who can handle any ambiguities (ibid). The pilot study was performed on five people, two males and three females with a wide age difference. Two of the participants were season ticket holders. We asked them to fill out the survey and describe how they interpreted the questions, and whether they had any other feedback.

The results of the pilot study led us to rephrase some of the questions to make them more apprehendable. We also added a couple of question to capture some aspects that the other questions failed to. The participants of the study couldn't think of any other motivating factor than the ones presented in the questionnaire. The order of the questions was also changed to make the survey more varied by separating similar questions.

3.5 Data Gathering

All of the data for this study was collected by issuing an online survey. The survey was created using Google Forms. We got in touch with IFK Göteborg who helped to distribute

the survey through their official Facebook page and Twitter feed. All of the respondents were anonymous.

One of the main limitations is that surveys usually involve a large shortfall (Bryman & Bell 2013). This failure means that the risk of errors and skewness of the result increases. It is likely that there are some differences between those who complete the survey and those who neglect to do so, and thus the results from the sample will be affected. How this affects our study is further discussed in 3.6. There are strategies that researchers can take to increase the response rate, e.g. give respondents a small reward, or use a sample that you have some measure of control over (ibid). To increase the response rate in our survey the participants were offered the chance of winning two cinema tickets.

The risk that one will get back questionnaires that are only partially answered is considerable. You cannot supervise or assist the respondent the way possible in an interview (Bryman & Bell 2013). This was prevented with the use of Google Forms that stops the participants from submitting unfinished forms. As a result all submitted forms were 100% completed.

Reliability concerns the question of whether the result of a study would be the same if the study were made again (ibid). The weather or the team's performance during the time of responding may have influenced the outcome of the survey. We expect other variables to be consistent over time.

3.6 Model Problem Area and Delimitations

Since the survey was only distributed online through social media, it is not a certainty that the respondents were representative for the whole population. We still have confidence that our sample yields a good ground for the study. Various type of people responded to the survey, people who attend a wide number of games, people of all ages and both season ticket holders and non-season ticket holders. Most of the respondents were men, which reflects the situation at the arena. We don't specify what kind of weather motivates the respondents, not all people are motivated by sunshine. The weather during the time of responding may have influenced the outcome of the survey, as well as the team's performance. We don't separate the respondents in any other way than season or non-season ticket holders. The survey was conducted over the course of three days at an early stage of the season only.

Chapter 4 Results

In the fourth chapter we describe the turnout of the survey. The results from the statistical tests are then presented. Measure of the central tendency shows which factors have the highest mean for each group. To also test if there are significant differences between the two populations we use Mann-Whitney U test which is a non-parametric test suitable for our data. Lastly Spearman Rho Correlation is presented to examine which motivational factors correlate with games attended. A factor can have a high mean for both those who attend many games and those who attend few. Spearman Rho Correlation between motivational factors and games attended gives an indication of which motivational factors determine the behavior, i.e. numbers of games attended.

4.1 Survey Turnout

The survey was distributed online through social media and within 3 days 1120 responses were registered. Out of these, 17 responses were considered unfit for our study. These respondents didn't attend any games last season and had no plans to do so this season, thus not qualifying as attendees to IFK Göteborg's games. This left us with 1103 valid responses. Out of these 1103 respondents, 366 were season ticket holders and 737 were non-season ticket holders. Even though the non-season ticket holders sample was twice as big we still consider 366 respondents a large enough sample to make assumptions. 80,1% said that they lived in West Sweden. 17,6% of the total respondents were women. Among season ticket holders the women represented 12,6%. The youngest respondent was 12 years old and the oldest was 78. The mean age of the respondents was 32. (Season ticket holders 31 years old). The median age was 29. The number of people with season tickets in our sample have increased by 8,28% compared to last season (338 to 366).

This year's season ticket holders said that they planned to visit 14 games this season (Mean: 14,057. SD: 1,770). This year's non season ticket holders planned to visit 6 games (Mean: 6,096. SD: 3,682). Last year's season ticket holders said that they attended 13 games last year (Mean: 13,296. SD 2,109). Last year's non-season ticket holder said they attended 5 games last year (Mean: 4,980. SD 3,769).

4.2 Measure of Central Tendency

We calculated the measure of central tendency for this season's holders and non-holders of season tickets. The individual item *Discount* was neglected when calculating the factor mean in this section since season ticket holders are not susceptible to discounts like “2 for 1” ticket offers. Table 4.1 shows the mean and standard deviation for our two groups.

Table 4.1 Means and standard deviations displayed for all individual items as well as a total factor mean for both groups

MEASURE OF CENTRAL TENDENCY					
	Season ticket holders		Non-season ticket holders		Mean Difference
	Mean	SD	Mean	SD	
Perceived options (includes viability of options)					
Priceworthy entertainment	5,508	1,4176	4,992	1,4390	0,516
Deals (discounts, coupons)*	2,311	1,7174	3,123	1,9952	-0,812
Watch IFK live rather than on TV	6,530	1,0639	5,953	1,2669	0,577
Watch IFK live rather than other football on TV	6,530	1,0458	5,896	1,4185	0,634
TOTAL	18,568	5,2447	16,841	6,1196	1,727
Factor Mean	6,189	-	5,614	-	0,575
Sense of self (team identification)					
I identify with the club	6,336	1,0646	5,824	1,3549	0,512
The club's history	5,577	1,4594	5,284	1,5922	0,293
Watch my favorite player(s)	4,863	1,6954	4,449	1,6933	0,414
Show my support for IFK	6,596	0,8145	6,050	1,2539	0,546
TOTAL	23,372	5,0339	21,607	5,8943	1,765
Factor Mean	5,843	-	5,402	-	0,441
Personal incentives - Task					
My love for the sport	5,842	1,3188	5,790	1,2961	0,052
Forget about everyday life	4,702	1,8774	4,434	1,8515	0,268
TOTAL	10,544	3,1962	10,224	3,1476	0,320
Factor Mean	5,272	-	5,112	-	0,160
Personal incentives - Ego					
Chance of winning the title	5,492	1,7669	5,399	1,6095	0,093
IFK's chances of winning the game	5,290	1,9733	5,274	1,7703	0,016
Watch IFK play entertaining football	4,803	1,6617	5,122	1,4357	-0,319
TOTAL	15,585	5,4019	15,795	4,8155	-0,210
Factor Mean	5,195	-	5,265	-	-0,070
Personal incentives - Social					
Spend time with family and friends	5,273	1,6441	4,579	1,6532	0,694
Meet people	4,503	1,8339	3,909	1,6815	0,594
Atmosphere	6,066	1,1425	5,977	1,2273	0,089
Family tradition	3,497	2,1077	3,216	1,9360	0,281
TOTAL	19,339	6,7282	17,681	6,498	1,658
Factor Mean	4,835	-	4,420	-	0,415

Personal incentives - <i>Extrinsic</i>					
Accessible stadium	4,705	1,8193	4,688	1,7219	0,017
Section of the stadium	4,997	1,8018	4,182	1,7240	0,815
Price of tickets	3,511	1,7340	3,608	1,6049	-0,097
I feel good when visiting Gamla Ullevi	5,833	1,3577	5,361	1,4652	0,472
TOTAL	19,046	6,7128	17,839	6,516	1,207
<i>Factor Mean</i>	4,762	-	4,460	-	0,302
Varying external factors					
The weather	2,699	1,8094	3,917	1,6972	-1,218
The opposing team	2,915	1,7394	3,894	1,7280	-0,979
Hyped game	3,451	2,0168	4,225	1,7695	-0,774
Time of day	3,167	1,9744	4,233	1,8385	-1,066
Day of week	3,137	2,0347	4,414	1,8906	-1,277
TOTAL	15,369	9,5747	20,683	8,9238	-5,314
<i>Factor Mean</i>	3,074	-	4,137	-	-1,063
* This item was not included in the calculation of factor mean					

Individual item means:

The top five items that scored the highest mean value were the same for both groups, with a slightly different order. The season ticket holders' mean was higher on all these items, they also showed less standard deviation than the non-season ticket holders. The item that scored the highest for both groups was *Show my support for IFK* (Season: 6,596. Non-season: 6,050). This was also the only item for the non-season ticket holders to score higher than 6. For both groups this also scored one of the lowest standard deviations, making this the number one motivational reason to visit an IFK game at Gamla Ullevi. The other four most popular items were: *Watch IFK live rather than on TV*, *Watch IFK live rather than other football on TV*, *I identify with the club*, and *Atmosphere*.

The items that scored lowest differentiated more between the two groups. The least motivating item for season ticket holders was *Weather* (2,669), followed by *The opposing team* (2,915), *Day of week* (3.137), and *Time of day* (3.167). The least motivating item for the non-season ticket holders was *Family tradition* (3,216), followed by *Ticket price* (3,608), *The opposing team* (3,894), and *Meet people* (3.909).

Overall the season ticket holders gave a higher score on all except seven items. The item that had the highest mean difference between the two groups was *Day of week* (A difference of 1,277). The item that had the lowest mean difference was *IFK's chances of winning the game* (A difference of 0,016).

Factor means:

The most important factor for both groups is *Perceived options*. The season ticket holders scored this much higher (A difference of 0,575). *Ego* is more important than *Task* for non-season ticket holders, and *Social* is more important than *Extrinsic* for season ticket holders.

Table 4.2 Factors in order of highest mean for each group

HIGHEST FACTOR MEANS		
	Season ticket holders	Non-Season ticket holders
1	Perceived options (6,189)	Perceived options (5,614)
2	Sense of self (5,843)	Sense of self (5,402)
3	Task (5,272)	Ego (5,265)
4	Ego (5,195)	Task (5,112)
5	Social (4,835)	Extrinsic (4,460)
6	Extrinsic (4,762)	Social (4,420)
7	Varying external factors (3,074)	Varying external factors (4,137)

Only two factors scored a higher mean for the non-season ticket holders: *Ego* (A difference of 0,070), and *Varying external factors* (A difference of 1,063). *Varying external factors* is the least motivating factor for both groups but it is also the factor that differs the most. Each one of the five items in this factor is more important for the non-season ticket holder. The factor that showed least difference between the groups was *Ego* (A difference of 0,070).

4.3 Mann-Whitney U-test

The hypotheses being tested with the Mann-Whitney U test are as follows:

H0: The two populations are identical.

Ha: The two populations are not identical.

The grouping variable in the Mann-Whitney test will be current season and non-season ticket holders. The test was executed with IBM's software SPSS. If the p-value is less than 0.05 we will reject the null hypothesis. Table 4.3 shows the results from the test.

Table 4.3 Mann-Whitney U test comparing the two populations

MANN-WHITNEY U TEST		
	Mann-Whitney U	Asymp. Sig. (2-tailed)
Perceived options (includes viability of options)		
Priceworthy entertainment	106441,0	0,000
Deals (discounts, coupons)	102500,0	0,000
Watch IFK live rather than on TV	94528,0	0,000
Watch IFK live rather than other football on TV	96288,5	0,000
Sense of self (team identification)		
I identify with the club	104614,5	0,000
The club's history	121075,5	0,004
Watch my favorite player(s)	116154,0	0,000
Show my support for IFK	99762,0	0,000
Personal incentives - Task		
Love for the sport	130654,5	0,374*
Forget about everyday life	123343,0	0,019
Personal incentives - Ego		
Chance of winning the title	125744,5	0,058*
IFK's chance of winning the game	129708,0	0,285*
Watch IFK play entertaining football	120904,0	0,004
Personal incentives - Social		
Spend time with family and friends	101295,0	0,000
Meet people	108440,5	0,000
Atmosphere	129473,5	0,249*
Family tradition	125657,5	0,060*
Personal incentives - Extrinsic		
Accessible stadium	133440,0	0,770*
Section of the stadium	97749,0	0,000
Price of tickets	129859,0	0,306*
I feel good when visiting Gamla Ullevi	108477,0	0,000
Varying external factors		
The weather	82067,0	0,000
The opposing team	92874,5	0,000
Hyped game	104323,0	0,000
Day of week	87249,0	0,000
Time of day	93391,50	0,000
*p>0,05		

The Mann-Whitney U test identified that out of 26 items, the two populations were identical on the 7 following:

- Love for the sport (U=130654,5, p=0,374)
- Chance of winning the title (U=125744,5, p=0,058)
- IFK's chance of winning the game (U=129708,0, p=0,285)
- Atmosphere (U=129473,5, p=0,249)

- Family tradition (U=125657,5, p=0,060)
- Accessible stadium (U=133440,0, p=0,770)
- Price of tickets (U=129859,0, p=0,306)

4.4 Correlation

The correlation of all items was tested for both the current season (games intended to attend as dependent variable) and the last season (games attended as dependent variable). Positive correlations indicate that high values of one variable tend to be associated with high values of the other variable, and low values of one variable tend to be associated with low values of the other variable. +1 means a positive correlation of two values. The variables either increase or decrease together. -1 implies a negative relationship. When the value of one variable increases, the value of the second variable decreases. Correlations near zero indicate little or no association between variables. (Cortinhas & Black 2012)

Table 4.4 Spearman Rho correlation coefficients between motivational factors and numbers of games attended last season and planned to attend this season for season ticket holders and non-season ticket holders

SPEARMAN RHO CORRELATION				
	Number of games this season		Number of games last season	
	This season's Season ticket holders	This season's Non-season ticket holders	Last season's Season ticket holders	Last season's Non-season ticket holders
<i>Perceived options (includes viability of options)</i>				
Priceworthy entertainment	0,173**	0,049	0,198**	0,066
Deals (discounts, coupons)	0,066	-0,054	0,040	-0,049
Watch IFK live rather than on TV	0,216**	0,170**	0,210**	0,195**
Watch IFK live rather than other football on TV	0,152**	0,192**	0,113*	0,207**
<i>Sense of self (team identification)</i>				
I identify with the club	0,134**	0,217**	0,157**	0,241**
The club's history	0,199**	0,078*	0,174**	0,091*
Watch my favorite player(s)	0,110*	0,071	0,137*	0,086*
Show my support for IFK	0,160**	0,232**	0,098	0,228**
<i>Personal incentives - Task</i>				
Love for the sport	0,100	0,117**	-0,053	0,116**
Forget about everyday life	0,092	0,052	0,048	0,064
<i>Personal incentives - Ego</i>				
Chance of winning the title	0,106*	0,121**	0,016	0,079*
IFK's chance of winning the game	0,089	0,053	0,031	0,040
Watch IFK play entertaining football	0,063	0,056	-0,035	0,025

Personal incentives - <i>Social</i>				
Spend time with family and friends	0,077	0,185**	0,051	0,156**
Meet people	0,096	0,138**	0,055	0,139**
Atmosphere	0,042	0,142**	-0,021	0,104**
Family tradition	0,110*	0,123**	0,126*	0,143**
Personal incentives - <i>Extrinsic</i>				
Accessible stadium	0,045	0,099**	-0,009	0,057
Section of the stadium	0,103*	0,177**	0,113*	0,165**
Price of tickets	0,006	0,025	0,009	0,002
I feel good when visiting Gamla Ullevi	0,165**	0,182**	0,121*	0,168**
Varying external factors				
The weather	-0,093	-0,144**	-0,145**	-0,140**
The opposing team	-0,128*	-0,44	-0,248**	-0,076*
Hyped game	-0,130*	-0,010	-0,210**	-0,024
Day of week	-0,183**	-0,113**	-0,156**	-0,114**
Time of day	-0,155**	-0,110**	-0,104	-0,102**
Notes: *Correlation is significant at the 0,05 level (2-tailed) **Correlation is significant at the 0,01 level (2-tailed)				

Perceived options is a notable factor also when examining the Spearman Rho correlation coefficients between motivational factors and numbers of games attended. The item *Priceworthy entertainment* has a correlation for season ticket holders, while there is no significant correlation for the non-season ticket holders. The items *Watch IFK live rather than on TV* and *Watch IFK live rather than other football on TV* are correlated for both groups.

In the *Sense of self* factor the item *I identify with the club* was significantly correlated across both groups, last season's non-season ticket holders was the strongest (0,241). *The club's history* had a stronger correlation for the season ticket holders while *Show my support for IFK* was more correlated for the non-season ticket holders.

The *Task* factor only had one item correlating. *Love for the sport* correlated for the non-season ticket holders, it measured 0,117 as strongest (this season).

Only one out of three items in the *Ego* factor had correlation for the groups. *Chance of winning the title* had a significant correlation this season at the 0.01 level for the non-season ticket holders (0,121). For the season ticket holders, this item didn't correlate last season.

All items in the *Social* factor had a correlation for the non-season ticket holders (at the 0.01 level), while *Family tradition* was the only item that correlated (at the 0.05 level) for the season ticket holders.

In the factor *Extrinsic*, *Price of tickets* had no correlation. *Section of the stadium* showed correlation for both populations, but stronger for the non-season ticket holders. *I feel good when visiting Gamla Ullevi* showed a correlation for both groups.

Varying external factors had some items show a significant negative correlation. *The weather* was negatively correlated for the non-season ticket holders' both seasons. For season ticket holders *The opposing team* and *Hyped game* items were more correlated last season compared to the current. *Day of week* was negatively correlated for both groups.

Chapter 5 Analysis and Discussion

In the fifth chapter we analyze and discuss the results yielded from the study. We propose measures IFK Göteborg may take to increase the attendance on Gamla Ullevi. We draw conclusions and then end the chapter by presenting suggestions on further research.

5.1 Analysis and Discussion

From analyzing the statistics we could see that the season ticket holders were more distinct in their responses. The important items scored a higher mean while the less important scored a lower one compared with the non-season ticket holders. The season ticket holders were also motivated more strongly by a greater number of items. Considering the platform in which the survey was distributed we can assume that many respondents were supporters of IFK. It is also safe to assume that the season ticket holder sample is a more homogenous group than its counterpart knowing that acquiring a season ticket is a significant economic sacrifice. Respondents between both groups can still have the same views just lacking the economic resources or the time required to invest.

Even though the survey was anonymous there is a possibility that respondents take on the role of the dedicated supporter and responds in a way that socially should be expected from them. Bryman & Bell (2013) argue that respondents may take another identity online. The season ticket holders was the least motivated by weather which can be interpreted as the weather doesn't affect them, as to be expected from a dedicated supporter, not ruling out that this is also the case.

In average both groups intended to attend one more game this season than they attended last season. *Chance of winning the title* had a relatively high mean for both groups, people might have felt an optimism when answering the survey in the beginning of the season. This item has scored high in previous research as well (Hansen & Gauthier 1989). This is also in line with the sports marketing literature which says that the clubs should market the first team's progress to attract spectators (Ericsson & Persson 2013). However, no correlation was found between *Chance of winning the title* and games attended.

Perceived options is one of the most important factors. People among both groups who answered they were motivated by watching IFK live rather than on TV, or other games on TV, also attended or planned to attend more games. Previous research has found broadcasted media to increase team identification and attendance (Wann & Branscombe 1993; Zhang et al. 1998). Research has also found a negative correlation between the availability of the game on TV and attendance (Zhang & Smith 1997). Our results may indicate a competing relation between watching the game on TV and watching it live because a positive correlation was found between *Watch live rather than on TV* and number of games attended. This means people who are less motivated by this item will attend fewer games.

The season ticket holders found it exactly as motivating to watch IFK live instead of watching the game on TV, or any other televised game. These facts support the notion they are more dedicated supporters. The non-season ticket holders were less motivated if another appealing game was playing on television.

The season ticket holders view football as *Priceworthy entertainment* to a higher extent than the non-season ticket holders. This seems logical knowing that one of the benefits of acquiring a season ticket is making attending games more priceworthy. The sports marketing literature argues that the perceived benefit of attending sporting events is a subjective experience based on each person's perception of the event. The value placed on attending the sporting event is unique to each individual (Shanks 1999).

Season ticket holders identify with the club and want to show their support more than other spectators. To watch their favorite player(s) is also more important. This can be a consequent of attending more games. For every game attended the attachment towards the players has a possibility to grow stronger. Identification is however also an important factor for the non-season ticket holders. Correlations were found on several items for both groups in *Sense of self* with games attended. The same results were found by Wann & Branscombe (1990).

The non-season ticket holders view, unlike the other group, *Ego* as a more motivating factor than *Task*. People with season tickets aren't as dependent on watching IFK playing entertaining football, they will still come and watch. When it comes to IFK's chances of winning the game or winning the title the Mann-Whitney U test showed that there were no

differences between the two populations. This test also showed that there were no differences between the populations when it came to *Love for the sport, Atmosphere, Family tradition, and Stadium accessibility*. Why these specific items are identical we can't explain with this study.

Season ticket holders view the social aspects like spending time with family and meet friends as more motivating reasons for visiting Gamla Ullevi. Watching football can be regarded as a social activity and if you attend many games with the same people this will surely result in the creation of a social network that exists at Gamla Ullevi.

The non-season ticket holders who are motivated by the social aspects are attending more games, while there is no correlation for the season ticket holders except from *Family Tradition* (at the 0.05 level). Season ticket holders who are less motivated by the social aspects might have other reasons motivating them to attend, e.g. stronger team identification than the non-season ticket holders.

The *Section of the stadium* item has much more meaning to the season ticket holders. This is probably due to the fact that if they choose poorly they are stuck with the same seat for all of the season. People who buy tickets separately can have different seats for every game, if the seat is bad they don't need to sit there again. Seating is one of the tangible aspects the clubs should highlight when not promoting the game itself according to the sports marketing literature (Shanks 1999).

Both groups show relatively low motivation towards the *Ticket price* item. This should be expected since it's hard to imagine anyone being motivated paying for something unless it was for a bargain price. Overall this particular item is on its own not obvious how to interpret. Is the ticket price ranked low because the respondent doesn't care about the price, or is it because they consider the price to high? By comparing it to the *Priceworthy entertainment* item which scored high we can draw the conclusion it's the former, particularly for season ticket holders. The Mann-Whitney U test shows that there is no difference between the two populations regarding the ticket price item. We still believe that ticket price is important when becoming a season ticket holder, it's just not dealt with when using a single Likert-scale item with no follow-up questions. Saving money should reasonably be one of the main reason one acquires a season ticket, knowing that few games actually sell out.

Spending time on Gamla Ullevi was also much more motivating for season ticket holders. Attending so many games at Gamla Ullevi it will surely become like a second home.

The *Varying external factors* was the factor that showed most difference between the two populations. All of the items within this factor were shown to be less motivating for the season ticket holders. This seems logical since this group has already paid for every game of the season. The ones lacking a season ticket must decide for each and every game whether to attend or not, and when making that decision these items are likely taken into consideration. However, the majority of items in this factor were correlated negatively to games attended for both groups. It is a challenge for the clubs to handle this in a marketing perspective, as it is out of their control.

Day of week and *Time of day* were more important to the non-season ticket holders when examining the means. Both groups showed negative correlation between these items and games attended. This in contradiction to Zhang et al. (1997) findings where there were no correlation between these items and attendance. On the other hand, Welki and Zlatoper (1999) found weekend games were correlated to more attendance. Another study found that evening games attracted more attendance than afternoon games (Hansen & Gauthier 1989). Their findings are in line with ours, showing the time is a variable affecting attendance.

Weather had a higher mean for the non-season ticket holders. In the correlation studies it was negatively correlated for non-season ticket holders with games both this and last season. For the other group it was negatively correlated with numbers of games attended last season only. Welki and Zlatoper (1999) found weather negatively correlated to number of games attended. Indoor sports like hockey were less sensible to weather (Zhang et al. 1997). Football is performed outside which affect attendance both in the arena and when they travel to the game. The sports marketing acknowledged that intangible sport products and services can, when negative, have a longer lasting effect compared to tangible products. Customers will remember how a game was ruined for them because of bad weather (Schwarz & Hunter 2008).

The away team plays a bigger role in major sport leagues, where it helps to attract more spectators (Hansen & Gauthier 1989). In our study the home team is more important than the away team for both groups. This has also been found in previous research when

studying minor sport leagues in USA (Zhang et al. 1997). Allsvenskan does not have the same stars like NHL, Premier league or any other sport's major league. It should be noted that non-season ticket holders are more motivated by the away team than season ticket holders when examining the means.

The chance of success for the team, and the stadium atmosphere are considered identical for both populations as well as highly motivational. This would be a common ground for marketers to push in their communication with the consumers. The importance of the atmosphere is a testament to the supporters' value. Shanks (1999) argued that the tangible aspects should be highlighted if the team performs poorly. This corresponds with our results but we also find the social aspects to be of importance for both groups.

Whether our results can be applied on other teams in Swedish Allsvenskan is another aspect that needs to be discussed. The *Varying external factors* will likely affect their attendance in the same way as they face the same weather, opponents and kick off times as IFK Göteborg. The season ticket holders will probably have a higher motivation for most of the factors except from the *Varying external factors*. However, the uniqueness of individual clubs must be considered. Unique variables for each club, like history, tradition and tenure (numbers of seasons in the first division) most likely affect attendance. We discussed Hammarby who had the highest average number of attendance 2014 even though the team did not play in the highest division (Roslund 2014). Chicago Cubs is another example, a baseball team in USA who has not won the MLB for a long time, still attracting a lot of spectators (Wann et al. 2001)

5.2 Marketing Implications

People attending many games have an attitude of preferring to watch live rather than on TV compared with those who attend less. The club should investigate how to make more people prefer the live experience. Different aspects could be highlighted such as the atmosphere, social factors and other benefits of attending. When a potential spectator evaluates different options and prefers to watch a game live there's a bigger chance that the person actually will attend.

Sense of self (Team identification) is correlated with games attended. IFK Göteborg has a rich history it can highlight and keep fresh in peoples' minds. Since *Show my support for IFK* was the highest motivating item for both groups, the club should therefore emphasize

people's chance of showing their supportership, e.g. Facebook Check Ins and Instagram photos.

Before the season begins, the club should build up consumers' expectations like allude on the chances of winning the title to sell more season tickets. Season ticket holders and non-season ticket holders are equally motivated by team performance and this should be highlighted when the team is performing well. When the team is performing poorly you should stress the tangible aspects of the stadium such as the design, seating and aesthetics (Shank 1999). We also recommend pushing the social aspects.

The atmosphere is very motivating for both groups. The non-season ticket holders who are motivated by the atmosphere also attend more games. Therefore, the supporters are important for the club as they are creators of the atmosphere on the arena. Factors that create an appealing atmosphere should be identified by the club so they can work together with the fans. Activities to enhance the atmosphere could be to finance tifos (a choreographed act created by the fans before the game begins).

Varying external factors are factors the club cannot control, e.g. weather, opposing team and time of kick-off. Our results show a negative correlation between how motivated a spectator is by the game's time and day and number of games attended. This means spectators are sensitive to the schedule. Therefore, it is important that the association Svenska Fotbollsförbundet is taking spectators' preferences into account when making the schedule. This requires cooperation with both fan bases and clubs to make Allsvenskan an appealing product. It would be interesting to investigate how price sensitive spectators are and whether they decide to attend a game before they know the price of the tickets. A system to price tickets for each game that revolves around the *Varying external factors* could then be developed to earn as high revenue and attendance as possible.

5.3 Conclusion

This study set out to answer two questions concerning IFK Göteborg's spectators' motivation to attend games at gamla Ullevi. The first research question read as follows:

Which factors influence season ticket holders' and non-season ticket holders' motivation to attend IFK Göteborg's games at Gamla Ullevi?

The item that scored the highest mean for both groups was *Show my support for IFK*. The most motivating factor for both groups was *Perceived options*. In this factor, the two items *Watch IFK live rather than on TV* and *Watch IFK live rather than other football on TV*, correlated positively with the numbers of games attended for both groups. The second most important motivating factor was *Sense of self (team identification)* where the item *I identify with the club* had a positive correlation with numbers of games attended for both groups.

The team's performance (*Ego*) has been considered the most important factor for attendance in some previous studies (Guttman 1986; Zhang et al. 1995). We found it important but not as important as *Perceived options* and *Sense of self (team identification)*. However, which factor that is to be considered the most motivating for IFK Göteborg's attendees we can't say for certain, the channel through which we collected the data (IFK Göteborg's official Facebook and Twitter) may not be representative for the whole population.

Varying external factors correlated negatively with the number of games attended. This means people may refrain from attending depending on the opponent team or the weather.

The second research question constructed for this study was the following:

Is there a difference between season ticket holders' and non-season ticket holders' motivation to attend IFK Göteborg's games at Gamla Ullevi?

We found that season ticket holders were motivated more strongly by a greater number of items when examining the measure of central tendency. 7 out of 26 items were identified as identical between the two populations when performing the Mann-Whitney U test.

Varying external factors is the factor that differ the most between the two populations (1,063 factor mean difference). These items are less motivating for the season ticket holders.

5.4 Suggestions on Further Research

This study could be complemented by examining the team at several occasions throughout the season with random survey samples at the stadium. We suggest further research also

could concentrate on qualitative methods. A qualitative study can yield a deeper understanding for the spectators' motivation to attend sporting events.

A comparison between spectators' motivation of different clubs in Allsvenskan would contribute to knowledge about the league as a whole. Also, segment the spectators in another way, such as standing audience, teenagers, families and seniors, to see how they differ from each other in their motivation to attend.

Chapter 6 References

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APPENDIX

The questions of the survey

QUESTIONNAIRE	
ENGLISH	SWEDISH
What motivates you to visit IFK Göteborg's games at Gamla Ullevi?	Vad motiverar dig att besöka IFK Göteborgs matcher på Gamla Ullevi?
<i>Please rank the following reasons that motivates you to attend IFK Göteborg's home games in Allsvenskan. 7=Very much; 6=Much; 5=Somewhat; 4=Unsure; 3=Little; 2=Very little; 1=Not at all</i>	<i>Var snäll och ranka följande anledningar som motiverar dig att gå på IFK Göteborgs hemmamatcher i Allsvenskan. 7=Väldigt mycket; 6=Mycket; 5=En del; 4=Något eller osäker; 3=Lite; 2=Väldigt lite; 1=Inte alls</i>
Priceworthy entertainment	Det är Prisvärd underhållning
Deals (discounts, coupons)	Erbjudande (Rabatter, kuponger)
Watch IFK live rather than on TV	Att se IFK på plats hellre än på TV
Watch IFK live rather than other football on TV	Att se IFK på plats hellre än annan fotboll på TV
I identify with the club	Jag identifierar mig med klubben
The club's history	Klubbens historia
Watch my favorite player(s)	Se min/mina favoritspelare
Show my support for IFK	Visa mitt stöd för IFK
Love for the sport	Kärlek till sporten
Forget about everyday life	Koppla bort vardagsstressen
Chance of winning the title	Chansen att utmana om ligatiteln
IFK's chance of winning the game	IFK:s chans att vinna matchen
Watch IFK play entertaining football	Se IFK spela underhållande fotboll
Spend time with family and friends	Umgås med familj/vänner
Meet people	Träffa folk
Atmosphere	Publikstämningen/Atmosfären
Family tradition	Tradition i familjen
Accessible stadium	Lättillgänglig arena
Section of the stadium	Sektion på arenan
Price of tickets	Biljettpriset
I feel good when visiting Gamla Ullevi	Jag mår bra av att vistas på Gamla Ullevi
The weather	Vädret
The opposing team	Motståndarlaget
Hyped game	Uppsnackad match
Day of week	Matchens veckodag
Time of day	Matchens tidpunkt
Number of games you plan to attend this season (0-15)	Antal matcher du tänker besöka den här säsongen (0-15)
Number of games you attended last season (0-15)	Antal matcher du besökte förra säsongen (0-15)
Do you have a season ticket? (YES/NO)	Har du säsonskort? (JA/NEJ)
Did you have a season ticket last season? (YES/NO)	Hade du säsonskort förra säsongen? (JA/NEJ)
Do you live in West Sweden? (YES/NO)	Bor du i västsverige? (JA/NEJ)
Gender (Male/Female)	Kön (Man/Kvinna)
Age (___)	Ålder (___)