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Abstrakt

Cílem této práce je vyšetřit spotřebitelské chování lidí nakupujících zboží mezinárodně známých fotbalových značek. Rozdíly ve spotřebě fotbalového zboží jakožto módního produktu, jsou prozkoumány a analyzovány mezi různými věkovými skupinami spotřebitelů. Práce dále zkoumá vztah mezi tím, jak zákazníci věrni značce ve smyslu nakupování fotbalového zboží, vydávají množství peněz na tyto produkty. Mimo to, je prošetřována role uvědomování si fotbalových značek, jestli se jejich spotřebitelé a lidé, kteří je nekonzumují výrazně liší v rozpoznání těchto značek. Další faktory, ovlivňující spotřebitele při nakupování fotbalového zboží jsou také probádány. K vyšetření všech hypotéz byl proveden výzkum. Jako populaci svého výzkumu, jsem zvolil všechny spotřebitele zboží mezinárodně známých fotbalových značek ve dvou obchodních centrech v Huddersfieldu. Za účelem získání prvotních dat od tazatelů, byl použit dotazník. Při analyzování dat z dotazníků bylo využito několik statistických metod, ANOVA test byl shledán jako nejvhodnější k analyzování mých nálezů. Bylo zjištěno, že mladí spotřebitelé kupují zboží profesionálních fotbalových značek jakožto módních produktů ve větší míře, nežli starší spotřebitelé. Vztah mezi věrností značce a množstvím peněz, které zákazník vynaloží na nákup zboží, je v práci také identifikován a analyzován. Počet dotazníků, použitých v mém výzkumu, je roven padesáti. Není to rozsáhlý vzorek, a proto by výsledky výzkumu neměly být zevšeobecněny na širší populaci.

Abstract

The aim of this work is to investigate consumer behaviour of people buying football merchandise of internationally known football brands. Differences in consuming merchandise as fashionable items between different age groups are examined and analysed. The work further explores the relationship between brand loyal consumers in terms of buying merchandise and amount of money spent on. Further, the role of brand awareness when buying football merchandise and other factors that affect consumer when buying football merchandise will be explored. To investigate all hypotheses a research must have been carried out. My research population was all consumers of football merchandise at two shopping centres in Huddersfield. For this purpose a questionnaire were used to collect primary data from respondents. When analyzing the questionnaires a few statistical methods were used, ANOVA test has been found as most appropriate to analyze my findings. There was found that young consumers buy football merchandise more as fashionable items than older consumers. The relationship between brand loyalty and how much money a customer spends on it has been identified and analyzed in this work as well. Number of questionnaires used in my research was fifty, it is not a large sample therefore, results of research should not be generalized to wider population.

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Investigation of buying behaviour of football merchandise consumers in Huddersfield

Zkoumání spotřebitelského chování zákazníků nakupujících v Huddersfieldu zboží profesionálních fotbalových týmů

BP-PE-KMG-05

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Investigation of buying behaviour of football merchandise consumers in Huddersfield

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Introduction

Football in the UK in the 21st century is very different from the game which originated in England in the middle of 19th century. In the 1940s and 1950s the game probably reached its peak in terms of clouds of fans attending football games. In the 1970s and 1980s football in England became problematic sport full of hooligan fans who exhibit anti-social behaviour. However, the problem of hooligans has been solved and the image of British football has been recovered. Commercialisation of football on all its levels has caused that football is seen as business that makes profit as any other businesses. One part of football commercialisation is merchandise sales. I am going to give a brief view into the recent history. In the 1980s, merchandise sales were low and football clubs did not do much to restrict the use of official team logos. However, in 1990 the British club Arsenal London was the first one which registered its brand name in order to prevent selling its brand logo by someone else. They were mostly the traders who did not belong to football business and selling the logo of the club. (Hallam, 1992 cited by Howard and Sayce, 1999) Since 1992, when the new FA Premier League was established, the League together with football clubs carefully protects “official” football brands’ products from being imitated or reproduced by producers who do not belong to official clubs.

Wearing of football jerseys constitutes efficient licensing and has become much more fashionable than it was in the recent history. Selling of merchandise products is very important for commercial success of football brands. Football merchandise is a booming business. However, in England the football clubs are much more successful in terms of selling merchandise, football clubs in continental Europe are somewhat behind the merchandising boom in the UK. Howard and Sayce (1998) argue that football fans on the continent do not see football jerseys as much fashionable as fans in the UK. They suggest that British fans perceive the football differently from the European fans on the continent. Fans spent nearly seven billion euros on football club-related merchandise in the past years across the five key European football markets – England, Italy, Spain, Germany and France. The highest spending market on football club-related merchandise is the UK, where about 2.7 billion euros was spent in 2005. Scarves and jerseys are the

most popular articles, with 35 percent of fans or 44 million, possessing either of these goods.

The objective of the paper is to investigate consumer behaviour of people buying football team merchandise of internationally known brands. Many researchers have examined the fans attendance at the games, the issue of price tickets or indirect consumption through various media. However, investigating the merchandise consumers' behaviour have not been researched sufficiently, thus this paper is to fill a gap concerning this topic.

1. Literature review

The objective of this paper is to investigate why and how people purchase football team merchandise of internationally known football clubs. This work also examines brand loyalty of consumers, whether they consume merchandise of one brand only, merchandise of more brands at the same time or whether they switch brands during the time. I am focusing on consumers' perception of brands, their loyalty to football brands and factors influencing sport consumption behaviour, specifically buying merchandise.

Furthermore, there is an attempt to identify the most successful football brands in terms of how many people buy their merchandise. In football, successful performance on the field is important as the people associate with those individuals and organizations that are "successful winners". However, football clubs can not rely solely on the performance on field because such success may be inconsistent. Therefore, football club must concentrate on developing its brand. To make the brand stronger and focus on customers are two crucial things to football clubs to maintain success of the brand in a long term.

I have divided literature review chapter into two parts. First part deals with brand itself and its components, which are important for brand to be successful. The second part refers to consumer behaviour. Motivations for consumption, consumer decision-making process, factors influencing consumer decision-making process, fan identification and impulse buying behaviour are discussed in the second part of this chapter.

1.1 Brand

In the 21st century people look at sport organizations as brands. The importance of brand in sport has become bigger and therefore the brand equity is used more widely as concept to assess brands in sport industry. This work focuses on football merchandise consumers because football is the most popular sport worldwide and internationally

known football clubs take advantage of their brand names in terms of selling merchandise best of all sports. Shimp (2000) cited by Gladden, J.M. and Funk, D.C. (2001) defined brand as a “name, term, sign, symbol or design, alone or in combination, intended to identify the goods or services of one seller or a group of sellers in order to differentiate them from those of their competitors.”

The brand is so important to all companies, however especially in sport brands are crucial since no tangible product exists consumer choice in sport is driven by brand as most significant factor influencing what product to purchase. In sport context consumers associate the value of the product with its brand.

1.1.1 Brand equity

We could say that brand equity is a term used to describe the strength of a brand. Strong brand with high equity brings many benefits to sport teams. These benefits can include customer loyalty, higher revenues or brand extension opportunities. Customers can perceive the brand as an added value to a product they purchase. If a customer is willing to pay higher price for a brand – an added value, we can identify brand equity. It means that they are orientated by a brand as well, not only a price when making a decision. In sport marketing building brand equity has been increasingly important in last few years and it is crucial to football clubs at this time. Brand equity accrues from consumers’ bigger confidence in a brand over its competitor brands. That means consumers are loyal to that brand and willing to pay higher price for it. We can deduce that football clubs strongly profit from customers’ loyalty, higher prices they can charge and high brand equity the brand possess. Farquhar (1989, p.24) when he defines brand equity, he refers to the added value that a brand name provides to a product.

Brand equity is crucial to the football teams, as no tangible product exists for a sport teams, the image of the football club is the key element for success. The football club is represented by the licensed logo that sells merchandise. Boone, Kochunny and Wilkins (1995, p.33) define brand equity as “the premium the purchaser would pay for a branded

good or service compared to the amount that would be paid for an identical unbranded version of the same item.” The value of brand equity can be also seen as difference between what a consumer is getting for the product with the brand logo and identical product without it.

Aaker (1991) was the first person who focused on consumers when evaluating a brand. He sees brand equity as “set of advantages and disadvantages consumer relates to a brand that drive the value of product.” There are two different views to look at brand equity, financial and customer-based view. The financial perspective is not discussed in this paper. In this paper I am going to deal with customer-based brand equity because it better shows the relationship between brand and its customers. Customer-based perspective looks at how customers response to a particular brand name. It is also the driving power for financial gainings to the firms. Brand equity is in his opinion “positive or negative elements that enhance or take away from the value of a brand”. Aaker (1996) also identifies four elements which are significant in creating brand equity - they are brand associations, brand loyalty, brand awareness and perceived quality. - Figure 1.1. (Blahut et al., 2004)

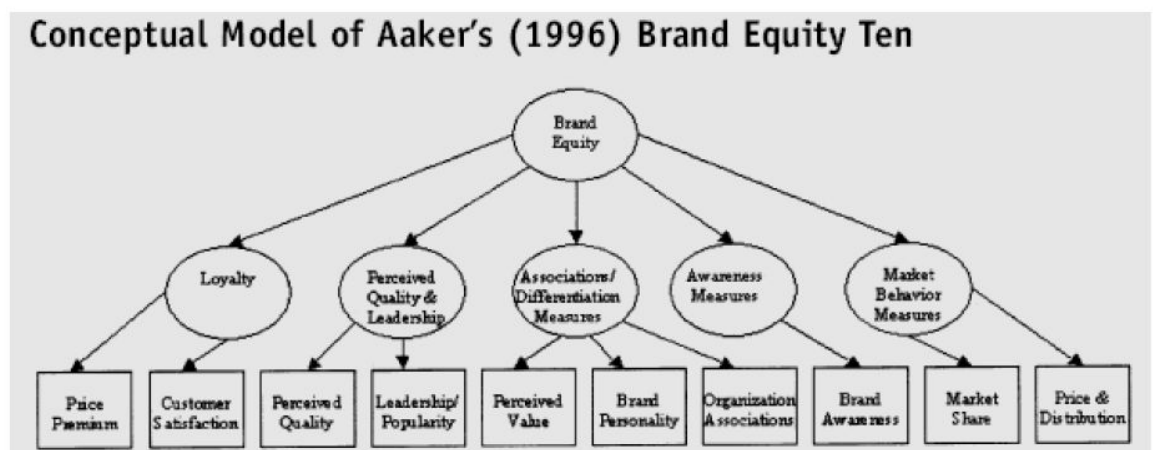


Figure 1.1: Aaker's Model of Brand Equity

Source: Blahut et al. (2004)

Keller (1993) states that brand equity consists of consumers' brand associations, including brand awareness, brand knowledge and brand image. Brand strength is extremely important because it constitutes the brand associations consumers of particular brand hold. Brand equity is very closely linked to brand loyalty and brand extensions and has a positive relationship with brand loyalty. Brand equity also has a significant role in generating merchandise sales for professional football clubs. Aaker (1991) together with Keller (1993) designed a framework which measures the added value to a brand contributes to a product. It was introduced as measuring "brand equity model".(see figure 1 in appendix)

When talking about brand equity in football context I think the most accurate definition could be the one by Walfried Lassar, Banwari Mittal and Arun Sharma (1995) "brand equity is the consumers' perception of the overall superiority of a product carrying that brand name when compared to other brands." In my opinion it shows best the relationship between brand and consumers when purchasing football team merchandise. Especially the words "overall superiority" say that it is very complex issue how customer perceives particular football brand compared to others. "The brand equity is established from the individual customer perspective and customer-based brand equity arises when the customer is familiar with the brand and has some favourable, unique and strong brand associations in the mind." (Kamakura and Russell, 1991)

Gladden and Milne (1999) considered successful performance on the field and brand equity as two separate things. In their study, they analyzed the impact of these two concepts on merchandise revenues. They found out that both on-field success as well as brand equity had significant positive effects on merchandise revenues. Thus, their conclusion was that the brand allows economic success to exist kind of independently of achievements on the field. In concept of football it means that if the team is not successful on the field, it can still enjoy high merchandise sales due to high brand equity the football club has. That is the reason why the most successful football clubs in terms of merchandise revenues do focus on developing their brand equity, they know that even if the team will not perform well on the field, customers will still buy its merchandise because of they perceive that team to be successful in long term.

Keller (1993) designed one of the most expanded frameworks, in which he draws on Aaker's model of brand equity. He suggested customer-based brand equity model with customer knowledge as the essential driver of brand equity. Brand knowledge is further segmented into two dimensions, brand awareness and brand image. Brand awareness can be either active we call it brand recall or passive which can be named as brand recognition. These two kinds of brand awareness say to us whether the individual is able to recall a brand when you ask him, or on the other hand he is not able to recall a brand but when you for instance show him the logo of the brand he can recognize it. Brand image is seen by Keller as "perceptions about a brand as reflected by the brand associations held in consumer memory." (Keller, 1993, p.3)

According to Srivastava and Shocker (1991) the brand equity is composed of two parts, the brand strength and brand value. The brand strength constitutes the brand associations consumers have. Kamakura and Russell (1991) view the brand equity as "perceived brand quality of brand's tangible as well as intangible components". In football context when they evaluate brand equity of the football club they include tangible elements such as the stadium, coaching staff, players and so on.

When defining brand equity we have to bear in mind five important aspects. First aspect is the most important, "brand equity refers to consumer perceptions and not to any other indicators. Secondly, the brand equity relates to a global value the brand is associated with. Third, the global value associated with the brand, is coming from the brand name, not only from physical elements of the brand." (Lassar, Mittal, Sharma, 1995) The next one is that brand equity is relative to the competition and not absolute. The last one is more or less obvious but definitely as important as others - the brand equity positively influences financial performance.

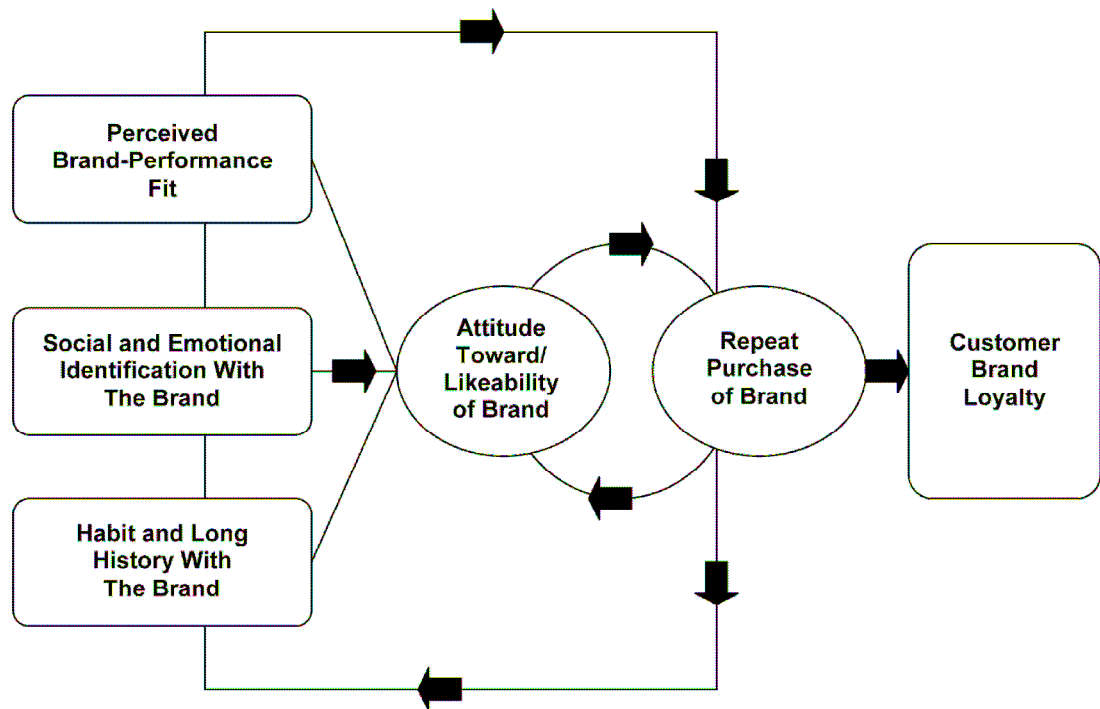
1.1.2 Brand loyalty

Sport is unique in many aspects to other businesses. One of them could be strong connection and loyalty of fans to the sport brands. In football we can observe this fact. It is very rarely that football fans switch to support another football club. Most of them are loyal to one club for whole life or at least many years. Brand loyalty is a habitual behaviour. Brand loyal consumer does not have to go through consumer decision process every time he is buying product. Brand loyal consumers purchase regularly the brand and hold strong and enduring preference for it. From purchasing point of view loyalty is considered to be repeated purchase of a good or service by a consumer. A loyal consumer is very sensitive to differences in brands. In the football context loyal fans have decided to follow a particular club or clubs over others. They prefer particular team based on their personal preferences.

We can distinguish two kinds of loyalty. Behavioural loyalty is explained by what consumers do. In the sport context it is demonstrated by fans attending the games of the team, purchasing of team merchandise and other things consumers do. On the other hand attitudinal loyalty is explained by consumers' perceptions and attitudes towards the brand. "It involves fans' commitment and affiliation with their favourite team, as well as their willingness to follow that team." (Gladden and Funk, 2001) Both types of loyalty, behavioural as well as attitudinal are necessary to maintain stable stream of loyal fans. A strongly brand loyal fan is expected to carry out behaviour resulting from his positive attitude toward the club. Sheth et al. (1999) created a "tripartite model of consumer brand loyalty" shown in figure 1.2.

It shows three main components that contribute to a consumer's brand loyalty. If a consumer exhibits high levels of brand loyalty he is very likely to be involved in purchasing behaviour such buying merchandise, resulting from the strong loyalty to the brand. The conclusion resulting from the model could be that a consumer will repeat the purchase of a brand if he likes the brand and he has strong positive attitudes towards it. Habit and long history can also play a role in repeat purchase of the brand, consequently in consumer brand loyalty. This process applies in opposite direction too, if a consumer

has strong positive attitudes towards a brand, habit and long history with and repeat purchase behaviour for a brand he is brand loyal consumer.



Source: Adapted from Dick and Basu (1994); Sheth *et al.* (1999)

Figure 1.2 Tripartite model of consumer brand loyalty

According to Aaker (1991) brand loyalty refers to a “brand’s ability to attract consumers and keep them. It indicates how connected consumers are to a brand.” Loyalty is very important because for brand it is a protection from the competition. It also gives to brand a chance to charge higher prices that create revenues. He also suggests that brand loyalty can be measured in two ways, either in price premium or customer satisfaction. Price premium is the amount consumer will pay for a brand compared to another brand offering similar benefits. (Aaker, 1996, p.106) The other way to measure brand loyalty, customer satisfaction is the level of satisfaction with the brand consumer has and consumers’ intention to buy the brand over the others.

However, different customers have different relationships to the football teams they are identify with or support. Hunt (1999) cited by Wakefield and Kirk L. (2007) designed a model identifying five types of fan. He divided fans into five categories according to the level of importance a fan attaches to the sport club and the behaviour that result from it. By other words the level of loyalty to the sport team is the criterion used to categorize different types of fan. In a sport context loyalty is a deeper level of identification with a sport team. It is obvious that more loyal fans are more identified with a team, they have stronger attachment to it and they are more likely to consume products, especially merchandise of that team. Loyal consumer is also much more sensitive to differences between brands. He prefers one brand over the others. They prefer their team based on personal preferences.

Sebastian and Bristow (2000) found out that customers do not remain loyal to inferior consumer goods, in contrast customers do remain loyal to a football clubs that perform poorly on the field compared to other teams. The question arises, why the consumers are not disloyal to sport clubs that lose on the field? Most of researchers dealing with this issue agree that brand loyal consumers must have very strong positive attitude towards the football brand. In football, consumers do not switch to support particular football club just because of that team lost a game. However, when people are not satisfied with consumer goods they bought, they do switch to buy another product next time. It seems to be those strong positive attitudes towards football clubs that differ in comparison with consumer goods. Jacoby and Chestnut (1978) noted that loyal customers must demonstrate general preference for the brand. Such a preference is then translated into repeat buying of it.

1.1.3 Brand associations

Brand association is anything linked in memory to a brand. (Aaker, 1991, p.109) They can be ideas, feelings and emotions people have about a sport team. There are many ways in which brand associations create value to the consumers. It depends on the customer' s perception of value. Of course, each consumer perceives the reality

differently every customer has his own needs, wants and personal experience. It is obvious that these features are personal to each individual and therefore differ from customer to customer.

Brand associations are the most important factors for purchase decisions and brand loyalty. Gladden and Funk (2001) in their study described that fans' brand associations can help explain almost half of the variance of fans' loyalty to their favourite team. The brand associations and what they mean to each individual constitute the value of a brand name. However, brand associations produce value to each consumer in a different way. It matters on perception of value by each consumer. There is a connection between brand associations and fan identification. Highly identified fans hold strong positive brand associations. Keller (1998) pointed out the consumers and what a brand means to them, when he was defining brand associations. They are composed of brand image, brand awareness and brand knowledge. Consumers are full of brand associations as stated earlier in the paper it is "anything linked in memory to a brand, it includes consumer's perception of brand quality, attitudes toward a brand and so on". (Aaker, 1991)

1.1.4 Brand awareness

Some people are aware of the existing brand and some are not. To make people aware of particular brand is the first step in the purchase process. Brand awareness is about the ability of people to recall a brand. There are different levels of brand awareness. High levels of brand awareness mean that brand is known across the world, by other words internationally, within the state (nationally) or in particular region (regionally). Keller (1993) discriminates between active and passive brand awareness. Active awareness is when the consumer can recall a brand, on the other hand passive is about consumer's ability to recognize a brand. Keller (1993) argued that brand awareness is not a crucial factor that distinct between consumers and non-consumers of merchandise.

Nedungadi (1990) claims that in a low involvement context a brand recall can lead consumer's buying decision. Consumer having low involvement with football who does not support a particular club will decide what football brand to buy according his brand recall. He will not consider only one brand, he will be considering a set of brands he can recall and will be choosing then from them.

1.1.5 Brand image

Brand image is very important feature of the brand because it communicates ideas, image and attributes to the people who consume the brand. In addition, the ideas and imaginations about the brand differ from consumer to consumer. Each person has his own perception about the brand. Therefore, there are many different ways in which people perceive the brand and its brand image. Brand image creates a group of associations over time, consumer perceives the image of the brand and creates his own associations from that. Keller (1993) defines brand image as "perceptions about a brand as reflected by the brand associations held in consumer memory."

1.1.6 Brand perceptions

The way consumers perceive a brand is a key determinant of long-term business consumer relationship. "Hence, building strong brand perceptions is a top priority for a lot of firms today." (Morris, 1996 cited by Gladden, J.M. and Milne, G.R., 1999) "Moreover, customer perception is the source of brand equity." (Keller, 1993) Therefore, it is considerable to measure and track brand equity at the customer level over time.

Aaker (1991, p.151) asserts that "consumers and non-consumers groups very often differ in their brand perceptions." In football, consumer perceptions of a brand can be associated with particular football player. The associations such as strength or performance consumer has with the player can be transferred to the football brand and contribute to the overall consumer's perception about it.

1.2 Consumer behaviour

Consumer behaviour in sport tends to follow the standard decision-making process model in social and business science. Thus, the core model of consumer behaviour applies. However, sport is unique and has special characteristics that must be considered compared to other businesses. Further in this work you will find the consumer decision-making model with its stages.

This work focuses on consumers who buy football team merchandise of internationally known clubs. Consumers of football team merchandise include people who consume sport directly they are watching the game at the stadium as well as indirectly who watching or listening the game through some media. Football merchandise is such phenomenon that it affects even people who do not follow football normally. Football merchandise constitutes mostly fashionable items to this group of buyers and they do not need to have any strong connection to the football club.

Why a consumer buys a product? The most general answer is that he feels a need and wants to satisfy it. (Blackwell et al., 2001) Therefore, we could say that needs are the very first reasons why people buy. Needs of the consumer are satisfied by the products they buy, more specifically by the benefits these products offer. The consumer needs will be described more in detail later in the chapter “consumer decision-making process”.

1.2.1 Consumer decision-making process

Consumer decision-making process explains for what reason and how consumer decides when acquiring products or services. It consists of five steps, need recognition, information search, evaluation of alternatives, participation (purchase) and post-participation evaluation.(Beech and Chadwick, p.89, 2007) It depends on a consumer, on his level of involvement he has in a decision, how much time he spends in each

stage. The amount of time he spends in each step can also be affected by the fact whether he is making the decision first time or on the other hand he has made this decision before.

1.2.1.1 Need recognition

A need to buy football merchandise differs among consumers and I am going to identify some factors that evoke such need. Girls or young consumers may buy the merchandise only because of they see it as a fashionable item and want to look cool with the jersey on. Other consumers want to display their loyalty to the football club they support and that is the need they feel. The next group of consumers might buy merchandise based on their perception of particular football club and its successful brand name. Such consumers do not need to have any strong emotional attachment to the team they buy it because of successful brand name and want to be associated with its success. There is also special group of consumers who buy football merchandise due to particular football player in that club they support or like. Some of them solely purchase merchandise with the player's name on it that means they are identified only with the player. However, supporting and identification with a football player can be extended to identification with a football club itself, Fisher and Wakefield (1998) talk about it as "halo effect". If this applies, the consumer will not only buy the merchandise with the player's name on it but other merchandise of that club as well.

1.2.1.2 Information search

When the individual's need is identified consumer can start search for information about a product he wants to satisfy his want with. The more information the customer obtains about a product better. Sometimes people may be restricted by time or sources of information when looking for them. The amount of time consumers dedicate to seeking for information are influenced by various factors such as preceding brand perceptions, past experiences, personality, social class or satisfaction. (Blackwell et al.,

2001) He also argues that customers satisfied with a specific brand, might buy it next time without any prior research.

1.2.1.3 Evaluation of alternatives

Consumer finished looking for information and now he is going to compare them and select the product that will satisfy his need best. When a consumer is evaluating alternatives he takes into account factors like price, brand or quality. People may switch to purchase another brand or product if these factors change significantly.

Football merchandise is a special kind of business where sellers can capitalize on consumers' attachment and emotional identification with the football clubs. When consumer decides what football club merchandise to purchase he evaluates the alternatives and chooses the one he feels he will satisfy his needs best. The price is not so important for him, moreover the prices of different football club merchandise are very similar. Strongly loyal consumer who supports particular football club for all his life will even not evaluate the alternatives he will buy the merchandise of club he loves straight away. Earlier in this paper it was stated that when consumers are willing to pay higher price for a product the brand equity exists. That is exactly the case of consuming football merchandise - people are oriented not only by price they are willing to pay for a brand. Thus, the brand is far more important than the price to the football merchandise consumers.

1.2.1.4 Participation, Purchase

In this step a consumer purchased the product and we are interested in matters that accompanied consumption itself. Football merchandise consumers as consumers in other types of businesses as well are classified into groups according to how much they consume. It might be useful to distinguish between customer who buys the football merchandise every time when a club issues new item, consumer who sometimes buys

football merchandise of his favourite team, and customer who has purchased merchandise just once in his life when he was a kid.

1.2.1.5 Post-participation evaluation

Post-participation evaluation stage deals with a process of consumption itself. However, this stage is not essential in my research and thus it is not discussed in my work.

1.2.2 Factors influencing consumer behaviour

When a consumer is making his decision he is always in unique situation in that moment. He may be influenced by many various factors that will affect his decision. We can divide factors influencing decision-making process into two groups. First group consists of internal factors. These factors are also called psychological factors because they include elements as personality, motivation, perception, attitudes and beliefs. (Beech and Chadwick, 2007) There are external factors influencing sport decision-making process as well, age, social class, culture, family, ethnicity, reference groups or religion belong to them.

The important aspect of the decision-making process is that the individual always make a decision in the context of some unique situation. (Shank, 2005, p.154, cited by Beech and Chadwick, 2007) Thus, other temporal and situational factors arise from that fact, our mood, how we feel at the moment, physical surroundings, motivation for participation, the atmosphere, whether we have enough time or on the other hand whether we are time constrained all affect the decision-making process.

1.2.2.1 Internal factors

Internal factors can be also called individual factors. As stated above, internal factors include attitudes, motivation, perception, personality, culture, lifestyle, benefits sought and reference groups. We can split them into factors that relate to the individual itself and to those which tells us how the individual lives. The purchase behaviour explains how a consumer behaves. Not all factors are of equal weight, some of them affect a consumer more and thus are of bigger importance. For instance, attitudes are crucial factor influencing consumer when buying football merchandise. Football merchandise consumers keep quite consistent attitudes about a football brand they purchase. For that reason consumers can be assumed to behave in a fairly consistent way.

Next important factor is motivation customer has to consume a product. It consists of motives and needs that drive consumer to behave. Needs and motivation are described in another chapter in more detail. Customer's perception about a football brand is significant factor as well. How the individual perceives a brand? Does he perceive it as successful brand or does he not? This sort of question is determinant whether a consumer will buy the merchandise or not. Personality itself has an influence on decision, as we are identifying ourselves to the other people. The last influence considered in this paper is a reference group. It is a group of people that has either direct or indirect impact on individual's attitudes and behaviour. The most influential reference group is a family it is very often the one that form consumer's supporting habits. Sport is shining example of this - children very often support the same football club or player as their parents or grandparents.

1.2.2.2 External factors

External factors include geographical as well as demographic factors. Demographic factors are various, age, gender, occupation, level of education, family status, social class, income. For instance football has a very strong gender preference much more men than women are interested in, support or participate in football. Therefore, much more

men than women also purchase football merchandise. However, women buy football merchandise too, but mostly due to different reason, it could be that they buy it as a fashionable item and like how it looks, or they might buy jersey of particular handsome football player they love. Yet, there are also women who are associated with football club and buy merchandise to express their connection to the club.

Another factor that largely influences the consumer behaviour is geography. A residency is the primary influence to become a football fan that's why football fans very often support their local team or player. It is logic that people support their local clubs because they have strong local affiliation to the place where they were born, have grown up or live for some time. These consumers perceive their team as a local brand and they buy merchandise of that team on the basis of local brand as well. If we want to understand football fans' behaviour we have to understand a fans' pattern of residency as a crucial part of individual's behaviour.

1.2.3 Motivation for consumption

What motivates consumers to buy product? Funk and James (2001), cited by Beech, Chadwick S. and John G (2007) comment that there is not only one motive driving consumers to purchasing products, different consumers have different motives for consumption activities. Different motives for consumption lead to different expectations concerning the football game. People consume sport for various reasons. Not only the football itself but the football merchandise is consumed for various reasons as well. Some consumers want to be identified with the football club through buying football merchandise. Others are devoted fans of the team and want to display their loyalty to the club.

Fashion plays a significant role in merchandise - for those consumers who are not interested in particular football club, how the merchandise look it may be the crucial aspect whether an individual purchases product or not. Howard and Sayce (1998) confirmed that young consumers buy merchandise as fashionable items. Another reason

why consumers buy football merchandise is that they want to feel they are part of the team. However, the most significant reason why people buy merchandise might be that they want to be associated either with successful football club or with successful player in the team.

1.2.4 Consumer identification

“Identification is an orientation of the self to other objects, including a person or group that results in feelings of close attachment.” (Guenzi, Nocco and Marino, 2006) In sport context, fans identify themselves to sport teams or even the players that results in feelings of close attachment. Belk (1990), Wallendorf and Arnould (1988) cited by Gladden, J.M. and Milne, G.R. (1999) declare that people use objects and products to identify the self to one’s own self and to others. It applies to football where these objects are football clubs or particular football player. The same authors think that “crucial point of understanding football fans comes from their own determination that being a fan is an essential part of defining themselves and of presenting to others their self-identity.

Fisher and Wakefield (1998) note that fans’ motivation and resulting behaviour does not appear to be related to the performance of the team. They stated that identification with players or sport itself may lead to identification with a particular football team and resulting in consequent behaviour like purchase of licensed merchandise and other products. Merchandise consumers are very often identified with particular football player and as a consequence of it they become identified with the football club where the player plays and exhibit consequent consumption behaviour. Ball and Tasaki (1992) assert that an individual is attached to an object to the degree the object is used to maintain his self-concept. The more the object represents part of consumer identity the more money he is to spend on maintaining the object. Such logic applies to consumers concerning football merchandise. The more the football team or player represents part of football fan’s identity the more he spends on supporting and maintaining the team. In addition, Wann and Branscombe (1993) cited by Beech, Chadwick S. and John G

(2007) discovered that highly identified fans are more willing to spend money and time to support and follow a team. Wann and Branscombe (1993) also claim that consumers who are brand loyal in terms of buying merchandise invest more money in it.

Sutton et al. (1997) cited by Keller, K. L. (2001) asserts that fans can be divided into three groups depending on their investment in the team. He distinguishes between vested, focused and social fans. Vested fans have the greatest levels of identification and enhanced emotional and financial investment in the team. "Fan identification may play a significant role in fans' response to extension products introduced by their favourite team. Whilst, consumer needs drive the buying of extensions of consumer brands, the need to be linked with the team on more levels and to express their affinity towards that team might be the drivers for the purchase of football merchandise." (Sutton et al., 1997 cited by Keller, K. L. (2001) There is a relation between identification and behaviour of fans. The more identified fans are the more they are willing to pay for attending a match and for football merchandise. (Mitrano, 1999 cited by Beech, Chadwick S. and John G, 2007) We can observe identification as important factor for fans consumption behaviour.

1.2.5 Impulse buying

When purchasing football merchandise at the places where the matches take place it is very often an impulse purchase. Such impulse purchases can be partially or completely unplanned. Partially planned impulse purchase mean that the consumer plans to buy some merchandise but has not decided what particular product he will buy. On the other hand completely unplanned impulse purchase means that the consumer has not thought of buying any merchandise in advance. It is not a primary objective to come shopping to the games. The primary objective for people is to enjoy the match, to have fun with friends, to feel the excitement and to socialize with the others. However, there is an opportunity to take advantage of the emotional state fans at the stadiums experience to turn them to buy merchandise.

Cobb and Hoyer (1986) cited by Fisher, R.J. and Wakefield, K.(1998) categorized types of the purchase using intention to buy the product category (buy football merchandise) and intention to buy the particular brand (buy specific football team's merchandise). Impulsive behaviour means that the consumer had not considered either what football merchandise product or what football team merchandise of to buy. While, planned behaviour indicates that the consumer has considered both the merchandise product and the specific team he wants to buy merchandise of. The semi-impulse type constitutes a fact that a consumer had decided what merchandise product to buy but not what specific football team to purchase merchandise of. Impulse purchase and planned purchase are two extremes of purchase behaviour situated on opposite poles of the scale.

1.3 Conclusion

The objective of this work is to investigate the consumption behaviour of football merchandise consumers as well as the most important factors influencing them. Some of these factors are brand, price, name of endorser on merchandise, overall product appearance or place. Moreover, I will seek to order the factors, that consumer takes into account when buying merchandise, according to their importance to a customer.

First part of literature review deals with brand theory and its components that are necessary for brand to be successful. Brand loyalty and its unique position in football industry compared with any other businesses are explained in first part as well. There are two types of brand loyalty identified – attitudinal and behavioural. However, this study focuses on behavioural loyalty, more specifically on buying merchandise. In one of research hypotheses the brand loyalty and its impact on buying merchandise will be investigated. In second part of literature review consumer behaviour theory is explained. Consumer decision-making process with its five stages is examined. Both, internal as well as external factors that may influence consumer-decision process are discussed in this part. Special attention is paid to identification as a factor that strongly influences merchandise consumer behaviour.

In the literature review there are discussed many various motives and reasons for buying football merchandise. One of these reasons is that consumers buy merchandise primarily because they see it as a fashionable item and like how it looks. This motive for consumption has not been as important in the past as it is now and because of its still increasing significance it has been chosen to be investigated in one of my hypothesis in more detail.

Further, I attempt to identify the role of brand awareness in both, buyers as well as non-buyers and determine whether brand awareness is that element discriminating between these two groups. Twelve internationally known football brands have been used to this purpose.

Finally, four objectives and consequent hypotheses of this work have been deduced from literature review.

Objectives of the study

1. To investigate differences among consumer' s age groups in terms of to what extent they purchase the merchandise as a fashionable item.
2. To examine how level of loyalty to particular football brand affects the amount of money a consumer spends on football merchandise.
3. To investigate the role of brand awareness of both consumers as well as non-consumers, and find out whether there are significant differences in brand awareness among these two groups.

4. To examine what are the most important factors that influence consumers when buying football merchandise.

Hypothesis

1. young consumers buy football merchandise more as a fashionable items than the older consumers
2. more brand loyal consumers spend more money on football merchandise than less loyal consumers
3. consumers and non-consumers of merchandise do not differ significantly in brand awareness of football brands
4. Price is not as important factor as other factors for consumers of football merchandise

2. Methodology

In methodology chapter I am going to describe primary data gathering. On grounds of research objectives that have been formulated in the previous section I am going to give information about research approach and strategy, and explain why I have decided to choose particular method that is appropriate to my research. The definition of population, sampling, and a way in which I have distributed a questionnaire used for my research will be provided.

Furthermore, a pilot study I have accomplished to test the questionnaire and questionnaire structure will be defined. As in every research there are some limitations, in the last section of methodology chapter I will be dealing with limitations of my research.

2.1 Research Approach and Strategy

There are various research approaches and strategies. (Maylor and Blackmon, 2005)

Characteristics	Scientific approach	Ethnographic approach
Questions that can be answered	What, how much	Why, how
Associated strategies	Survey Experiment Databases	Direct observation Interviews Participant observation
Data type	Quantitative	Qualitative
Finding	Measure	Meaning

Table 2.1: A comparison of the scientific and ethnographic approaches

Source: Maylor and Blackmon (2005)

Scientific approach has been chosen to use due to objectives of my research and exemplary questions demonstrated in the table above. I have identified scientific approach to be appropriate because a few relations were proposed in the hypothesis and my research was carried out either to prove or disprove these hypotheses. I have made a

summary of what is planned to be found when making a decision for appropriate research strategy. When I looked at research objectives I have determined that information about consumer's buying behaviour and attitudes towards the brand are necessary to be gathered to reach objectives of the research. Hence, a survey was used as a suitable research strategy. Furthermore, I have intended to collect quantitative data that are easily measurable for my research. "Survey is usually employed to gather quantitative data that are measurable and require deductive logic." (Maylor and Blackmon, 2005) Survey method is convenient due to many reasons, one of them could be the fact that it is a quick and inexpensive method how to collect a large amount of data from a lot of people. (Saunders et al., 2003)

It is obvious that the validity of research depends on how many respondents take part in the research. Logic tells us the more respondents we have got the more valid results for our research we will obtain. Another reason why I have decided to use survey as an appropriate strategy is the fact that I have been limited by the amount of time and money. Saunders et al. (2003) noticed that the data collected through survey might not be as "wide-ranging" as by other research strategies. However, this is a disadvantage of using survey.

2.2 Research method

Three different primary methods could be used when carrying out a survey. These methods are questionnaire, structured interview or structured observation. I have decided to use questionnaire as a method for my research. Saunders (2003) suggests that questionnaire gathers standardized data which are easily comparable. However, as a drawback of questionnaire it can be seen a limited number of questions used that does not give us the opportunity for a deeper insight. A specific type of questionnaire has to be selected, for my research a self-administered questionnaire has been chosen as appropriate method. Using self-administered questionnaire we can identify variables and investigate relationships they have to each other.

Saunders et al.(2003) suggested some problems such as the response rate that will affect size of the sample, characteristics of target respondents as well as what types of questions will be collected. I have made my decision about what type of self-administered questionnaire to use based on the fact who I research. As my respondents are people who consume football merchandise of internationally known football clubs it has been the best decision for purpose of my research to go to research consumers directly to the shopping centres, where the probability of interviewing football merchandise consumers is much higher than anywhere else. Therefore neither online nor postal questionnaires have been applied. My research does not focus only on specific consumers' age group such as student, thus the online questionnaire distributed through email has not been considered as an appropriate type to use.

2.3 Population

The research is focused on football merchandise consumers in Huddersfield who purchase internationally known football brands. As I have just mentioned in brief above, my research does not focus on particular age group. However, I have set the respondents' bottom age limit of 15 by virtue of the fact that children below this age do not go shopping alone they are shopping with their parents, they are dependent on them in terms of money and the final decision whether to buy the merchandise or not is in the parents' hands as they are "money-keepers" and not in children's ones.

I have dealt with problem how to define a consumer as follows. Consumer of football merchandise has been defined in my research as a person who has at least once in his life bought a football merchandise item for himself, that means not as a present for someone else.

2.4 Sampling

People found in section with football merchandise looking closely at football jerseys at two shopping centres in Huddersfield town-centre were chosen as a sample for my research. I defined “looking closely at” as people stopped in the section with football merchandise and spend some time there. I did not include people just passing through the merchandise section.

Thus, a non-probability sample has been used. Non-probability sampling means that there is higher probability of being selected for some units than others. On the other hand, probability sampling ensures that there is an equal probability to all units in the research population to be selected. (Maylor and Blackmon, 2005, p.195) There are other sampling techniques that might be used. One of them could be volunteer sampling, however this technique had been considered as unsuitable because volunteers are specific group of people that differ quite significantly from general population.

2.5 Distribution of questionnaire

In this part I am going to explain a way in which I have distributed the questionnaire. I have been present at the shopping centre in the section with football merchandise, when a person has matched criteria for being in research population I came up to him and ask if he could spend few minutes on my questionnaire. If a respondent said “yes” I carried on with asking questions in a way that I have hold the questionnaire and read questions as well as the options loud to a respondent who stood next to me looking at the questionnaire. Actually, I have filled in the questionnaire exactly in agreement with what a respondent answered.

Fifty questionnaires from football merchandise consumers have been obtained. One objective of my study is to examine role of brand awareness and whether it discriminates between consumers and non-consumers of merchandise. Therefore, another fifty questionnaires were collected from non-consumers in the same shopping

centres for purpose of comparing brand awareness between people who purchase football merchandise and non-buyers.

2.6 Design of questionnaire

There are many ways in which question as well as an answer can be formulated. Based on this, different types of questions arise. In my research I have used scale questions and nominal questions. However, I have got no open questions in my questionnaire. The reason for that is simple – answers to open questions are difficult to code. The questionnaire contains fifteen questions, where the first two questions are about gender and age, and third question is crucial as it separates off non-consumers and only football merchandise consumers continue answering following questions. The question no.2 separates off merchandise consumers younger than 15 due to reasons explained earlier in this paper.

I am going to give a description of particular questions used in questionnaire to collect data.

Gender: Breaking up football merchandise consumers according to sex is not deemed necessary in the research. The question about gender is just to show a generally known fact that there is strong male prevalence in buying football merchandise over female. However, the question about gender may be useful in determining dissimilar role of fashion for men and women when buying football merchandise.

Age: There were six age groups: 1-14, 15-18, 19-26, 27-36, 37-49 and 50+. This question has also been partly used to separate off children below age of 15, the reason for it has been explained above. However, the consumers' age groups play an important role in my reserach in terms of objectives of my study and subsequent hypothesis.

Consumer or non-consumer: Question number three separates off non-consumers of football merchandise. However, non-consumers are directed to answer question no. 18 concerning football brand awareness. Football merchandise consumers go on with answering following questionnaire.

Merchandise product: The question asking about what merchandise product has consumer bought. There are six options, including, "jersey", "scarf", badge, cap, t-shirt and "Other". If ticked "other" a respondent has to state specific answer. It can be choosed as many options as apply.

Place: Question asking about where a respondent purchases football merchandise. Eight options offered to tick including the online sales possibilities – either through the internet football club website or the internet shop website. Respondent should tick all options that apply.

Merchandise purchase: A respondent ticks all football brands he has ever bought merchandise of.

Repeated merchandise purchase: A respondent ticks all football brands he has bought merchandise of more than once.

Reasons for supporting: This question investigates why a respondent supports particular football club. There may be many various reasons for supporting football club, six options including "other (please state)" have been given to respondent. However, all options that apply are to be ticked as a respondent may support a club due to either one reason or combination of many reasons.

Reasons for merchandise: There are six proposed reason for buying football merchandise intended to be ranked from 1 to 6 according its significance, where the most significant reason has 1 and the least significant 6. I better put there an example to demonstrate how to handle the question.

Factors influencing buying merchandise: Nine factors influencing purchasing of football merchandise has been identified: football brand, name of player on product, quality of material, originality of product, colour, overall appearance, price, place and logo of the brand.

Scale from 1 to 5 has been applied to score the question, 5 having the biggest influence, 3 being the moderately and 1 the least influential. I better put there an example to demonstrate how to handle the question.

Attachment to a club: Four options that differ in level of attachment to a football club were given to participants, however only one option can be ticked.

Brand loyalty: For investigating respondents' brand loyalty in terms of buying merchandise the scale from "strongly agree" across "neither agree nor disagree" in the middle of scale to "strongly disagree" has been used.

Supporting period: Consumers tend to support their football teams for long periods of time, thus a question about how long they support football club they are most loyal to, has been found useful. There were five options provided, however a participant was allowed to choose only one. The options were identified as time intervals with "more than ten years" as one extreme and "a year or less" as extreme on opposite scale edge.

Spending on merchandise: The question: "how much a respondent spends on football merchandise a year?" has been determined as needed. A year period has been determined because of football merchandise is not kind of product that is consumed daily, weekly or once a month. Moreover, football season lasts for a year, therefore another reasonable argument to support "a year period" has been found. The spending groups were set according usual jersey price in shops – 35 pounds. Thus, the options are "0-40", "41-80", "81-120", "121-160" and 161+.

Brand awareness: In the last question participants' brand awareness, more precisely brand recognition is investigated. I am saying brand recognition because there exists also brand recall. However, participants are looking at images of football jerseys trying

to recognize football brand belonging to it. The attached sheet of paper with images of 12 different football club jerseys on it is required. Respondents are asked to name each football club particular jersey belongs to, if a person named the football brand correctly I have ticked the appropriate box on the other hand if he could not name or was wrong I left the box blank. Images of jerseys are numbered from 1 to 12 so there is no way to mix the answers. My first intent was to put images of football team logos but it has been revealed that all football clubs have put their names on logos and therefore it would not make sense to use them to be recognized.

You can see the questionnaire as well as the images of jersey used for investigating brand awareness in appendix 2 and 3.

2.7 Pilot study

Before I have distributed the final version of questionnaire to my research population in shopping centres I tested a primary questionnaire on couple of my friends who buy football merchandise. The purpose of this pilot study was to get a feedback from respondents and based on the feedback some questions have been removed, adjusted or undergone slight adaptation. Three questions have been found unnecessary for my research and removed from original questionnaire – questions concerning identification with particular British football club as well as European football club and question asking about fan-support switching rate. Therefore, the number of questions has been reduced from eighteen to fifteen. A question examining what kind of merchandise product consumers buy has been extended in terms of number of specific options offered.

In original questionnaire there were only four particular merchandise products as options, however the pilot study revealed that respondents very often stated that they buy t-shirts with football brand logos on it. Therefore this option has been added as specific option. An adjustment has been made in question no.5 about place where purchasing merchandise. In the pilot study there was only option “through the internet”.

However, from a feedback I have got, this option has been transformed into two more detail options – “on the internet through the internet shop website” and “on the internet through the football club website”. In question no. 9 the option “none” has been added because in pilot study it has been explored that some respondents do not repeat purchasing of any football brand. Concerning question no. 11 and no. 12 the pilot study detected small problems respondents had with understanding how to number options, therefore these two questions were supplemented with examples to make sure that respondents know how to use numbers.

2.8 Limitations of research

The most significant limitation of my research is that the sample is quite small and thus it is probably non-representative sample. For results of my research it means that they should be taken carefully and not generalized to all football merchandise consumers in the UK, eventually to non-UK consumers. Respondents in two shopping centres in Huddersfield town-centre were questioned, as first limitation can be seen that only shopping centres in Huddersfield were chosen and second one could be the number of shopping centres chosen for research.

Time and money constraints were the biggest limitations when making a research and have been identified as reasons why a limited number of questionnaires have been obtained. There may be other factors that influence consumers which have not been considered in this paper. Because of the fact that I am not a native English speaker I might have been limited by language skills when making a research.

3. Results

In this chapter I am going to interpret results of my research. The results chapter will be split into two sections. In the first section, the findings which are not related to the hypothesis of my study as well as profile of participants in the research will be presented. The second part deals with four hypotheses that have been stated on the basis of research objectives. It also presents a way of analyzing findings and provides a lot of charts and tables to a reader for better orientation and understanding the findings.

3.1 General findings and profile of respondents

There were hundred questionnaires obtained. However, fifty questionnaires were obtained from non-consumers of football merchandise only for purpose of being able to compare respondents' awareness of football brands. The reason for this is that one of my objectives is to investigate whether there are significant differences in brand awareness between consumers and non-consumers of football merchandise. Therefore, only fifty questionnaires were obtained from merchandise consumers, and actually used in research in full.

Strong male prevalence can be identified in football in terms of sex. The same applies to the consumers of football merchandise, much more men than women buy football merchandise. In the table 3.1.and chart 3.1.you can see the results distributed according to sex. As I have mentioned above I have received fifty questionnaires from respondents consuming merchandise and fifty questionnaires from non-consumers. The balance between these two groups concerning gender is important for further brand awareness research. Therefore, in both groups the number of males and females is very similar.

	consumers	non- consumers	Total
male	44	43	87
female	6	7	13
Total	50	50	100

Table 3.1.: Gender

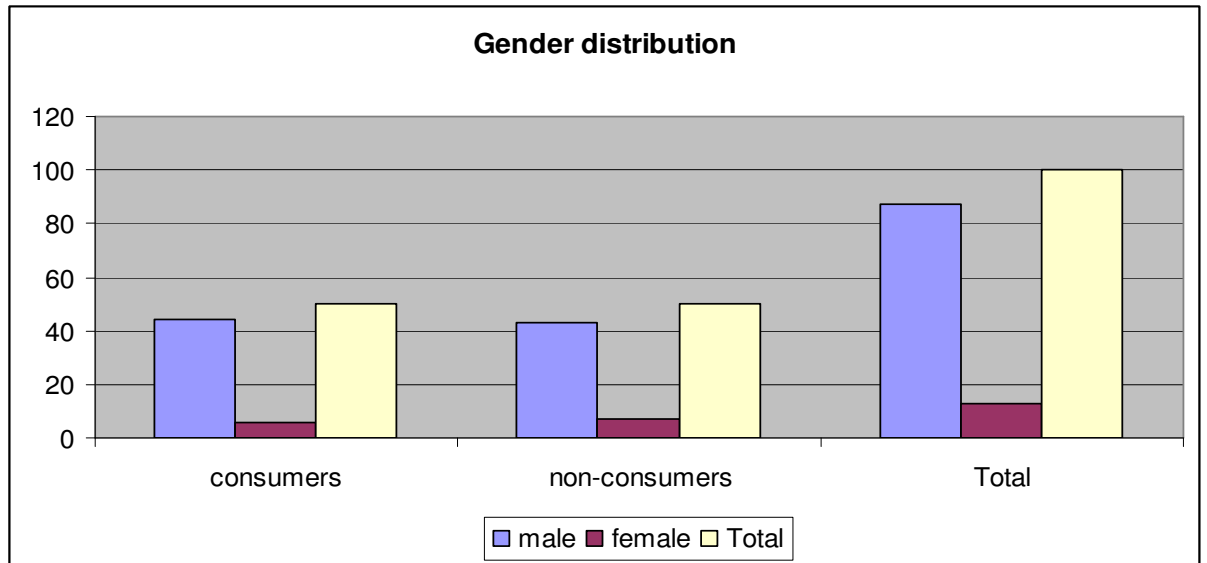


Chart 3.1.: Gender

Age is considered to be important in my research as it plays a role in some objectives of this paper. Again, the balance between consumer and non-consumer groups in terms of age is important for further brand awareness research. This aim has been achieved the age structure of both groups is the same. In the chart 3.2.you can see age distribution of all hundred respondents in percentage.

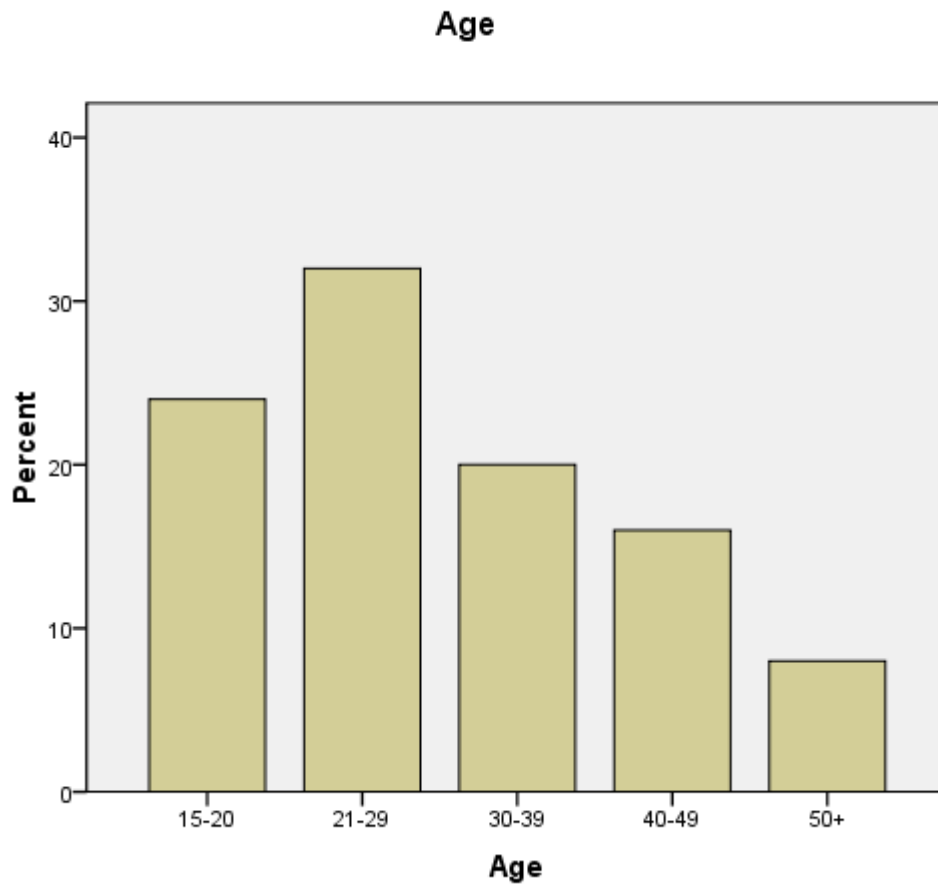


Chart 3.2. :Age

In the questionnaire there were also two questions asking what football brand have you bought merchandise of and what football brand have you bought merchandise of more than once. It is not a primary objective of my study to investigate the most successful football brands in terms of merchandise sales. However, it is a part of my study to examine what football brands the respondents in my research purchase the most. In the chart 3.3.you can take a look at the most successful football brands in terms of how many respondents consume their merchandise. There is also distinction between whether a respondent had consumed it only once or repeatedly.

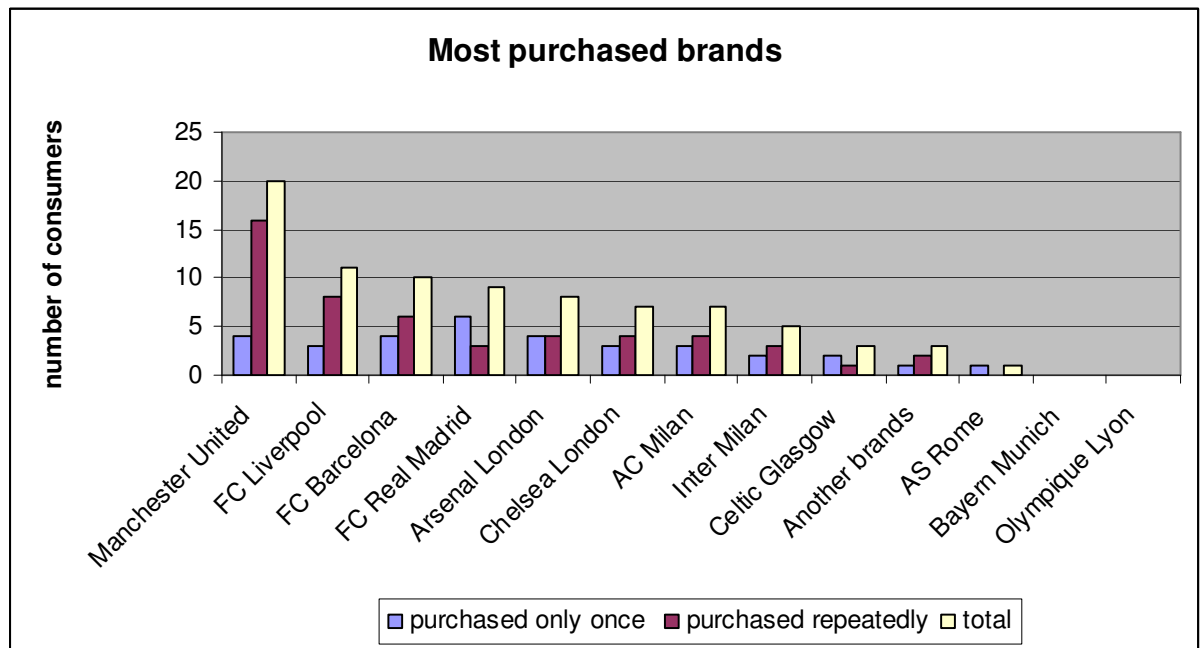


Chart 3.3.: Most purchased brands

Participants were also asked about their reasons for buying football merchandise. They were given six reasons and have to rank them from one to six, where the most important reason has one and the least important reason six. See the table 3.2.in which, means of particular reasons are calculated. The table is accompanied by the chart 3.4., where the reasons calculated in mean are displayed from the most important to the least important.

	identification with football brand	association with successful brand	displaying loyalty to the brand	association with successful player	fashionable item	need to feel as part of the team
Mean	2,6	2,72	3,02	4	4,28	4,32

Table 3.2.: Calculated means for reasons to consume

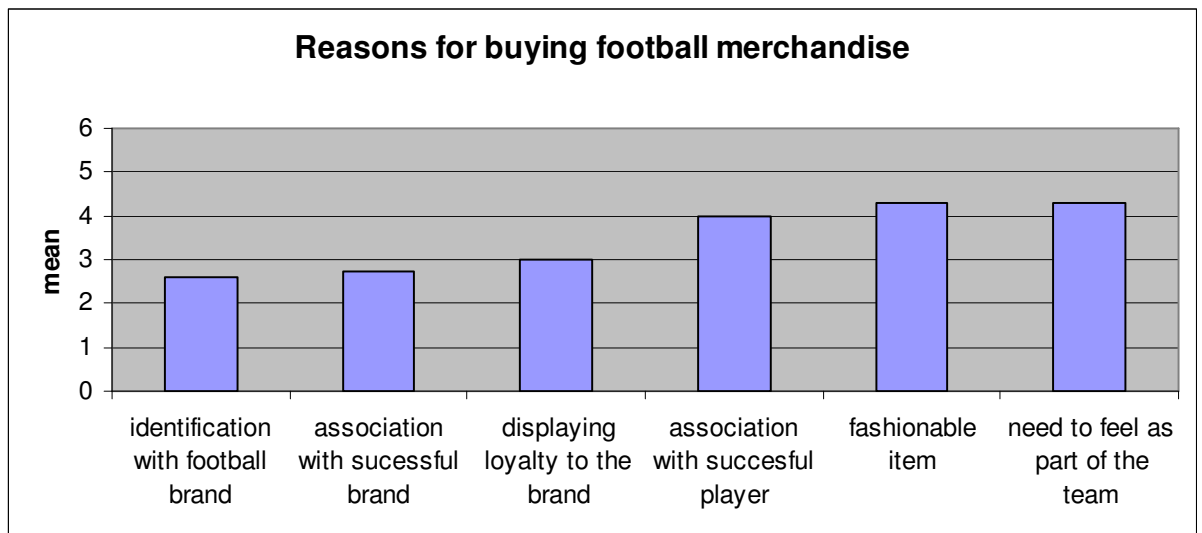


Chart 3.4.Reasons for buying football merchandise

Next question concerns in the level of attachment a respondent has to a football brand he purchases merchandise of. In the chart 3.5.you can see that consumers of football merchandise do not even need to be fans of that club to purchase its merchandise. However, it is apparent that level of attachment plays a role in football merchandise buying behaviour. More than forty percent of respondents who consume particular brands were found to be devoted fans of that clubs. The fact that only about twenty percents of respondents have identified themselves as real fans might be caused by their perception of the term “real fan”. Some participants might imagine fanatics who exhibit obsessive fan behaviour and compared with those they have identified themselves as devoted fans. The result was that three respondents are not fans, fifteen casual fans, twenty-one devoted fans and eleven real fans of football brands they buy merchandise of.

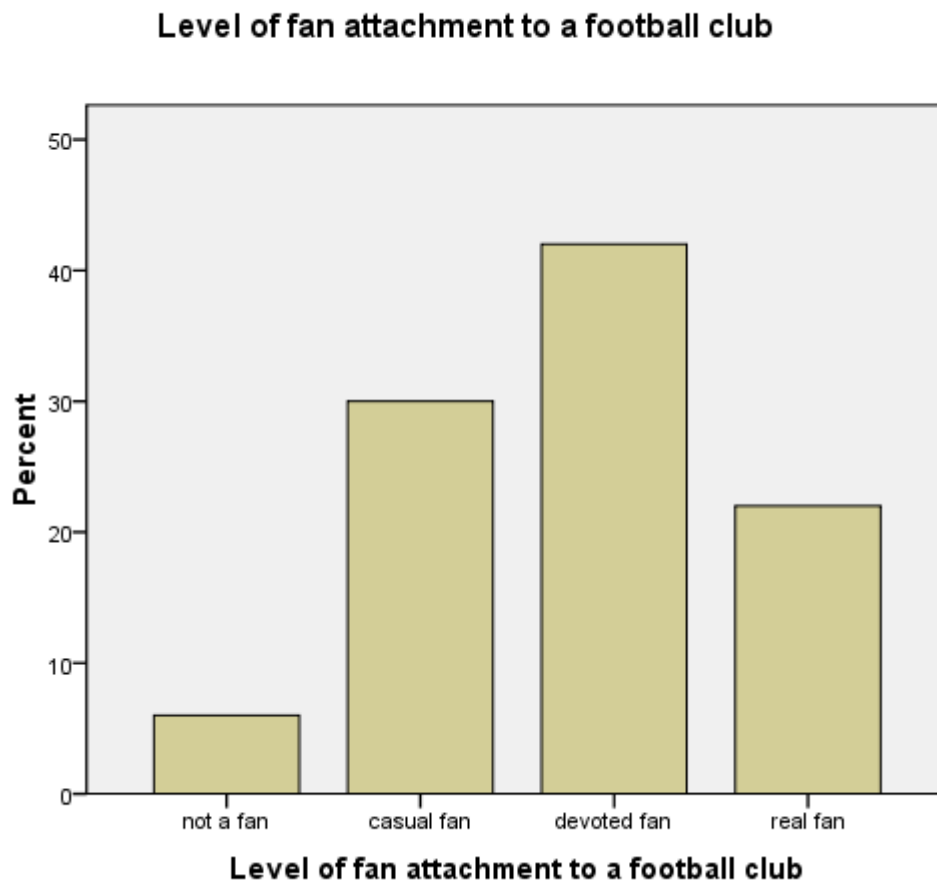


Chart 3.5.: Level of fan attachment to a football club

Another question concerns with participants' brand loyalty. A statement was: "you have bought the merchandise of particular football brand before you are more likely to buy merchandise of same brand next time." Respondents were offered five options on scale from one to five, where "one" means strongly agree and "five" strongly disagree. The percentages in the chart 3.6. reflect the following result 21 participants strongly agree, 20 agree, 5 neither agree nor disagree and 4 disagree. No respondent chose strongly disagree.

You have bought merchandise of a club before you are more likely to buy the same club next time



Chart 3.6.: Brand loyalty

There is also question in regard to the period of time for how long a respondent supports football club he is the most loyal to. This question is included to demonstrate that football fans tend very often to be supporters of particular club for long periods of time, either from their early age or at least for many years. See the chart 3.7. for results.

For how long do you support a football club you feel you are the most loyal to?

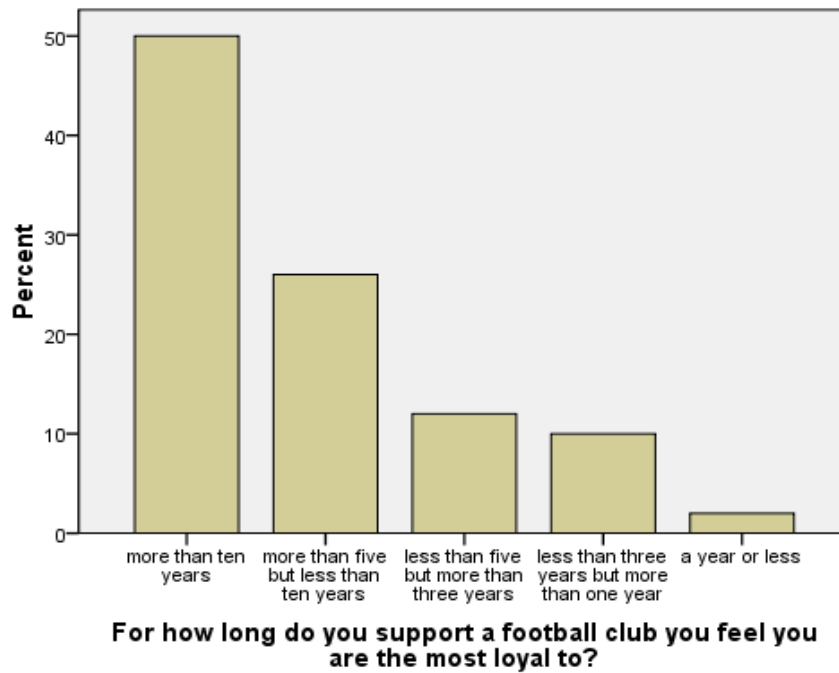


Chart 3.7. Supporting period

The last question that is going to be introduced in this part is asking about the amount of money participant spends on football merchandise. Five options were given to respondents, and you can see the percentage distribution of respondents in different groups in chart 3.8.

How much do you spend on football merchandise per year (in pounds)?

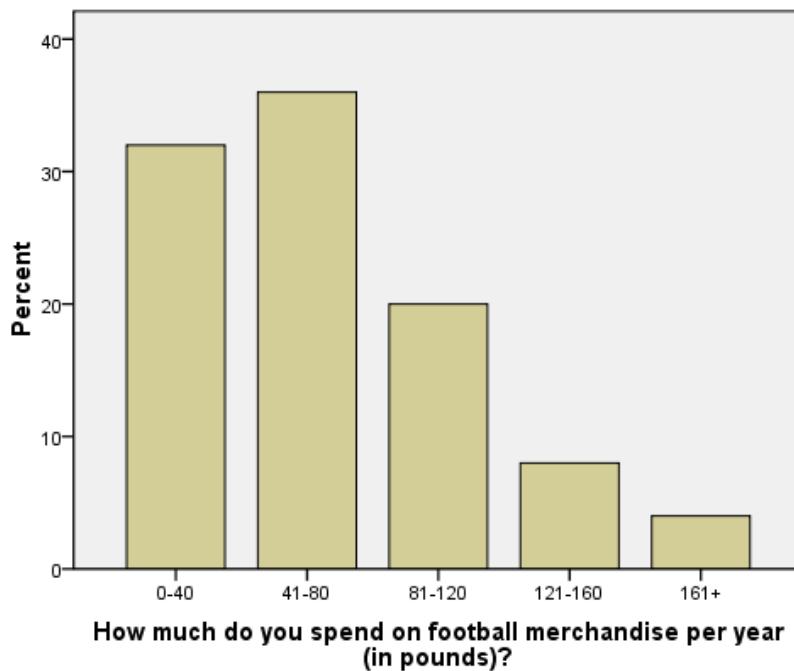


Chart 3.8: Spending on merchandise

3.2 Analysis of hypotheses

In the first part of results chapter, the frequencies and means of the sample have been calculated and described. In this part I am going to make analyses of four research hypotheses.

Hypothesis 1: Young consumers buy football merchandise more as fashionable items than the older consumers

First analysis examined the relationship between age of respondents and buying football merchandise as a fashionable item. When analyzing this hypothesis it is important to realize which variable is dependent and which independent one. Age is independent variable here, because it causes the effect. Consumers may buy football merchandise as

fashionable items because they are young. It would not make sense to say it in opposite way – consumers are young because they buy football merchandise as fashionable items. Therefore, the reason that merchandise is fashionable item is dependent variable.

When choosing what statistical method to use to analyze the first hypothesis we have to determine what type of data we have got. There are nominal data, ordinal data and continuous ones. Age variable is ordinal consisting of five different categories and the dependent variable consists of six categories and is ordinal as well. For such combination of variables ANOVA test as a statistical method were used. In the table 3.3 the last column with “Sig.” is the one the most important in which we are interested. It means “significance level” or in its statistical abbreviation “p-value”. If the p-value is less than 0.05 we can say that the value is significant and it is very unlikely to occur in the sample if there is no effect in the population. As we can see in the table 3.3 the significance level (p-value = 0 which is less than 0.05) in this case, therefore there is 100 percent significant relationship between groups.

ANOVA					
You buy merchandise because it is a fashionable item and you like how it looks					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	74,138	4	18,535	6,954	,000
Within Groups	119,942	45	2,665		
Total	194,080	49			

Table 3.3: ANOVA

Post Hoc Tests were used to analyze the mean differences between particular age groups in relation to buying football merchandise as a fashionable item. Moreover, the Post Hoc Tests tells us where exactly the differences lie. If we take a look at the table 3.4, significance level (p-value) is also shown. The “mean difference” and “significance level” are two columns with numbers we want to look at. Mean difference presents the

difference between means of different age groups. As we can see the highest mean difference (MD) has been found between the youngest age group 15-20 and the oldest age group 50+ (MD = -3.583) a very high MD has been also identified between 15-20 group and 40-49 group (MD = -3.458). In other cases the MD is mostly between -1.5 and -2. However, there are two exceptions where very low MD has been found – between 21-29 group and 30-39 group (MD = - 0.025) and between 40-49 and 50+ (MD = - 0.125).

Now, I am going to interpret what these figures mean to my analysis. The biggest differences have been found between the youngest age group 15-20 and two old age groups 40-49 and 50+. At this point the findings confirm the hypothesis which states that there are significant differences between age groups. On the other hand, very low mean difference between 20-29 and 30-39 group, eventually 40-49 and 50+ means that there are no significant differences. We can also take a look at “Sig.”(p-value) between particular age groups, where the mean difference is high the p-value is low.

The last calculation we can make is to determine how significant in percentage a relationship is. We need to take a p-value, multiple it by 100 and we will get a number which indicates a non-significance of relationship. Thus, if we want to find out how a relationship is significant we just deduct this figure from 100. The most significant relationships can be found where the p-value is low (between 15-20 and 40-49 p-value = 0.001 – the relationship is 99.9 % significant, 15-20 and 50+ p-value = 0.012 – the relationship is 98.8 % significant) Other p-values are higher than 0.05 and therefore the relationships are not significant.

Multiple Comparisons						
You buy merchandise because it is a fashionable item and you like how it looks						
Scheffe						
(I)	(J)	Mean	Std.		95% Confidence Interval	
Age	Age	Difference (I-J)	Error	Sig.	Lower Bound	Upper Bound
15-20	21-29	-1,958	,623	,058	-3,96	,04
	30-39	-1,983	,699	,109	-4,23	,26
	40-49	-3,458	,745	,001	-5,85	-1,07
	50+	-3,583	,943	,012	-6,61	-,56
21-29	15-20	1,958	,623	,058	-,04	3,96
	30-39	-,025	,658	1,000	-2,14	2,09
	40-49	-1,500	,707	,356	-3,77	,77
	50+	-1,625	,913	,536	-4,56	1,31
30-39	15-20	1,983	,699	,109	-,26	4,23
	21-29	,025	,658	1,000	-2,09	2,14
	40-49	-1,475	,774	,468	-3,96	1,01
	50+	-1,600	,966	,605	-4,70	1,50
40-49	15-20	3,458	,745	,001	1,07	5,85
	21-29	1,500	,707	,356	-,77	3,77
	30-39	1,475	,774	,468	-1,01	3,96
	50+	-,125	1,000	1,000	-3,34	3,09
50+	15-20	3,583	,943	,012	,56	6,61
	21-29	1,625	,913	,536	-1,31	4,56
	30-39	1,600	,966	,605	-1,50	4,70
	40-49	,125	1,000	1,000	-3,09	3,34
*. The mean difference is significant at the 0.05 level.						

Table 3.4: Post Hoc Tests

The chart 3.9 demonstrates the relationship between different age groups and buying football merchandise as fashionable items. On the vertical axis the mean is measured, the lower the mean is the more respondents buy merchandise as a fashionable item. On

horizontal axis we can find different age groups. This chart is very useful if we want to see mean differences between particular age groups illustrated graphically and confront them with mean differences figures in Table 3.4. In the chart we can see that the youngest age group buys the merchandise as fashionable items much more than any other age group. The groups 21-29 and 30-39 do not differ at all (p-value = 1) in terms of buying merchandise as fashionable items. The last two age groups are very close to each other in terms of mean, however they differ a lot from others. In this chart we can also see that all respondents from age group 50+ stated “buying merchandise because it is a fashionable item” as the least significant reason (the lowest score was 6) and the mean for group 50+ shown in the chart equals 6.

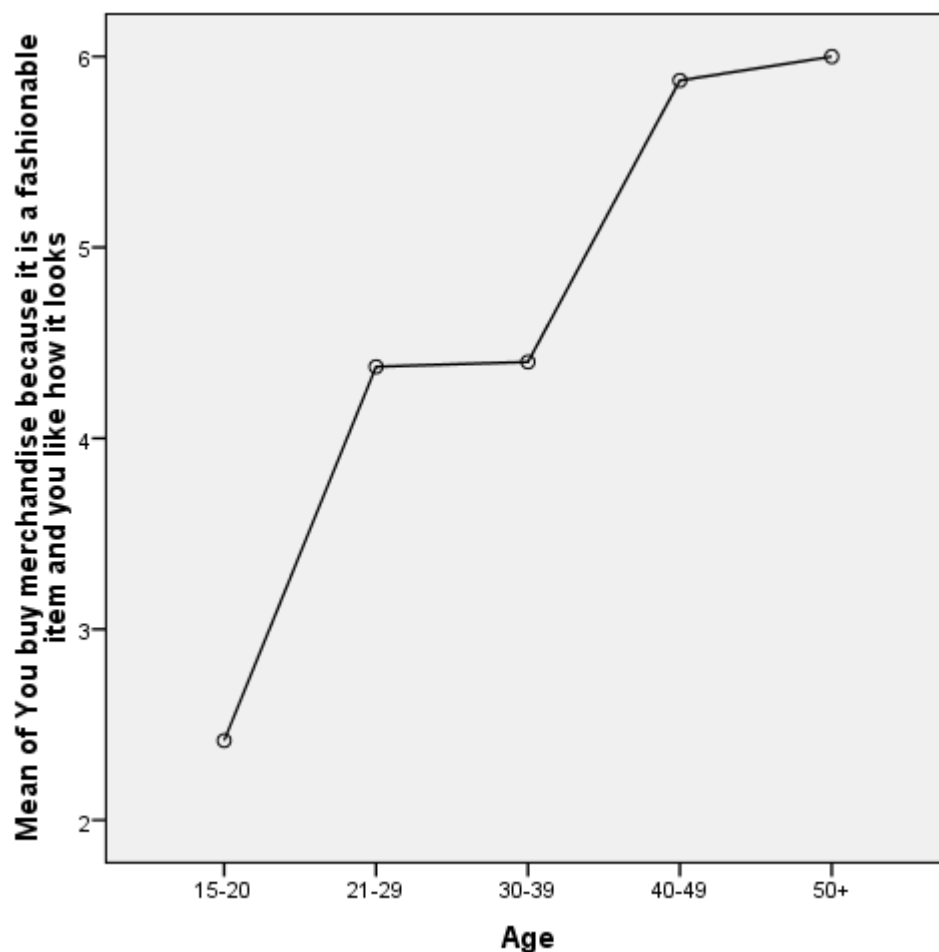


Chart 3.9: Means plots

Hypothesis 2: More brand loyal consumers spend more money on football merchandise than less loyal consumers

In the second analysis I am going to investigate the relationship between brand loyalty of consumers and how much money they spend on merchandise. The level of brand loyalty is here an ordinal independent variable with five different categories and the amount of money spent on merchandise is ordinal dependent variable with five categories again. Therefore, one-way ANOVA test were used as a statistical method to analyze this hypothesis. As I have already presented in detail the statistical data and what they actually mean in the first hypothesis I am not going to explain it again. If you want you may take a look at analysis of first hypothesis where this is included. The significance level ($p\text{-value} = 0.024 < 0.05$) and therefore we can say that there is 97.6 percent significant relationship between groups. See table 3.5.

ANOVA					
How much do you spend on football merchandise per year (in pounds)?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10,818	3	3,606	3,463	,024
Within Groups	47,902	46	1,041		
Total	58,720	49			

Table 3.5: ANOVA

In the table 3.6 we can see the Post Hoc Tests (Scheffe test) which tells us where exactly the differences lie. Mean difference (MD) in spending is by far biggest between strongly brand loyal respondents and disloyal participants ($MD = 1.619$) which means that there are significant differences between these two groups. On the other hand, the least mean difference ($MD = - 0.050$) has been found between brand loyal respondents and neither loyal nor disloyal participants. Other mean differences do not have an

interesting value for analysis. The significance level ($p\text{-value} = 0.049 < 0.05$) between strongly brand loyal respondents and disloyal ones means that there is 95.1 % significant relationship between these two groups. On the other hand, there is no relationship found at all between loyal respondents and neither loyal nor disloyal respondents ($p\text{-value} = 1$).

Multiple Comparisons								
How much do you spend on football merchandise per year (in pounds)?								
Scheffe								
(I) You have bought merchandise of a club before you are more likely to buy the same club next time				(J) You have bought merchandise of a club before you are more likely to buy the same club next time				
				Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
strongly agree	agree			,669	,319	,236	-,26	1,59
	neither agree nor disagree			,619	,508	,687	-,85	2,09
	disagree			1,619	,557	,049	,00	3,23
agree	strongly agree			-,669	,319	,236	-1,59	,26
	neither agree nor disagree			-,050	,510	1,000	-1,53	1,43
	disagree			,950	,559	,418	-,67	2,57
neither disagree	strongly agree			-,619	,508	,687	-2,09	,85
	agree			,050	,510	1,000	-1,43	1,53
	disagree			1,000	,685	,550	-,99	2,99
disagree	strongly agree			-1,619	,557	,049	-3,23	,00
	agree			-,950	,559	,418	-2,57	,67
	neither agree nor disagree			-1,000	,685	,550	-2,99	,99
*. The mean difference is significant at the 0.05 level.								

Table 3.6: Post Hoc Tests

Chart 3.10 presents the relationship between respondents' different levels of brand loyalty and how much they spend on football merchandise. On the vertical axis the mean is measured. (Value 1 represents: "0-40 pounds", 2: "41-80", 3: "81-120") Again this chart is very demonstrative when comparing mean differences in table 3.6. You can see that highest mean difference (1.619) can be found between strongly brand loyal and disloyal groups. It is important to say that no respondent was found being strongly

disloyal, that's why the point "strongly disagree" is not shown in the chart. The chart 3.10 identifies statistically significant difference only between strongly brand loyal and disloyal fans ($p\text{-value} = 0.049 < 0.05$). In the rest of group comparisons the $p\text{-value} > 0.05$ and therefore no significant difference has been found from statistical point of view.

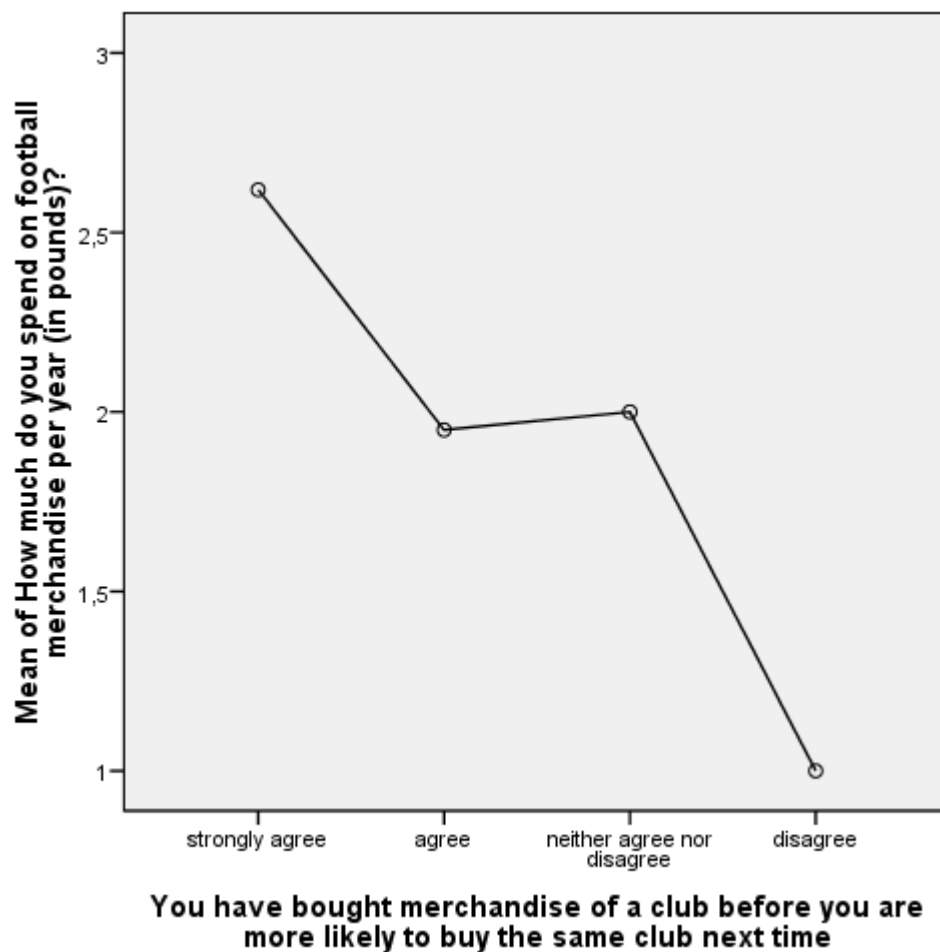


Chart 3.10: Means plots

Hypothesis 3: Consumers and non-consumers of merchandise do not differ significantly in brand awareness of football brands

To analyze the differences in brand awareness of consumers compared with non-consumers of merchandise I have made an Excel chart where on the horizontal axis there are internationally known football brands that have been used for brand awareness test and on the vertical axis there is measured the number of respondents who recognised particular football brand. As you can see, the chart 3.11 discriminates between consumers and non-consumers of merchandise, so it is clear and easy to compare the results for the purpose of analyzing third hypothesis. When making an analysis of this hypothesis we look at each football brand separately and compare the number of respondents consuming football merchandise who recognised a particular brand with number of non-consumers who recognised the same brand. Each of groups consists of fifty participants as it is important for the validity of research.

As we can see in the chart 3.11 there are almost no differences in brand awareness of football brands between people who consume merchandise and non-consumers. However, there are some interesting findings I am going to comment. First, all 100 respondents recognised Manchester United brand (50 merchandise consumers - 50 non-consumers), which means there is no difference in brand awareness at all. The same applies to Bayern Munich (39-39) and Celtic Glasgow brand (44-44). The higher brand awareness rate of consumers over non-consumers was found at five football brands (FC Barcelona: 47-43, AS Rome: 35-28, Olympique Lyon: 36-32, AC Milan: 45-42, Inter Milan, 42-38). On the other hand, at four football brands the brand awareness rate was higher for non-consumers than for consumers of merchandise. (Arsenal London: 49-50, FC Liverpool: 49-50, FC Real Madrid: 43-46, Chelsea London: 48-50). A discussion about findings will be presented in next chapter.

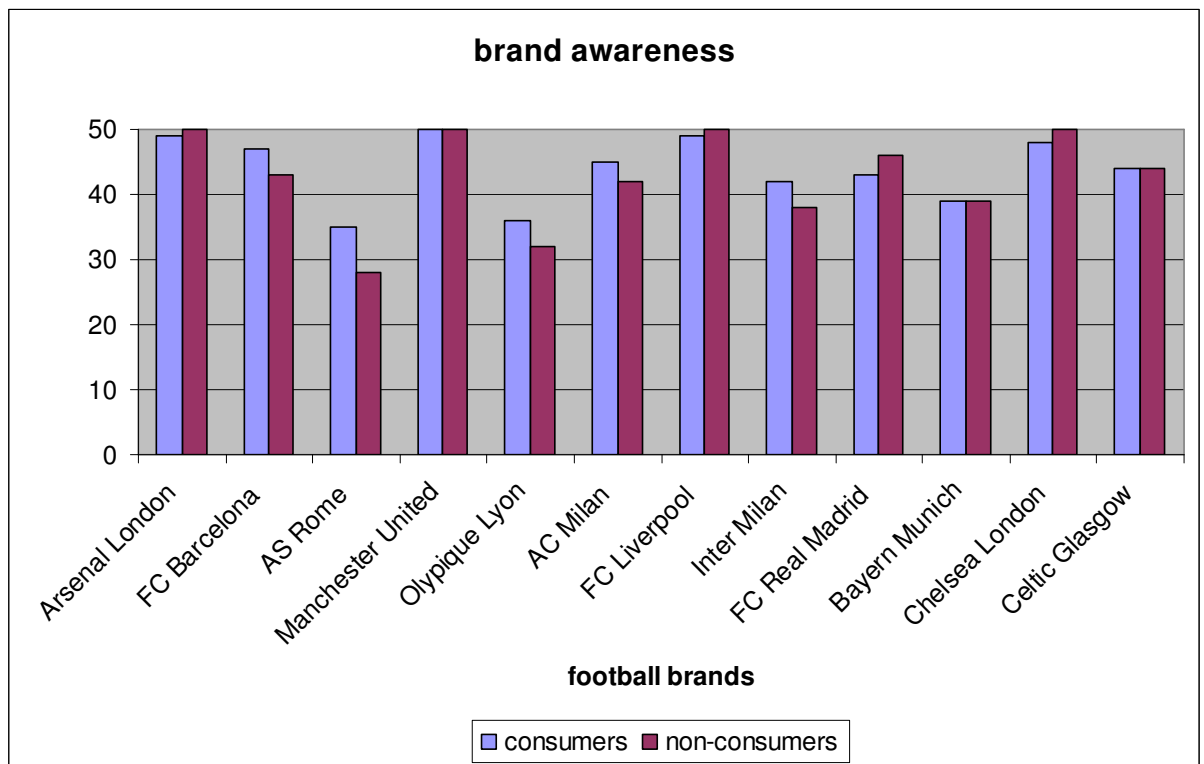


Chart 3.11: Brand awareness

Hypothesis 4: Price is not as important as other factors for consumers of football merchandise

In the last analysis, factors and their importance to consumers when buying football merchandise are investigated. There were identified nine factors that influence a consumer: name of the club, overall appearance, name of player on merchandise, quality of material, originality, brand logo, colour, place and price. As you can see in the table 3.7 means were calculated and the factors were ranked according to means from being the most important to being the least important (see the chart 3.12). The highest score was 5 the lowest score was 1.

The name of the club was found to be the most important factor for respondents when buying merchandise – in other words it is the football brand that is the most important factor. Overall appearance of merchandise (3.74) reached second-highest score,

however the difference in mean between first and second factor was very significant (0.74). Name of player on merchandise, quality of material (3.46), originality (3.38) and brand logo (3.34) reached very similar scores. Colour, place and price were three least important factors – see the table 3.7. In regard to my hypothesis, the price with its score 2.56 were found to be the least important factor of all. Further discussion about findings of this hypothesis will be presented in next chapter.

Factors	name of the club	overall appearance	name of player on merchandise	quality of material	originality	brand logo	colour	place	price
Mean	4,48	3,74	3,56	3,46	3,38	3,34	3	2,72	2,56

Table 3.7: Importance of factors when buying football merchandise

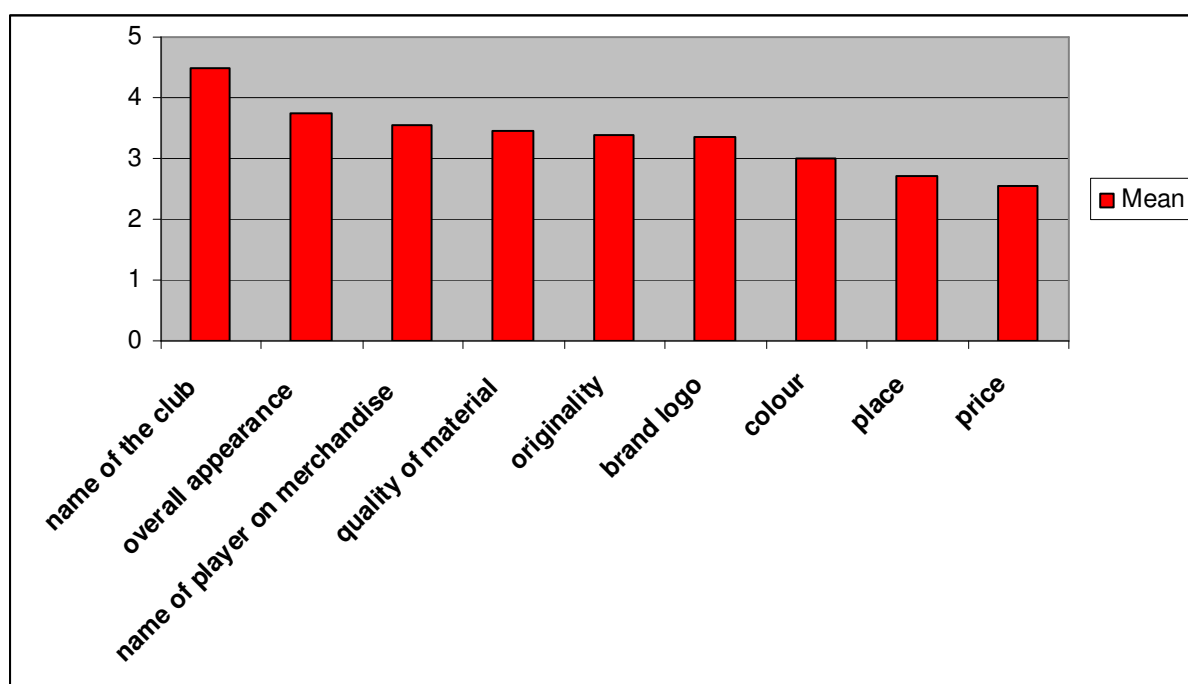


Chart 3.12: Importance of factors when buying football merchandise

4. Discussion

In this chapter there is going to be discussion about what was found in previous result chapter.

More precisely, four hypotheses will be discussed and whether they are accurate will be examined.

4.1. Hypothesis 1

The hypotheses number one investigates how age affects buying football merchandise as a fashionable item. When analyzing this hypothesis in previous chapter, very strong relationship between age and buying football merchandise as a fashionable has been found. The youngest people (15-20) buy merchandise as a fashionable item far more than other age groups. On the contrary, older consumers in age groups (40-49 and 50+) do not consume merchandise as a fashionable item at all. People in age groups (21-29 and 30-39) are very similar in terms of buying merchandise as fashionable item. They are somewhere between youngest age group and two oldest groups. For consumers in age 21-29 the reason might be that they are not teens anymore and thus not affected by their peers so strongly. It is very often that teenagers want to buy a football jersey because someone of their friends has got one. Peer influences may play a unique role in buying merchandise between the youngest people.

There may be many ways how to explain that younger consumers buy merchandise as fashionable items and older ones do not. Young consumers are exposed to massive advertisements and campaigns the football brands use to attract consumers and may be more affected by them than the older consumers. Another argument is that older consumers grew up in the era where marketing efforts of football brands were insignificant compared to today's efforts. Therefore, these consumers might buy merchandise to show the loyalty to the club, because of they wanted to be associated with successful football team or for other reason. One of them could be that nowadays football brands market themselves much more than in the past. Their marketing is more

effective than it was and much more promotion campaigns and advertisements in all kinds of media are presented. Internationally known football brands try also to penetrate into other markets through their brand extension and become involved in many various businesses. Football brands endeavour to be seen not only as successful football brands for their supporters, they want to be seen as successful brands throughout whole society.

Howard and Sayce (1998) examined in their study that young consumers purchase merchandise as fashionable item. Their results are in line with my findings about age and buying merchandise as fashionable items. We can say that I have got to the same conclusion and confirmed what Howard and Sayce (1998) investigated. However, I have also demonstrated that old buyers do not purchase merchandise because of fashion. The fashion style of different age groups could play a role. Old people consider other kinds of clothes as fashionable. They buy merchandise for many various reasons but not as fashionable items. For youngest age group it is fashionable to wear jerseys or t-shirts of football clubs. They want to look cool and they look cool with football jerseys on. The people generally acknowledged wearing football merchandise as a fashionable trend for young people.

Today, football brands are making their merchandise more attractive in terms of how it looks, the reason is to attract people who may not be their supporters but they will buy a product due to its appearance. If we compare football jerseys from thirty years ago with those today, we will see that current ones are much more fashionable and look cool. As I have stated, football brands aim their marketing more at young people. There is an assumption that when a consumer is young he may buy merchandise as fashionable items and as becoming older his motives to consume merchandise may change.

4.2. Hypothesis 2

Second hypothesis predicts that brand loyal consumers spend more money on football merchandise than less loyal consumers. It investigated how level of brand loyalty affects how much a consumer spends on football merchandise. The relationship was found between level of brand loyalty and amount of money spent on merchandise. The strongly loyal consumers spend most money on the other hand, disloyal spend the least. Actually, all disloyal respondents stated they spend only 0-40 pounds on merchandise a year. However, brand loyal and neither loyal nor disloyal customers do not differ in how much money they spend. The reason that strongly brand loyal consumers spend more money than less loyal might be caused due to their stronger preference for one brand over the others. It could be that consumers, who buy football merchandise of only one brand, perceive that brand much more valuable than others and therefore are willing to pay more money for its uniqueness compared to other brands. This category of consumers is not price sensitive if a brand becomes more expensive they will still buy it because of its uniqueness and superiority over others.

On the other hand, people who switch between few brands when buying football merchandise are less loyal. They purchase more than one brand and might see these few brands they purchase as equally valuable to them. Such customers would also be more sensitive to the change in prices. If merchandise of one brand becomes more expensive they might take it into account and purchase another one. Disloyal customers switch brand regularly. They might buy merchandise of many brands and see them of the same value, thus they are price sensitive and might tend to buy brand which is cheaper in the moment.

It might also be that customers purchasing merchandise of one brand only, have a strong attachment to a football brand they buy and consequently they spend more money on supporting and maintaining their team. Purchasers of more brands may not have such strong attachment to brands they buy and consume a one merchandise item of particular brand and one item of another brand. However, strongly brand loyal people might buy

many merchandise products of brand they are strongly attached to and spend more money than buyers switching between brands. Many authors investigated the relationship between fans' loyalty to particular club and how much they spend. However, there has been no research conducted to identify relationship between consumers' brand loyalty in terms of purchasing merchandise and how much they spend on it. Therefore, this study might be a basis for further research.

4.3 Hypothesis 3

It is suggested that people who buy football merchandise as well as non-consumers of merchandise do not differ significantly in brand awareness. Both consumers as well as people who do not buy merchandise can recognize worldwide most popular and famous football brands is caused by massive marketing campaigns, advertisements and strong marketing positions the football brands have. My results and findings in brand awareness are however strongly affected by location where making a research. As I made a research in the UK, Huddersfield it is logic that most people recognised British football brands – this proved to be true. The Manchester United brand achieved special position among all brands in my research, it was only brand recognised by all respondents. Manchester United is probably the brand which has best marketing and takes the advantage of its brand name best. However, the Manchester United is actually a local brand in place where the research was made. Thus, the probability of recognition is very high.

The research found out that consumers do not buy merchandise of particular brand because they are aware of it. The fact that the most successful and popular football brands have reached success outside the football field, made it very unlikely not to be aware of them. High level of brand recognition in both groups can be found due to the number of places where football merchandise is exposed and a lot of commercials that take place in media. My conclusion is definite: people who buy merchandise and non-consumers do not differ in brand awareness significantly. As Keller investigated brand

awareness is not a factor that discriminates between football merchandise consumers. and non-consumers (Keller, 1993). His statement was.

4.4 Hypothesis 4

The last hypothesis deals with importance of factors influencing consumers when buying football merchandise. There were nine factors for buying merchandise, I have analyzed them and ranked by their importance for consumers: 1. brand (name of the club), 2.overall product appearance, 3.name of player on merchandise, 4.quality of product material, 5.originality, 6.brand logo, 7.colour, 8.place, and 9.price. The order of factors proposes that the brand is most important factor for consumers.

It is the brand name that represents the success on the field as well as the image of the team and people bear it in mind when making a purchase. Overall appearance of merchandise product was found second important. In general, people care how the jersey or other products look. It shows that consumers in 21st century perceive football merchandise as kind of fashion and when buying they are interested in how it looks. Even people who do not buy merchandise as a fashionable item take into account an overall appearance of product, however not all of them. Name of player on merchandise is important for consumers who are identified with, support or just like particular player. Such consumers may switch to buy merchandise of another brand if the player is transferred to competitor team. Quality of material, originality and brand logo are of the same importance, as the sample researched, contained only fifty respondents – it might not be representative sample.

Another reason why the score for these factors was very similar might be that 5-point scale was applied, if there were scale with more points used the score of factors would differ more. Therefore, there is an assumption that it would be found more significant differences between these three factors if there was larger sample. The least important factor is price. Consumers are not affected by price they stated all other factors to be more important. It makes sense, if a person prefers particular brand over others, he will

not buy any other brand instead because of it is cheaper. Football merchandise is a unique kind of product in terms of consumers' willingness to pay high price for it.

5. Conclusion

The objective of this paper was to examine consumption behaviour of football merchandise consumers. To investigate differences in consuming merchandise between particular age groups, more specifically to find out to what extent respondents in different age groups consume football merchandise as a fashionable item. The research also concerns with consumers' brand loyalty in terms of buying merchandise and how it affects how much a customer spends on it. In addition, the aim was to explore role of brand awareness in purchasing football merchandise and whether it differentiates between people who buy football merchandise and non-consumers. The last aim of this work was to find the most important factors that influence people when buying football merchandise.

Four objectives of this work have been stated and four consequent hypotheses have been assigned from them:

- Young consumers buy football merchandise more as fashionable items than the older consumers.
- More brand loyal consumers spend more money on football merchandise than less loyal consumers.
- Consumers and non-consumers of merchandise do not differ significantly in brand awareness of football brands.
- Price is not as important factor as other factors for consumers of football merchandise.

Questionnaire was used as a research method how to gather primary data, which were then analyzed in SPSS statistical programme. Few statistical methods were applied to analyze data and hypotheses were supported or unconfirmed.

My first hypothesis was supported: Young consumers buy football merchandise more as fashionable items than the older consumers. Yet, only consumers in youngest age group were found to buy merchandise as fashionable items significantly. Teenagers are specific consumers who concerns more about their image, are more likely to be affected by commercials and peer groups and therefore they might buy merchandise as fashionable items. Participants in other age groups were not found to buy merchandise as fashionable items. We can conclude that the findings still support a hypothesis.

The second hypothesis was supported too: More brand loyal consumers spend more money on football merchandise than less loyal consumers. The explanation for this might be that consumers who buy only one brand can see it as much more valuable than any other brands and therefore buying that brand at higher price, possibly buying more items as well.

Third hypothesis was supported: Consumers and non-consumers of merchandise do not differ significantly in brand awareness. It was found that brand awareness is definitely not a factor determining whether a person purchases merchandise or not.

Last hypothesis was proved to be true: Price is not as important factor as other factors for consumers of football merchandise. The price was found to be the least important from all factors. Therefore the hypothesis was supported.

In the end of this work I want to point out that there are many limitations of research, one of them is a low sample – only 50 respondents actually participated in research in

full. Therefore, findings and results of the research should have been taken carefully and not to be generalized to larger population.

Appendices 1

Measuring Brand equity	
Brand Equity	Loyalty I am loyal to the team. The team is my favourite team. I would rather see this team play than any other team in the league.
	Perceived quality The likely quality of play for this team is extremely high. The likelihood that this team will play well is very high.
	Brand awareness and Associations Some positive characteristics of this team come quickly to mind. I can quickly recall what the team logo looks like. I have difficulty imagining the team logo in my mind (reverse scored).
	Overall brand equity of Licensed Logo Apparel and Merchandise It makes sense to buy team logo merchandise instead of any other teams, even if all else about the merchandise is the same. Even if other apparel has the same features, I would prefer to buy apparel with the team logo on it. Even if there is another team as good or better than this team, I still prefer to buy this team's apparel.
Source: Adapted from Yoo, Boonghee, and Donthu, Naveen 2001. Developing and validating a multidimensional consumer-based brand equity scale. Journal of Business Research 52 (April): 1-14	

Figure 1: Measuring brand equity model

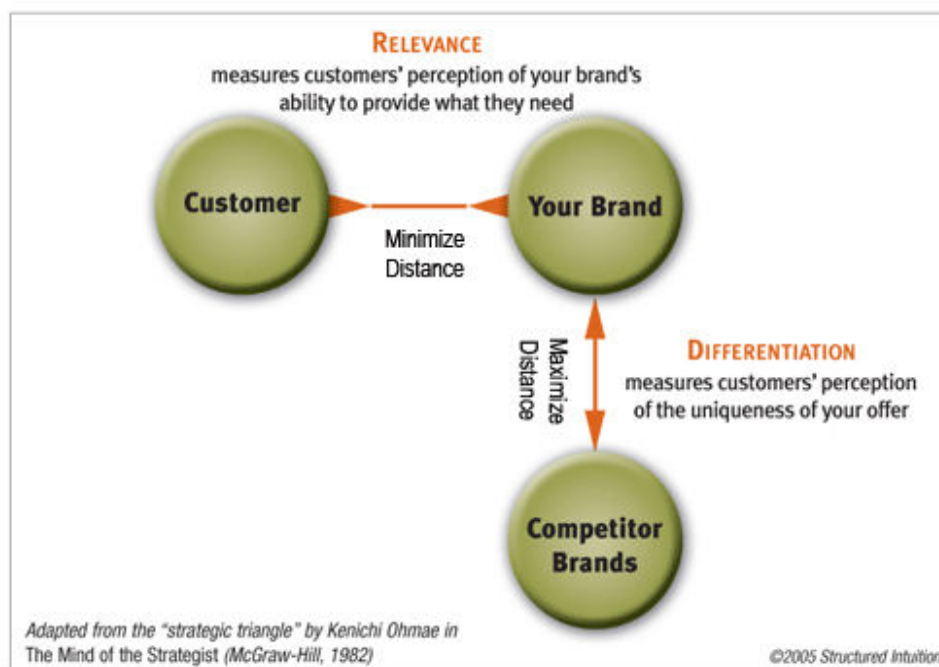


Figure 2: Strategic triangle

Source: Adapted from Ohmae. In the mind of the Strategist (McGraw-Hill, 1982)

Appendices 2

Questionnaire

I am a final year business school student at Huddersfield university writing a dissertation for my BA (Hons) degree. As a part of my dissertation I am carrying out the research about consumer behaviour when buying football team merchandise of internationally known clubs.

For the purpose of the research I would be very grateful if you could answer my questionnaire. It should take 5-10 minutes to answer my questions.

All the information you provide will be anonymous and used only for my research purpose.

Thank you very much for your time!

Questionnaire

1. Gender: ☐ Male ☐ Female

2. Age: ☐ 1-14 ☐ 15-20 ☐ 21-29 ☐ 30-39 ☐ 40-49 ☐
50+

(If you belong to age group "1-14" you do not continue answering following questions, thank you for participation)

3. Do you buy team merchandise of internationally known football clubs?

☐ Yes ☐ No

(If “no” please go to question no. 18)

4. What kind of football team merchandise product do you buy? (Tick all options that apply)

☐ Jersey ☐ Scarf ☐ Badge ☐ Cap ☐ T-shirt Other (please state)

5. Where do you buy football team merchandise? (Tick all options that apply)

☐ At the stadium when you attend a game ☐ In shops specialized on particular football club

☐ In shops specialized on football clubs in general ☐ At shopping centres

☐ In marketplace ☐ On the internet through the football club website

☐ On the internet through the internet shop website Somewhere else (please state)

6. What internationally known football clubs have you bought merchandise of?
(Tick all options that apply)

☐ Arsenal London ☐ Chelsea London ☐ FC Liverpool ☐ Manchester United

☐ FC Barcelona ☐ FC Real Madrid ☐ AC Milan ☐ Inter Milan ☐ AS Rome

☐ Bayern Munich ☐ Celtic Glasgow ☐ Olympique Lyon ☐ Other (please state)

7. What internationally known football clubs have you purchased merchandise of more than once? (Tick all options that apply)

☐ Arsenal London ☐ Chelsea London ☐ FC Liverpool ☐ Manchester United

☐ FC Barcelona ☐ FC Real Madrid ☐ AC Milan ☐ Inter Milan ☐ AS Rome

☐ Bayern Munich ☐ Celtic Glasgow ☐ Olympique Lyon ☐ None ☐ Other (please state)

8. Why do you think you support particular football club? (Tick all options that apply)

☐ You are coming from the region where the football club is situated

☐ You live in the region where the football club is situated

☐ You like the way the football club performs on the field

☐ You support the team because someone of your family is supporting or has supported it before

☐ You support particular football club because you are supporting particular football player in that club

☐ Other (please state)

9. You buy the football club merchandise because: (Rank the options from 1 to 6, where the most important reason has 1, the least important reason 6, use each number only once)

(**example:** if the reason “you are identified with that club” is the most important of these for you to buy football merchandise put number 1 into appropriate box, if it is a second most important put number 2, if third most important put 3, if fourth most important put 4 etc..)

- ☐ You are identified with that club
- ☐ You want to display your loyalty to the club
- ☐ It is a fashionable item and you like how it looks
- ☐ You want to feel you are part of the team
- ☐ You want to be associated with successful club
- ☐ You want to be associated with successful player

10. How important are the following factors for you when buying football merchandise? (number each aspect on scale 1-5, 1-not important at all, 5-the most important)

(**example:** if “the name of the club” is the most important factor for you give number 5, if it is more important number 4, if moderately important give number 3, if less important number 2 and if not important at all number 1. The same technique applies on each option.

- The name of the club ☐
- The name of the player on merchandise ☐

- | | |
|--|--------------------------|
| Quality of the material the merchandise product is made of | <input type="checkbox"/> |
| Originality of the product (if it is a licensed product) | <input type="checkbox"/> |
| The colour of the product | <input type="checkbox"/> |
| The overall appearance of the product | <input type="checkbox"/> |
| Price | <input type="checkbox"/> |
| Place where purchasing merchandise | <input type="checkbox"/> |
| The logo of the club | <input type="checkbox"/> |

11. Attachment to a football club: (tick only one option)

- ☐ I am not a fan of football club I buy merchandise of
- ☐ I am a casual fan of football club I buy merchandise of
- ☐ I am a devoted fan of football club I buy merchandise of
- ☐ I am a real fan of football club I buy merchandise of

12. You have bought the merchandise of particular football club before you are more likely to buy the merchandise of the same football club next time. (tick only one option)

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

13. For how long do you support football club you feel you are the most loyal to? (tick only one option)

- ☐ More than ten years ☐ More than 5 but less than ten years
- ☐ Less than five but more than three years ☐ Less than three years but more than one year
- ☐ A year or less

14. How much do you spend (in pounds) on football team merchandise per year?

(tick only one option)

☐ 0-40 ☐ 41-80 ☐ 81-120 ☐ 121-160 ☐ 161+

15. Do you recognise what football clubs belong to the jerseys on the picture?

1. ☐

4. ☐

7. ☐

10. ☐

2. ☐

5. ☐

8. ☐

11. ☐

3. ☐

6. ☐

9. ☐

12. ☐

Appendix 3

1.



2.



3.



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10.



11.



12.



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