



THE EFFECTS OF PERCEIVED CUSTOMER ENGAGEMENT ACTIVITIES ON
ATTITUDINAL LOYALTY, CUSTOMER-BASED BRAND EQUITY (CBBE), AND
CROWD ATTENDANCES AT LOCAL FOOTBALL CLUBS

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Bachelor's Thesis
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Declaration

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Objectives

The main objective of this study was to review the existing literature and examine the relationship between customer engagement and crowd attendances of local football clubs in terms of customer-based brand equity (CBBE) and brand loyalty. Additionally, based on quantitative primary research, this study aimed to provide implications for sports marketers on how to increase crowd attendance at local football clubs.

Summary

The research started with reviewing the existing literature on the topic, following with the formation of a proposed conceptual framework to examine the variables affecting crowd attendances. Based on the conceptual framework, a survey questionnaire was created. A total of 147 valid responses were collected and analysed. Finally, built on the data analysis main findings and implications were introduced.

Conclusions

Perceived customer engagement activities by supporters were found to have a positive effect on behavioural loyalty and therefore on crowd attendances of local football clubs through attitudinal loyalty and CBBE. The effect of attitudinal loyalty was more significant, and it also enhanced the CBBE.

Key words: Customer-based brand equity, brand loyalty, customer engagement, crowd attendance, local football club.

Language: English

Grade:

Table of Contents

1. INTRODUCTION	1
1.1. Background.....	1
1.2. Research Problem	1
1.3. Research Questions	3
1.4. Research Objectives	3
2. LITERATURE REVIEW	4
2.1. Literature Review Introduction.....	4
2.2. Customer-Based Brand Equity (CBBE).....	4
2.2.1. CBBE in Sports Industry	6
2.2.2. Brand Loyalty	8
2.2.3. Brand Loyalty in Sports Industry	9
2.3. Customer Engagement	9
2.3.1. Customer Engagement in Sports Industry	11
2.4. Crowd Attendance	12
2.5. Conceptual Framework.....	13
2.5.1. Antecedent to CBBE and Attitudinal Loyalty	13
2.5.2. Consequences of CBBE and Attitudinal Loyalty	14
3. METHODOLOGY	16
3.1. Data Collection.....	16
3.2. Sample	16
3.3. Questionnaire Design.....	17
4. FINDINGS	19
4.1. Respondents Profile.....	19
4.2. Reliability Analysis	20
4.3. Hypotheses Testing.....	22
4.3.1. Hypothesis 1	22
4.3.2. Hypothesis 2.....	23
4.3.3. Hypothesis 3.....	24
4.3.4. Hypothesis 4.....	25
4.3.5. Hypothesis 5.....	27
4.3.6. Hypotheses Conclusion	28
5. DISCUSSION AND CONCLUSION	29
5.1. Main Findings.....	29
5.2. Theoretical Implications	29
5.3. Managerial Implications	31
5.4. Limitations and Future Research.....	32
REFERENCES AND APPENDICES	33

References	33
Appendices	41
Appendix 1: Survey.....	41

1. INTRODUCTION

1.1. Background

Football (or soccer in the USA) is the most recognised sport in the world with an estimation of 3.5 billion followers worldwide. The size of the European professional football market was 25.2 billion euros in season 2019/20, which was 3.7 billion less than the previous season (Statista, 2022d). This was the first time the market size decreased since the financial crisis in 2008/09 (Deloitte LLP, 2020). The decrease can be explained by the covid-19 pandemic, which forced matches to be played without an audience or with restricted stadium capacities. Consequently, the revenue of each of the 'Big five' European football leagues (English, German, Spanish, Italian, and French) decreased after the pandemic outbreak (Statista, 2022a), although the all-time highest level of revenue in European football was generated during 2018/19 season (Deloitte LLP, 2020).

There are three main sources for football clubs to generate revenues: broadcast rights, commercial/sponsorship deals, and matchday revenues. Although the proportion of matchday revenue for professional football clubs has been in a decline due to the increased broadcasting and commercial/sponsorship deals, prior to the pandemic in the 2018/19 season, English Premier League clubs recorded a total matchday revenue of 683 million GBP (826 million euros), 100 million pounds more than the 2014/15 season (Statista, 2022e). Furthermore, statistics show that clubs playing in the lower level and less popular leagues are significantly more dependent on the matchday revenues since the broadcast rights and commercial deals play a remarkably smaller part in their financials. For instance, in the 2018/19 season English Premier League clubs generated 13 % of their revenue on matchdays, while in the Scottish top league the number was 48% and in Sweden 25% (Deloitte LLP, 2020). Thus, it can be stated that increasing crowd attendances in European football leagues would lead to increased revenues, which would be crucial, especially for clubs playing in leagues outside of the 'Big five'.

1.2. Research Problem

In the Finnish top division Veikkausliiga, the average crowd attendance in the 2019 season was 2649 (Transfermarkt, 2019b). Simultaneously, the Swedish top division recorded over three times higher numbers with an average of 9143 (Transfermarkt, 2019b). More concerning statistics for Finnish professional football clubs showed that even after the restrictions were lifted at the end of the season 2021, spectators did not find their way back to the stadiums and the attendance numbers were only one third of the ones in season 2019. Nevertheless, in Sweden, after the restrictions were taken down, the first two weeks attracted more attendance on average than the opening two weeks of season 2019 (Vainikka & Arkko, 2021).

The brand value of HJK Helsinki, the most valuable football club in Finland, was 9.2 million in 2015, which is less than one percent of the value of Europe's biggest clubs (Myllyaho, 2015). These clubs can pay tens of millions in transfer fees and wages to attract star players to join their teams. Therefore, they have been able to achieve a global fan base who follow the matches live through broadcasts all over the world. For instance, in Finland English Premier League clubs have their supporter clubs and people gather in pubs to watch their team play. Thus, smaller local football clubs may struggle with attracting enough attendance in the live matches on a weekly basis. Behavioural loyalty in sports context occurs when a customer purchases tickets or club merchandise. Therefore, gaining more loyal supporters plays a key role in guaranteeing a steady flow of matchday revenue.

Fans are the main customers of local football clubs, and they play a key role when generating matchday revenues is considered. Since they purchase season tickets and provide word-of-mouth marketing, it is important for local football clubs to maximise the value that their brand creates for the fans (customers). Customer-based brand equity (CBBE) is a model created for measuring the value of a brand for its customers. Consequently, adapting CBBE to sports context may help clubs to understand the key determinants in creating value for the fans and therefore to increase the crowd attendances.

While athletic success is one way to create more value for a football club (Bauer et al. 2005), with limited resources it is difficult to compete against the clubs operating with bigger budgets. Therefore, it is important for local football clubs to involve their fans

with customer engagement activities that help increasing the CBBE of the club. Engaged sports fans are likely to attend matches (Yoshida et al. 2014), and therefore provide matchday revenues for clubs.

Whereas behavioural loyalty occurs when tickets and merchandise are purchased, loyal attitude among the fans implicates that the club is valuable for them. Thus, the attitudinal loyalty is a key determinant of CBBE. Additionally, engaged customers are likely to have loyal attitudes towards a brand (Hollebeek, 2011a).

When spectators are allowed to make their way back to the stadiums, it is the responsibility of the local football clubs and leagues to ensure it happens. Enhancing customer-based brand equity and attitudinal loyalty through customer engagement activities as a part of marketing strategy may help clubs to increase the behavioural loyalty of supporters, i.e., to attract more attendance to their matches and therefore to generate more matchday revenue.

1.3. Research Questions

This thesis aims to provide answers to the following research questions:

1. Do customer engagement activities affect attitudinal loyalty and/or CBBE?
2. What is the role of attitudinal loyalty in determining CBBE?
3. Does attitudinal loyalty and/or CBBE affect behavioural loyalty in terms of crowd attendance of local football clubs?

1.4. Research Objectives

The research objectives drawn from the research questions are:

1. To review the literature and apply the concepts of customer engagement, brand loyalty, and CBBE in the sports context.
2. To examine the relationship between customer engagement and crowd attendances in terms of brand loyalty and CBBE.
3. To propose how improving customer engagement activities, attitudinal loyalty, and CBBE can influence behavioural loyalty and crowd attendance. Thus, to ensure sustainable matchday revenues for local football clubs.

2. LITERATURE REVIEW

2.1. Literature Review Introduction

The purpose of this literature review is to introduce customer-based brand equity (CBBE), brand loyalty, and customer engagement. The most important findings and concepts regarding prior literature of these dimensions are critically evaluated and presented. Additionally, each of these concepts is reviewed in the sports context, and the concept of crowd attendance is introduced. Finally, a conceptual framework for examining the crowd attendances in terms of customer engagement, CBBE, and brand loyalty is proposed.

2.2. Customer-Based Brand Equity (CBBE)

Brand equity is the additional value customers are willing to pay for a brand due to brand name (Winters, 1991). Measuring brand equity is important because it allows brands to benchmark their value against competitors (Aaker, 1996). It is measured for two different objectives. The first one is for financial purposes, and the second is to improve marketing activities (Keller, 1993). Customer-based brand equity (CBBE) is created for the latter purpose, and its' goal is to measure the value of a brand for customers. Keller (1993) defined CBBE 'as the differential effect of brand knowledge on consumer response to the marketing of the brand.' (p.8). The core of the definition is the difference the name of the brand makes for a customer compared to an unknown brand in terms of marketing (Duman et al., 2018). A substantial amount of research has been conducted on CBBE since it offers marketers insight on how to create brand value for customers (Swaminathan, 2016). Thus, more efficient marketing strategies and better understanding on consumer behaviour may be achieved with studying CBBE (Keller, 1993). Additionally, with effective brand management and positive CBBE companies can gain a comparative advantage (Lassar et al., 1995), and charge price premium from customers (Keller, 1993). However, more recent literature has set new directions for future CBBE research to consider how to measure and manage brand equity with the help of latest technology and social media (Keller, 2016; Swaminathan, 2016). For instance, social media should be utilised in managing

customer relationships and target marketing more efficiently to help a brand to create more value for its customers (Keller, 2016).

Researchers have developed multiple approaches to measuring and conceptualising brand equity (e.g., Aaker, 1991 & 1996; Keller 1993; Lassar et al., 1995; Yoo & Donthu, 2001; Netemeyer et al., 2004; Pappu et al., 2005). Keller (1993) stated brand knowledge as a critical factor in determining CBBE and proposed that it could be improved through brand awareness and brand image as the main dimensions. Aaker (1996), on the other hand, proposed that brand equity could be measured through four main dimensions: perceived quality, brand loyalty, brand associations, and brand awareness. Drawing on the existing frameworks, Netemeyer et al. (2004) used perceived quality, perceived value for cost, uniqueness, and the willingness to pay a price premium for a brand as facets in developing a scale to measure CBBE. Perceived value for the cost is defined as customers' perceptions of what they get with what they give. Moreover, it describes how satisfied the customer is with the functional and emotional benefits he/she gets for the time, money, and effort given to the brand. The uniqueness of a brand explains customers' perceptions of how the brand is different and stands out from its competitors (Netemeyer et al., 2004).

Perceived quality is acknowledged as one of the main dimensions of CBBE (e.g., Aaker, 1996; Netemeyer et al., 2004). It measures the excellence of a brand in comparison to alternative brands perceived by its customers. According to Aaker (1996), high perceived quality enables brands to charge price premiums from their customers. Findings by Netemeyer et al. (2004) supported this argument and suggested that willingness to pay a price premium is also driven by perceived value for cost and brand uniqueness.

Aaker (1996) described price premium as a customer's willingness to pay more for a brand in comparison to a competitor's brand. However, in contrast to Netemeyer et al. (2004), Aaker (1996) defined price premium as an indicator for brand loyalty rather than treating it as a core facet. This study includes the willingness to pay more as a dimension of CBBE. Brand loyalty is treated as a separate construct with behavioural loyalty measuring crowd attendances and attitudinal loyalty as part of CBBE in

predicting crowd attendances. The concept of brand loyalty is reviewed more closely later in this literature review.

A more recent literature suggests that customer engagement is an important predictor of CBBE due to the latest digital developments and social media (Machado et al. 2019; Algharabat, 2020). Moreover, according to Algharabat et al. (2020), brand loyalty as CBBE dimension was significantly predicted by customer brand engagement. Therefore, customer engagement is reviewed more closely later in the literature review, and it is treated as an antecedent for CBBE and attitudinal loyalty in this study.

2.2.1. CBBE in Sports Industry

According to Blumrodt et al. (2012), a brand is an essential asset for a professional football club. The brand value of each of the seven biggest football clubs in Europe is over 1 billion U.S. dollars. In 2021, the highest brand value was the one of Real Madrid's, with 1.5 billion U.S. dollars (Statista, 2022b). Studies have shown that the economic success of a team is driven by brand equity over athletic success (Gladden et al., 1998; Bauer et al., 2005). While the sports industry has commercialised and become more professional, achieving comparative advantage with efficient brand management has become vital for sports marketers. The competition in the sports industry has also become more global due to live broadcasting and social media. Consequently, to be able to compete with other industries offering leisure activities (Bauer et al., 2005; Bauer et al., 2008), the need to improve marketing and branding strategies and actions is constantly growing (Mason, 1999; Bauer et al., 2005).

Gladden et al. (1998) suggested that 'in an effort to enhance the organisation's image and increase its revenues, sport managers should incorporate the concept of brand equity, the strength of a team/university name in the marketplace, into strategic marketing efforts' (p.1). Therefore, based on Aaker's (1991) brand equity model, they created a framework to measure brand equity in Division 1 College Athletics. The framework, which can be seen in figure 1, proposes ten antecedent factors (success, head coach, star player, reputation and tradition, conference and schedule, entertainment package/product delivery, local/regional media coverage, geographic location, competitive forces, and support) to improve four dimensions of brand equity

(perceived quality, brand awareness, brand associations, and brand loyalty), which would lead to six consequences of marketplace perception (national media exposure, merchandise sales, individual donations, corporate support, atmosphere, and ticket sales).

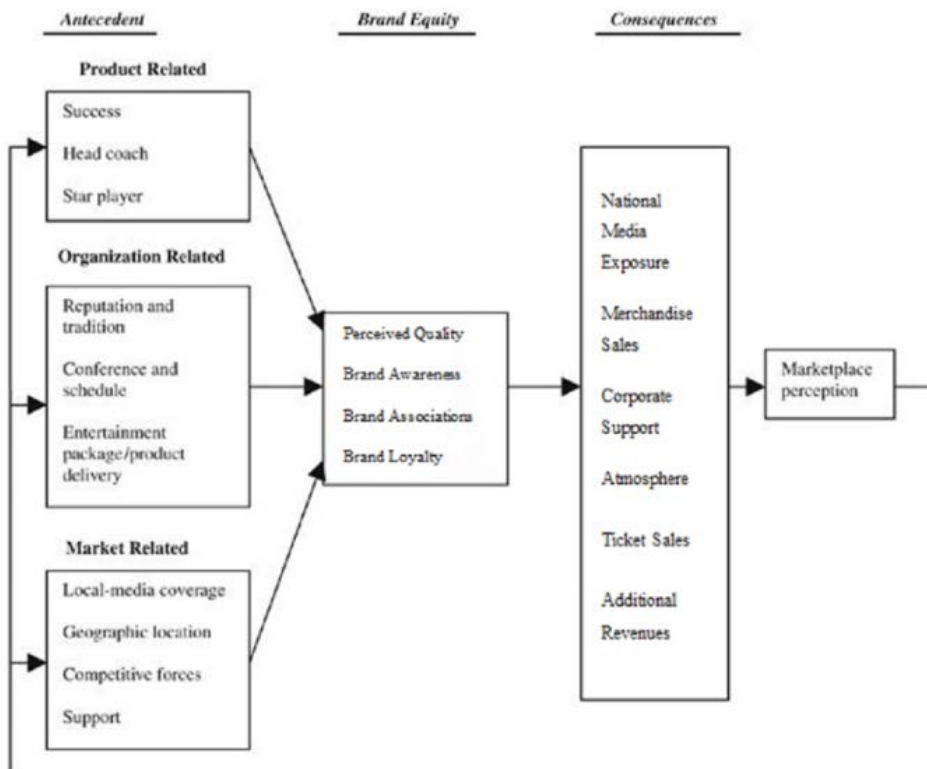


Figure 1: A conceptual framework by Gladden et al. (1998) for assessing brand equity in Division 1 college athletics

Combining the framework of brand associations in team sports by Gladden and Funk (2001) and Keller's (1993) CBBE model, Bauer et al. (2005) developed a customer-based brand equity model in team sports (BETS), which measures the impact on the economic success of sports teams. In contrast to Gladden et al. (1998), Bauer et al. (2005) argued that the brand awareness dimension does not add significant value when assessing brand equity in the sports context since most customers already have high brand knowledge, and they are familiar with the available brands. On the other hand, their research implicated that in the context of the German highest football league Bundesliga, brand loyalty, purchase intention, and price premium were positively affected by brand equity. Hence, the study indicates that higher attendance numbers can be achieved with greater brand equity rather than with athletic success.

2.2.2. Brand Loyalty

Aaker (1996) defined brand loyalty as a core dimension for measuring CBBE, and a significant amount of literature examines the importance of brand loyalty in the field of marketing (Jacoby & Kyner, 1973). It is an essential factor to consider when creating marketing strategies and measuring brand equity (Knox & Walker, 2001). Researchers have proposed multiple different definitions for brand loyalty (Knox & Walker, 2001); however, most of them state brand loyalty as one's biased commitment to purchase products of a brand or set of brands repeatedly (repeat purchase behavior) over other brands' products and their willingness to recommend the brand to others. Additionally, brand loyalty is often divided into two different categories: attitudinal and behavioural (purchase) loyalty (Jacoby & Kyner, 1973; Chaudhuri & Holbrook, 2001; Knox & Walker, 2001; Li et al., 2020). Attitudinal loyalty demonstrates the psychological and attitudinal perspective towards a brand (Bennett & Rundle-Thiele, 2002), while behavioural loyalty refers to the extent of repurchasing a brand (Knox & Walker, 2001).

Brand-loyal customers perceive the quality of the product higher and are likely to repurchase their products over the ones of a competitor. Thus, it makes them likely to remain committed to the brand in the future, even if the product's performance falters slightly (Gladden & Funk, 2001; Pappu et al., 2005; Akoglu & Özbek, 2021). To differentiate from competitors and gain loyalty, a brand needs its customers to adopt behavioural loyalty and repurchase its products. This is achieved when customers perceive positive experiences with a brand (Akoglu & Özbek, 2021). According to Bandyopadhyay and Martell (2007), non-users of a product who have positive attitudes towards a brand are potential future customers. Thus, first achieving an attitudinal loyalty of a customer positively influences behavioural loyalty. Additionally, brand loyalty has been found to be positively related to brand value (Chahal & Baha, 2010). Therefore, attitudinal loyalty in this study is examined as a predictor for behavioural loyalty and CBBE. Moreover, the effect of CBBE on behavioural loyalty is tested.

2.2.3. Brand Loyalty in Sports Industry

Gladden and Funk (2001) examined the relationship between different associations and brand loyalty in the sports context. In line with the theory of brand-loyal customers staying committed to the brand, despite a situational change in their performance, the research found out that the success of a club on the field was not a predictive factor for long-term loyalty (described as performance tolerance by Yoshida et al., 2014). Instead, identification, nostalgia, peer group acceptance and feeling of escape were positively correlated to brand loyalty; meanwhile, to the researchers' surprise, the relationship between star players in a club and loyalty of fans were found negatively correlated.

In the context of the sports industry, behavioural loyalty occurs when a customer repurchases match tickets/season tickets of a club. Meanwhile, attitudinal loyalty appears when consumers have positive attitudes towards a club (Gladden & Funk, 2001; Yun et al., 2021). Behavioural loyalty can be measured by crowd attendances and ticket sales of a club, but measuring attitudinal loyalty is more complicated and requires an additional scale. Hence, Mahony et al. (2000) created the Psychological Commitment to Team (PCT) scale. With 15 different items, the scale measures fans' loyalty and commitment towards the club they support. Furthermore, a more recent study by Yun et al. (2021) examined the relationship between different antecedents and fan loyalty. The findings indicated that behavioural loyalty as purchasing tickets and club merchandise is predicted by attitudinal loyalty, and fan engagement. Items used in that study to measure attitudinal and behavioural loyalty are used in this paper to measure fans' attitudinal loyalty as part of CBBE and behavioural loyalty as crowd attendances in terms of matches visited.

2.3. Customer Engagement

Customer engagement in marketing has been described as customers' activities and manifestation towards a firm, and it can be achieved with emotional attachment and satisfying relationships that go beyond the purchase (van Doorn et al., 2010). Engaged customers are likely to recommend and promote the product of a brand, which makes it an important aspect of brand management to marketers (van Doorn et al., 2010;

Pansari & Kumar, 2016; Barari et al., 2021). Moreover, Hollebeek (2011b) defined customer brand engagement (CBE) as 'The level of a customer's cognitive, emotional and behavioural investment in specific brand interactions.' (p.565). Hollebeek (2011b) also identified three key themes for CBE: immersion (the level of cognitive investment towards brand's interactions), passion (the level of emotional investment towards brand's interactions) and activation (the level of energy, effort, and/or time invested on brand's interactions).

Various studies have found that engaged customers positively affect firm performance and can help with achieving competitive advantage due to higher profits, revenues, and market share (Kumar & Pansari, 2016; Pansari & Kumar, 2016). In contrast, Beckers et al. (2018) examined that customer engagement activities may negatively impact market value. Moreover, engaging campaigns were found to be more effective for companies that advertise less, and meanwhile, for companies with a strong reputation, these campaigns may backfire and have a negative effect on their market value (Beckers et al., 2018). Additionally, Barari et al. (2021) argued that engagement is more effective for companies in manufacturing than the service sector.

Customer engagement can be distinguished into attitudinal and behavioural engagement. According to Barari et al. (2021), attitudinal engagement is a direct predictor of behavioural engagement. Thus, the positive effects of engagement can be best accomplished by first improving the attitudinal engagement of customers. Furthermore, the research revealed that attitudinal engagement is positively affected by commitment, which is attained through satisfaction and trust towards the brand. As visualised in figure 2, these findings support the conceptual framework created by Hollebeek (2011a), where trust, commitment, and customer satisfaction were acknowledged as positively relating constructs towards CBE. The involvement of customers worked as a starting point for the framework in question.

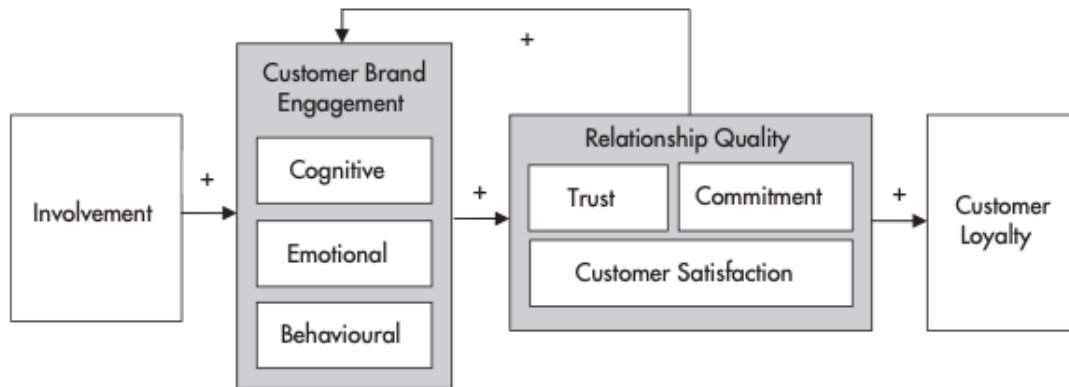


Figure 2: Hollebeek's (2011a) conceptual model for CBE

2.3.1. Customer Engagement in Sports Industry

Sports marketing literature has recognised, for example, attending sports events, purchasing team merchandise, maintaining a long-term relationship and psychological connection to a team, sharing knowledge about a team and supporting a fan community as components of engagement in the sport context (Yoshida et al., 2014).

Vale and Fernandes (2018) suggested that fan engagement can be improved on social media by integration and social interaction between customers (fans) and sports organisations to offer them a sense of power over the actions of a club. Additionally, the importance of fan-to-fan interaction through discussion boards and walls was underlined, and therefore it supported Urich's (2014) findings of engaging and sharing as essential parts of customer-to-customer value co-creation in team sports. Santos et al. (2019) validated the importance of both fan-to-fan and team-to-fan relationships with research conducted for fans of Portuguese professional football teams.

While Yun et al. (2021) addressed fan engagement with the traditional customer brand engagement approach, Yoshida et al. (2014) defined fan engagement with 3 distinct dimensions; management cooperation (the level of a fan's collaboration with team management in value creation and improving the quality of a sports event), prosocial behaviour (the level of a fan's engagement with other fans to act on behalf of the team) and performance tolerance (stable and persistent fan engagement regardless of the success of a team). These three dimensions are used later in this study to measure

fan engagement of local football clubs since it includes both fan-to-fan and fan-to-club aspects, as well as the extent of engagement in form of performance tolerance.

Additionally, Yun et al. (2021) examined that fan engagement can improve fans' attitudinal and behavioural loyalty. Moreover, Shuv-Ami (2016) suggested that fan engagement increases brand equity. In contrast, Huettermann et al. (2019) argued that fan engagement activities may have negative effect on the fan value if the cooperation between management and fans is unsuccessful. This paper seeks to examine the effects of management cooperation, prosocial behaviour, and performance tolerance as dimensions of customer engagement on CBBE and brand loyalty.

2.4. Crowd Attendance

The main product of a sports club is the sporting event, and they have four types of customer groups: fans, media, communities, and corporations (Mason, 1999; Bauer et al., 2005). In the context of increasing match attendances, fans are considered as the main group of customers. Even though the proportion of revenue for many clubs generated from matchday has decreased due to increased revenues from broadcast rights, Bond et al. (2020) argued that the dependency on matchday income increases significantly further down the football pyramid (lower-tier or less popular leagues). Additionally, Cox (2012) provided evidence that live broadcasted matches had a more significant negative effect on matchday revenue for clubs performing worse in the league. Thus, these findings underline the importance of matchday revenues for smaller clubs.

While Da Silva and Las Casas (2017) claimed that there are only a few substitutes for team sports products, Rottenberg (2000) mentioned the number of other entertainment product providers in the same geographical area as one. When it comes to attending matches, live broadcast of the same match works as a direct substitute (Cox, 2012). In addition, Buraimo et al. (2009) discovered a decrease in attendances when a match in higher status competition was broadcasted live simultaneously, which indicates that those matches work as a substitute product for attending local live matches. Therefore, it is important to pay attention to fans and spectators attending

matches and offer them an experience that makes them unlikely to switch to substitute products.

2.5. Conceptual Framework

The purpose of this study is to examine customer-based brand equity and attitudinal loyalty as mediators between perceived customer engagement and improving the average match attendances in European football leagues measured with behavioural loyalty, consequently increasing the revenues of a club. Additionally, the role of attitudinal loyalty in determining CBBE is addressed. Hence, the framework conceptualised in figure 3 is proposed for the study.

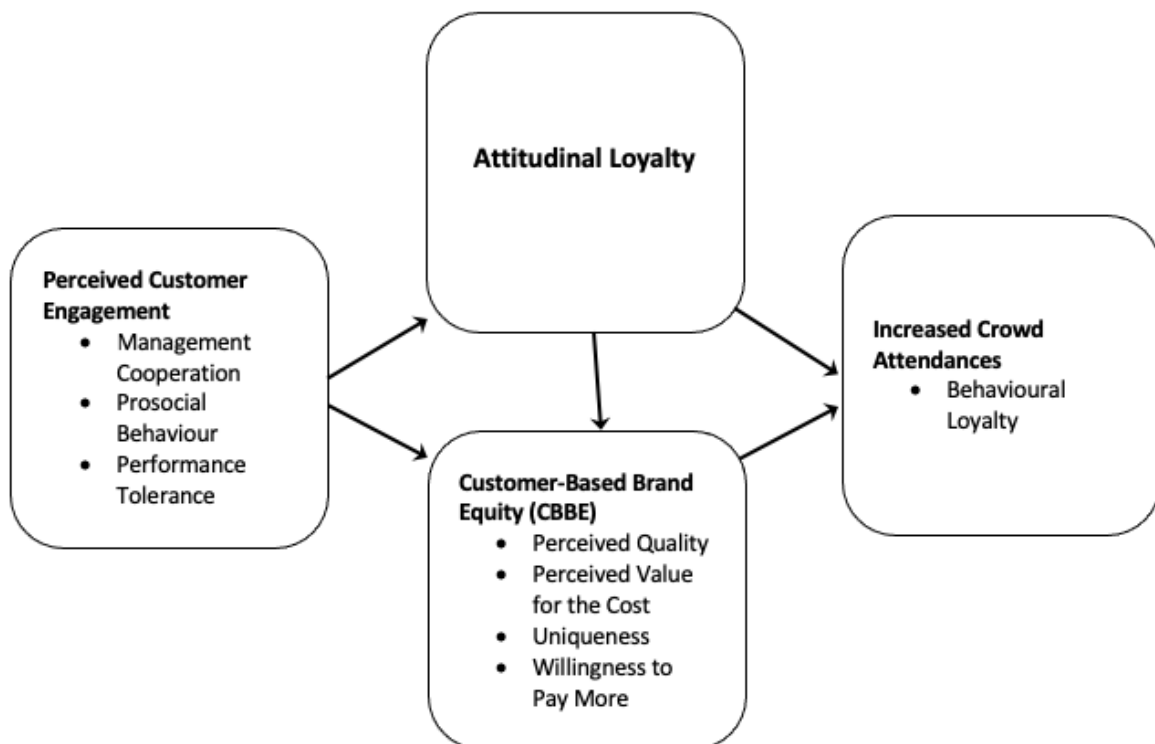


Figure 3: Proposed Conceptual Framework (Tuhkanen, 2022)

2.5.1. Antecedent to CBBE and Attitudinal Loyalty

Bowden (2009) and Hollebeek (2011a) suggested that customer engagement enhances brand loyalty. More recent studies supported these findings and applied them, for instance, in the tourism industry (So et al., 2016; Harrigan et al., 2017; Li et al., 2020). Yoshida et al. (2014) proposed that future research should address the relationship between fan engagement and transactional behaviours. Thus, Yun et al. (2021) found out that brand loyalty can be influenced by fan engagement in the context of the Australian A-League.

Keller (2016) emphasised the importance of consumer engagement as part of brand equity due to the introduction of social media. Algharabat et al. (2019) also proposed that customer brand engagement directly affects CBBE. Shuv-Ami (2016) recommended that increasing fan commitment by fan engagement is integral to building brand equity. This study aims to provide evidence to support these findings in the context of European football leagues.

H1: Perceived customer engagement activities by football fans would increase their attitudinal loyalty towards their favourite club.

H2: Perceived customer engagement activities by football fans would increase the CBBE of their favourite club.

2.5.2. Consequences of CBBE and Attitudinal Loyalty

As introduced above, studies (Bandyopadhyay & Martell, 2007; Yun et al., 2021) suggest that attitudinal loyalty predicts behavioural loyalty. In the sports context, behavioural loyalty occurs when match tickets and club merchandise is purchased. Various studies have concluded that in the sports context, loyal fans are willing to attend matches, regardless of the team's athletic performance or other conditions regarding the event, such as the opposing team or uncertainty towards the result of the match (Mason, 1999; Besters et al., 2019). Therefore, to ensure regular matchday revenues, team management must maximise the number of loyal supporters. Moreover, this study seeks to find more evidence on attitudinal loyalty leading to behavioural loyalty in the form of increased crowd attendances.

Previously introduced models by Gladden (1995) and Bauer et al. (2005) have provided tools to measure CBBE in team sports. Research with those models indicated that positive CBBE increased ticket sales and purchase intention. Even though Gladden and Funk (2001) argued that the relationship between CBBE and crowd attendances would not successfully measure customers interest towards teams competing at the highest and most followed levels of team sport since stadiums have different maximum capacities, for the purpose of this study CBBE is proposed to work as a predictor for crowd attendances in form of behavioural loyalty in lower-level leagues where stadiums are not sold out for every match.

H3: Improving fans' attitudinal loyalty would lead to behavioural loyalty as increased crowd attendances.

H4: Growth in CBBE of the local football clubs would lead to behavioural loyalty as increased crowd attendances.

H5: Improving fans' attitudinal loyalty would lead to an increase in the CBBE of their favourite club.

3. METHODOLOGY

With positivism as a philosophical position, deductive research approach was selected for the study to provide answers for research questions and to test the hypotheses introduced in literature review. A questionnaire was chosen as the strategy to conduct research since it is the most reliable way to test the causalities between different variables due to the high number of perceptions and possibility for statistical analysis. Using SPSS Statistics software, the reliability of data from questionnaire is tested, following with multiple regression analysis to test the hypotheses.

3.1. Data Collection

Both secondary and primary data are used in this thesis to study the relationship between customer engagement, attitudinal loyalty, CBBE, and behavioural loyalty. The secondary data is discussed in the literature review section where the most relevant prior research regarding these topics is introduced and utilised in the formation of the conceptual framework. Additionally, secondary data of the crowd attendances in European football leagues are used. For crowd attendance numbers, data after the year 2019 is not used since the covid-19 pandemic forced a majority of the matches to be played behind closed doors or with restrictions on the maximum capacity of the stadiums.

To gather primary data, an online questionnaire was launched based on the previous literature and conceptual framework created for this study. The questionnaire seeks to find evidence to support the hypotheses introduced in the literature review. Quantitative data was selected over qualitative since it serves the purpose of discovering patterns and causalities between variables used in the conceptual framework.

3.2. Sample

Convenience sampling was selected as the method for gathering primary data since it is the most effective way to collect perceptions from a large sample. For this study, it was relevant to gather responses from individuals who identified themselves as

followers of their local football club and ensure that they answer all questions based on that particular local football club that tends to be their favourite.

The survey was sent to individuals who were presumed to be followers of local football clubs through several group chats and direct messages. The link to the survey was also posted on the Instagram story of the author. The base of the sample is formed by Finnish respondents due to the personal contacts of the author, but also some football fans all around Europe were reached to take part in the survey. It is also expected that the majority of the respondents are male since in every European country most of the football fans are male (Statista, 2022c). The goal for the survey was to get at least 150 responses to be able to provide valid analysis.

3.3. Questionnaire Design

Based on the conceptual framework and literature review, the questionnaire aims to provide answers to the research questions introduced earlier in this study. The survey starts with a demographic section where respondents' age, gender, and nationality are enquired. Additionally, the local football club that tends to be their favourite, and whether they are season ticket holders or not is examined. This part determines the rest of the questionnaire for respondents since they are instructed to answer the questionnaire items based on that one club they stated. Furthermore, a comparison between football clubs as well as season ticket holders and individuals who do not own a season ticket can be made later in this study based on these answers.

Customer engagement as an antecedent for CBBE is measured by management cooperation, prosocial behaviour, and performance tolerance. The nine items for this measurement are based on a fan engagement study (Yoshida et al. 2014) and are measured on a seven-point Likert-type scale (1 = strongly disagree; 7 = strongly agree).

Brand loyalty is distinguished to attitudinal loyalty and behavioural loyalty. Behavioural loyalty was measured with the number of home and away matches attended last season to examine crowd attendance. Attitudinal loyalty was measured with four items on the same seven-point Likert-type scale as customer engagement. These items

were adapted from a fan loyalty study by Yun et al. (2021). Finally, three additional attitudinal loyalty items by Yoo and Donthu (2001) measured on a five-point Likert-type scale (1 = strongly disagree; 5 = strongly agree) were added to this questionnaire.

CBBE items developed by Netemeyer et al. (2004) are modified to sports context and used in this study to measure CBBE of local football clubs. With 15 items, four main dimensions of perceived quality, perceived value for the cost, uniqueness, and willingness to pay more for a club's ticket/season ticket are measured on a seven-point Likert-type scale (1 = strongly disagree; 7 = strongly agree).

These items for customer engagement, brand loyalty, and CBBE were used because they are already tested and found valid by previous studies. Thus, this thesis seeks to find evidence if these variables have either direct or mediating effects on crowd attendance and can furthermore help with providing managerial implications for local football clubs. The full questionnaire with all items can be found from Appendix 1

4. FINDINGS

4.1. Respondents Profile

A total number of 156 participants answered the survey. 7 responses were removed because they were under 18 years old and seen as a vulnerable group. In addition, 2 more responses were dismissed due to a problem in naming their favourite local football club in question number 4. Thus, 147 valid responses were analysed in the study.

The majority of the respondents were male (N=144), while only 3 were female. 10 different European nationalities were represented in the demographics with most of them being Finnish (91.8%). Their ages ranged from 18 to 56 with a mean of 29.2 and a median of 25. As demonstrated in figure 4, 62.6% of participants are season ticket holders of their favourite club and 37.4% are not. 33 different local football clubs were named in the responses, however as seen in figure 5, the majority of participants were supporters of either HJK or HIFK, the two largest clubs in Helsinki.

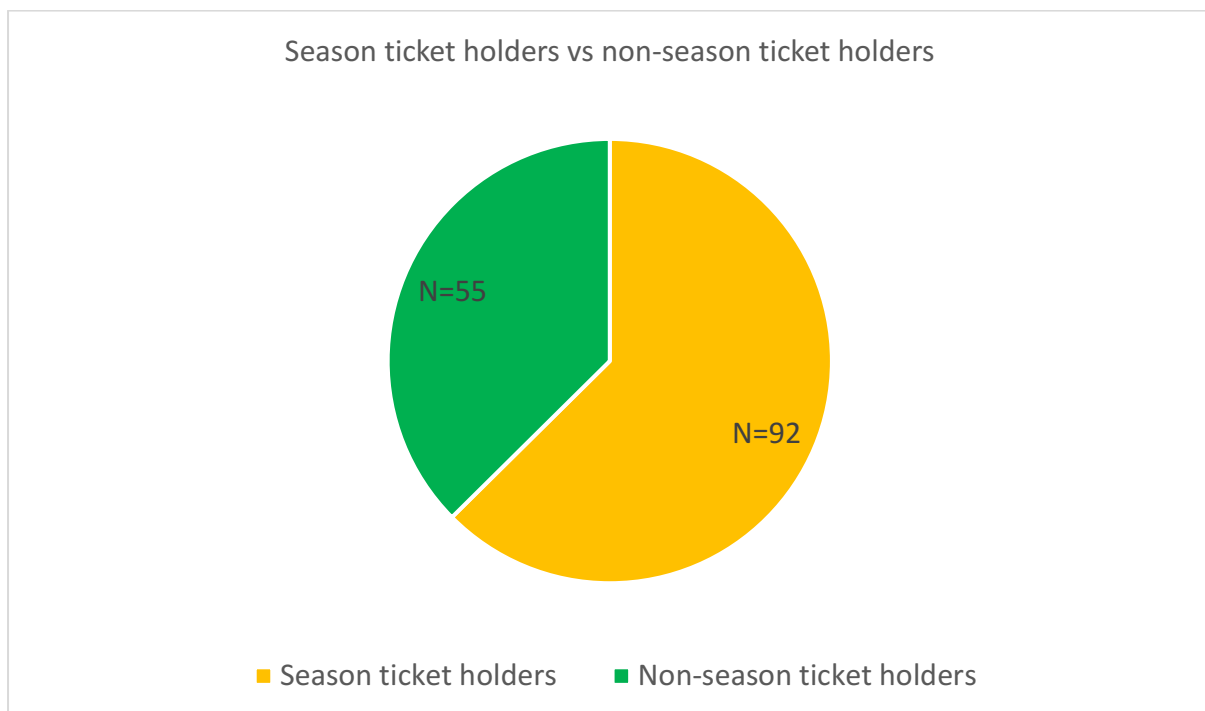


Figure 4: Distribution between season ticket holders and non-season ticket holders

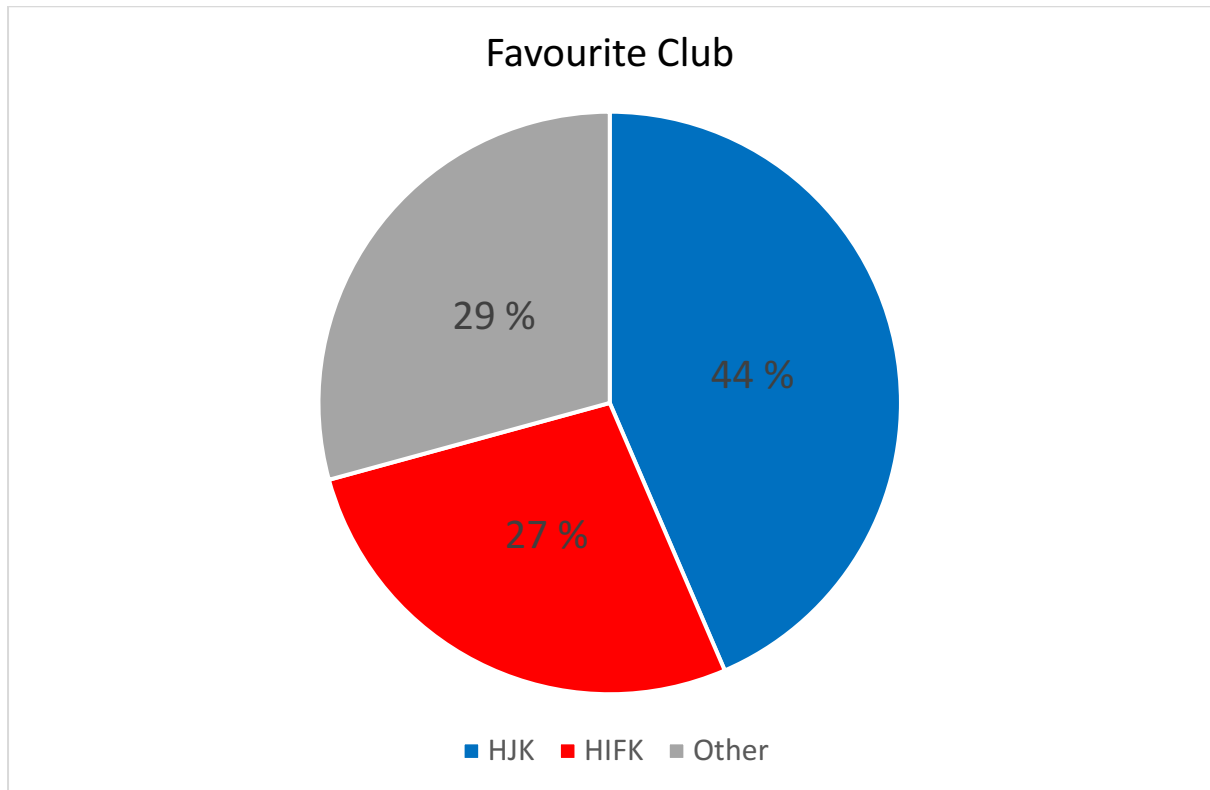


Figure 5: Distribution of respondents' favourite football clubs

4.2. Reliability Analysis

To check the reliability of the variables, Cronbach's Alpha analysis was conducted for customer engagement, CBBE, attitudinal loyalty, and behavioural loyalty. Furthermore, the subcomponents of customer engagement and CBBE were tested. As seen from figure 5, all Cronbach's Alpha values except one were above the desired value of $\alpha > .7$. The willingness to pay more variable provided a relatively low value of .53, and even after deleting one of the items, the value increased to only .575 indicating that the variable should be removed from the analysis. Therefore, the CBBE value was calculated without the willingness to pay more dimension. The rest of the variables are included in the following analysis and hypothesis testing.

Variable	Cronbach's Alpha
Customer Engagement	.834
Management Cooperation	.789
Prosocial Behaviour	.718
Performance Tolerance	.931
CBBE (without a willingness to pay more)	.823
Perceived Quality	.808
Perceived Value for the Cost	.820
Uniqueness	.876
Willingness to Pay More	.533
Attitudinal Loyalty	.872
Behavioural Loyalty	.740

Figure 6: Cronbach's Alpha reliability tests for variables used in this study

4.3. Hypotheses Testing

4.3.1. Hypothesis 1

H1: Perceived customer engagement activities by football fans would increase their attitudinal loyalty towards their favourite club.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.726 ^a	.528	.518	.55843

a. Predictors: (Constant), Performance Tolerance, Management Cooperation, Prosocial Behaviour

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.804	3	16.601	53.236	.000 ^b
	Residual	44.594	143	.312		
	Total	94.398	146			

a. Dependent Variable: Attitudinal Loyalty

b. Predictors: (Constant), Performance Tolerance, Management Cooperation, Prosocial Behaviour

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.439	.247		9.878	.000	1.951	2.928
	Management Cooperation	.092	.042	.140	2.193	.030	.009	.175
	Prosocial Behaviour	.262	.041	.414	6.385	.000	.181	.343
	Performance Tolerance	.209	.037	.366	5.610	.000	.136	.283

a. Dependent Variable: Attitudinal Loyalty

Figure 7: Testing Hypothesis 1

Multiple regression was run to predict attitudinal loyalty from customer engagement dimensions of management cooperation, prosocial behaviour, and performance tolerance. These variables statistically significantly predicted attitudinal loyalty, $F(3,143) = 53.236$, $p < .0001$, $R^2 = .528$. All three variables added statistically significantly to the prediction, $p < .05$. These findings indicate that customer engagement activities explain 52.8% of the variance in attitudinal loyalty. Based on

the analysis, H1 was supported. Thus, increasing customer engagement activities would increase the attitudinal loyalty of customers. Furthermore, prosocial behaviour and performance tolerance had more significant positive effects on attitudinal loyalty than management cooperation.

4.3.2. Hypothesis 2

H2: Perceived customer engagement activities by football fans would increase the CBBE of their favourite club.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.427 ^a	.183	.165	.72210

a. Predictors: (Constant), Performance Tolerance, Management Cooperation, Prosocial Behaviour

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.652	3	5.551	10.645	.000 ^b
	Residual	74.564	143	.521		
	Total	91.215	146			

a. Dependent Variable: Customer-Based Brand Equity

b. Predictors: (Constant), Performance Tolerance, Management Cooperation, Prosocial Behaviour

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.829	.319		11.990	.000	3.198	4.460
	Management Cooperation	.162	.054	.250	2.981	.003	.055	.269
	Prosocial Behaviour	.170	.053	.274	3.212	.002	.066	.275
	Performance Tolerance	-.004	.048	-.007	-.085	.933	-.099	.091

a. Dependent Variable: Customer-Based Brand Equity

Figure 8: Testing Hypothesis 2

Multiple regression was run to predict CBBE from customer engagement dimensions of management cooperation, prosocial behaviour, and performance tolerance.

Customer engagement statistically significantly predicted CBBE, $F(3, 143) = 10.645$, $p < .0001$, $R^2 = .183$. Two out of the three variables added statistically significantly to the prediction, $p < .05$, while performance tolerance did not predict CBBE, $p > .05$. These findings indicate that customer engagement activities explain 18.3% of the variance in CBBE. Based on the analysis, H2 was supported. Thus, increasing customer engagement activities would increase the CBBE of clubs. Moreover, management cooperation and prosocial behaviour had a positive effect on CBBE, while performance tolerance did not work as a predictor.

4.3.3. Hypothesis 3

H3: Improving fans' attitudinal loyalty would lead to behavioural loyalty as increased crowd attendances.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.572 ^a	.327	.322	1.32532

a. Predictors: (Constant), Attitudinal Loyalty

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	123.785	1	123.785	70.474	.000 ^b
	Residual	254.687	145	1.756		
	Total	378.473	146			

a. Dependent Variable: Behavioural Loyalty

b. Predictors: (Constant), Attitudinal Loyalty

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-1.663	.741		-2.246	.026	-3.127	-.199
	Attitudinal Loyalty	1.145	.136	.572	8.395	.000	.876	1.415

a. Dependent Variable: Behavioural Loyalty

Figure 9: Testing Hypothesis 3

Linear regression was run to predict behavioural loyalty from attitudinal loyalty, and it was statistically significantly proven to work, $F(1, 145) = 70.474$, $p < .0001$, $R^2 = .327$. Attitudinal loyalty added statistically significantly to the prediction, $p < .05$. These findings indicate that attitudinal loyalty explains 32.7% of the variance in behavioural loyalty. Additionally, when attitudinal loyalty increases, behavioural loyalty increases 1.145 times as much. Based on the analysis, H3 was supported. Thus, increasing attitudinal loyalty would increase the behavioural loyalty of customers.

4.3.4. Hypothesis 4

H4: Growth in CBBE of the local football clubs would lead to behavioural loyalty as increased crowd attendances.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.372 ^a	.138	.120	1.51021

a. Predictors: (Constant), Uniqueness, Perceived Quality, Perceived Value for the Cost

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.328	3	17.443	7.648	.000 ^b
	Residual	326.144	143	2.281		
	Total	378.473	146			

a. Dependent Variable: Behavioural Loyalty

b. Predictors: (Constant), Uniqueness, Perceived Quality, Perceived Value for the Cost

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.753	.977		.770	.442	-1.179	2.685
	Perceived Quality	-.122	.094	-.105	-1.301	.195	-.309	.064
	Perceived Value for the Cost	.248	.171	.128	1.451	.149	-.090	.587
	Uniqueness	.490	.137	.311	3.568	.000	.219	.762

a. Dependent Variable: Behavioural Loyalty

Figure 10: Testing Hypothesis 4

Multiple regression was run to predict behavioural loyalty from CBBE dimensions of perceived quality, perceived value for the cost, and uniqueness. These variables statistically significantly predicted behavioural loyalty, $F(3, 143) = 7.648$, $p < .0001$, $R^2 = .138$. Only one out of the three variables, uniqueness, added statistically significantly to the prediction, $p < .05$. These findings indicate that CBBE explains 13,8% of behavioural loyalty, mainly through uniqueness. Based on the analysis, H4 was supported. Thus, increasing CBBE would increase the behavioural loyalty of customers. However, the only dimension that significantly predicted behavioural loyalty was uniqueness.

4.3.5. Hypothesis 5

H5: Improving fans' attitudinal loyalty would lead to an increase in the CBBE of their favourite club.

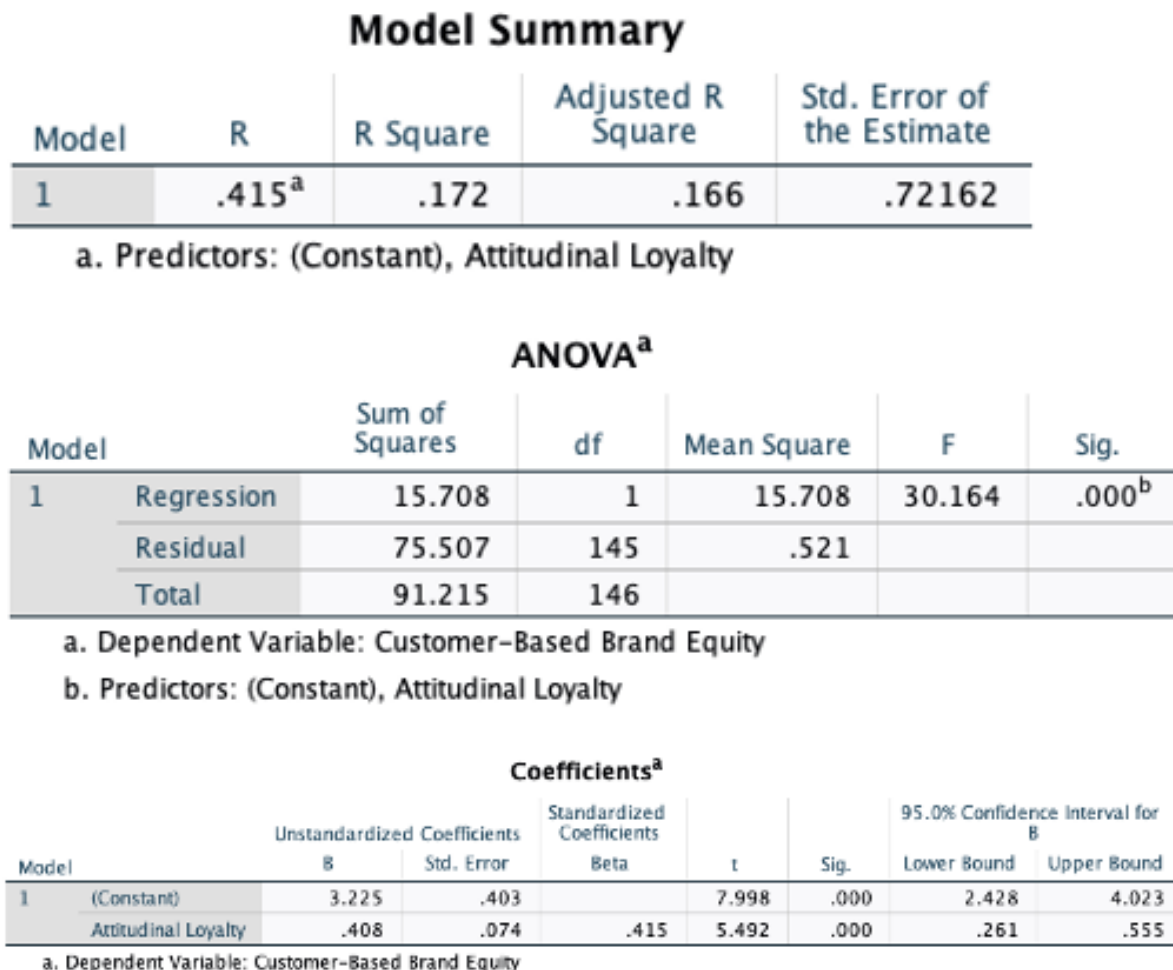


Figure 11: Testing Hypothesis 5

A linear regression was run to predict CBBE from attitudinal loyalty, and it was statistically significantly proven to work, $F(1, 145) = 30.164$, $p < .0001$, $R^2 = .172$. These findings indicate that attitudinal loyalty explains 17,2% of the variance in CBBE, and when attitudinal loyalty increases, CBBE increases .408 times as much. Based on the analysis, H5 was supported. Thus, increasing attitudinal loyalty would increase the CBBE of local football clubs

4.3.6. Hypotheses Conclusion

H1	Supported
H2	Supported
H3	Supported
H4	Supported
H5	Supported

Figure 12: Hypotheses test results

As seen in figure 5, all hypotheses suggested in the literature review were supported.

5. DISCUSSION AND CONCLUSION

5.1. Main Findings

The main findings of the study show that customer engagement activities have a positive effect on behavioural loyalty as crowd attendances of local football clubs through attitudinal loyalty and CBBE as mediators. However, the path to behavioural loyalty was more significant through attitudinal loyalty. Additionally, findings of the study suggested that an increase in CBBE of local clubs was achieved by improving attitudinal loyalty. More precisely, as customer engagement dimensions, prosocial behaviour and performance tolerance had more significant positive effects on attitudinal loyalty than management cooperation. In addition, management cooperation and prosocial behaviour had a positive effect on CBBE, while performance tolerance did not work as a predictor. Finally, uniqueness was the only CBBE dimension predicting behavioural loyalty, while perceived quality and perceived value for the cost did not have effect.

5.2. Theoretical Implications

Yoshida et al. (2014) suggested that customer engagement has a positive effect on purchase intention. The findings of this study support the argument with attitudinal loyalty and CBBE as mediators.

In line with the previous literature (Bowden, 2009; Hollebeek, 2011a; So et al., 2016; Harrigan et al., 2017; Li et al., 2020; Yun et al., 2021), this study suggests that customer engagement enhances attitudinal brand loyalty. Furthermore, prosocial behaviour and performance tolerance had more significant positive effects on attitudinal loyalty than management cooperation. This supports the existing research (Uhrich, 2014; Vale and Fernandes, 2018; Santos et al., 2019) that underlined the importance of fan-to-fan engagement i.e., prosocial behaviour.

Additionally, evidence for customer engagement positively affecting CBBE was provided, validating previous studies in the field (Keller, 2016; Shuv-Ami, 2016; Algharabat; 2019). With management cooperation and prosocial behaviour as the significant predictors, the study supports previous research (Uhrich, 2014; Shuv-Ami 2016) that acknowledged fan-to-fan and fan-to-club engagement as important aspects of value creation.

In line with the prior research (Mason, 1999; Bandyopadhyay & Martell, 2007; Besters et al., 2019), significant evidence was found to support the hypothesis of attitudinal loyalty predicting behavioural loyalty. Therefore, in the sports context, to attract more attendance to matches (gain behavioural loyalty of customers), clubs should improve the attitudinal loyalty of customers. Consequently, this can be achieved with customer engagement activities, as discussed above.

However, relatively moderate findings were found to support Gladden's (1995) and Bauer et al.'s (2005) studies implicating that CBBE leads to increased behavioural loyalty. Nevertheless, uniqueness as CBBE dimension significantly predicted behavioural loyalty, indicating that to generate more match revenues, clubs should create value for customers that is distinctive from the ones of competitors.

Analysis of the study indicated that improving attitudinal loyalty would increase CBBE. This underlines Aaker's (1996) suggestion that brand loyalty is one of the core dimensions of CBBE. Thus, it can be said that to create more value for customers, football clubs should improve the attitudinal loyalty of supporters.

Nevertheless, perceived quality as a CBBE variable did not predict behavioural loyalty, and performance tolerance as part of customer engagement had a positive effect on attitudinal loyalty. These findings are in line with the previous literature (Gladden et al., 1998; Mason, 1999; Gladden & Funk, 2001; Bauer et al., 2005; Besters et al., 2019) suggesting that the athletic success of a club does not predict brand loyalty.

As a conclusion, to improve customers behavioural loyalty, i.e., to increase crowd attendance at local football clubs, customer engagement activities should be encouraged in order to improve the attitudinal loyalty of customers and CBBE of local

clubs. Consequently, attitudinal loyalty has a direct effect on behavioural loyalty, whereas the perceived uniqueness as value creation for customers of the local club predicted behaviour loyalty of supporters.

5.3. Managerial Implications

This research provides some useful findings for sports managers that could be considered when creating marketing strategies for increasing crowd attendances of local football clubs.

Firstly, as stated above, attitudinal loyalty was found to have a significant effect on behavioural loyalty and crowd attendance. Therefore, sports executives need to recognise that supporters who have a loyal attitude towards their favourite club, are playing a key role in providing a constant flow of matchday revenues for local clubs. Additionally, customer engagement activities were found to positively predict attitudinal loyalty. Providing platforms for engaging activity among supporters may therefore lead to an increase in crowd attendances.

Secondly, moderate evidence for growth in CBBE of local football clubs leading to an increase in crowd attendance was introduced above. Even though the effect was not as significant as with attitudinal loyalty, supporters' perceived uniqueness of their local club had a positive effect on behavioural loyalty and attendances. Thus, local football clubs should try to be distinct from other clubs and offer a matchday product that stands out from the ones of their competitor clubs.

Furthermore, different implementations of strategy could be used for season ticket holders and non-season ticket holders. As shown in the previous analysis of the study, the attitudinal loyalty of non-season ticket holders was significantly influenced by prosocial behaviour. Thus, encouraging supporters for interactive behaviour on social media on a fan-to-fan and fan-to-club basis may increase the loyalty of fans. On the other hand, for season ticket holders, performance tolerance as part of customer engagement was the most remarkable indicator of attitudinal loyalty. Therefore, local football clubs should realise the importance of supporters who participate in customer

engagement activities even during unsuccessful seasons. The clubs may for instance give special offers and organise activities, especially for season ticket holders.

However, management cooperation as part of customer engagement activities did not significantly predict attitudinal loyalty when analysing both customer segments separately. This indicates that supporters may not want to fully cooperate with team management. It may be due to differing opinions between supporters and management on how clubs should be run or on how supporters should behave at the stands. Therefore, it is crucial that supporters and club management are on the same page and communication is active.

5.4. Limitations and Future Research

It is important to note that this research has some limitations. 71% of the respondents were supporters of either HJK or HIFK, and 91.8% were from Finland. Thus, the sample may not be representative for more varied population. To provide stronger implications to the European football context, a larger and more diverse sample would be needed. Future studies could conduct similar research using stratified sampling, to compare findings between different leagues, or different clubs within the same league. Consequently, more precise managerial implications could be provided to see how for example, in some leagues or clubs the customers are more engaged, and therefore the league or club has more loyal supporters and higher crowd attendances.

The willingness to pay more variable did not provide reliable data for the analysis of this study. However, significant evidence for the importance of brand loyalty was provided. Prior research has defined willingness to pay more as an indicator of brand loyalty, and therefore in future studies conducted in a sports context, this variable may be replaced with different loyalty items, such as the ones used in this study.

Future research should also examine the role of other brand management related variables, such as brand attachment or brand trust in determining crowd attendances. Moreover, CBBE scales developed for sport contexts such as spectator-based brand equity (Ross, 2006) or Gladden et al.'s (1998) CBBE study could be used as a base for measuring brand equity.

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Appendices

Appendix 1: Survey

Crowd Attendances in European Football - Thesis Survey

 Mandatory fields are marked with an asterisk (*) and must be filled in to complete the form.

The purpose of this survey is to examine the relationships of fan engagement, fan loyalty, customer-based brand equity, and crowd attendances in the context of European football leagues. The results of this survey will be analysed in Bachelor's thesis by Oliver Tuhkanen at Aalto University.

Please note that the author is looking for responses only from individuals who identify themselves as a follower of their local football club.


All responses are confidential and the survey will not ask questions to personally identify you. If you have anything to ask regarding the survey, please contact me by email: oliver.tuhkanen@aalto.fi

By clicking submit at the end of the survey, you give us your consent to use your responses in the thesis.

Thank you for participating!

Next

Crowd Attendances in European Football - Thesis Survey

 Mandatory fields are marked with an asterisk (*) and must be filled in to complete the form.

1. What is your age? *

Age

2. What is your gender? *

- Male
 Female
 Other

3. What is your nationality? *

Nationality

4. What is the local football club that tends to be your favourite? (This club should be based in the country you live at the moment) *

Club name

5. Are you a season ticket holder of that club? *

- Yes
 No

[Previous](#) [Next](#)

Crowd Attendances in European Football - Thesis Survey

i Mandatory fields are marked with an asterisk (*) and must be filled in to complete the form.

This survey focuses only on respondents' local football clubs. Note that all following items in this questionnaire should be answered based on the one local football club you personally stated in the previous section of the survey. By proceeding with the survey, you have agreed to do so.

[Previous](#) [Next](#)

Crowd Attendances in European Football - Thesis Survey

i Mandatory fields are marked with an asterisk (*) and must be filled in to complete the form.

6. Rate the following management cooperation items based on your personal perceptions *

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
I try to work cooperatively with the local football club I support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do things to make my local club's event management easier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The employees of the local club I support get my full cooperation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Rate the following prosocial behaviour items based on your personal perceptions

*

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
I often interact with other fans to talk about issues related to the local football club I support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often advise other fans on how to support our local club	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I spend time on social media sharing information with other fans of my local club	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Rate the following performance tolerance items based on your personal perceptions *

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
I wear apparel which represents the fans of my local football club even if the club has an unsuccessful season	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I display the logo of my local club on my clothing even if they do not perform well	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wear clothing that displays the name of my local club even if they have an unsuccessful season	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Previous](#)

[Next](#)

9. Rate the following attitudinal loyalty items based on your personal perceptions *

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
I would be willing to defend my local football club publicly, even if it caused controversy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I could never change my affiliation from my local club to another professional club	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider myself a committed supporter of my local club	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would watch my local club play regardless of which team they are playing against at the time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Choose the number of matches of your local football club you attended last season *

	0	1	2	3	4	5+
Home matches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Away matches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Choose the number of your local football club merchandise items you own *

	0	1	2	3+
Number of items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Rate the following loyalty items based on your personal perceptions *

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I consider myself to be loyal to my local football club	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attending a match of my local club would be my first choice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will not attend matches of other clubs if my club is playing at the same time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Previous](#)

[Next](#)

13. Rate the following quality items based on your personal perceptions *

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
Compared to other football clubs, my local club's match-day product is of very high quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My local club is the best club in its product class (league)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My local club consistently performs better than other football clubs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can always count on my local club for consistent high quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Rate the following value for the cost items based on your personal perceptions *

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
What I get from my local football club's events is worth the cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
All things considered (price, time, and effort), my local club's match ticket is a good buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compared to other football clubs, the ticket for my local club's match is a good value for the money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I attend a match of my local club, I feel I am getting my money's worth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Rate the following uniqueness items based on your personal perceptions *

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
My local football club is "distinct" from other clubs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My local club really "stands out" from other clubs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My local club is very different from other clubs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My local club is "unique" from other clubs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. If the price of my local football club's season ticket/match ticket increases... *

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
I would continue supporting the club	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would attend as many matches as earlier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would stop supporting the club	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Thank you for your participation!



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