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**BRANDING ACTIVITIES OF THE PREMIER LEAGUE CLUBS  
Influence on international consumer buying choices**

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**ABSTRACT**

This thesis takes a look at the branding activities of the Premier League clubs with the particular focus on the impact they have on consumer buying choices. It presents the theory of the branding, examining the sports branding by providing the models of branding and Stewart-Smith sport fans models with providing explanations to the practical side of the argument. Also consumer behaviour and buying choice is discussed in the separate chapter and its implications to this study are thoroughly explained. Additionally, Engle, Blackwell and Miniard models is used to explain consumers buying process. Last section discussed in this project is culture and most known theories regarding these concepts, thus there are theories of Hofstede, GLOBE and Holt. Models used by this study are cultural dimensions models and GLOBE cultural cluster model. By discussing theory and examining theoretical models, this study is able to produce framework that connects all of the presented concepts.

The theory from these concepts is used to form the basis for the study that uses the mixture of both Qualitative and Quantitative research. This study collects data by convenient sampling, meaning that the information is collected randomly via online surveys; this way this project is able to provide diverse and mostly unbiased opinions from the respondents.

The findings of this thesis present that the consumers have choices in regards to the branding activities and they are allowed to have their choices; however the choices provided by selected football brands are badly distributed and are not reaching the consumers. The way in which they are operating are suggesting that the consumers and potential consumers suggest that they have problems with accessing them and need extra research to find anything about the brand products and services. The findings show that despite brands' overall positive image and popularity in other sectors, it might suffer due to the inability in providing consumers what they want, and reducing consumers' their buying choices.

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**KEYWORDS:** Branding, Consumer Behaviour, Sports marketing, Culture, Football branding





## 1. INTRODUCTION

The marketing elements in football existed since the beginning of its creation, therefore long before anyone could name them accordingly; however last decades have shown the real face and deals for these activities. With increasing popularity of this sport, it was extremely crucial in order to succeed, to focus and develop those techniques. To do so, football clubs needed to combine all their expertise, knowledge and research to become best and powerful.

It could be said that at this point of time branding activities of the football clubs actually started, as their priority was not only succeed locally but attract international fan base. Thus events such as Champions League, World Cup or National Cup create the trigger for fan and spectator alike to be a participant in event like nothing else via live participation or T.V. and to be most of all exposed to the ever-present branding activities.

### 1.1. Background of the study

Over the years sports marketing activities developed into more conscious and subtle way of communication and attracting consumers. There is constantly growing awareness and popularity of the sports, due to accessibility and populations' involvement. Football (Soccer) as one of the most popular sports worldwide seems to be a natural choice, when it comes to research for this paper, as being the representative force for the sports marketing. The event that took place during this year (Euro 2016) may help during the empirical study, due to the fact that consumers could be still under its influence, thus be more aware or brand conscious. This could also indicate their willingness in buying choices and their interest after the event.

From historical background we are aware that something that started as branch of entertainment and pure physical activity changed into money making industry. It seems as the brands that have been created are so much more than regular association, belonging or loyalty, they have become international businesses who are generating

millions and millions of pounds every year. Branding, as crucial aspect of any business activity has been researched many times over the years, while applying consumer buying choices. As brand management often concentrates on “promotional practices such as generating awareness, enhancing perception, and strengthening associations” (Irwin et al. 2008:15), thus it is significant for any organisation to create the image that “triggers positive emotions” (Mullin et al. 2014:164) that consumers could quickly associate with it and allure them to be part of it. However, in the present literature there seem to gap when it focuses on Football Clubs branding.

Some of the sources suggest that there is higher demand for the branding in the Premier League, but not much in comparison to other marketing activities has been accomplished. This presents the valid point, as to why there is a reason to study this area, and create new set of data that could serve as a future recommendation for the Premier League Clubs in how to better manage their brands. This paper will present the reasons behind consumers buying choices when it comes to available sport brands, therefore there will be a section on concepts associated with consumer buying behaviour. It is crucial for the marketers to understand needs of the consumers in order to respond to them accordingly (Wright 2006:7). As there are many factors that influence buying decisions, this paper will try to find the links between culture by using GLOBE and Hofstede cultural dimensions and Premier League Clubs branding and their effect on people’s buying choices.

Therefore this paper will focus on the four chosen clubs from Premier League- Manchester United, Liverpool F.C., Chelsea F.C. and Arsenal F.C., who have enormous and dedicated fan base, also are known internationally and have a number of successful achievement throughout their years of existence. Thus, according to the preliminary research it could be said that their brands are associated with strong position in the market, and their products can be bought in many places around the world, indicating reasonable and successful brand management.

## 1.2. Research Questions and Objectives

Formulating research question is crucial in order to present the readers major focus of the paper, set the right tone for the study, as well as clarifying each step that will be taken further on. Thus the research question is:

*How branding activities of the Premier League Football Clubs affect international consumer buying choices?*

The objectives listed underneath, are presenting the pattern which will be applied in the paper, also what themes author will follow in order to answer the research question:

1. To identify and analyse major concepts associated with the sports branding, brand management and consumers buying choices.
2. To use themes models associated with cultural dimensions and in order to measure the influence of culture on consumer buying behaviour.
3. To find relationship between the selected football brands and fans and non-fans.
4. To measure the consumer buying choices by comparing the selected football brands with other top football brands.
5. To collect and analyse empirical primary data from international consumers and link it to the themes developed in the literature review.
6. To produce conclusions and recommendation for future research based on the findings in the methodology section.

These objectives will help to create the framework, which will help in following findings and finally answers to the research question. Also further recommendations for Premier League Clubs (Manchester United, Liverpool F.C. Chelsea F.C. and Arsenal F.C.) can be produced, implying justification for this project.

### 1.3. Definitions and Delimitations

The study is conducted in order to examine the way consumers are affected by the branding of the Premier League Clubs, in other words it will present the relationship between the consumer buying choices and the selected brands. For further understating there will be other influences look upon and thoroughly examined, such as culture and current branding activities of the Premier League Clubs. However due to the nature of this project, there are some limitations that may influence the overall project.

Firstly, as the primary research in the uncontrollable environment, which internet is, in form of online survey, therefore some of the results could be possibly tampered with, and respondents can be untruthful with their answers. Also the survey will be in English, so it might lead to some misunderstandings, especially for people who do not speak it on regular basis. Another problem associated with it could be the problem with accessibility; the author of this project will try to reach as many respondents as possible, from many diverse backgrounds, but there is possibility that there could be tendency in representation of the age groups (younger vs. older), depending on their regular use of internet and technology.

Secondly, the paper will not consider branding link to sponsoring aspects, however it acknowledges that there is slight relationship, as the sport kits used by Premier League Clubs contain other sport brands. It may initially cause some problems as some people may associate one brand with another. Nevertheless, the author feels like it is topic for another project and should not be included in this one. More about it should however be mentioned in the paper.

Thirdly, it has been decided that the Schwartz model for culture will not be used, because the dimensions created by Schwartz, are not as clear in their meaning, as those established by the Hofstede, meaning to some it they could be harder to use and interpreted for this study. Also the author thinks that there is no need to use more models for the culture, as there are already two to be used in this project. Also the author is planning to use GLOBE's Cultural Cluster model, which will help to segregate the results from the survey, the other model that was taken into consideration was Culture cluster by Wursten and Fardhonc.

Fourthly, Howard and Sheth model for Consumer buying behaviour shall not be included in this project, primarily because of its complex nature and difficulties with interpretation of the results, also the variables are not as defined as those in Engle, Blackwell and Miniard model. One model should suffice and not overlook and complicate the interpretation of the results that could be caused by using both of them or Howard and Sheth model.

Lastly, some of consumer the opinions can be biased during the primary research stage. It could possibly come from football supporters, or people who have shown high brand loyalty. The author is aware of this variable, and thought that one way of solving it is to stating during the survey any football club sympathy/ association.

#### 1.4. Structure of the study

This Master's thesis is divided into seven different chapters that consequently explain one by one the themes in the study. First chapter contains introduction to the topic, allowing reader to understand some basic concepts that the author will later develop, as well as research question and objectives of the study. They suppose to aid in keeping track of the topic, if the author is following the objectives and actually answering research question. Some of the delimitations are presented, in order to understand that there are supposedly there are theories/models/thoughts that could not be included in this project, thus they are being listed in this part.

Second chapter focuses on the branding as a whole concept, which as the work continues is divided into sport branding, and leading it to the branding activities of the chosen Premier League clubs- thus Liverpool F.C., Arsenal F.C., Manchester Utd., and Chelsea F.C. At first the author looks at some theories of the branding and sports branding, which would help in understanding how branding of the selected Premier League clubs works. Also it would aid in methodological part of the study, in preparing correct questions for the survey, thus allowing to measure part of the concept.

Third chapter looks upon explaining the consumer behaviour and buying choices, by looking at some of the theories, particularly focusing on Consumer decision model, as well as shading some light on the notion of the identity of the consumer. This section is significant to the project, as the whole study is trying to look at branding activities from the consumer point of view, thus their decisions/ buying process.

Fourth chapter and the final chapter for the literature review focuses on the culture, and cultural models of the GLOBE and Hofstede, by explaining the definitions behind them, then by providing reasons for their importance for this study. The themes found in this part are then connected to other themes presented earlier in the work, as well as trying to find the link between those three topics. By that author is meaning to find and answer the question to how the culture of the consumers affects consumer buying choices together with the Premier League Clubs branding activities.

Fifth chapter looks upon methodological section of the project; meaning it presents the research design; also it provides explanation for it and decisions and choices made by the author. In this chapter are presented theories and explanations that have been used for the empirical study.

Sixth chapter explain the empirical approach used, as well it presents results obtained from the surveys. The author analyses and tries to understand, what the results means and how they can be connected to the theory presented earlier.

Seventh, last chapter of the study presents final conclusions, made from the analysis of the results, also presents if there is link between the research question and its objectives and the results from the sample. Also, there it mentions some of the recommendations made for the Premier League clubs for their branding activities and some useful changes that could apply to improve them in relation to the consumer buying choices.

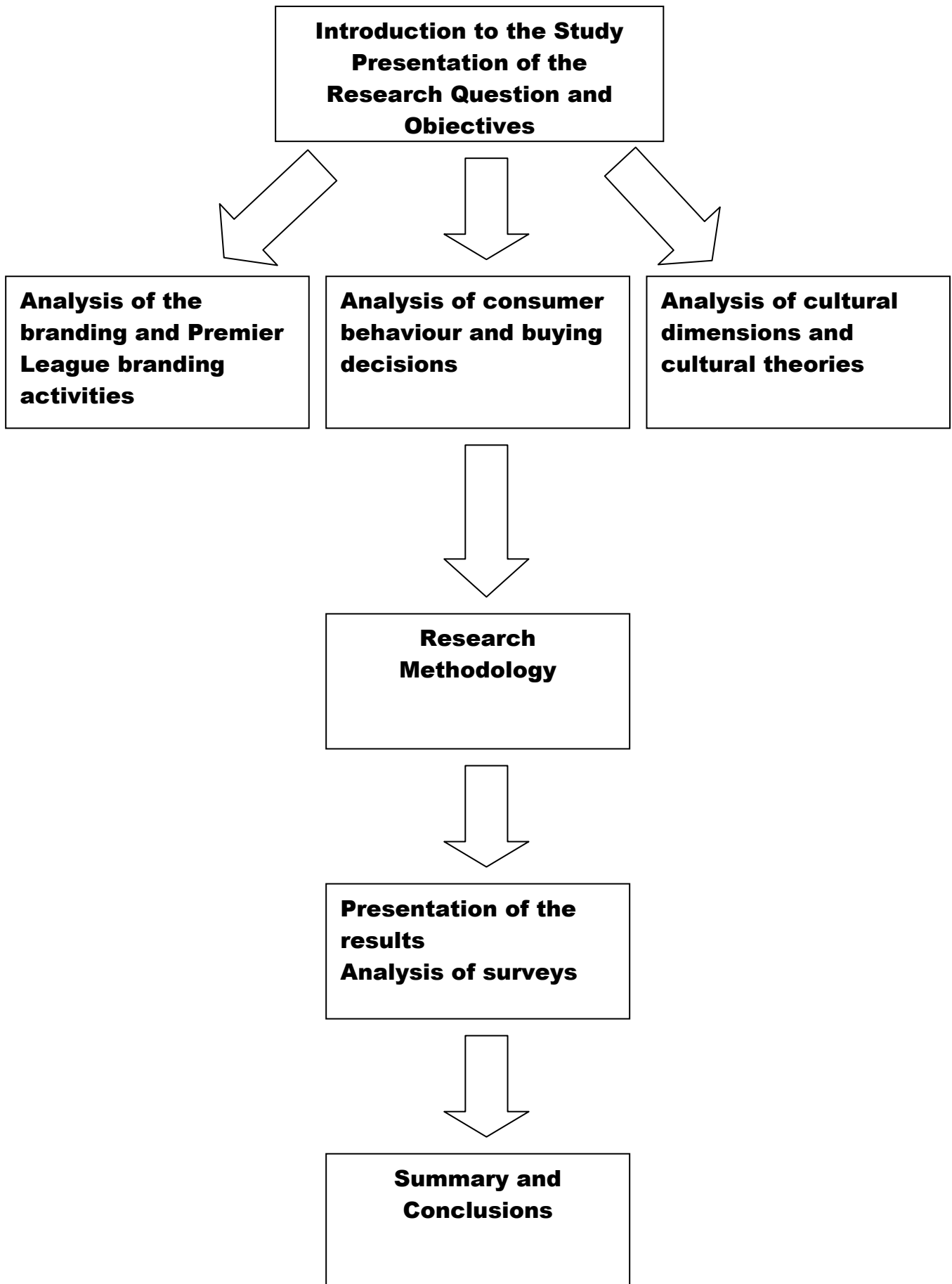


Figure 1. Structure of the study



## 2. BRANDING

According to the Foster et al. (2016:260) “brand is a visible symbol” which presents “strong, favourable and distinctive associations that differentiate it from its competitors” in other words brand is seen as one of the most important elements that the business can promise consumers. Gunelius (2011) also sees branding as “promise that helps to create consumer perceptions and expectations through its own unique personality” meaning that companies must possess or create some kind of trait which will allow them to act separately from others. Eventually this should lead in creating competitive advantage and by accomplishing branding process eventually gaining consumers’ loyalty (Richelieu et al. 2008).

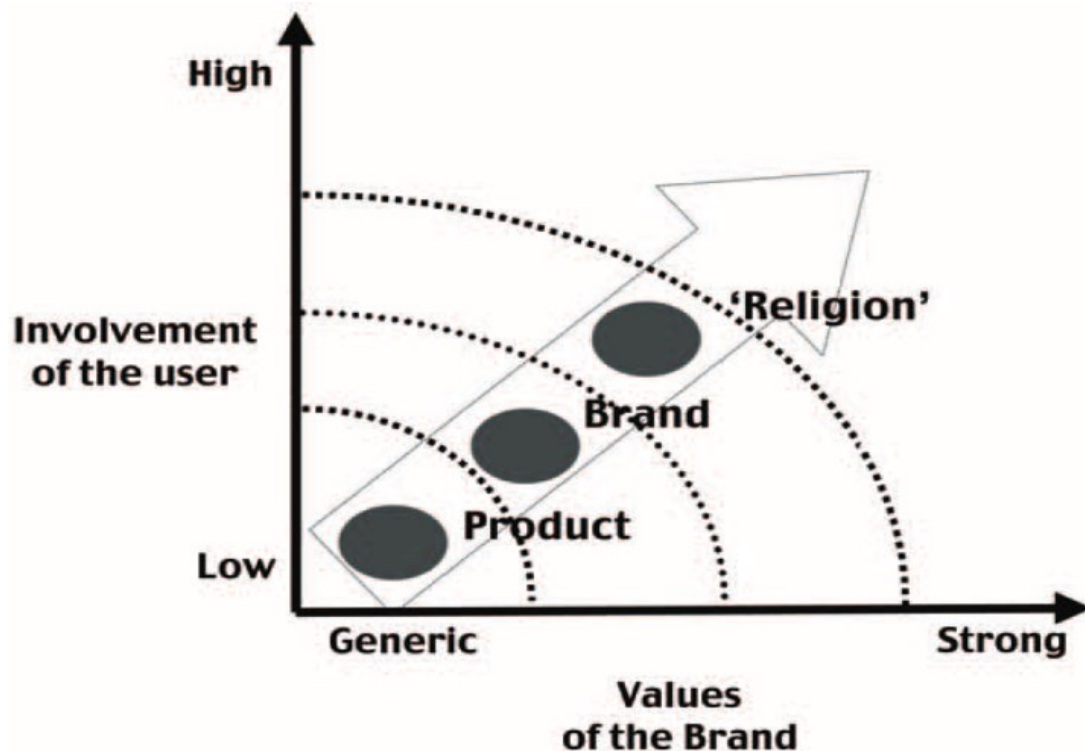
<b>The Brand Promise</b>	<b>The Brand Perceptions</b>	<b>The Brand Expectations</b>	<b>The Brand Persona</b>	<b>The Brand Elements</b>
<ul style="list-style-type: none"> <li>-The brand promise incorporates more than just those tangible products and services</li> <li>-includes the feelings that consumers get when they use your products and services.</li> </ul>	<ul style="list-style-type: none"> <li>- The way consumers perceive a brand really defines it.</li> <li>-companies need to work to develop consumer perceptions that accurately reflect the brand</li> </ul>	<ul style="list-style-type: none"> <li>-based on brand perceptions</li> <li>-consumers assuming that the expectation will be met</li> <li>- If brand doesn’t meet consumer expectations in <i>every</i> interaction, they will be confused</li> </ul>	<ul style="list-style-type: none"> <li>- To think of brand as a person</li> <li>- From appearance to personality and everything in between</li> </ul>	<ul style="list-style-type: none"> <li>- is represented by the intangible elements, as well as tangible elements such as your brand logo, messaging, packaging</li> <li>- Elements must work together to consistently communicate the brand promise, shape brand perceptions, meet brand expectations, and define the brand persona</li> </ul>

**Table 1.** The 5 factors of the successful brand. Source: Gunelius (2011).

Gunelius (2011) indicates that success lie within five factors: The Brand Promise, The Brand Perception, The Brand Expectations, The Brand Persona and Brand Elements Table 1; meaning that if the business correctly creates and uses them, then there is low possibility of perishing. Also as Morgan and Summers (2005:157) state “consumers who perceive a brand with high value and equity.... will more likely prefer that brand, and will often be satisfied with their purchase when they acquire that brand”, meaning that brands’ position in the market, the image it has generated influences consumer choice in purchasing its products.

However not only image perception of the brand is important, but the ability of being able to match it value and emotional attachment it offers. In view of Brassington and Pettitt (2007:187) in the physical aspects are not all, when it comes to branding “but rather a set of values and a philosophy that can be matched with the consumers’ own values and philosophy”, meaning that brands value actually starts when its consumers feel need for it that meet their views and needs in life. Also, as Abosag (2012:1235 ;Brown et al. 2003) in a way, the consumers are “co-creators of the brand’s messages and meanings”, in other words, due to their involvement in brand and by being more than just a message receiver, they are in reality giving the constant feedback and response, which aids brand in constructing their image and messages.

The Figure 2 ideally presents the basic concept of how branding works in reality, meaning how the users’ (consumers’) perception of the brand increases, with their involvement. The first stage show that it is generally low and it is mostly about the product, thus it is not seen as significant to the consumer, and the product can be like any others that is not as distinguishable as those of competitors. Nevertheless the product/service if correctly moved becomes a brand, a visible promise allowing users to have more involvement. The last part indicates “Religion”, which could suggest that the consumers are seeing beyond simple brand and more involvement and value are present. It could also mean that the brand successfully accomplished the five factors of Gunelius (2011) and produced loyal customer base for brand.



**Figure 2.** Branding in practice. Source: Pedersen (2004:47)

## 2.2. Sports Marketing

From the sport perspective, branding is no exception and primarily follows the same elements of the marketing, thus it is significant to indicate to the audience strong presence, and allow them to separate products from the competitors (Pedersen 2004:48). Nonetheless branding activities in sports should be look upon from the different perspective, as it operates in the constantly evolving environment. There are many elements that could easily harm the brand and change its reputation; this often corresponds to the person/people that is/are involved in creating the brand.

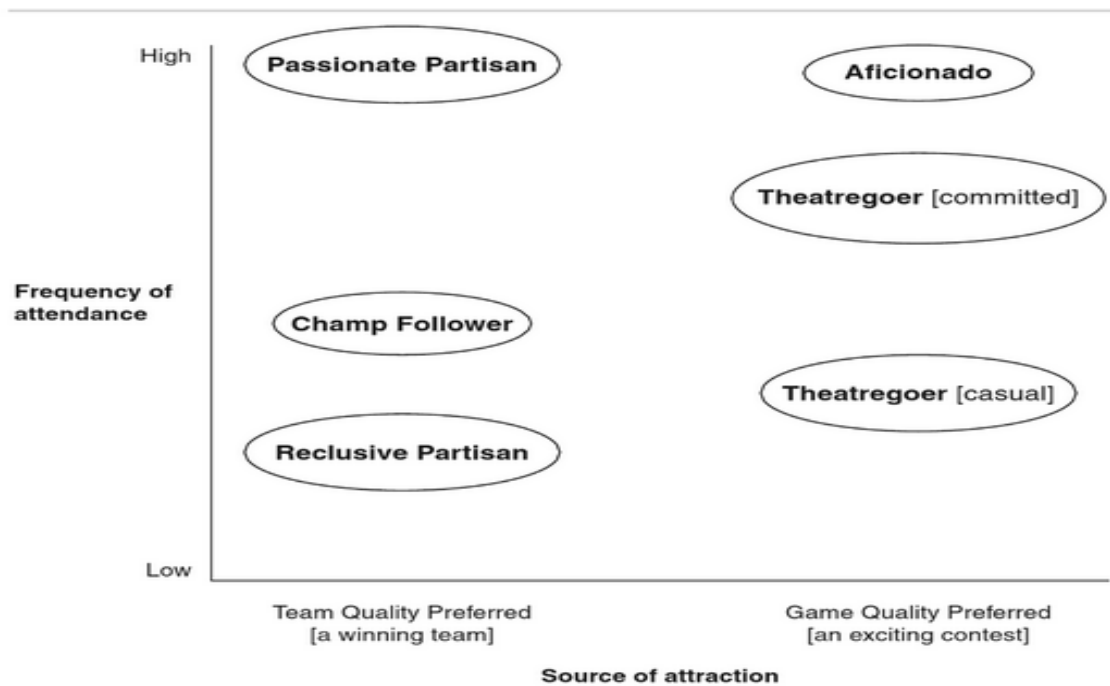
In the view of the Petersen (2004), as the sort marketing contains many factors that the consumer must face, sometimes it is better when they are more simplified for the audience. It is understood that it is easier for the consumer to respond, but also it take less time for them to respond. In other words brands should be provide clear message

and promise, something easily relatable; its logo could be something visual with corresponding colours to what brand stand for.

Nevertheless, as the paper is considering Football Clubs, therefore other factors must be taking into consideration. First of all, the theories of branding can be certainly be applicable for newly formed brands, which have produced more tangible elements to them, however in sports branding is approached slightly differently. Branding presented by the Premier League Clubs, shows that history, place, players, management, rivalry, colours and achievements are what creates powerful football brand (Mullin et al. 2014). As Naik and Gupta (2013:32) argues in their article “brand-equity does not depend solely on brand awareness or brand knowledge but also on brand salience, brand performance, brand imagery, judgement and feelings of fans coupled with a dimension called as brand resonance for leveraging long term loyalty of the customers”, therefore it could be said that there are more elements needed to achieve brand equity and the whole process is not straightforward, but rather complex.

According to the Abosag et al. (2010) there is also the factor of the consumers that do not exactly view sport clubs/people as a brand, and they tend to have more emotional approach and their relationship with the brand is seen as unique. Also, they question the typical view of the sport marketing, as more commercially based, whereas the supporters see it from completely different angle. This could be explained by “the extremely relationship that the fan had with his/her club” (Jones 1997; Abosag 2010:1234), thus it means that the involvement might be a factor, that could be decisive in the consumers brand choice.

One must differentiate between loyal fans, which are more committed to the brand and support it through the bad and good periods and new consumers, who are not loyal and can be easily swayed away. As seen in the Stewart-Smith model, there is different fan segmentation that should be considered in this project.



**Figure 3.** Stewart- Smith model of sports fans. Source: Westerbeek and Smith 2003).

The branding of the football clubs should be aware and acknowledge different fan categories, as well completely new consumers, who often do not participate in any football related activities. As the model shows there are 6 fan types, that are highly involved in team participation, thus the brand of football club, and those who are more casual in their approach and involvement depending on their level of attraction like stimulus.

Also worth mentioning in this paper is the phenomena of co-branding in the football clubs, which basically present itself in the form when football clubs have agreement with sportswear brands to produce their kits and appear on them. It would seem as interesting cooperation, that could attract potentially new consumers on both sides, but on the other hand it could have no influence whatsoever an old fan base. Also in the view of Richelieu et al. (2008:64-5) the co-branding “expands the target markets, increases revenues and strengthens customer loyalty”, suggesting that the co-operation between brands, bring more positive aspects and works for both sides.

In his article Thomas (2015:230) mentions American sports clothing sponsorship deal with one of the English football teams and indicates that, because no other team has contact with this apparel thus it makes the team more unique and it “presents a unique opportunity to explore fans’ perceptions” of this approach.

Currently the selected Football Clubs are cooperating with the following sportswear brands:

Liverpool F.C. - New Balance

Manchester United- Adidas

Arsenal F.C. - Puma

Chelsea F.C. - Adidas

Nonetheless this paper will try to separate this cooperation and only look at the football club side when it comes to consumer buying choices, due to already numerous factors that being undertaken such as culture, the branding activities or simply consumer behaviour. However it is worth mentioning, as it could influence some of the consumers’ buying decisions, but for this project the author rejected it.

## 2.2. Branding activities of the Premier League Clubs

The following section will focus on the branding activities that have been found in the secondary sources, in the case of the selected Premier League Clubs.

### 2.2.1. Liverpool F.C.

With conducted secondary research, the author was able to establish that the club brand value for year 2013 was 230 million dollars (Richter 2013) meaning that it have managed to create strong presence among other clubs in the Premier League. Other chart indicates that their value in the 2016 increased 748 million dollars and that it nearly overtook Arsenal (Appendix 1).

The research provided necessary information as to clubs social media activity, thus their Facebook page is liked by around 29 million fans, followed by more than 6 million on Twitter, and they are present on Instagram with more than 3 million followers. The club also shares short film on the YouTube platform with around 481k subscribers, with different themes – some of them show interviews with players or coach, other focus more on the history.

From their website we are able to establish their international target, as it could be displayed in more than 10 languages. It offers links to websites in China, Thailand or Indonesia, as well as shopping opportunities for them from The Official Liverpool Store. It also provides information about the International stores, which are present in Ireland, Indonesia and Malaysia (store.liverpoolfc 2016). Liverpool F.C. seems to provide their consumers chance to see them live, while they are on the summer tour, and when they cannot afford to come and visit them in England. Their past global events include USA, Australia or Asia, where they have played against local teams (liverpoolfc 2015). For the fans and non-fans there is the possibility of stadium tour, as a part of creating experience.

The major activities by the Liverpool F.C. indicate collaboration with other brands like Standard Chartered, however it is Nivea Men, who took the role of the sponsor for the men's team (Millington 2015). Also Hugo Boss seems to be responsible for the teams formal wear, this could indicate that the club is serious about the overall image, and wants some changes to perception of it. When taken into consideration the stereotypical values of this club, its collaboration with Nivea – brand that is accessible, known and relatively cheap will not appear to surprise. However Hugo Boss might be seen, as more sophisticated than the typical working-class local environment, nevertheless there is possibility that brand considers and focuses on establishing different image for the international fan base and consumers.

From the past activities it would seem as this collaboration between brands works for both Liverpool F.C., and the sponsor. For example in 2014 Liverpool signed contract with Subway, who became their Official Training Food Partner, according to the source the deal was between 1 and 2 million pounds (O'Reilly 2014). Also it has been

said that for Liverpool it was step up from the pervious misdealing and for the Subway another way to expand its chain in UK.

### 2.2.2. Manchester United

One of the most popular clubs in the world, it is giving this title for a reason, as according to the Richter (2013) it brand value in the 2013 was 650 million dollars and it increased to 1,170 billion dollars over past three years (statista 2016) making it the most valued football club in the world Appendix 1.

Like Liverpool F.C, Manchester United offers it website in couple of the languages, such as Korean, Chinese, Spanish or Arabic, meaning that they are looking forward in attracting international customers. Their website offers all sorts of information, from the match tickets, their current kits to the sponsorship information. Like their rivals from the Liverpool, they are offering fans and tourist alike a chance to experience the brand by visiting Manchester United museum, offering them a stadium tour or by visiting official local Megastore. Also there are opportunities to visit international United websites- Vietnam or US and some of them are international stores with their merchandise (manutd 2016).

The conducted research have found that they have strong presence on social media platforms- their Facebook likes indicates ore than 71 million fans, their Twitter followers count nearly 9 million, and their Instagram is followed by another 13.6 million. The Manchester United seems to lack YouTube channel, however it is present on Vine with more 482k followers.

From their website, the author was able to establish that they have been collaborating in the past with PepsiCo, who have become their Official Soft Drink Partner in Asia Pacific (manutd 2013); also with the Saudi Telecom, which had ended with multi-million pound deal (manutd 2008). Their current sponsors include Aon- global provider of risk management and insurance and Chevrolet- American car company. Considering the clubs status and their brand value, it is not surprising that there are brands with higher status that have decided to sponsor it. Nevertheless, there are other



partners for Asia area that might be not known to the local market and should be considered as crucial for the club status.

### 2.2.3. Chelsea F.C.

The secondary research that was conducted have shown that the brand value in the 2013 was 325 million dollars Richter (2013), whereas in 2016 it has doubled to reach 776 million dollars (statista 2016). The results presented, indicates that Chelsea F.C. is one of the best valued football clubs in the world and that it brand became stronger among the competitors. However, the club was being placed behind Manchester United and Arsenal it its brand value.

The social media research indicates high popularity for this football club, as has over 46 million likes on Facebook, 7.4 million followers both on Twitter and Instagram and have their own YouTube channel with nearly 534k subscribers. Their YouTube channel offers viewers re-caps from the matches, behind the scenes and interaction with footballers. Also like with other teams, pictures from the matches, highlights and upcoming events are constantly posted in all of the social media, and constant exchange of the information and marketing is taking place.

Their website offers consumers to find more information about the club, from its history, the fixtures to the merchandise offered. Like Manchester United, there are several language possibilities – East Asian, Pacific and Russian – meaning that the clubs must be seen as international and that it seeks to reach international consumers particularly from the East Asia. While considering Russian presence we could assume that it might be due to Chelsea owner's ethnicity Roman Abramovich, Club would possibly want to include Russians and Russian speaking fans.

Currently the club is collaborating with several sponsors, beside Adidas who is their current kit sponsor; they have established relationship with Yokohama Tyres and Carabao Energy Drink (chelseafc 2015). Both of the brands are Asian and possibly not as widely used in the European market, thus it could be considered as fascinating

and risky to have as sponsors. Nevertheless this collaboration can strengthen the link with Asian market allowing Chelsea F.C. in reaching more consumers on global scale. In the kit sponsorship, Chelsea is reaching new levels, as according to the Law (2016), they have managed to secure a 60 million pounds deal with Nike for the next season, meaning that they are replacing their current provider Adidas with Nike. As Law (2016) states in his article, they have managed to land themselves with second best deal in the Premier League, placing them just after Manchester United.

#### 2.3.4. Arsenal F.C.

The information provided by the sources, have shown that brand value for Arsenal F.C. in 2013 was 319 million dollars, which was less than Manchester United and Chelsea F.C., however in 2016 it increased to 858 million dollars overtaking Chelsea F.C. (statista.com 2016) Its value can be considered, as third best in the Premier League, which suggest that Arsenal F.C, is the club with excellent potential for the international market.

The Arsenal F.C. is highly active in the social media, with nearly 37 million likes on Facebook, 8.11 million followers on Twitter, 7.8 million followers on Instagram and nearly 500K subscribers on YouTube. All platforms seem to be highly interactive, as there are constant pictures or videos that present viewer with teams performance, highlights of the major events of the club. The YouTube videos provides excellent source of information, as it shows the team in different situations, like Liverpool's channel it focuses on players and their interactions with other, as well it shows the historical aspects of the club.

The website presents us various sources of information available for local fanbase in English, or for the international visitors from China. Like other clubs there are links to the online store that sells the merchandise of the club, as well current affairs, match results and history of the club. Each section is very detailed, allowing visitor to familiarise themselves with Arsenal's offer, on the product or more emotional base. Fans have their own section, where their voice is heard via Polls available on the website, as well as supporter sections for gays or disabled. Arsenal F.C. also offers stadium tours, which are available in 9 languages in case of self-guided tours, and

match day and museum tours. Such activities could easily strengthen brand through allowing consumers to see behind scenes and well as allowing them to feel emotional aspects while bonding with a brand (arsenal 2016).

Currently Arsenal F.C. has sponsorship deal with Emirates airlines and Puma as their kit provider. Both sponsors are seen as significant players in their markets respectively, also Arsenal's stadium is named after Emirates (arsenal 2004). This can send quite powerful message to the competitors, that both of these brands are behind Arsenal F.C. Surprisingly, the research have found that in the past their kit sponsor was Nike, which considering it position on the market can be seen, as more important than Puma, however when it comes to the kit sponsorship it has been noticed, as quite natural to change sponsorship after the previous deal ends, and thus sign up more attractive offer with different brand (Wilson 2014).

### **3. CONSUMER BEHAVIOUR AND BUYING CHOICES**

Following part of the literature review will look closely at the consumer behaviour and buying choices theories, and overall understanding of the concepts regarding human nature. What has been established during the research stage that, this paper will focus on buying behaviour in consumer markets, as “individual, families, and small groups are buying goods and services for own, family or group use” Wright (2006:8), in other words that can be associated with Football brands. There are many components that have direct and indirect influence on the consumer buying behaviour and by the extent choices that they are making.

One of the aspects that should be look upon is demographics, which influence consumers from very young age. They could be responsible for the accessibility to the brand, meaning that even if consumers are aware of it, they are not exposed as often to it. Segregation and belonging to one group other another, should be look closer as it is something very vital in the football environment. The sense of belonging is one of the reasons, why some of the football fans are strongly associating with the brand; also it creates a number of strong positive emotions.

Fans are usually considered as local citizens that are supporting their club and in some way representing their city; however the fan base shows that Football Club brand stopped being restricted to only location and native followers, but gained millions of fans around the world. Another thing worth adding is a fact that, consumers of that brand do not need to specifically fans of the selected clubs, but have other reasons and motivations for purchasing their products.

Another thing that should be considered is identity of the consumer and how they perceive themselves. It is a topic closely related to the cultural background and demographics, as after all they have influence on our identities. It could define what kind of shoppers' people are, and what major sides from their personalities played the role in buying decision. As brand is suppose to reflect needs of the consumer, also it could tell what kind of person is or is trying to be, therefore it could be linked to personality traits and demographics. Brands should be aware that segmentation might

be one way with dealing with consumer, however the changes and progress happens to modify the old school theory and more individualistic approach is needed.

Wright (2006:10) in his book includes the notion of the Rational consumer, perceived as one who is led by reason when obtaining goods instead of emotions and Complex consumer which is “based on complex and intricate symbolic reasons rather than the fairly straightforward rational reasons”. He also adds that depending on the market, in which business operates, the needs of the consumers will be more complex and they will require more at faster pace if the consumer market will be more sophisticated.

As Premier League Football brands operate both in unsophisticated and sophisticated consumer markets, it is then crucial for this project to distinguish those differences. Another outlook on rationality provides Otnes and Zayer (2012), who debate over masculine and feminine traits and their influence on the Rational consumer.

It is still culturally perceived that rational decision making is more viewed as male, strong features and more natural than female (short attention span etc.). Thus brand shopping seems more as women domain and men are more practical and their buying choices are linked to current needs. As this project is based on Premier League Football Clubs branding, which is more or less masculine, it would be significant to apply this theory, to test if indeed there are differences in rationality between genders, when it comes to buying decisions of specific brands.

Next aspect that this project will look at is memory and learning, and their role in the buying process. The memory could be defined as process of learning and then cataloguing obtained data, then storied and used overtime. Some of it is temporary storied (sensory memory) and nearly immediately dispose of, some stays for certain amount of time (short-term memory), while long-term memory is considered as something permanent.

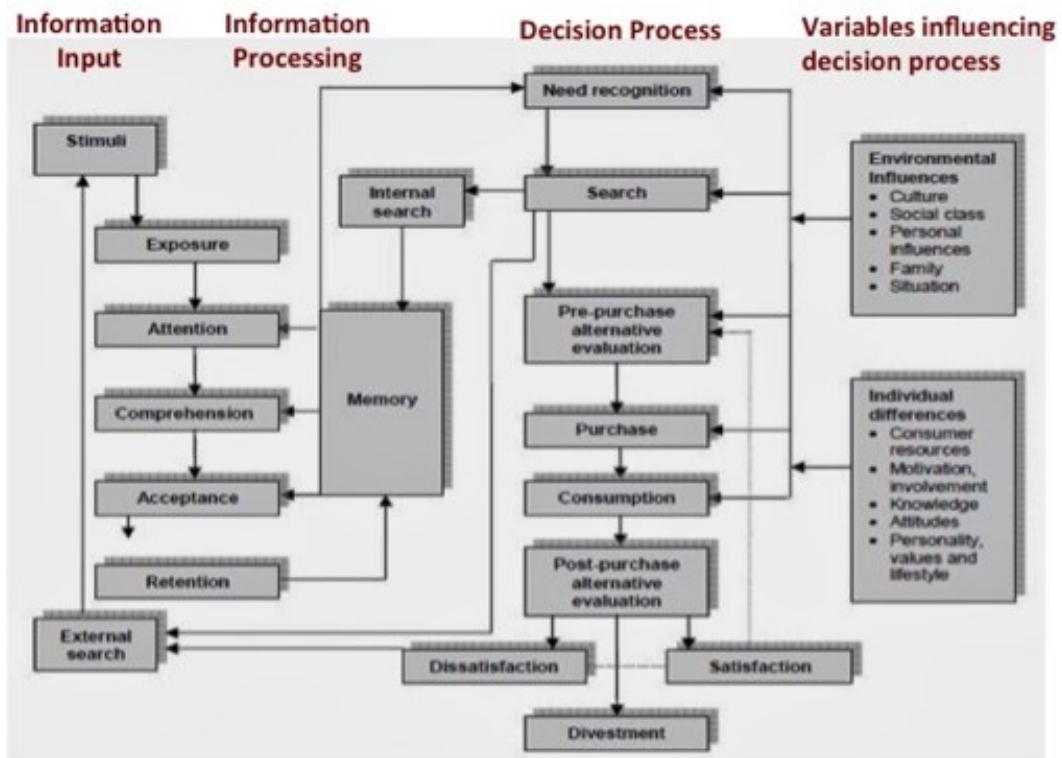
The goal of most of the brands is to reach long-term level, as it could guarantee the awareness that they are fighting for, but also consumers are able to retrieve the information they had storied during their buying process (de Mooji 2011). According to Kumar (2009:158) brands that are being placed in long-term memory have a “distinguishable feature “schema”, or a total package of associations brought into

individual's mind when he/she feels a stimulus", in other words consumers' mind is able to bring out all the aspects and characteristics of the brand that has been stored. For example Premier League Clubs consumers would think of football and colour red and then link it to one of the teams like Liverpool F.C. (the Reds) or Manchester United (Red Devils).

From one side "schema" works in brands favour, when consumers are remembering it from positive aspects, as there is not much stimulus needed for it to make it work, but on the other hand negative connotations with the brand can cause avoidance of any products released. In case of the football clubs, like briefly mentioned Manchester United and Liverpool F.C. they still could be perceived as working-class clubs, very northern, industrial etc. Consumers might get wrong image, because of that and never see them as exclusive, luxury but rather as something for masses, even if according to brand value ranking Manchester United has the most value of 1,170 billion US dollars (statista.com 2016).

For this project it has been decided that consumer decision model, established by Blackwell et al. (1995) would be best to represent and explain consumers decision regarding their brand choosing.

The model recognises 5 steps involved in decision making process plus post-consumption evaluation and also other variables that are influencing buying decision. From what it shows, the model seems to be easy to understand and it is flexible in its approach. It considers that consumers do not need to follow all the steps, but they may bypass some of them to reach the final goal. Another reason for choosing this model is the fact that it is based on the analytic cognitive theory of buying behaviour, meaning that consumers are constantly aware of their decision and buying process. Also it would combine well the theoretical aspects that have been discussed previously in this section, as it more or less combines all of them.



**Figure 4.** Engle, Blackwell and Miniard (1995) Consumer Decision Model. Source: Bray (2008).

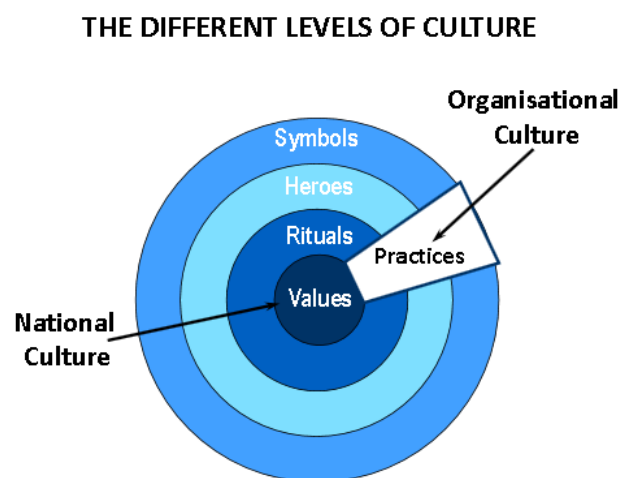
As it shows in Figure 4, the variables that may influence the consumer buying decisions have been listed on the right side of the model. There are Individual differences and Environmental influences that might play crucial role in the consumers buying decision process. The first one comes from the individual preferences that include motivation, attitudes or the personality of the consumer. The Environmental influences are caused by the outside motivator, thus the factors outside the personal sphere. They mention that social class, as well as personal circumstances might influence decision making process. Also very crucial the culture of the buyer might be decisive in their purchasing the products or services. The culture will be discussed in the next section of the thesis.

## 4. DIMENSIONS OF CULTURE

### 4.1 Definitions of Culture

Culture can be seen as many things and it can be interpreted as such, which is why it can be difficult to explain. However in simplest terms it can be seen as what we are as a people, what our beliefs and where they are coming from. In the view of Tyler (1870: 1; Avruch 1998: 6; cited by Oatey 2012:2) “Culture ... is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society”, in other words all of the components that make humans act and feel in certain way, also react to situations that they are being exposed to.

Some of its components have been presented in the Hofstede’s “onion” model in Figure 5.



**Figure 5.** The different levels of culture by Hofstede. Source: Waisfisz (2010)

This model clearly shows, that values in the cultures are the core of them, as Hofstede defines in Waisfisz (2010:1) them “broad preferences for one state of affairs over others to which strong emotions are attached and by which one group distinguishes



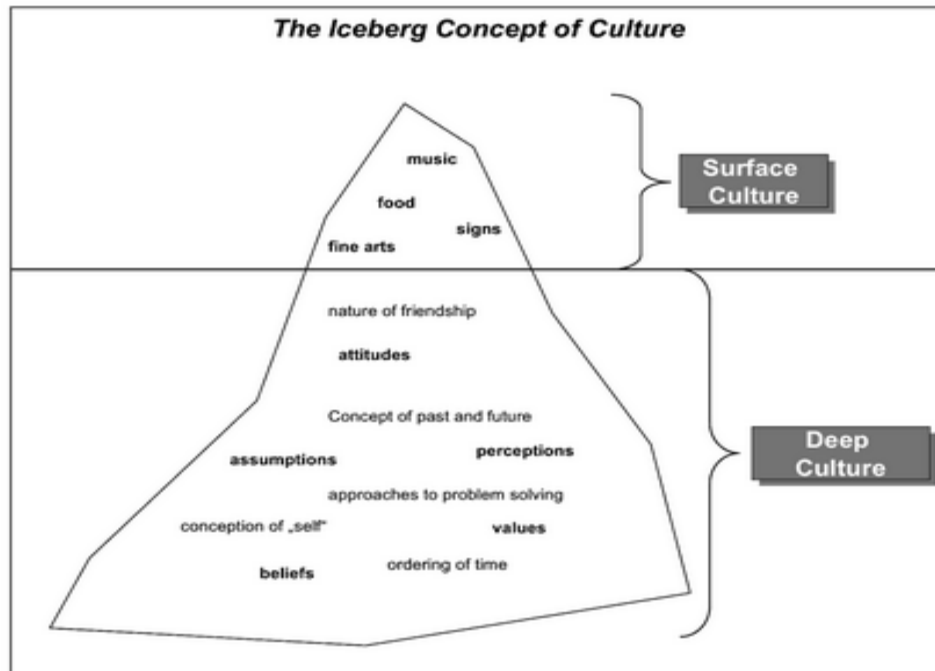
itself from other groups”; however with each ring new elements are starting to show, which are rather the surface of the cultures, and what is seen by the outsiders.

Schwartz (1998:324; Cheldelin et al. 2008:169) in his statement seems to go few steps further and called it “more or less organized, learned or created by the individuals of a population, including those images or codes and their interpretations (meanings) transmitted from past generations, from contemporaries, or formed by individuals themselves.”, meaning that older generation have their influence in building the present culture, as they constantly effect younger generations and their views and beliefs.

On one hand Matsumoto (1996:16;Oatey 2012:2), argues that “the set of attitudes, values, beliefs, and behaviours shared by a group of people, but different for each individual, communicated from one generation to the next” meaning that he looks more from the individualist point of view, where culture is seen as group, yet something separate to each person. Thus author opinion can be correct to some extend, especially when we consider, that the culture is ever changing with the access to the technology and current scale of globalisation.

Cultures differ from each other, but nowadays they tend to resemble each other more and more. It can be explained by their influence on each other, the generations of people from the last 40 years have more experience with multiculturalism than their ancestors. Thus it seems quite natural, that more individualistic tendencies are starting to develop and people share less with the culture of their grandparents, but rather prefer to fit into something that will fit their individualistic taste.

On other hand, the concept of the multi-cultures instead of one global cannot be as easily destroyed and it would be in use for another hundred of years. Even with growing more individualistic views, the culture is also influenced by other factors, which could rather strengthen its presence in everyday life. The current affairs shows that individuals tend to go more nationalistic in their approach, when their culture is threatened by the other cultures, thus suggesting that rapid interactions between cultures could cause the national culture to take step back and return to old views and traditions.



**Figure 6.** Hall's Iceberg Concept of Culture. Source: Boeing (2013)

Also as Hall's model Figure 6 suggests, there are elements embedded deep in the cultures, underneath the surface that are actually the norms and looks for the cultures. In other words, what is seen by the outsider to the culture is not what it actually is, but rather just the top of the iceberg. The real attitudes of the societies are buried underneath the iceberg, and are comely acceptable for each cultures. This model compliments the Hofstede's onion model Figure 5, as both are meant to identify and look underneath- into cultures values.

In order to understand certain decisions associated with the consumer buying behaviour and their buying choices it is crucial to define their cultural belonging. De Mooij and Hofstede (2010) suggest in his paper that the dimensional models are useful in explaining and predicting behaviour Hofstede, because they "define patterns of basic that have consequences for the functioning of group and individuals" de Mooij and Hofstede (2010:87); meaning that by using them in this project, author will be able to segregate them and connect them to the consumer behaviour and buying theory.

#### 4.2. Hofstede's dimensions of national culture

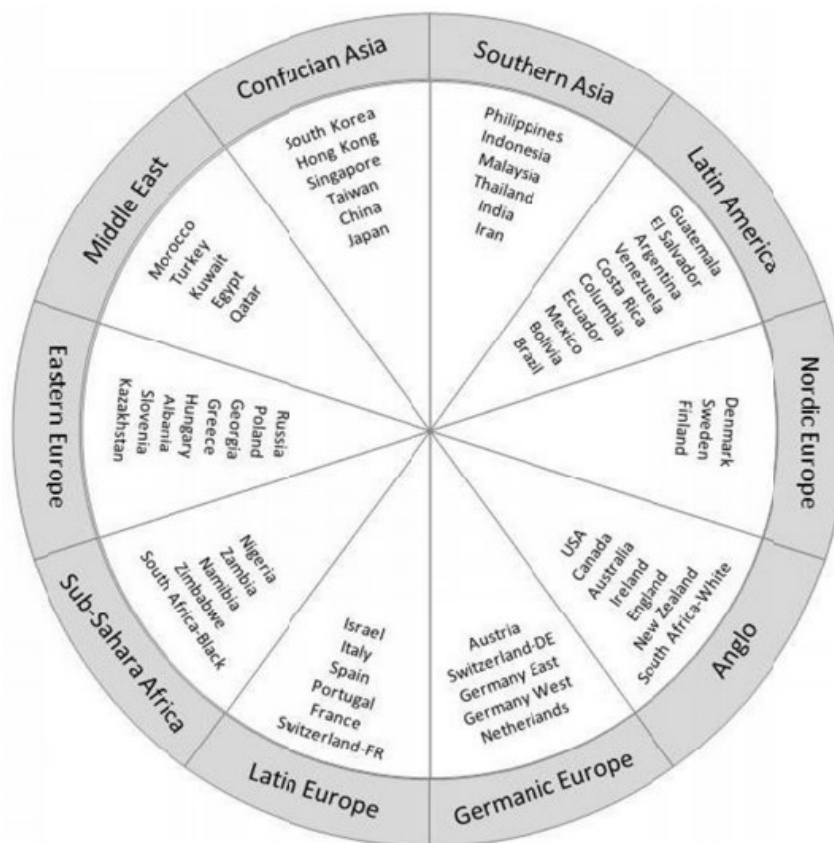
The Hofstede model for organisational and national culture can be considered, as one that provides a primal source for identifying cultural influences in the consumer behaviour. At first, we are presented with an explanation as to what national culture is and how it is constructed. By learning about the basic elements of the national culture we are able to be more critical in our analysis of the Hofstede's cultural dimensions. They consist of: power distance, individualism, masculinity, uncertainty avoidance, long-term orientation and indulgence (Mooij and Hofstede 2015). Each of them measures each of these elements and helps in identifying differences in various cultures. On the other hand we have the organisational cultural model which contains six autonomous variables and two semi-autonomous dimensions. Appendix 2 presents all of the dimensions with the explanations and some common examples.

All of these could serve as an excellent source of information and formulation for the firms' strategy as they provide a unique comparison between individuals inside the organisation, but also outside it. It is one of the reasons why this framework should be taken into consideration, as it simply shows the differences between nations and by the extent of their influence on the behaviour of societies (Mooij and Hofstede 2011). Thus some style of advertising is more appealing for one culture where as in other it could stir up problems and misunderstandings. The same could be said the same about brands, as those with a tendency of being more masculine and group orientated should technically appeal more to the collectivistic cultures.

Also the study can be an excellent source and can be used as a base for the more thorough research. Nevertheless it should be kept in mind that it is seen as outdated, thus for example the advertising based on it might not be applicable. As the results were published nearly 40 years ago the media has moved on and is still going through development; also as we live in a more globalised environment where some cultures merge and others are constantly influenced by others, therefore there is a need for new research, which would include these factors. Another thing is that the model looks at the society as a whole and it does not consider the behaviour of the individuals, thus making it less credible in the marketing communication on the individual level; however it can be successfully applied by marketers on the country level.

### 4.3. The GLOBE model

The GLOBE model has started off as a cross-cultural research project established by the Robert House in 1993. It is based on the Hofstede's model for cultural dimensions; however it was extended to nine dimensions in order to provide more elaborated data and way for more critical analysis and comparison between cultures. It has been done by placing countries in the cultural clusters (Figure 7), which aided in identifying similarities and differences, between each cluster and helped in determining where on the cultural map each country based on their behavioural traits and leadership style could be placed. Thus GLOBE sees these patterns, as being strongly culturally embedded, as it is part of our values that we learn accordingly to the culture we belong.



**Figure 7.** Cultural clusters of GLOBE. Source: GLOBE (2004)

Thus, as it was stated earlier each of the clusters have different characteristics, which could potentially influence the consumer buying behaviours. Therefore it is crucial to identify and analyse some of them.

The Germanic cluster is characterised by Virkus (2009) as “result oriented, aggressive and value competitive”, the results for this cluster score high in the Assertiveness and Power Orientation. Also as Szabo et al. (2002:64) add “Taking both the absolute scores and the comparative analysis into account, the Germanic Europe cluster is, compared to other clusters, characterized by practices with a stronger tendency for standardization and rules, higher levels of assertiveness, and more gender inequality”, meaning that in this cluster they might be slight tendency especially in male to female ratio that would show their interest in football, and will not be afraid to voice their opinions. Also this cluster is seen as having fewer connections with the groups and family members.

The Eastern European cluster is seen as one with high scores for the In-group collectivism and Power Distance, which suggests that people from this cluster have tight relationships with family and friends, however they are showing strong loyalty to them, but also they are accepting poor distribution of power among the citizens. Also as Virkus (2009) noticed they are “forceful, supportive of the co-workers, treat women with equality”, particularly last point suggest that this cluster is “the most gender equalitarian” (GLOBE 2004).

The Latin European cluster scored similarly for the Gender equalitarian like most of the clusters, but it is still considered to be somewhat male dominated; also members of this cluster are used to having neither unequal power distribution nor rewards for the hard work. In view of the Virkus (2009), this cluster “values individual autonomy”, means that its citizens even when being typically collective in nature still have their autonomic perseverance.

The Anglo cluster shows its tendency in the dimension of Power orientation, also as according to GLOBE the societies in this cluster are valuing competitiveness and reward high performance. Most of the dimensions are placed in the middle range,

suggesting that they tend to have good balance in the distributions; also as most of the clusters they tend to be male oriented, but still on the average side.

The Nordic cluster is associated with “long-term success, also women treated with greater equality” Virkus (2009), suggesting slight differences between this and other clusters. Another characteristic for this cluster is they very high score on the Uncertainty avoidance, which suggests their lack of confrontation also their more individualistic way of being in opposite to the collective clusters. According to the GLOBE “they are generally self-reliant with fewer family ties”.

The Confucian Asia cluster has received high scores for the In-collective performance, but also they are more result driven with accepting the high levels of authority. Also they tend to support team work and prefer that to the individual practices, due to their hierarchical construct of society. They are extremely family and friend oriented, and they loyal and are taking pride in providing for their families.

The members of the Latin America cluster are considered by the Virkus (2009) as “loyal and devoted to their families”, also they have scored high in the In-group collectivism and Power distance, suggesting that the citizens are expressing their pride in their families and maintain strong ties with them, however they are also accepting the levels of inequality in society, because they do not expect power to be distributed equally.

The Middle East cluster, like Latin America has scored high in the In-group Collectivism and Power distance, suggesting their devotion and pride to their families, but also they have low scores on Gender equalitarian suggesting that they women are having fewer rights and status in this cluster.

The Southern Asia cluster is showing their loyalty and devotion to the family and friends, thus relationship and ties between people are significant. Also the Power distance score is very high, suggesting that member of this cluster are not expecting the power to be evenly distributed in the society, but rather that only few possess such power. The environment is typically male oriented and society is based on the hierarchy.

The Sub-Saharan cluster like previous cluster, presents high scores in the In-group collectivism and Power distance. The society is used to having unequally distributed power and it is seen as norm, also it accepts the status privileges. It is family oriented cluster, with strong ties between the members, however gender inequality is also seen as norm.

According to House et al. (2010), the GLOBE project focuses on nine dimensions: Institutional collectivism, in-group collectivism, power distance, performance orientation, gender egalitarianism, future orientation, humane orientation, assertiveness and uncertainty avoidance. The Figure 8 presents, these dimensions with their explanations

Cultural Dimensions	Definitions
<b>Performance Orientation</b>	The extent to which a community encourages innovation, high standards, excellence, and performance improvement
<b>Uncertainty Avoidance</b>	The extent to which a society, organization, or group relies on social norms, rules, and procedures to alleviate the unpredictability of future events
<b>In-Group Collectivism</b>	The degree to which individuals express pride, loyalty, and cohesiveness in their organizations or families
<b>Power Distance</b>	The extent to which a community accepts and endorses authority, power differences and status privileges
<b>Gender Egalitarianism</b>	The degree to which a collective minimized gender inequality
<b>Humane Orientation</b>	The degree to which and organization or society encourages and rewards individuals for being fair, altruistic, friendly, generous, caring and kind to others
<b>Institutional Collectivism</b>	The degree to which organizational and societal institutional practices encourage and reward collective distribution of resources and collective action
<b>Future Orientation</b>	The degree to which a collective encourages and rewards future-oriented behaviors such as planning and delaying gratification
<b>Assertiveness</b>	The degree to which individuals are assertive, confrontational, and aggressive in their relationships with others

**Figure 8.** Cultural dimensions of GLOBE. Source: fuquaccl.wordpress (2009).

The GLOBE project can be successfully applied in the marketing/advertising/communication, as it provides excellent data, which can be used in targeting the audience- communicating with right people, instead of just

exposing products and services. Also by applying country clusters division in this communications, the organisation is unlikely to send wrong message to the audience. Organisations should take into consideration that societies tend to develop and therefore same strategies cannot be applied, meaning that some of the practices need change and constant supervision.

For this study, the use of the Globe will aid into segregating respondents into cultural clusters, this way the author will be able to quickly identify major issues within them, furthermore as each cluster has their own characteristics, thus identification and analysis of them would be overall easier. Also, segregating them in cultural dimensions should provide more or less some of the cultural reasons for certain behaviours of the consumers and their buying reasoning.

#### 4.4. Cultural branding

As this thesis looks at the cultural aspects of the consumer buying decisions, therefore it is crucial to combine the concept of branding to it and look upon the themes presented by this topic. In the literature cultural branding is seen as strategy for brands in becoming more creative to channel particular cultural message with particular use of marketing. On his website Holt (2016) states that “Cultural branding is a discipline that systematically guides brand innovation: we pinpoint cultural opportunities emerging in society and build brand strategies to leverage these opportunities”. In practice it could mean that the brands are targeting the specific audience or allowing them to fit to their brands. What should be noted in consumer behaviours and their portrayal of the brand, it may reflect the concept of self (de Mooij and Hofstede 2011). Also, Holt speaks of myth creation in regards to powerful brands, and their view by consumers, as definitely more reputable, with “distinctive benefits” (Holt 2004:5).

Nowadays while taking into consideration the factors of the international sport as football is, cultural branding seems to matter less and less. People can observe the fact that football is not longer local sport, attracting only local audience, but rather it connects the nations on the international scale. Footballers and fans alike come from



all over the world, to play and to support football club. Therefore it can be said that players are becoming more cultural aspect for the football clubs brands – people are becoming interested in certain football when a player from their country comes and joins the club.

The aspect of sport brands might be a bit different to other brands, and send different type of messages to the audience. As to football brands more important is to have loyal group of followers or fans to generate strong definition, and buying their products do not necessary need to symbolise their success or failure.

From the research it could be said that that there are steps needed to be reached in order to be identified as cultural brand, these are: Ability to recognise the disruption n society, Creating sense of community in consumers, Creating an experience with the consumer, Offering strong products and services, Being supported by a consistent brand infrastructure (Waits 2011). The mixture of them all explains why the football clubs may be called cultural brands. They might represent different market, but the sense of the unity between fans shows how important to the society they are. In a way they are the face of some countries, particularly when thinking of English Premier League, consumers may look beyond to more iconic figures or products like the Queen, Tea and David Beckham former player for Manchester United.

Nevertheless, even with the global approach the selected football brands are still considered foreign due to their overall appeal to the different than Western cultures. According to the de Mooij and Hofstede (2011:187) “in individualistic cultures brands are made by adding values or abstract personality traits to products, members of collectivistic cultures are more interested in concrete product features than in abstract brands”. In other words on some level these differences are causing different approach to the brands, thus if the brand is unknown to the collectivistic consumer then there is high possibility of it being rejected by them.

#### 4.5. Summary of the Literature Review

In the previous section of the thesis, the author of this study had undertaken the discussion of the topics, significant to understand the purpose of this paper. Also with the themes in the literature allowed to prepare the foundations for next sections, with their help author will be able to find an appropriate questions that will need to be answered further in the study.

First chapter focused on branding, as whole section with the sport branding as part of this concept. The literature present meaning to various group of followers, which will be interrelated with other consumers later in the study, but also why it is important to stay aware of the different types of fans and other sorts of participants. Later in the chapter, the author focuses on the branding activities of the Premier League clubs, thus the section is divided into 4 parts, where each of the selected club activates are presented. The listed clubs are shown without bias, with similar sources, as to their activities. This information should be used later in the study, as comparison to the results in the data analysis chapter.

Another part of the Literature review has shown the ideas behind consumer behaviour and their buying choices. This chapter presents the major themes in consumer behaviour and how it can relate to the football brands. There is discussion of the identity of the consumers and their rationality in buying behaviour.

Third and final chapter looks upon the culture and popular cultural models. At first author looks in the literature and tries to explain the phenomenon of culture, its meaning and with some examples to the contemporary issues. We are presented with several models, such as Hofstede and Hall, which allow reader to understand deeper meaning of the cultures. Next parts present the cultural dimensions of Hofstede and GLOBE, which will help in deciphering results of data later in this project. With the shown models, the author will be able to understand the messages that cultures send and their reasons for their behaviour and buying choices.

The countries clusters of the GLOBE, will allow author to analysis the demographics of the respondents, as well it should ease the process of the analysis, because the respondents will be segregated into countries clusters instead of focused on individually. Last part discusses the possibility of the cultural branding in case of the selected Premier League clubs. The author learnt that, there are several steps in order to achieve the status of the cultural brand, and that even with the international status Premier League brands do not need to necessarily be classified as such.

## 5. RESEARCH METHODOLOGY

The Methodology section of the thesis has a specific structure, which follows instructions in order to decipher the problem usually done by using tasks, tools, and techniques, theoretical and philosophical assumptions (Saunders et al. 2009). Therefore choosing a specific research type is crucial for the overall outcome of the final thesis and future recommendations. In order to understand and choose right methods for the study, they need to be identified and analysed.

According to the Bryman and Bell (2011) divides research into Qualitative and Quantitative, and provide the explanation to each of them. Firstly, the researchers should be aware that there is no wrong and right when it comes to the used research, as long as it seems appropriate and relevant to the question or study they are addressing. Thus in some cases Qualitative research may seem, as pointless to the whole project, as it would not bring anything significant to the study, and Qualitative will give more merit.

Looking at the descriptions of the research types, we are presented with certain differences between them, as Bryman and Bell state (2011:386) “Qualitative research is a research strategy that usually emphasizes words rather than quantification in the collection and analysis of data”, meaning that the researchers are looking for the quality in the said/written word, also it is “investigating the reasons for human behaviour” (Kothari 2004:3) suggesting that the research is more or less uncontrolled producing different kind of results, due to constantly changing human nature.

On other hand there is Quantitative research, which is “based on the measurement of quantity or amount” (Kothari 2004:3), which presents statement that there is contrast between those methods on the levels of the measurements, where Qualitative research is based on the quality aspect, in some view more human, the Quantitative research shows more unfeeling scientific approach measuring quantities. As Newman and Benz say, the perspective comes from the position that the researcher is coming from, but also from the “different degrees of belief in these sets assumptions about reality among qualitative and quantitative researchers” (Newman and Benz 1998:2).

Therefore it is extremely important to what the study is from the theoretical perspective and what kind of research will be suitable. To fit the nature of the research question and its objectives, for this paper both methods will be used or rather the combination of them in literature known as mixed methods research (Bryman and Bell 2011).

Firstly, looking from the Qualitative research point of view, there is a need for the quality matter for this study, as it means to measure the consumer choices, thus human behavioural aspect. The use of the Qualitative research will help to generate the feedback from respondents needed to establish consumer feelings and “voice” in the matter. However, in order to maintain the control of the study, there will be introduced Quantitative questions, which can be re-used in the future studies. The main reason for using Quantitative measures is to balance the Qualitative parts, but also to simplify future analysis, as it would help in comparison between respondents. Secondly, the use of the Quantitative research is known as tool for testing theories, thus it seems prudent to use it in testing some of the theories found in existing research. The Qualitative research is meant to build the new theory, by providing facts from the individuals’ social perspective.

As there are two methods of analysis that could be done for interpretation of the survey results, it has been decided that it would be best if the researcher will use both of them. Mainly due to the fact that there will be a lot of data needed to answer the research question and objectives, and they can be easily combined with each other.

On one hand the Quantitative data sampling could be chosen due to measuring variables and testing the theories. It also seems reliable and seems to leave less room for self-interpretation, as the data provided must be read accordingly to scale. On other hand the Qualitative data sampling allows the author to have more freedom in the analysis, as the results would be varied from each other producing more information to form conclusions and possible recommendations. As it was said before there is a possibility of combining both ways via few open questions in the survey, thus it has been taken into the consideration that there could be different means of measurement needed to result analysis.

### 5.1. Data collection

The method that has been chosen for this thesis was Online Survey, because it is manageable and a relatively cheap source, also it may collect a large amount of data regarding research aim (McBurney and White 2009). Another reason for using this method is its applicability, in a sense that internet where the survey will be applied is a vast place, thus finding respondents should not cause problems for this study. The prominent sites that will be used, in order to collect samples are Facebook and Reddit, where the global audience is gathered. In this way the collected data will be reliable in a sense that it would contain the international and cultural aspect of the study. It has been decided that it would be the most convenient way to collect responses, regardless of the place and thus time and date.

It has been decided that consumers of any football brand, whether they are fans or have some accessibility to the brand would take part in questionnaire. This will provide the valuable data for some of the theories stated previously in the study; also they are needed as sample that would act in comparison to the mentioned fans of the football clubs. The respondents would be given sufficient time to fill it in and in case if they would have any problems with structure of questionnaire or questions, they would be told that they may refuse to take part.

The survey gives the thesis an opportunity to compare specific groups and their beliefs in an international scale (Cohen et al 2007). The process would involve the collecting, analysing, interpreting and concluding, as a large quantity of new primary source will aid in constructing strategies and further recommendation for Premier League Football Clubs branding. Due to its form, the online survey will only take responses from brand consumers in their natural settings; thus as it will be stated in the limitations of this project that might cause variable responses not always truthful to the actual state and they could be influenced by the number of factors. Also as the researcher will not be present during the surveying, thus she has no direct control of the environment they are taken. However on the other hand, online survey is also considered due to its simplicity and timeframe, as an easier approach and more flexible; without interviewer respondents would feel less pressured in providing immediate

answers, but also they have an opportunity to supply them in their natural environment.

Currently there are many websites that offer help in creating surveys, with additional options for questions, number of respondents or outlook of the page. Considering all the factors and making the comparison between [surveymonkey.com](https://www.surveymonkey.com), [surveygizmo.com](https://www.surveygizmo.com) and [interankiety.pl](https://www.interankiety.pl), the author has decided to use tool that allows in using more than just basic options and helps in building more creative surveys. The main purpose, other than collecting data was to allow respondents to enjoy the survey they are participating in, instead viewing it as a chore. Therefore, more interactive survey by using [inerankiety.pl](https://www.inerankiety.pl) will be created and posted on Facebook and Reddit forums.

Before the final survey will be publish online the draft questionnaire would carefully prepared (Appendix 3) and tested on family and friends, in order to avoid wrong constructed questions that may offend participants, or if the answers provided would not be sufficient for the research. Also as the survey will be published in English, the draft version of would assure researcher if respondents understand questions, thus there are opportunities to adjust it before releasing final version.

For this project the convenience sampling has been chosen due to its simplicity and availability of the participants. Convenience sample may be taken place at any time, at any place; it is up to the researcher what stop should be used and what type of people should take part. The information from this sampling method is the easiest to obtain, because of its practicality. Another type of sampling that could be used as well is Random sampling, which as it name suggest applies to any one, at any time and could help to broader sample size; basically it would allow to create a sample that better represents the whole population, as the researcher is not choosing people for survey, but it is up to the people to take part in the survey. As the project is focusing on international football brands, it would be crucial if the respondents are representing the multicultural, diverse environments; and with this type of sampling it is possible to achieve such results.

## 5.2. Data analysis

In this section of the people, the author will discuss how the collected data will be analysed, thus what methods or principles will be followed to present results in best format. As it was stated in the previous section, data collected from the surveys will be main source of the information, and it will link to the theory discussed in the literature review.

As the study follows mixed methods research, therefore there must be sequence in which the analysis will be conducted. With the aid of the automatic system of the chosen survey website, the results will be categorised and produce simple categorisation when it comes to more standardised questions from the Quantitative research. The program on the website will produce will make them clearer and easier to read by producing graphs without any authors interference. However, other sort of data will need to be carefully analysed due to its Qualitative nature. The analysis will need to be done by the author, who will look at the similarities in meaning between the information collected, then will try to connect them by creating appropriate categories (phrases/words), which will be best applied to them.

At first, author will need to focus on analysis of the demographics, in order to understand the cultural implications. It would be crucial for the study to understand differences between genders or age groups and their attitude to the buying choices. As it was implied before, it is expected to have one dominant age group over another, because of their access to the internet and social media, thus to the survey. Also males are more expected to answer this type of survey, as they might find it more interesting than their female counterparts.

Next section of the analysis will take step forward answering research question and its objectives, also questions that have been asked up to this stage of the paper. Thus, it needs to be confirmed what information author is actually looking for. As it was stated in the objectives, the author want to link the findings to the theory, but also find something that can be used in build new theories and provide recommendations.



In other words, the author will look at the Fans and brands relationship and compare it to the non-fans and football brands; in the first case the author will like to confirm the thesis that fans and brands have special relationships thus they will select “their” brand other another football brand regardless of given choice (they are aware of the products and services of the brands). However, in the case of the non-fans we are presented with different outlook, as they may or may not choose any of the football brands, but if they will their choice is associated with different factors.

Another aspect that will need to be added to this equation is demographics and cultural cluster. They should explain in more detail the motives, behind the consumer buying choices, by using the theories of the Hofstede’s and GLOBE.

Next step that need to be carefully analysed is data from the consumers in regards to the activities of the brands. This analysis will measure if consumers are more influenced in the buying choices, if the brands are more active in their branding; also in a way what is consumer response to the selected football brands. Also along the whole analysis the author will like to analyse and compare the football brands between each other. This step in analysis will first aid in confirming that there is relationship between fans and their clubs in a way that they tend to choose the club they are supporting, however in case of the non-fans there must be different kind of tendencies, so the choice of the specific brand may suggest that they are actually interested in it, or choose it due to its popularity.

Therefore, the data analysis needs to be done step by step, from one section to another, in order to keep the right track and to not confuse reader and the author with all of the information. There will also be need for selecting relevant data for the project and to reject useless information after detailed analysis. Nevertheless, the author should also take into consideration the fact, that people have different way of expressing themselves, and some of the information might be different to what could have been expected from the surveys.

### 5.3. Reliability and validity

In the research there is a necessity of measurement for the credibility of the work and scientific method, thus the literature presents the concepts of reliability and validity. In a simple terms reliability can be explained, as the stability of the research and it means to be repeatable, as Newman and Benz state (1998:39) “Reliability estimates tell whether the outcomes will remain stable over time” also “or whether they are consistent among independent observers”. In Quantitative research, where reliability and validity are more common, Newman and Benz (1998) claim that lack documented measurement validity have limited truth value, however always an estimate never an actual measure.

In the Qualitative research, reliability and validity are more foreign, as they clearly associate with the positivism and more scientific research, however more researchers are trying to apply it to their studies. As Golafshani (2003) says in his work, as in Qualitative research, the quality is the deciding factor describing if the study is good or not, and it should “generate understanding” and that would be harder to achieve due to the nature of the Qualitative research. Some authors seem to agree that “if a qualitative study is discussed with reliability as a criterion, the consequence is rather that the study is not good”, meaning that the whole concept rather works against the Qualitative research, instead of aiding it. But on the other hand there are voices, that claim the necessity for reliability in the Qualitative research, and that they should be applied by the authors in their studies. Some claim that, as the reliability focuses on the measurement, thus they lie within Quantitative sphere, and Qualitative research should remain untouched.

In the terms of the validity in the Quantitative research, the sources claim that the major element crucial for it is the "truthness" of the study. As Joppe (2000:1; Golafshani 2003:599) states “validity determines whether the research truly measures that which it was intended to measure or how truthful the research results are”, suggesting that the work should be comparable to the other available, but also if the results came out correctly, in some way the predictability of the research. In Qualitative research, the validity is not seen as fixed concept that could be easily applicable. Nevertheless, according to the Golafshani (2003:602) “many researchers

have developed their own concepts of validity” suggesting that in some Qualitative studies, there is need for different reasoning and use of the validity.

As the study combines partial quantitative research, thus it is important to be able to repeat the surveys over time. However, due to the convenient sampling method, different respondents would most likely take the survey. Therefore, the results would come as completely different and not reliable. Nevertheless, this research can still form the base for next studies, as it could be used with all of the information, as additional information and comparison to the standardised questions.

According to the Newman and Benz (1998:40), the study need to meet the following requirements “control over timing, the environment and the question order”, but also they state that “no such control is possible with questionnaires”, as not all of the requirements could be met under the Quantitative research conduct, therefore there is no need for strict applying it to the study. It has been decided that the time will be set up to allow respondents to take survey during 7 days, with prediction of at least 150 participants. The author will have control, of where the survey will be posted and of the time frame for it.

There might also be issues from the fan side of the argument, as they do not see their football clubs as brands, thus they might have personal dislike towards the survey. It is an issue that was already mentioned in the literature review of this study; nevertheless it is crucial for this paper to understand that their views might challenge some parts of the reliability when it comes to the survey. Some of their answer might come out as untruthful and could never be considered in the analysis.

The questions at the beginning of the survey will be simple demographic questions, there however is exemption of the salary question, which the author thought would be unnecessary, even if is some parts of literature review the author was theorising of the working class attitude towards football, thus location of the fan base. However, it is one of the questions that seem to be too personal, also further in the study respondents may state that their disposable income might be the factor influencing their choice.

Also worth mentioning and should be viewed as significant factor might be language barrier, in the conducted surveys. The questionnaires will be conducted fully in

English, however the author is aware that seeing as it will be conducted on the diverse sample that to most respondents it is not mother tongue. Due to that there might be some misunderstanding of phrases or the instructions to the survey questions. The conductor herself, use English as her second language, meaning that there might be different wording to the question than the author intended to. However, the author will minimise, this problem by conducting pre-survey, to be able to re-structure it on time.

The conductor of the questionnaire minded the responsibility of the data protection and the possible withdraws from the research. There is a risk and possibility of statistical errors that could occur while conducting a questionnaire. Some people could refuse to answer truthfully and provide wrong data; also there could be a possibility of mistakes during the research analysis. Nevertheless, as the survey takes place online, thus respondents are more likely to do it in the safe environments of their homes. In other words it means that the relaxed atmosphere, without pressure from the conductor of the survey, as well as other outside factor may in a way let them feel less harassed and it let them answer it at any time.

There is always room for the improvement of the study, and the author has selected few. Firstly, the author could focus on different theory in the literature review, which served as basis for empirical study. Therefore, the concept of the co-branding could have introduced in more detail. Also it could help in establishing the relationship between Football clubs and sport wear brands and their influences on the consumer buying choices.

## 6. ANALYSIS AND RESULTS

This section of the study will focus on the analysis of the survey questions; how they connect to the themes in the literature review and why they have been constructed this way. Next section will present the results from survey and will look upon answering research question and meeting its objectives.

### 6.1. Analysis of the survey

The survey has been divided into 5 pages with total of 17 questions. The major reason for this step is to actively catching the attention of the respondent, without making them bored, thus 17 questions has been decided is sufficient to obtain necessary data for research. The questions vary from one choice to multiple, also there are more interactive kind of questions in the middle to keep respondents attention on task and let them complete the survey.

First page of the survey include 4 demographic questions, thus gender, age, occupation and country of origin. These questions are supposed to help in categorising respondents and aid into analysing their motives, based on these factors. The country of origin will help author in putting respondents into an appropriate country clusters, introduced by the GLOBE. This will allow in tracking consumer behaviours based on their nearest culture. The author is aware that there might be some countries that could fit in 2 clusters, or are difficult to define; therefore the author finds it necessary to put them accordingly to the strongest perception of these countries.

In the second page respondents are being asked about their level of participation when it comes to football, also how they perceive themselves as fan or any other. These questions are loosely based on the Stewart-Smith model and are meant to find out the level of participation of the consumers. With this data author will be able to find out “fans” point of view when it comes to football brands, as well as “non-fan” perspective. As it was stated earlier in this paper it is essentially crucial to be able to distinguish them, due to their completely opposite views. In the same page there are

questions that are trying to find out the selected brands awareness to brand themselves, as well as the products they are offering. The respondents are giving the choice of answering in their own words last question on this page, in this way more qualitative data will be produced.

Third page of the survey remotely focuses on the consumer buying choices and behaviour; at first respondents are being asked what they associate with the selected brands, in order to measure the level of identification of consumers with the selected brands. In other words, the author would like to find out, the reasons behind choosing the particular brand, are they symbolic or rational in the way of choosing. Another question on this page looks at brand activities, the way they are seen from consumers' perspective. The respondents are being asked when was the last time they have seen or heard of any activity from the football brands in last 3 months. The time period selected for this study has been 3 months, because from one side it can be considered as long enough to forget about any news or other related stories, however on the other side it can be seen as short-term thus sufficient to make the appropriate measurements. The respondents are being given the choice to select; options that they think apply for this question in regards to the football brands. Last question asks specifically if the respondents are actually following the football brands on the social media. The author has viewed this question, as necessary to be included in the survey, mainly because it will provide more data about fan vs. non-fans, also as it has been supplied by the sources, all of the football brands have extensive fan base in the social media, and therefore it is significant to find out their numbers amongst respondents.

Another page focuses on measuring consumer buying choices given the option of other football brands. In this question, respondents can choose by clicking on the appropriate brand crest their answer. This question should be seen as more attractive to the respondents, as they are given more choices, when it comes to football brands and they are more likely to find something they like. The other brands chosen for this question are: F.C. Barcelona, Real Madrid, Bayern Munich and Borussia Dortmund; two of them are Spanish clubs, other two are German. The other football clubs, like the ones selected for this study are well known abroad, and have enormous fan bases; therefore the option of selecting them to this survey deemed to be necessarily for the comparison reasons. At the end of this part respondents are being asked, why they

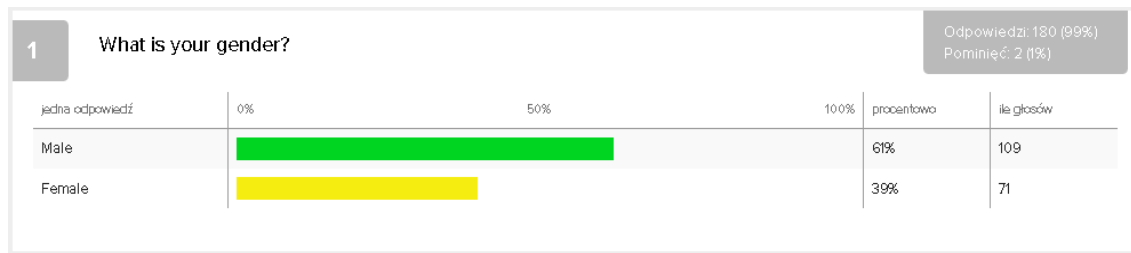
have chosen this/these brands; this open question will allow to collect more data from consumers'. In other words, it will show their point of view and their reasons for buying decisions by selecting these football brands.

Last page of the survey particularly focuses on the consumer buying decisions in selecting the specific brands. The respondents are again given the choice of the 4 selected football brands and multiple options to choose from, which influence their decision buying choices. If there was something missing in this question, they are given the chance to expand on their answer in the question. They may repeat the same answer, but they can provide completely different reasoning. Finally consumers' are being asked about their opinion of the brands. This question would like to measure some of the consumers' bias towards selected football brands, or the consistency throughout the survey. For example if the respondent was unaware of the brand, and seems to favour it, this may question the relevance of his/hers answers.

## 6.2. Results from surveys

In this section the author will present results from the survey that she conducted. The survey brought response of 182, exceeding by 32 expected turn over. For this study it means that, it could be considered as more reliable with lower margin of error. Nevertheless the author keeps in mind that for results to be completely reliable, number of respondents should exceed at least 500.

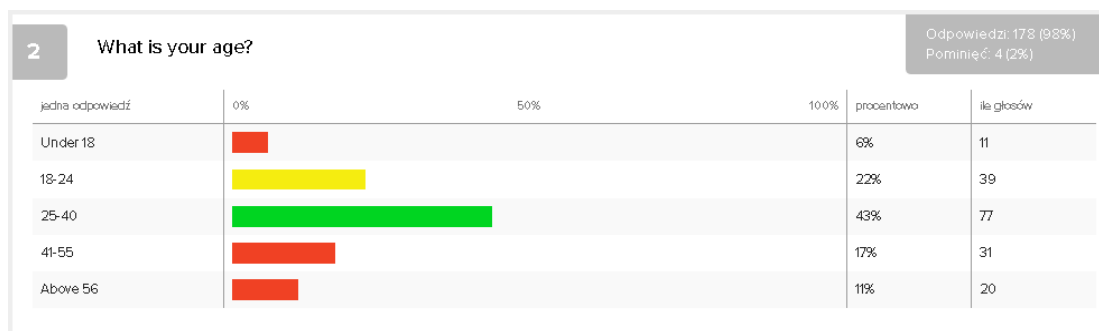
Firstly, the author will discuss demographics section, which will set the right theme for the rest of the section, and will allow to possess the basic information about the sample. From the results Figure 9, we are presented with significant male to female difference.



**Figure 9.** Gender of the respondents

The respondents who identify themselves as male came out at 61% and females at 39%; as it was discussed previously in this paper the result is not as surprising but rather expected, due to the surveys theme. Males are more likely to be interested in sports like football, thus they found this survey more relatable than females. Also there were 1% of respondents, who did not answer this question, suggesting that the answers provided by the author were not sufficient for them. Nevertheless, only 2 respondents refused to answer this question.

The age of the respondents we can see from the Figure 10. There is distinctive number of the respondents between 25-40 years old with 43% than any other age categories. Second place was given to 18-24 groups with 22%. Joined together these groups of younger generations combine at 65%, meaning that they constitutes more than a half of this sample.



**Figure 10.** Age of the respondents

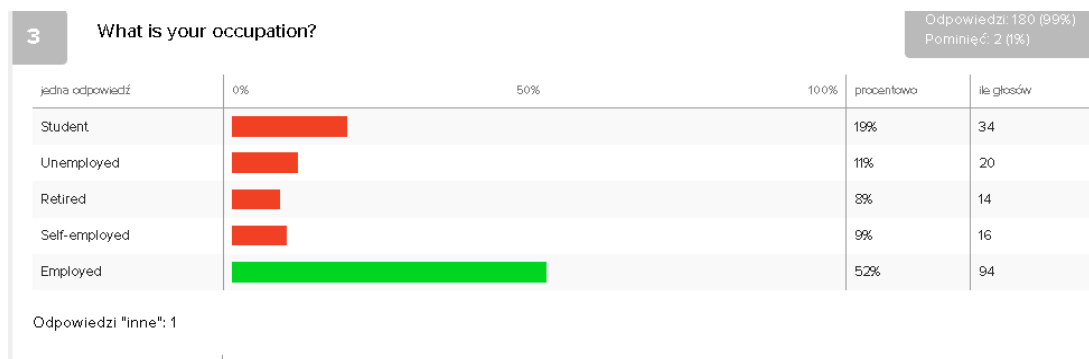
Nevertheless, the sample presents us that older respondents were not so far behind 18-24, as group that could be considered as middle age 41-55 scored 17% of in whole



survey. These proportions probably reflect the accessibility to the internet, and the fact that younger generations are more aware and present on social media like Facebook and Reddit, where the survey was available.

The topic of the survey, relating to football branding seems like irrelevant to the age proportions, as fans and non-fans could be in all ages, therefore it can be stated that major issues has been with the connection and accessibility to the survey. Also it should be noted that 4 respondents have refused to answer this question, making them 2% of the sample.

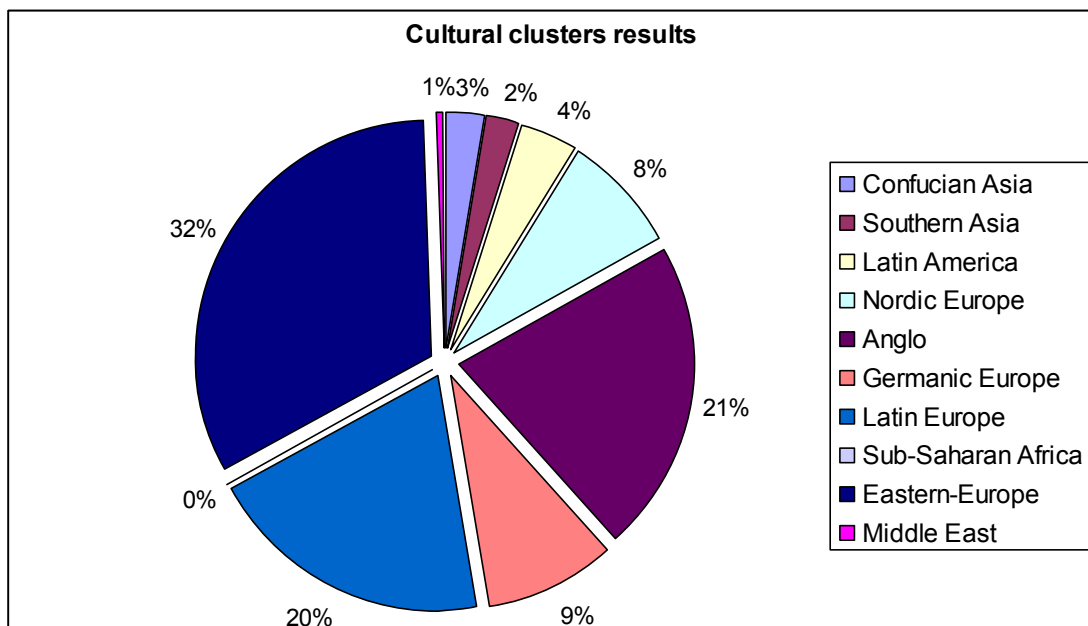
Most of the respondents have answered that they are employed 52%, meaning that they are in rather secure financial position with the disposable income. Second highest answer in the sample was Students with 19% of the answers. Figure 11 shows that there were small differences in sample between Retired (8%), Unemployed (11%) and Self-employed (9%), suggesting that the income is crucial in case of accessibility to the internet, also that being self-employed is not common occupation in comparison to others.



**Figure 11.** Occupation of the respondents.

Other answers included one of the respondents stating disable status, and another 2 respondents have refused to answer this question. The author is aware that to some people the topic of their occupation might be sensitive, which is why it has been decided to remove the question about their salary and leave just the job relating question to contain some basic demographic information.

Last demographic question asked respondents about their country of origin, and it needed to be categorised into cultural clusters. Therefore the Figure 12 presents the results of the findings from the sample with the percentage for each cluster. According to the Figure 12, the majority of the respondents who took the surveys are from Eastern European cluster with 32% and second highest was Anglo cluster with 21%. These results suggest that the respondents were majority from the European countries, where football is one of the most popular sports. Also they are quite responsive to the football events that are taking place- Euro 2012 in Poland and Ukraine. The Anglo cluster did not come out as a surprise, due to the fact that England basically invented the sport and popularise it. Also the respondents from these countries might be a bit more interested in the survey because it studies England's Premier League top clubs.



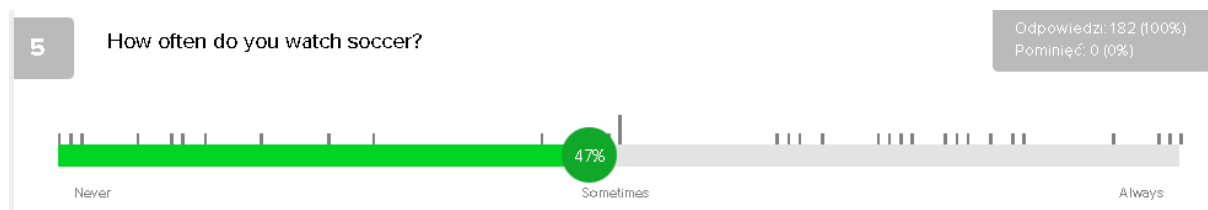
**Figure 12.** Cultural clusters of the respondents

Another high score came from Latin Europe cluster- 20% of the respondents, suggesting that the interest in football is not so far below other higher scoring clusters, and also that the respondents have accessibility to the social media if they were able to find and complete this survey.

Nevertheless, there were some scores that were quite surprising and quite unexpected. First one was of the Germanic cluster with 9%, due to excellent condition of the teams

from this cluster; the Germanic respondents were not as interested in taking this survey. One of the reasons could be the topic of the survey about English clubs not German, but also there could be less people from this cluster on Reddit and social media. Second cluster that scored lower than expected was Confucian Asia; the author was expecting higher response from them, due to the popularity of the top English Clubs in East Asia. However, less people were interested in taking the survey, which was the reason why only 3% of the sample was declared as Confucian Asia. Other respondents took survey as expected for example Nordic Europe shown a good score of 8% and Latin America of 4%.

This section of the study will focus on the fans vs. non fans relationship with the brands; in other words author will like to measure the relationship between these variables.



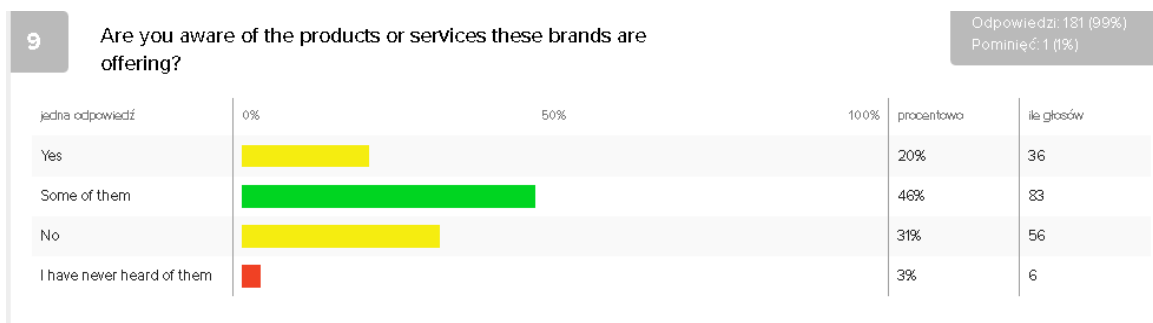
**Figure 13.** Frequency football participation.

Firstly, the respondents were asked about their frequency in watching football and the overall score was 47%- Sometimes near middle score in this scale (Figure 13). It was them necessary to classify respondents on how they perceive themselves. Therefore another Figure 14 shows the results from the question 6.



**Figure 14.** Fan and non-fans classification.

The highest score for this question noted Event Spectator with 41%, which can be seen as a person who only participates in football-related activities, when they are in television and with occasional participation in more important football events. This suggests that half of the respondents see themselves on the borderline of fans and non-fans, with Observer at 21% who was placed second; it only confirms this statement. The Fan and Avid fan scored 15% and 5% respectively, meaning that in this study we are presented with an overwhelming non-fan perspective. It might come out as a surprising result, however, considering the way the survey was conducted, meaning that it was open to everyone, thus it should reflect not only the fan side to the argument. Another reason for these results might be the fact that some of the respondents did not know how to describe themselves, and could have misunderstood some of the meanings. Nevertheless, there is still a portion of the respondents, 18%, who considered themselves as “None of them”, confirming more of the non-fan perspective.



**Figure 15.** Brand awareness

The question 9 in the survey was used to measure the awareness of the products and services between fans and non-fans. Thus in Figure 15, we are presented with an overall esteem for both fans and non-fans. The most common answer for both groups was some awareness with nearly half of the votes- 46%. But there was also high score for “No” answer, meaning that quite large part of sample do not recognise any products or services from selected football brands. Therefore, in order to measure the differences, author separated fans and non-fans answers.

	Yes	Some of them	No	I have never heard of them
Avid fan	6	2	0	1
Fan	12	10	3	2
Observer	9	20	10	0
Event spectator	9	43	21	1
None of them	0	8	22	2

**Table 2.** Fans and non-fans brand awareness

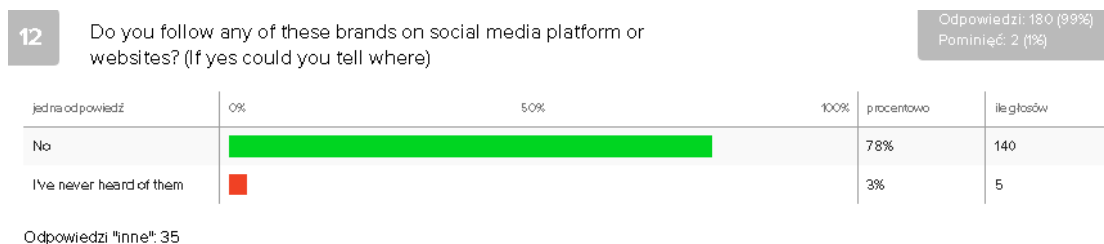
The Table 2 presents the brand awareness between selected football brands and respondents. These respondents who declared themselves in the previous question as “Fans” have responded positively to the brand, indicating that they are clearly aware of the product and services the brands are offering, only few responded negatively. On other hand the “Event spectator”, who were in majority for this survey indicated, some knowledge of the products and services, meaning that at some point they have acquaint them. However, a portion from the same respondents indicated no knowledge of brands products and services, confirming that usually non-fans are not interested or have limited knowledge of the brand products.

	Yes	Some of them	No	I have never heard of them
Male	28	52	23	5
Female	8	30	32	1

**Table 3.** Gender and brand awareness

When we consider gender in this equation, then the results came out as following. In Table 3 we are presented with an overwhelming male knowledge of the brand products and services. Only 8 females have shown some knowledge of the brands, nonetheless what must be considered is the fact that in the study as Figure 9 have shown, less female respondents took the survey meaning that the author cannot exactly use this pattern, but need to look at a different reasoning. But it important to keep in mind that this type of sequence is quite common and results reflect partially the reality. Nevertheless from both Tables we can gather that most of the respondents have some knowledge about the products and services, meaning that they should have some kind of relationship with the selected football brands. Therefore next sets of figures and tables will show the response to this question.

Figure 16 shows the results of the fan and non-fans relationship with the brands via most common social media. As it shows over half of the responses – 78% declared that they do not follow any of the selected football brands on the social media. This suggests that both fans and non-fans alike are not interested in forming this relationship with these brands. Only small percentage declared that they do follow these football brands with most common platforms as: Facebook, Reddit, Brands' website and Twitter.



**Figure 16.** Social media distribution

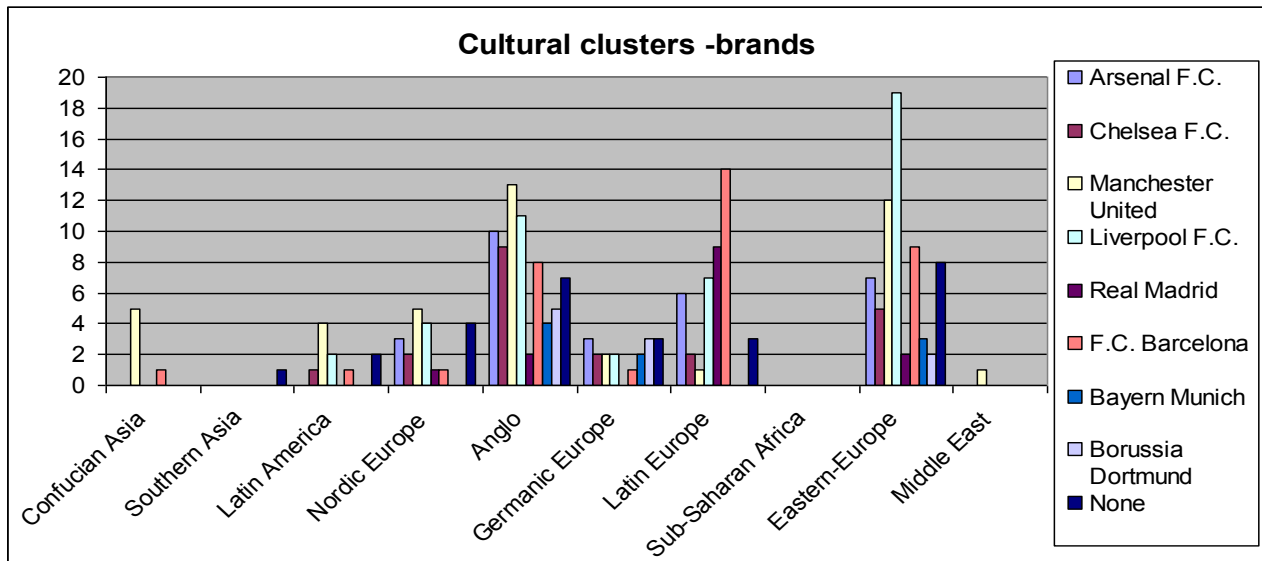
On other hand Table 4, shows how these results are distributed among the fans and non-fans. According to it a number of 140 respondents have answered negatively, regardless of their declared status. It seems interesting that even if respondent claimed to be fan of the selected brand, selected the negative answer to the survey question. In a way this changes the perspective on the fans and their knowledge of everything the brand is, but also it shows that there must be other reasons why they lack this knowledge. The results show that in fan case they do not play as important role as it could have been suggested in the literature, and being fan means that there must be other relationships with the brands.

	No	I've never heard of them
Avid fan	3	0
Fan	15	1
Observer	30	1
Event spectator	63	0
None of them	29	3

**Table 4.** Fan and non-fan social media distribution.

Therefore in order to establish how from cultural point of view the relationship between fan/no fans and football brands works, the author combined cultural clusters and brand(s) chosen by the participants. The results are presented in the Figure 17.

As it was stated earlier in this paper, the Easter European cluster had the most respondents, thus they have provided the most answers for this question. However, the main purpose of this chart was to measure the distribution between the cultural clusters and selected football brands. In the survey were used other top football brands Real Madrid, F.C. Barcelona, Bayern Munich and Borussia Dortmund, as a way of comparison between consumers and football brands. Their purpose is to reason between the cultural differences between football brand and the cultural cluster.



**Figure 17.** Cultural cluster- brand relationship distribution.

Thus from the Figure 17 we might notice that in the Confucian Asia cluster, the most dominant football brand was Manchester United, other brand F.C. Barcelona scored only 1 vote taking second place. From the literature review we are aware that, Manchester United operations in East Asia are quite common and they are known to secure their fan base in that region, which can easily translate to the results in the survey. Same situation was registered with Middle East cluster, where Manchester United was the only brand that was scored by respondents.

In Eastern European cluster the situation looks varied, as even with Liverpool F.C. clear advantage over other brands, the few scores are quite similar these are F.C. Barcelona and Bayern Munich. Also there is another score which suggests that the respondents have chosen none of the available brands, which could be interpreted in a way they have no interest in football or they may support other football brands. Manchester United like in two previous clusters scored high and it came on the second place, which suggest so far that English Premier League brands seems to be popular across the cultures.

Same situation can be observed in Anglo cluster where it is clearly indicated that the selected by the author English Premier League brands are the ones selected by the respondents. The respondents from the Anglo cluster preferred them to other



European brands, probably due to the localisation and the familiarity of the brands. Nevertheless, there is a high score for “None of them” meaning that despite the popularity of the sport, there could be some countries in this cultural cluster that differ in their views. Another thing worth mentioning is the popularity of the other football brands particularly Spanish clubs – F.C. Barcelona and Real Madrid. Their high score might be based on their common popularity among fans and non-fans and different style of football. However German clubs did not score high, suggesting that they are seen as the unknown to the respondents from the Anglo cluster.

In Nordic Europe cluster respondents are showing varied taste for the brands, as nearly all of the brands had shown similar scores, with Manchester United and Liverpool F.C. slightly exceeding other football brands. Also like in the previous clusters, the answer “None of them” seemed popular among participants. The only two brands that did not score were German brands – Bayern Munich and Borussia Dortmund, indicating that they must be not as popular in this part of Europe as Spanish or English clubs.

The scores are rather evenly distributed in the Germanic cluster, suggesting that respondents have chosen brands regardless their country of origin. Both German brands indicate popularity among the participants, however surprisingly in this cluster it was Chelsea F.C. that came out as first. On complete opposite end is Latin Europe cluster, where clearly Spanish brands F.C. Barcelona and Real Madrid unsurprisingly ended up on the top. This cluster is showing typical strong cultural connotations, and football brands are seen as more than just a club, thus accepting other football brands might be out of question. However, as we look closer some of the selected English football brands did very well in the survey, and they seem to be popular with Latin cluster despite their associations. From these clubs the best scores noted two clubs Liverpool F.C. and Chelsea F.C., the support for them indicates the footballers that are playing for these clubs, as well as “likeness” that the respondents from this cluster have for these brands.

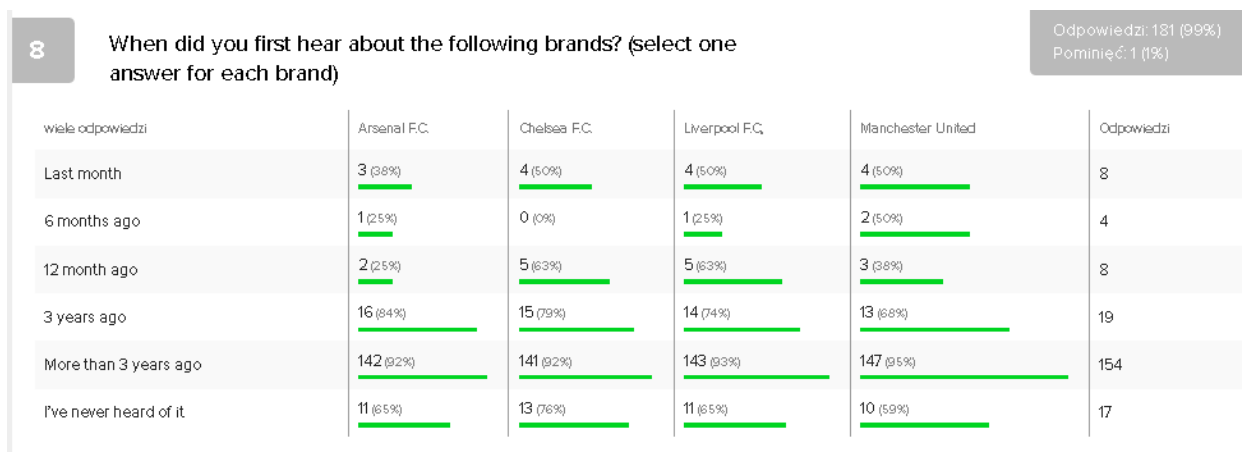
Lastly respondents from Latin America, has shown their interest with English clubs, making Manchester United as the most popular option and Liverpool F.C. second. The clubs that are connected to the Latin style of football scored lower than expected

in this survey, but as in this survey the multiple choices was allowed thus it was noticed that some of the respondents selected few clubs. Therefore, according to the qualitative data the major reasoning for their choice for this question was the popularity of the football brand, as well as footballers that play for the club.

This section has provided an interesting data to analyse, due to the fact that the results that came out were more than unexpected. At first, the author was surprised by the fan and non-fan distribution, in other words it was expected to have more fan like personas to take this type of survey. Nevertheless, for the research purposes it means well to have other type of data for this kind of projects and listen to the other side of argument. From the results we are aware that, despite the presence of the football brands, they are lacking in strength. They have shown that fans of the brands do not possess the general knowledge about the brands' products and services, which similarly shows it the scores of non-fans.

This section has clearly shown that brands are not doing enough to catch the attention of both groups, and more needs to be done in promoting their products and services. Lastly some of the cultural clusters have presented the more typical views of the cultural belonging to the brands; however most of the results have indicated that the cultural influence for consumer choice is rather low. This can be explained by the several discussed previously clusters, which due to their location should more or less present higher scores for their local teams, however the scores in them were rather evenly distributed between the football brands.

Next part of the analysis is focusing on branding activities and consumer response to them, in other words author would like to analyse what are consumer choices in selecting particular brand given their branding activities.

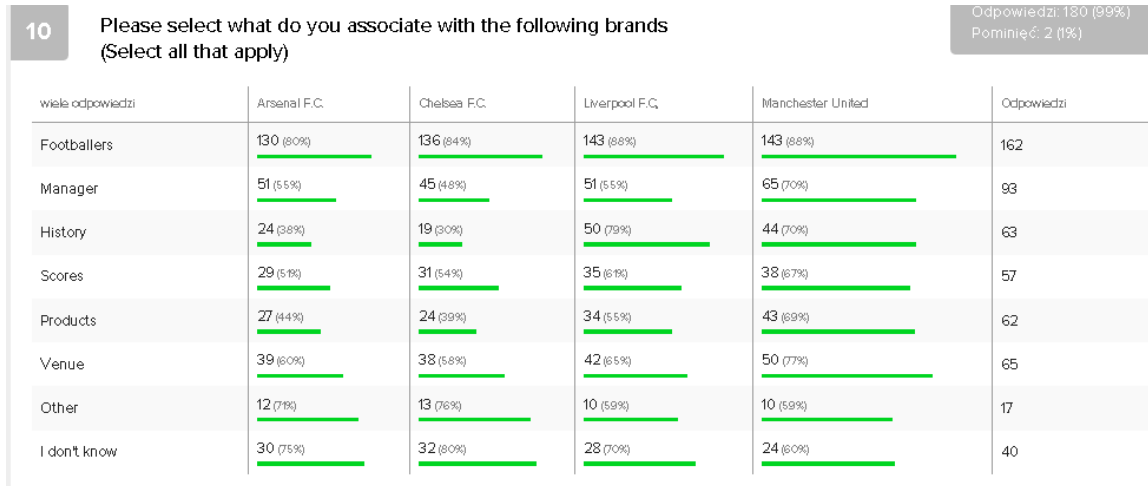


**Figure 18.** Brand awareness in timeframe

At first, we need to come back to the brand awareness in selected timeframes. In this question the author wanted to measure, how many respondents are aware of the selected football brands given a timeframe. From the Figure 18 we can read that clearly most of the respondents have heard about the football brands and have known of them at least 3 years. All of the clubs scored above 90% from the respondents in this answer. Another thing worth noticing is that not many had picked different options, especially “I’ve never heard of it” which only noted 17 votes. From these results it can be assumed that at least on one point in life the respondents have heard of these brands, regardless their country of origin.

The following question continued with the brand awareness; however it was determined to specify in the given options, what actually they associate with the selected brands. Thus in Figure 19 we are presented with the final results, which clearly indicate that most of the respondents regardless of the club affiliation associate with these brands “Footballers”. In the literature review it was indicated that this type of answer could be expected, as it is one of the signs of the cultural brands. The footballers seems to be the element that fans and non-fans can relate to, as they are one of the human aspects of the brands, but also they can be considered to be the face for their brands. For example, despite leaving Liverpool F.C. Steven Gerrard will be always seen as a lad from there, the same with Frank Lampard and Chelsea F.C. For respondents it seems like the human element is crucial in their viewing of the clubs, as second place scored manager with 93 votes. To some respondents managers seems to

be more recognisable than to other, as the Figure 19 shows, both Manchester United and Liverpool F.C. are slightly leading over two other brands.



**Figure 19.** Brand awareness with options.

Other factors that scored lower than previously mentioned two but similarly to each other are “Scores”, “Products”, “Venue” and “History”. These categories focus on different elements, as we might guess respondents could not associate with the products, not really knowing what they are. However, they are probably following scores of their teams, or heard of the brands successes/failures from news or social media. Same about “Venue” option, as even non-fans might be aware of the football stadiums, where matches are taking place, as they might hear about it from other sources. The “History” option requires some knowledge and research about these brands and usually that means that fans and non-fans need to take their time to learn it.

From one side, there might be differences in what the history is to each of the respondents, thus this many have actually picked this option, on the other side some history could have been passed down in the families and friends. When we look at the distribution between the football clubs, it clearly indicates that most of the respondents associate the history with Liverpool F.C. and Manchester United, who scored 50 and 44 votes. As it was indicated in the Literature review, both of these

clubs are from the North-West region in England which still possess some of its traditional values. This might be one of the reasons, explaining the differences between the football clubs.

Next question wanted to establish if the respondents to the short-term and long-term memory, but also how they react to the stimulus. The major reasoning behind this question is to find out what branding activities consumers can name and remember in the last 3 months. According to the Figure 19, the most common place where the respondents have heard about the football brands were online “News and Media”, which have been voted for 89 times. Not far from it was option of “Friends and family”, with 87 votes. Both of these options suggest the influence of the accessible sources, thus respondents have heard of these brands due to the closeness/ bonds with other members of family, but also they can easily access it online. Also, as it was previously shown, most of the respondents are employed, and thus the results might suggest that work is the place where they could hear about these brands from their colleagues.

In these answers there can be observed some correlation between the selected football brands, as the respondents tended to hear from all of the brands in a specific category. For example in the “Online news/media” section all of the football brands have received at least 70 votes and that they do not differ much between each other. However, some differences can be noted in the “Family and Friends” option, where consumers had shown slight favouritism towards Manchester United and Liverpool F.C. Another option with high score was TV, which 70 of all football brands, again showing similar tendencies in voting between the brands. Other categories present similar scores- such as “Sporting event” and “Social media” both with 49 votes. It is possible that the respondents heard about sporting event (participated in it) from social media; it might be possible that some of these options influence others and are allowing consumers to have better accessibility to the information.

11

In the past 3 months, where have you seen or heard about the following brands? (Please select all that apply)

Odpowiedzi: 181 (99%)  
Pominięci: 1 (1%)

wiele odpowiedzi	Arsenal F.C.	Chelsea F.C.	Liverpool F.C.	Manchester United	Odpowiedzi
Friends, family and colleagues	44 (51%)	44 (51%)	54 (62%)	56 (64%)	87
Sporting event	28 (57%)	27 (55%)	32 (65%)	31 (63%)	49
Social media	36 (73%)	30 (61%)	32 (65%)	41 (84%)	49
Ads in a mobile app (excluding social media)	21 (75%)	21 (75%)	22 (79%)	19 (68%)	28
Online video	23 (56%)	23 (56%)	29 (71%)	26 (63%)	41
Online search	18 (53%)	19 (56%)	23 (68%)	20 (59%)	34
Online news/media	70 (79%)	70 (79%)	76 (85%)	72 (81%)	88
Printed news/media	27 (79%)	24 (71%)	27 (79%)	24 (71%)	34
TV ad	48 (69%)	46 (66%)	53 (76%)	45 (64%)	70
Radio ad	5 (71%)	4 (57%)	4 (57%)	4 (57%)	7
Mailed ad	2 (40%)	2 (40%)	2 (40%)	2 (40%)	5
Billboards	4 (29%)	7 (50%)	11 (79%)	10 (71%)	14
Coupons	0 (0%)	1 (50%)	2 (100%)	1 (50%)	2
Websites	28 (70%)	26 (65%)	28 (70%)	28 (70%)	40
At a store (Online or shelf)	5 (29%)	6 (35%)	10 (59%)	9 (53%)	17
I don't remember having or seeing ad for this brand in the last 3 months	29 (94%)	29 (94%)	24 (77%)	22 (71%)	31
I've never heard of it	10 (63%)	13 (81%)	11 (69%)	11 (69%)	16
Other	3 (50%)	2 (33%)	4 (67%)	4 (67%)	6

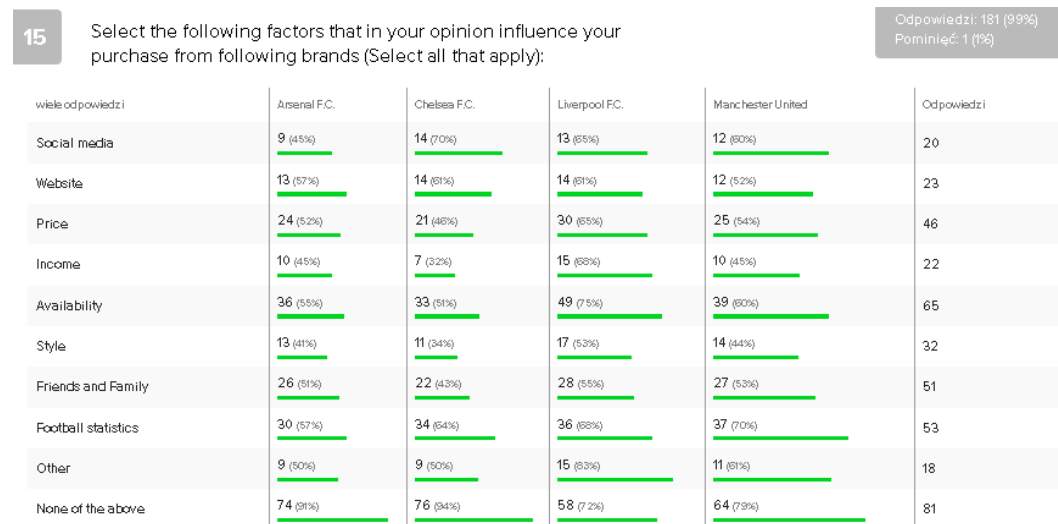
**Figure 20.** Branding activities and consumer response.

We might assume that due to the decreasing popularity in printed materials and in older generation transmitters; other options which include internet and that offers better accessibility to the information are on the rise. With more hectic types of lives, brands are given less time to be considered by the consumers, as they on average take less time to complete the whole consumption process. The respondents in this question have shown how well they remember the messages send by brands, in order to proceed to the next stage of the cycle.

Nevertheless, interestingly only 31 votes were placed on the option “I don’t remember”, suggesting that even if the sample has large representative of non-fans, they are still being exposed to some kind of branding activities from the selected football clubs in the everyday basis. This answer could correspond with timeframe

awareness of the brands, meaning that most of the respondents have known these brands for 3 years and longer, therefore they are more likely to be responsive to the mediums used by the brands, also they are probably more aware of the websites where these messages are used.

Therefore it was important to find out if the branding activities of the football brands are actually influencing consumers in their buying choices. The diagram will present the results for this question.



**Figure 21.** Consumer buying choices of the football brands

The results from the Figure 21 present us that large portion of the sample (81 votes) claim that they are not influence by any of the listed options. These votes are rather evenly distributed between the football brands with Liverpool F.C. scoring the least of the. However, most of the sample has decided that there must be something that they are influenced by. The second highest score noted was “Availability” with 65 votes, suggesting that the problems with finding and purchasing the products and services might be one of the reasons why the consumers loose interest in the brands.

From the open question it seemed like a popular answer:

*“I’m broke and live in the states, nowhere around me sells soccer/football stuff”*

*Except for the odd Barcelona/Real Madrid/Chelsea/maybe Arsenal stuff”.*

*“If my friends like the brand, I'm more interested in it. Also it must be available in Korea- I don't want to ship it from abroad”.*

Another option that according to the respondents influences their purchasing of the brand was “Family and friends”. This seems like recurring theme for large group of respondents, however it seems like this variable keeps having an impact on their buying decisions. From the open question, where respondents could voice what in their view influences their buying decision it was very common answer:

*“If they're nice would buy them for friends, but for myself only Barca”.*

*“Information from my family about Chelsea and Liverpool”.*

*“Information from friends about these brands”.*

Another factor that could influence the respondents is “Football statistics” with 53 votes, in other words it means what is their brands’ current position in the Football League and what major matches and tournaments they have won. As a lot of consumers find it important that means it must be somehow related to the current popularity of the brands and their activeness in media. The open questions are suggesting same reasoning:

*“The Club image and the kind of football that they are playing”.*

*“Footballers, position premier league”.*

The “Price” was indicated as important factor in the influence on purchasing from the football brands, thus it scored 46 votes. It is well known fact that branded products tend to be more expensive than commonly accessible products. Nevertheless the author has decided to include some of the interesting answers from the respondents, which can be placed in the “Other” section.



*“My need for the particular product- like new football kit”.*

*“Their clubs history and continued actions”.*

*“Visiting the city (and possibly the stadium) where the team is playing”.*

*“The Club image and the kind of football that they are playing”.*

These particular answers suggest that there are various reasons, why the respondents thought that these particular factors may influence their buying decisions. Some are mixture from the previous question, but nonetheless they must be accepted as consumers' thoughts on this subject.

### 6.3. Research findings

The previous section of this paper was focusing on analysis of the thesis with some analysis of these findings. Nevertheless in this section the findings will be explained and linked to the theoretical part of the thesis.

In the first part of the result analysis the author focused on presenting simple demographics, which were thoroughly explained in that section, therefore the focus was on fans and non fans that participated in the survey. From results it can be said that even with higher ratio of non-fans taking the survey, the results are still valid and actually they adding significant set of data to the study. As it clearly shows that regardless of the differences, both groups declared their unfamiliarity with the products or services of the selected brands. The major reason for this study was to confirm that fans will more likely know the product or services of the brands they follow, as it was stated in the literature; however the results have shown the opposite, as only small group of fans and avid fans declared the knowledge of such services.

Another question in the survey was to study the cultural clusters and their brand affiliation. Thus the respondents were separated in the cultural clusters, to speed up the analysis and to use the GLOBE model of the cultural clusters. The information that was found out have shown that some of the cultural clusters preferred their brands

such as Latin Europe cluster ( from their countries of origin), however surprisingly most of them presented that none of the favouritism is present like in case of Anglo cluster, that even their club representation did not change their choice in Spanish clubs. One of the reasons could be caused by the global image of the brands, as most people are aware of the brands and/or at least heard about them. Also they are presenting image across the globe, which was noted in also in other clusters.

Most of the respondents associate football brands with the footballers that could be seen as the faces of the clubs. It could suggest that consumers are somewhat aware of the brands, in this case fans and non fans alike, also because most of them had heard from the brand in past 3 months. Lastly respondents are claiming that they are not influenced by the brands, there was distinctive higher score in this category, but some of them who are influenced are usually by the availability, friends and family and price. From the qualitative research it could be assumed that the consumers are expecting to have more choice when it comes to availability and price. Many answers provided stated that nothing could change their opinion or influence to purchase the products, suggesting that these where answers provided by most of the non-fans, however a lot of respondents have decided to share their opinions and writing down their answers.

Again from the cultural cluster perspective, this study seems interesting as there were some exceptions from the theory, meaning that respondents have behaved and answered differently to what it was expected. The demographics has shown that there where more male respondents than female , but also that most of the respondents came from two cultural clusters – Eastern European and Latin European and follow certain patterns and influences from cultural perspective. Both of them are seen as family orientated, which could be reason why family and friends why they might choose products even from unknown football brands to purchase. Also there have been seen slight preference to the English football brands by the Eastern European cluster than others, which could be explained by when the footballers from that cluster play for English clubs, the wish to support them, as a family members is seen as high in this cluster.

The Latin European cluster only confirmed the fact that respondents from it tend to support their local clubs and are more likely they would avoid buying products from the selected brands. Also this cluster tend to voice their opinions stronger than other clusters, therefore it is crucial to note that they given the right brand are more likely to indulge themselves. The unexpected result came from Anglo cluster, it has shown that the respondents even if they tend to support local clubs are also supporting foreign clubs, however there was large portion that have chosen neither. Nevertheless that could have been participant from the Anglo countries where football is not seen as popular, as other sports, therefore their knowledge about the sport must have been limited.

## 7. SUMMARY AND CONCLUSIONS

### 7.1. Summary

In this study, the author analysed various themes and concepts from the sport marketing, specifically focusing on branding of the football brands. The clubs that were selected for the thesis were from the English Premier League; they are considered as top clubs in this football league and have millions of dedicated fans worldwide. Taking that into consideration and the few materials about them in consumer buying choices theme, the author has decided to put them together in order to see how they will interact. To this equation, the concept of culture was added, as a mean to find out consumers background and reasons for their behaviour. It was significant to analyse all of these concepts, as they have provided new set of data for the research purposes, but also they seem to focus on the existing theory and find some newer interesting points.

At first the whole concept was introduced in the first chapter, where the research question and objectives were introduced, following the reasoning behind choosing this specific topic. The author presented the foundations for the study and explained the models that were used in the following parts of the thesis. After that, the author focused on the literature review and researched secondary sources. In section chapter, the readers are presented with concept of branding in sports and later on activities of the selected football clubs.

Next section focused on the study of consumer behaviour and buying choices. The theory that was used in the data analysis was shown in a form of model decision buying process. Lastly, literature review ended with the theoretical analysis of the culture and cultural models. Another chapter discussed the research methodology and preparation to use appropriate methods in gathering data and later on data analysis.

Last chapter presented to the reader results of the primary research, the author collected the information by the use of the surveys, also they had been presented and analysed by the author.

## 7.2. Conclusions and recommendations

The surveys have resulted in various responses, especially considering fans and non-fans, thus it could be concluded that the classifications are not as necessary for the football brands if they wish to introduce their products and services. Both groups have produced similar responses; therefore brands need to work harder to attract the consumer, regardless of their brand affiliation. There seem to be lack of the major cultural influence, which may suggest that there are more global aspects to the football brands.

The selected football brands need to focus more on the platforms that will allow them to reach the consumer. In this equation it seems like the consumers have a choice, but in some way they are ignored by the football brands, even if in this case they are able to recognise and remember the brands. This suggests that brands are well established to both fans and non-fans, however as research proved they have no idea of the products and services, thus in some way brands may seem unsuccessful in this sphere.

The cultural aspect of the study seems to have relatively small affect on the research, other than proving that the football brands are showing their international side to the argument. The findings show that the survey participants have produced various results despite their cultural cluster, except the Latin Europe, meaning that culture is not as crucial in influencing their buying choices, as it was expected.

The demographics present more accurate results to the study, as fewer females have taken part in the survey than males. It could be assumed that due to the topic of the thesis, it was seen as not as interesting to them, meaning their decreased participation. The topic of the survey was provided to the participants beforehand, and they could always quit the survey even after taking it, therefore it is fine to assume that some of the participants failed to complete it.

The participants, as predicted were from the younger generations, where certain aspects of culture and traditions seen as not as important, as to older generations. Also they are being most likely being exposed to the other cultures, meaning that they long

to and create more globalised environment. Another thing worth mentioning is the language issue, as the surveys were conducted in English, and some participants could have struggled with its more professional aspects. It could be assumed that younger generations that even as they speak it as second language, can still communicate freely, whereas their older counterparts could have some problems in completing some questions.

There are many factors to be considered while discussing this section of the thesis, for example the places where survey was conducted, because the end result has shown that the data have come out with interestingly varied sample. Unfortunately it cannot be replicated; however some of its information may be used for basis to create other research particularly focusing on branding aspects of the football clubs and consumer behaviour aspects. There are still other questions needing answering and that needing more data, thus it is crucial that the research in these areas will be continued.

The football brands should be more considerate when it comes to their branding activities, if they want their consumers and potential consumer to have choice or be more aware of it. At the moment they are expecting consumers to actively seek information about products and services the football brands are offering, because they are not as known to them. Therefore, brands should work on this aspect, as they are present only in first aspect of consumer buying choices, but at the end of the process they seem to disappear from it, leaving consumer clueless in how to finish the process.

This is interesting topic considering how many fans are following football brands. The football brands have diverse fan base of millions world-wide, which could allow in creating excellent topics to study, not only in marketing but also in other areas like sociology. Fans are best known source of information, thus next type of research should just focus on them and their perspectives on branding activities of football clubs.

The sport marketing, particularly football is growing industry, therefore there will be a need to know more about it and it is significant that this type of studies are being produced for the research purposes, also they should be studied in the future.

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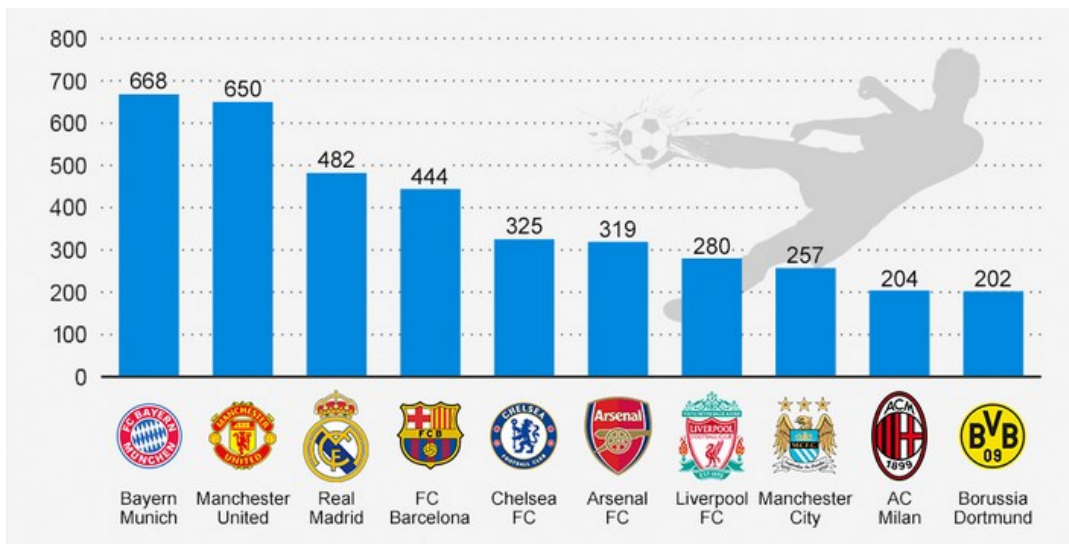
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## APPENDIXES

**Appendix 1.** No.1 Brand in Football 2013. Source: Statista (2013)

**Appendix 2.** Hofstede's cultural dimensions. Source: (Hofstede 2011)

<p><b>Power Distance</b> Related to the different solutions to the basic problem of human inequality</p>	<p><b>High Power Distance</b> -Subordinates expect to be told what to do - Older people are both respected and feared - Hierarchy means existential inequality</p>	<p><b>Low Power Distance</b> - Subordinates expect to be consulted - Older people are neither respected nor feared - Hierarchy means inequality of roles, established for convenience</p>
<p><b>Individualism/Collectivism</b> related to the integration of individuals into primary groups</p>	<p><b>Individualism</b> -"I" – consciousness - Speaking one's mind is healthy - Everyone is supposed to take care of him- or herself and his or her immediate family only</p>	<p><b>Collectivism</b> - "We" –consciousness - Harmony should always be maintained - People are born into extended families or clans which protect them in exchange for loyalty</p>
<p><b>Masculinity/ Femininity</b> related to the division of emotional roles between women and men</p>	<p><b>High masculinity</b> - between the genders Maximum emotional and social role differentiation between the genders - Men should be and women may be assertive and ambitious - Admiration for the strong</p>	<p><b>High femininity</b> - Minimum emotional and social role differentiation between the genders - Men and women should be modest and caring - Sympathy for the weak</p>
<p><b>Uncertainty avoidance</b> related to the level of stress in a society in the face of an unknown future</p>	<p><b>Strong uncertainty avoidance</b> - Higher stress, emotionality, anxiety, neuroticism - Need for clarity and structure - Intolerance of deviant persons and ideas: what is different is dangerous</p>	<p><b>Weak uncertainty avoidance</b> -Ease, lower stress, self-control, low anxiety - Comfortable with ambiguity and chaos - Tolerance of deviant persons and ideas: what is different is curious</p>
<p><b>Long-term/Short-term orientation</b> related to the choice of focus for people's efforts: the future or the present and past</p>	<p><b>Long-term orientation</b> - Most important events in life will occur in the future - Family life guided by shared tasks - Large savings quote, funds available for investment</p>	<p><b>Short-term orientation</b> - Most important events in life occurred in the past or take place now - Family life guided by imperatives - Social spending and consumption</p>
<p><b>Indulgence/Restraint</b> related to the gratification versus control of basic human desires related to enjoying life</p>	<p><b>Indulgence</b> - Higher importance of leisure - More people actively involved in sports - A perception of personal life control</p>	<p><b>Restraint</b> - Lower importance of leisure - Fewer people actively involved in sports - A perception of helplessness: what happens to me is not my own doing</p>

**Appendix 3. Pre- Survey**

Dear Sir or Madam,

This questionnaire is designed to support the completion of my thesis for MSc in International Business. The purpose of my thesis is to examine how branding activities of the Premier League Clubs affect consumer buying choices.

Please be assured that all information and data given during the course of the study will be kept strictly confidential and strictly used for academic purpose only.

The questionnaire will be taken approximately 10 -15 minutes of your precious time to finish. Please kindly answer all the questions.

**Regards,**

Aneta

**1.What is your gender?**

Female

Male

**2. What is your age?**

Under 18

18-24

25-40

41-55

Above 56



**3. What is your occupation?**

Student

Unemployed

Retired

Self-employed

Employed

Other (Please state).

**4. Where are you from? (Please state)**

**5. On the scale 1-6 how often do you participate in watching football?**

1- Not at all

6- Always

**6. How would you describe yourself?**

Avid fan

Fan

Occasional Participant

Observer

Other (Please state)

None of them

**7. Are you aware of any of the following brands:**



Yes

No

8. How familiar you are with the following brands?



I have used it

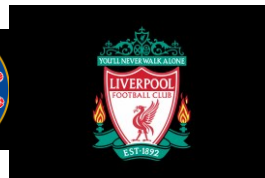
I haven't used it, but I know a lot about it

I know a little about it

I've just heard the name

I've never heard of it

9. Please select what do you associate with the following brands  
(Select all that apply)



Footballers

Manager

History

Scores

Products

Fans

Venue

I don't know

Other (please state)

10. When did you first hear about the following brands?



Last month

6 months ago

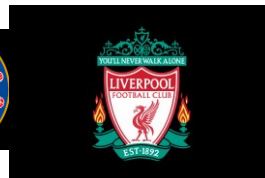
12 month ago

3 years ago

More than 3 years ago

I've never heard of it

12. In the past 3 months, where have you seen or heard about the following brands?  
Please select all that apply



Friends, family, or colleagues

Sporting event

Social media

Ads in a mobile app. (excluding social media)

Online video

Online search

Online news/media

Printed news/media

TV ad

Radio ad

Mailed ad

Billboards

Coupons

Websites

At a store (online and shelf)

I don't remember having or seeing ad for this brand in the last 3 months

I've never heard of it  
Other (Please specify)

13. During last 3 months did you actively look for any information regarding the following brands? (If yes, could you specify what source was it)

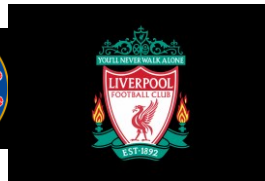


Yes

No

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14. Would you consider purchasing product from the following brands?



Yes

Maybe

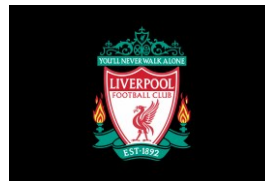
No

15. Select the following factors that in your opinion influence on your purchase from following brands (Select all that apply):



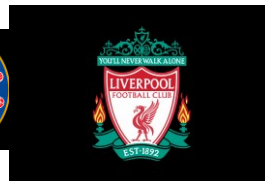
- Social media
- Website
- Price
- Income
- Availability
- Style
- Brand
- Friends and Family
- Current statistics
- Footballers
- Other( Please state)
- None of the above

16. How would you describe your overall opinion of the following brands?



- Extremely favourite
- Very favourite
- Somewhat favourite
- Not at all favourite
- I have not heard of this brand

17. How likely it is that that you would recommend the following brands to a friend or colleague?



- Would definitely recommend- 6
- Maybe- 3
- Would definitely not recommend- 1

## Appendix 4. Official Survey

# Consumer buying behaviour in soccer branding



Dear Sir or Madam,

This survey is designed to support the completion of my thesis for Masters in the International Business. The purpose of my thesis is to examine how branding activities of the Premier League Clubs affect consumer buying choices.

Please be assured that all information and data given during the course of the study will be kept strictly confidential and strictly used for academic purpose only.

The questionnaire will be taken approximately 10 -15 minutes of your precious time to finish. Please kindly answer all the questions.

Best Regards,

Aneta

1. What is your gender?

Male

Female

2. What is your age?

Under 18

18-24

25-40

41-55

Above 56

3. What is your occupation?

Student

Unemployed

Retired

Self-employed

Employed

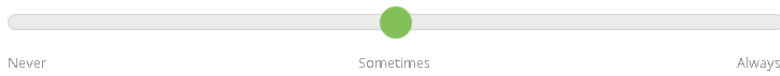
Other (Please State)

4. Where are you from?

Next



5. How often do you watch soccer?



6. Keeping in mind soccer, how would you describe yourself?

- Avid fan
- Fan
- Observer
- Event spectator
- None of them
- Other

7. How familiar you are with the following brands? (select one answer for each brand)

	Arsenal F.C.	Chelsea F.C.	Liverpool F.C.	Manchester United
I have used it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I haven't used it, but I know a lot about it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know a little about it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I've just heard the name	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I've never heard of it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. When did you first hear about the following brands? (select one answer for each brand)

	Arsenal F.C.	Chelsea F.C.	Liverpool F.C.	Manchester United
Last month	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 months ago	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12 month ago	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 years ago	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More than 3 years ago	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I've never heard of it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Are you aware of the products or services these brands are offering?

- Yes
- Some of them
- No
- I have never heard of them

10. Please select what do you associate with the following brands (Select all that apply)

	Arsenal F.C.	Chelsea F.C.	Liverpool F.C.	Manchester United
Footballers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Manager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
History	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Venue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I don't know	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. In the past 3 months, where have you seen or heard about the following brands? (Please select all that apply)

	Arsenal F.C.	Chelsea F.C.	Liverpool F.C.	Manchester United
Friends, family and colleagues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sporting event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ads in a mobile app (excluding social media)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online videos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online search	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online news/media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Printed news/media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TV ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mailed ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Billboards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coupons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Websites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
At a store (Online or shelf)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I don't remember having or seeing ad for this brand in the last 3 months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I've never heard of it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Do you follow any of these brands on social media platform or websites? (If yes could you tell where)

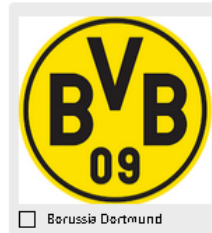
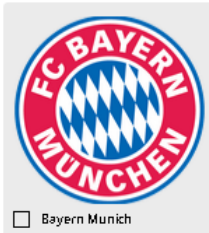
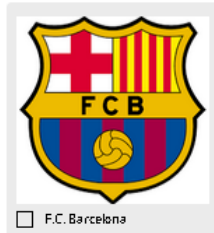
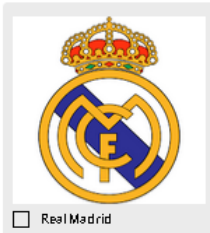
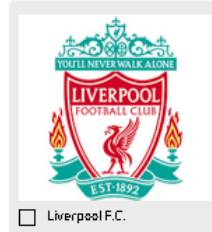
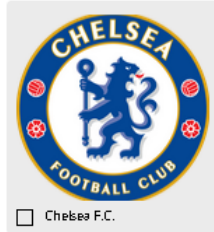
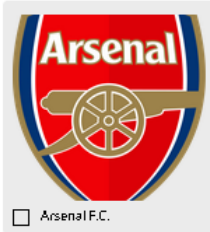
No

I've never heard of them

Yes



13. Please select the brand(s) that you would make the purchase from:



14. Why you have chosen this/these specific brand(s)? Or why didn't you pick any of them?  
(Please clarify)

15. Select the following factors that in your opinion influence your purchase from following brands (Select all that apply):

	Arsenal F.C.	Chelsea F.C.	Liverpool F.C.	Manchester United
Social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Income	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Style	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friends and Family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Football statistics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
None of the above	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. What in your view would influence your buying decision from these brands?

17. How would you describe your overall opinion of the following brands?

	Arsenal F.C.	Chelsea F.C.	Liverpool F.C.	Manchester United
Extremely favourite	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Very favourite	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Somewhat favourite	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not at all favourite	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have not heard of this brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Send