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Factors Affecting Customer Intention to Visit a Football Event: Case FC KTP

Thesis

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<p>The research provides comprehensive analysis on topic that originates in-between two major spheres: Sports Marketing and Psychology. From the sports marketing side, the research concentrates on attraction of higher number of spectators. For this purpose, the research defines the connection between sports marketing and sports management in Finland. The connection is followed with demonstration of weak spots in Finnish professional football. As a result, the topic follows into the topic of fan loyalty. And the fan loyalty defines major groups of spectators. From there the research connects to psychology side, since the research defines the major features about each customer segment and tries to predict the behaviour of specific customer segment: potential customers. The idea of behaviour prediction is to trigger the interests of potential customers to attend the football events. And the number of specific motivations and barriers are observed in that part of the research.</p> <p>The demonstration of specific motivations and barriers of potential customers follows up with data collection process. As a result of data analysis, the research provides the information about specific motivations and barriers that have the strongest influences on customer's intentions towards attending the sport event of commissioning party. In fact, there have been found seven major motivational factors, two major expectations from a sport event, and two major barriers that have the strongest influences on customer behaviour.</p> <p>The marketing strategy for attraction of potential customer with the idea of further conversion could be created on the basis of the findings from this research. Moreover, the research lightens up the information that has relatively small number of researches on a topic. This leads to further opportunity for researches on a topic with the idea of deeper analysis of the spectator attraction topic.</p>	
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PREFACE

The purpose of this study identifies factors that impact customer intention to attend a game of the KTP football club. This study presents investigations from the Finnish football market that can be used by football marketers when entering potential markets. The thesis combines knowledge from several scientific sources with the idea of understanding major motivations and barriers by potential customers towards attending a sport event.

One of the key areas covered in this thesis is the fan loyalty building process. There were found several new perspectives on the traditional view on fans, supporters and spectators in general. More specified groups of spectators are shown with respect to specific features that characterize them. As a result of spectators' identification, the lists of motivations and barriers were created. These motivations and barriers belonged to one specific spectators' group that was defined as the potential customers of FC KTP.

There were two research methods used in this thesis: quantitative in the form of the questionnaire and qualitative in the form of the interview. The analysis of collected information identified the existence of seven major motivations that can increase the intention towards attending a football game of FC KTP. Those motivations included factors, such as: good weather conditions on the match day, expectation of the great atmosphere, stadium facilities, making a bet on the specific game, family connection, availability of free time on the match day, and connection with friends. In addition to major motivations, the thesis defined two major expectations of potential customers about a sport event: an expectation of the positive result and an expectation of the great atmosphere.

Considering the barriers of potential customers, the analysis demonstrated two major factors: poor identification with the team and bad weather on the match day. However, the poor identification with the team was divided into two major factors: poor knowledge of the sport organization / performer and poor knowledge of the sport itself. Among the two dimensions, poor knowledge was defined to be the strongest barrier.

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TERMS

FC KTP = KTP = Kotka's Futis Oy is the football club that is based in Kotka, Finland that has been performing in Veikkausliiga in season 2015. FC KTP is the commissioning party.

HJK = Helsingin Jalkopallo klubi is the football club that is based in Helsinki, Finland. The most titled club in Finland (Oma Sports, 2016).

SJK = Seinäjoken Jalkopallo klubi is the football club that is based in Seinäjoki, Finland. The club has become the champion in the highest Finnish football league in season 2015 (Oma Sports, 2016).

Veikkausliiga is the highest football league in Finland (Oma Sports, 2016)

Ykkönen is the second best football league in Finland (Oma Sports, 2016)

Kakkonen is the third best football league in Finland. It is divided into three groups: A, B, C (Oma Sports, 2016).

Sanctioning bodies "are organizations that not only market sports products, but also, more importantly, delineate and enforce rules and regulations, determine the time and place of sporting events, and provide athletes with the structure necessary to compete." (Shank and Lyberger 2015, 33.)

Consumers of the sport organization are people that invest money into sport organization with the idea of reaching different objectives. (Shank and Lyberger, 2015, 18 - 22.)

Media is considered to be an intermediary between sport organization and sport consumers. It informs consumers about sporting events (Shank and Lyberger, 2015, 34).

Sport Business is one of the Professional Sport Labor dimensions that identifies all processes in management of the sport organization are done with the purpose of making the profit (Shank and Lyberger, 2015, 22 - 31).

Performance is another dimension of Professional Sport Labor. It defines the major activity content that is associated with the production of elite-level sport performers (Trenberth & Hassan 2013, 301).

"Spectators are consumers who derive their benefit from the observation of the event". Professional sport is originally organized with the idea to satisfy the needs of spectators (Shank and Lyberger, 2015, 18 - 20).

Agents belong to intermediaries that bring athletes to the consumer. (Shank and Lyberger, 2015, 34)

Sponsors belong to consumers group. "Sponsors represent an important intermediary or link between the event and the final consumers of sports – the audience." (Shank and Lyberger, 2015, 34)

Entertainment is the major value of the sport activity. (Shank and Lyberger, 2015, 11 - 38)

YLE is Finnish free-on-air channel that has many variations. There are two sport channels that run under YLE brand: Yle Urheilu and Yle-2

Professional sport organization is "a person or governmental entity that sponsors, organizes, schedules, or conducts a competitive game in which one or more professional athletes participate". (USLegal, 2016)

Professional athletes are athletes that are bounded with the organization by professional sport contracts. Professional sport contract - is "an agreement under which an individual is employed, or agrees to render services, as a player on a professional sports team, with a professional sports organization, or as a professional athlete" (USLegal, 2016).

Semi-professional sport organization is organization that does not provide full-time occupation for its athletes. Nevertheless, this sport organization pays regular salary to one, two or more players (Merriam-Webster, 2016).

"Amateur sporting events refer to sporting competitions for athletes who do not receive compensation for playing the sport." (Shank, 2015, 21)

Fan loyalty process is the process of becoming more loyal to specific sport organization. The process includes the several key issues, such as: identification, knowledge about the team, and enjoyment from entertainment (Shank, 2005, 162-178; Wakefield, 2007, 18-28).

Fanaticism is the phenomenon of obsessive belief/ behaviour in/towards something (Santayana, 1905)

Fan or fanatic is a supporter who has strong passion to express personal connection with the sport organization. (Santayana, 1905)

Supporter is a person who has certain amount of identification with the team but does not belong to community of like-minded people.

"Non-spectator" is the type of customer that never attends the games of particular sport team.

“Social fan” is the type of spectator who joins the sport event mostly due to social reasons (Shank 2005, 176).

“Variety seeker” – the term characterize the individual with the interest in experiencing new types of activities (Wakefield, 2007, 21 - 22).

“Fair weather fans” – “their association with the team is likely to increase when the team is winning and decrease when the team is doing poorly” (Shank, 2005, 162).

Evangelism is the stage in the “Cycle of a fan” that defines the supporter’s willingness to externally identify with the favourite team.

BIRGing behaviour = “Basking in reflected glory” behaviour is the phenomenon that defines person’s motivation towards supporting team/ performer due to positive performing results. (Wakefield, 2007, 26 - 28).

Entertainment Value can be explained with the idea of uncertainty associated with the outcome from a sport event. The drama associated with this uncertainty adds to the entertainment value of sports (Shank, 2005, 162).

Eustress is the term that comes from human psychology. It defines positive raise of arousal. In other words, it is stimulation of people’s senses with the idea of receiving positive feeling (Shank, 2005, 163).

Gambling refers to investing something valuable into an event with uncertain outcome for the chance of winning money or prizes (Puharić et al, 2016).

Fan Identification is defined as the potential commitment and emotional involvement customers have with a sport organization (Sutton, McDonald & Cimperman, 1997, 15 - 22).

Sport Involvement can be defined as a level of involvement into participation in particular sport. It may vary in levels, such as: personal hobby participation, personal amateur participation, watching professional participation, etc (Shank, 2005, 173 - 175).

Situational Involvement is the short-term involvement into the process of particular sport (Shank, 2005, 173 - 175).

Enduring Involvement is the constant involvement into particular sport that lead to long-term participation. (Shank, 2005, 173 - 175).

Intra-personal factors are ones that interact with social environment of individual (Charlton et al, 2010, 14).

External factors are the ones that influence the individual's decisions from the outside of his/her life. (Charlton et al, 2010, 14)

Problems of Control are problems that identify the situational factors that disturb the individual from intended action (Ajzen, 1991, 188).

1 INTRODUCTION TO GOALS AND OBJECTIVES

1.1 Thesis Topic Evolution

This thesis started from the topic of the entertainment facilities around the stadium area influence on the number of spectators at the stadium. However, a lack of scientific information on the topic turned out to be the significant barrier. Moreover, it appeared that the relationship between entertainment facilities around the stadium and the number of spectators was relatively weak because the main reason for coming to match was the football game itself. Moreover, there were several more relevant and deeper factors influencing spectator intention to attend a football game than additional entertainment facilities.

The second topic was focused on fan loyalty building. During that stage a huge number of relevant scientific materials were observed. The idea of the second thesis topic version was to identify the customer buying behaviour process from the first stage of “non-spectator” to the stage at which the person becomes absolutely loyal to a football club. This version of thesis was expected to be applied to the whole Finnish football market. However, the topic appeared to be too general and too wide to analyze. What is more, the commissioning party was more interested in receiving information about potential customers rather than existing ones.

Therefore, the thesis topic was modified towards collecting and analyzing information about potential customers from the city of Kotka. And the focus group of this research included people who had at least one motivational factor that influenced the appearance of the intention to attend a football game. The final version of the thesis topic concentrated on analyzing the impacts of potential motivational factors and barriers to visit a football event of FC KTP home games.

1.2 Thesis background

This thesis work started from the identification of the demand to increase the number of spectators at football games of FC KTP. In fact, there was only one football club in Finland (HJK; it performed in the Finnish highest division in 2015) that was usually gathering a big number of spectators during home game in 2015. And still the average number of spectators reached only half of the stadium’s capacity. There were found several common explanations for poor attendance at the football games in Finland. Interestingly, these explanations did not match the reality in other countries and that is why could not be known as the direct answers to the issue of poor attendance.

There is a common opinion that Finland is the Northern country and, therefore, it is hard to develop football in this country. Nevertheless, the example of Swedish football leagues clearly demonstrates that this assumption is incorrect.

Table 1: Attendance rating in season 2015 in the first Swedish division, Allsvenskan, (Oma Sports 2016).

Attendance rating in season 2015 in the first Swedish division (Allsvenskan)						
Team	Venue	Average	Min	Max	Capacity	% Sold
Hammarby	Tele2 Arena	25.507	18.173	30.869	33.000	77 %
AIK	Friends Arena	20.983	10.701	43.713	54.329	39 %
Malmö FF	Swedbank Stadion	17.332	12.862	22.337	24.148	72 %
Djurgården	Tele2 Arena	15.484	8.772	27.428	33.000	47 %
IFK Göteborg	Nya Gamla Ullevi	14.350	9.501	17.340	18.800	76 %
Norrköping	Östgötaporten	10.296	5.317	16.125	17.234	60 %
Elfsborg	Borås Arena	9.239	6.782	16.177	16.899	55 %
Helsingborg	Olympia	8.138	5.032	12.678	16.673	49 %
Örebro	Behrn Arena	6.980	4.954	10.770	14.500	48 %
Kalmar	Guldfågeln Arena	6.163	3.703	10.436	12.100	51 %
GIF Sundsvall	Norrporten Arena	5.049	3.247	7.850	8.034	63 %
Halmstad	Örjans Vall	4.675	2.878	6.641	15.500	30 %
Gefle	Gavlevallen	4.505	2.536	6.430	6.432	70 %
Åtvidaberg	Kopparvallen	3.801	2.279	7.112	8.600	44 %
Häcken	Nya Gamla Ullevi	3.598	1.431	9.237	18.800	19 %
Falkenberg	Falkenbergs IP	3.557	2.070	5.470	5.506	65 %
Häcken	Bravida Arena	3.544	1.823	6.123	7.000	51 %

Table 2: Attendance rating in season 2015 in the first Finnish division, Veikkausliiga, (Oma Sports 2016).

Attendance rating in season 2015 in the first Finnish division (Veikkausliiga)						
Team	Venue	Average	Min	Max	Capacity	% Sold
HJK	Sonera Stadium	5.281	2.152	10.521	10.770	49 %
Ilves	Tammelan Stadion	3.265	1.975	5.050	5.060	65 %
HIFK	Sonera Stadium	3.080	2.062	10.071	10.770	29 %
VPS	Kaarlen kenttä	2.829	2.182	3.476	5.500	51 %
SJK	Seinäjoen keskuskenttä	2.689	1.283	6.011	6.011	45 %
KTP	Arto Tolsa Areena	2.565	1.215	3.785	4.780	54 %
Inter Turku	Veritas Stadion	2.439	1.675	4.043	9.372	26 %
KuPS	Savon Sanomat Areena	2.332	1.518	4.093	4.700	50 %
RoPS	Rovaniemen Keskus-	2.277	905	4.768	4.768	48 %
Lahti	kenttä	2.136	1.331	3.515	4.847	44 %
VPS	Kisapuisto	1.999	1.384	2.774	6.000	33 %
Jaro	Elisa Stadion	1.458	903	3.238	4.600	32 %
Mariehamn	Jakobstads Centralpla...	1.303	955	2.220	5.637	23 %
	Wiklöf Holding Arena					

Comparing the “average” number of spectators in the Finnish and Swedish highest divisions, it is possible to see that the second best attendance rate in Finland (Ilves: 3265 spectators) is lower than the smallest attendance result in Sweden (Häcken: 3544 spectators). (Opta Sports 2016.) And this fact clearly demonstrates that the Northern destination of Finland should not influence on attendance rating at the football games.

Another common explanation is poor quality of Finnish football. In fact, there were found many Finns who attended football games in both Sweden and Finland countries. And it was common to hear from those Finns that the quality of football in Sweden was not better than Finnish teams’ demonstrate. Some people even argued that Finnish football was more interesting to watch than Swedish because of the familiar players and more aggressive manner of the game.

There was also found the connection with Scottish football league in the sense of quality of the teams’ performance and weather conditions (during the games). Even though Scottish football did not belong to the top football league in the world, the number of spectators at Scottish stadiums was relatively high in comparison to Finnish football division. (Table 3) The teams from the Scottish football league performed similarly to Finnish football clubs (excluding Celtic) outside the domestic championship. (Oma Sports 2016.) And the quality of football seems to be similar to Finnish football.

Table 3: Attendance rating in season 2015 in the first Scottish division, Premiership (Oma Sports 2016).

Attendance rating in season 2015-2016 in the first Scottish division (Premiership)						
Team	Venue	Avg	Min	Max	Capacity	% Sold
Celtic	Celtic Park	44.614	41.451	49.009	60.832	73 %
Hearts	Tynecastle Stadium	16.502	15.767	16.995	17.420	95 %
Aberdeen	Pittodrie Stadium	13.652	10.843	20.385	22.199	61 %
Dundee United	Tannadice Park	8.285	5.549	11.835	14.209	58 %
Dundee	Dens Park	6.071	4.568	11.025	12.085	50 %
Motherwell	Fir Park	4.928	3.279	9.123	13.742	36 %
Ross County	Global Energy Stadium	4.137	3.059	6.042	6.310	66 %
Partick Thistle	Firhill Stadium	3.990	2.320	7.238	13.079	31 %
Kilmarnock	Rugby Park	3.967	2.633	6.867	18.128	22 %
Inverness CT	Tulloch Caledonian St...	3.857	2.775	6.410	7.918	49 %
St. Johnstone	McDiarmid Park	3.751	2.157	6.418	10.673	35 %
Hamilton Academical	The SuperSeal Stadium	3.082	1.555	5.017	6.078	51 %

Moreover, weather conditions tended to be very similar in the last season. The football season in Scotland lasts from August till May in Scotland. The rainy and windy weather is the most common weather in Scotland. The average number of rainfall millimetres varies from 1183 to 1787 depending on the region of the country. And the average temperature in the country varies from +4 to +11 degrees (Current Results Publishing 2016). Comparing to the Finnish weather conditions during the football season, it was found that the weather conditions are even better than in Scotland. The temperature varies from +1 to +30 during the football season and more commonly reaches +20 during the major part of the season (CIMO Information Services 2016)

There are also the hockey influence and non-football culture of Finns factors that are used to explain the poor attendance at the football games in Finland. In fact, the football season always starts when the hockey season is already over. And the lack of football culture was found as too wide and relatively weak stopping barrier. The example of Iceland during the UEFA EURO 2016 proved the weakness of this factor.

In fact, the Icelandic domestic championship had relatively poor attendance rating in 2015 (Table 4). However, the national team of Iceland had a huge army of fans supporting them at the UEFA EURO 2016 and after the team returned back to Iceland. (The Guardian 2016.) Overall number of Icelanders who went to the EURO 2016 equals to 26985 (8% of the population), and it is twice higher number of people than the average number of spectators attending domestic championship games (12578 spectators). (Associated Press 2016; Opta Sports 2016).

Table 4: Attendance rating in season 2015 in the first Icelandic division, Úrvalsdeild (Oma Sports 2016).

Attendance rating in season 2015 in the first Icelandic division (Úrvalsdeild)						
Team	Venue	Average	Min	Max	Capacity	% Sold
FH	Kaplakrikavöllur	1.925	1.236	2.843	6.738	29 %
KR	Alvogenvöllurinn	1.421	344	2.558	3.333	43 %
Breidablik	Kópavogsvöllur	1.374	410	1.945	5.501	25 %
Valur	Vodafonevöllurinn (Va...)	1.243	800	1.824	2.465	50 %
Víkingur Reykjavík	Víkingsvöllur	1.133	567	1.747	1.613	70 %
Fylkir	Floridana völlurinn	1.102	593	2.220	2.872	38 %
Stjarnan	Samsung völlurinn	1.026	356	2.264	2.300	45 %
Fjölnir	Extra völlurinn	982	504	1.357	2.000	49 %
ÍA	Norðurálsvöllurinn	914	430	1.250	3.054	30 %
Keflavík	Nettóvöllurinn	863	300	1.423	4.957	17 %
Leiknir Reykjavík	Leiknisvöllur Gervigr...	803	314	1.227	1.300	62 %
ÍBV	Hásteinsvöllur	646	404	848	3.034	21 %
Valur	Laugardalsvöllur	646	454	992	15.427	4 %

Taking into consideration all the facts above, the simple question appears: Why Finns did not attend domestic football games? However, this question seems to be too general as it does not take into consideration cultural differentiation between Finns in different areas of Finland. Also, since this thesis can be characterized as the primarily marketing research, it is important to find answers and provide the solutions to the specific problem. (Burns and Bush 2013) Therefore, the main question of this research was transformed into more direct and precise question: “How to attract people to attend football events of FC KTP?”

1.3 Commissioning Party

FC KTP is a football club that was established on 22nd September, 1927 in Kotka, Finland. Originally, Kotka tended to be a football town in Finland. In other words, the interest towards football in Kotka was always a relatively high. And the number of spectators attending football games was always relatively every year. From the words of Kotka’s citizens, there are two major factors explaining the strong interest towards football in Kotka.

The first reason is the lack of the hockey team in Kotka. This factor significantly decreases competition against other sport clubs in the city. And the second one is the location of the second biggest harbour in Finland in Kotka. This factor defined the highly international atmosphere in the city. And as long as football is the most popular sport all over the world, football became very popular in Kotka, too.

There were 54441 citizens registered in Kotka in 2015. (Väestörekisterikeskus 2016) The average number of spectators visiting FC KTP games was equal to 2565 spectators per game in 2015. Therefore, it is possible to state that approximately 5% of the citizens usually attended games of FC KTP. At the same time, the home stadium capacity equals to 4780 places. And the average number of spectators did not even reach the half of the stadium capacity in 2015 (Opta Sports 2016).

Moving to commissioning party interest from the thesis, it is possible to state that there was a huge need for customers’ attraction. The reason for this is need was opportunity for income increase through new customer segments attraction. Moreover, the higher number of spectators was needed for the purpose of improving the club’s brand image.

1.4 Student Self-Development Goals

This knowledge obtained from the thesis creation increased student's personal competence in the sphere of study. Moreover, the knowledge could be applied later to understanding of how to increase loyalty in spectators of other teams in Finland. Also, the knowledge about fan loyalty building process could be applicable to many different areas in sports. Therefore, the knowledge obtained from the thesis, would be useful when searching for job placement after graduation.

Also, the student learnt about values of the football events. The knowledge about values improved student's ability to understand customer needs that lead to higher chance for proper marketing actions creation. And creation of proper marketing actions would be the essential for student own development as the sport marketing manager. The development as a sport marketing manager defined with student's input into research and development of thesis.

1.5 Research Problem and Objectives

The purpose of this study was to identify the factors that influence on customer intention to attend a game of the FC KTP. This purpose reflected the demand of increasing the number of customers attending football games of FC KTP through attraction of new customer segments. On the basis of the purpose of the research, the research problem was created. The research problem was to analyse motivations and barriers affecting different types of potential customers with the idea of creating the base for building future marketing strategy of FC KTP.

The research problem reflected in creation of four objectives of this research. First of all, it was important to create the list of the strongest motivations impacting FC KTP's potential customers. Secondly, the most significant barriers of the people from the same focus group were found. Finally, the motivational factors were compared with barriers with the idea of understanding the influence of different types of barriers on people with the same types of motivations. Finally, this research defined main expectations of potential customers from a sport event. On the basis of four objectives, there were created four thesis questions.

- What were the expectations of potential customers from a sport event?
- What did the potential customers like the most at sport events?
- What factors might stop people from the focus group to attend games of FC KTP?

- What barriers had the strongest influence on people with similar motivations?

In order to answer the fourth question, potential customers were separated into segments with the respect to motivation factors that influence each segment. Motivations of each customer segment were compared with barriers that negatively influence on potential intention towards attending a sport event. The result became a clear demonstration of the main barriers of each customer segment.

1.6 Thesis structure

Table 5: Thesis Structure.

Literature Overview:	1. Introduction to Football Management in Finland	2. Spectators' differentiation and fan loyalty	3. Motivations of non-supporters to attend sport events	4. Barriers of non-supporters to attend sport events
Thesis Outcomes:	5. Discussion: Comparison of motivations and barriers		6. Discussion: Analysis of interviews	

The table above illustrates step-by-step structure of this thesis. The thesis started from very general literature overview of sport management with the respect to sport marketing. Then the study got deeper into the topic of spectators' differentiation and fan loyalty building process. Later the topic concentrated on observation of motivations and barriers of one the focus group segments. The definition of focus group' segments lead to demonstration of four sub-groups that are created with the help of specific motivations identification. And the motivations of the four focus group's subgroups followed up with identification of barriers.

After defining motivations and barriers of the focus group, the thesis moved to the part of outcomes discussion. The outcomes were formed from the analysis of the data received from the questionnaire and the interview. The questionnaire's outcome were analysed in SPSS program. And the second outcome came from the analysis of the success story that had been provided by the supporter of the club.

2 INTRODUCTION TO FOOTBALL MANAGEMENT IN FINLAND

Before entering the topic of football management, there is a need to explain why this chapter has been chosen to be the first one. This thesis is expected to identify the motivations and barriers of focus group from one specific town in Finland. In order to identify them, there is a need to find a number of motivations and barriers that has had positive effect on people's intention to attend sport events in other environment in past. And the search of both types of factors is part of sport marketing research. (Shank and Lyberger 2005, 46 - 92).

Nevertheless, the sport, and particularly football, management is chosen to be first topic. In fact, the sport marketing has the strong connection with sport management in sense of the business side of professional sports labor (Sports Management Degrees 2016.) Using the example of sponsors, it is possible to demonstrate the connection between sport marketing and sport management.

The idea of sport marketing is to attract more attention to the club for the purpose of receiving the higher investments from sponsors. Likewise sport marketing, sport management looks for development of the sport organization's processes in order to satisfy the needs of sponsors and receive higher investments. As a result of sport marketing and sport management departments, sponsors are the one who decide the amount of the investment (Shank and Lyberger 2015, 21 - 24).

Nevertheless, there are situations in which the sponsors have lower role in decision-making process. There are football clubs that are sponsored by spectators instead of particular sponsors. (Linton 2016) Those clubs have different decision-making process. And therefore, there is different connection between sport marketing and sport management. Moreover, there are clubs that are influenced by third parties, such as agents (Shank and Lyberger 2015, 22). Those clubs have other decision making process. Overall, the common point for each example is the stakeholders' influence on sport marketing and sport management in all professional sport organizations:

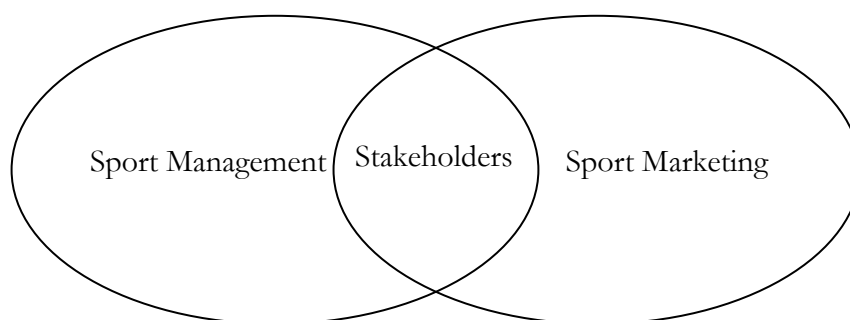


Figure 1: Connection between Sport Management and Sport Marketing (Shank & Lyberger 2015).

The chapter would demonstrate the dimensions of professional football management in the global scale. Later on in the chapter, this general overview would be focused on business perspective of football management in Finnish football environment. Deeper to the topic, the case of FC KTP would be observed with the idea of understanding the club's structure and processes management. This information would demonstrate the level of club's development. Consequently, it would be easier to understand the level of connection with spectators as a group of stakeholders (Shank and Lyberger 2015, 21 - 24).

2.1 Professional Sports Labor

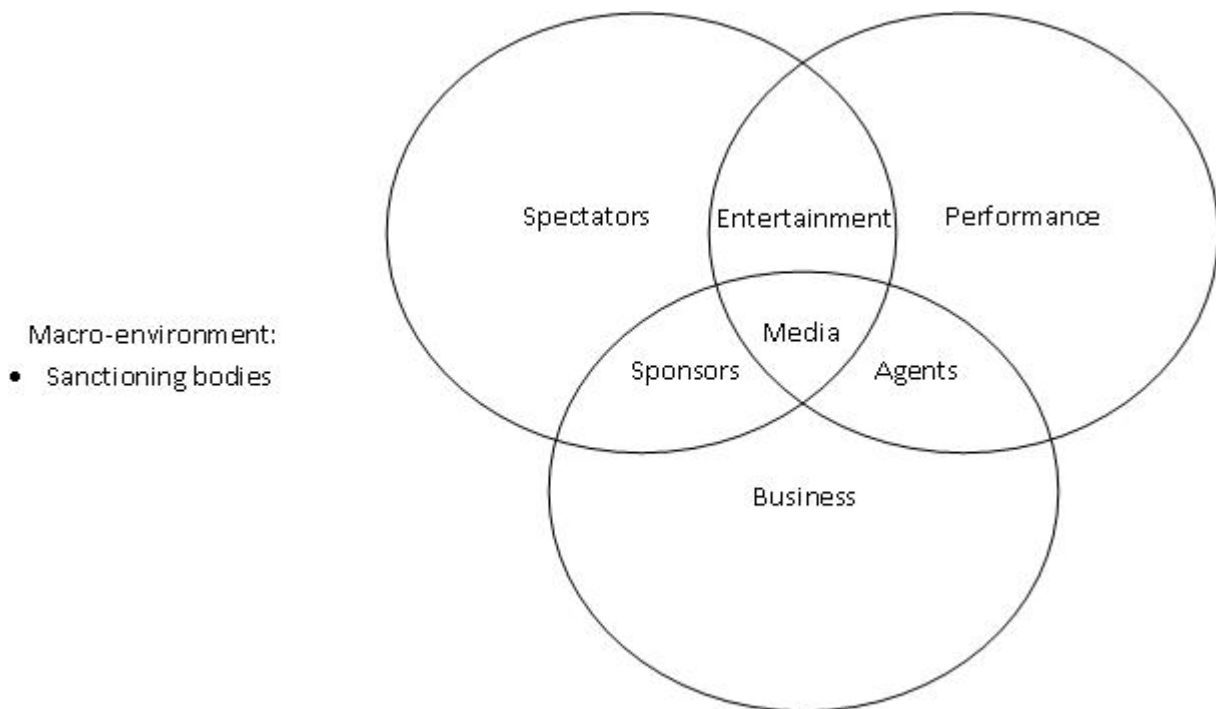


Figure 2: Sports Labour Dimensions (Shank & Lyberger 2015).

The Figure 2 demonstrates three main dimensions of sports labour: spectators, performance, and business. The main connection element of all three fields is media. Media is the major component because it impacts on the value of the sport to people in specific area with specific time. There are also three elements of the Figure 1 that identifies the connection between major dimensions in sport labor (Shank 2005, 162; Shank and Lyberger 2015, 21 - 24).

Following the words of Miah (1998), spectators are motivated to attend the sport games by two major factors: entertainment value of the sport event and media influence. Therefore, the connection between

performance of a sport team and their spectators is often a result of entertainment value of specific events and media influence to particular sport.

As a matter of fact, sports business value grows when media starts to promote it to larger audience of people. As a result of the increased sports value, sponsors start to appear. The most common idea of sponsors is to associate with a sporting event(s). However, there is also a chance to have completely different motivations, for example, the opportunity to manage the sport organization. In either way, the sponsors are one form of spectators who involves larger sums of money than the rest of spectators. And therefore, the connection between sports business and spectators are sponsors who involve money into the process of the sport (Shank and Lyberger 2015, 21 - 34).

Concerning the connection between team performance and business side of football, the agents' factor turns out to be the most obvious. Agents increase value of performance by involving more valuable players and workers with the idea of improving team performance. And the part of media is to promote particular players and workers with the idea of creating more expectations for spectators in team performance (Shank and Lyberger 2015, 34 - 35).

2.2 Finnish Professional Football

2.2.1 Media Factor within Finnish Sport Environment

As it is possible to see from the Figure 1, media is the central element in sports labor. The correct usage of media channels towards target segment would promote the increase of value of particular sport. Observing the media influence on Finnish sport can become the large topic for independent research. That is why, this thesis only provides short description about TV media in Finland.

Taking into consideration Finnish Media, it is possible to find out the versatility of sports that are shown in Finnish TV (Yle 2016.) Among the most popular sports for Finnish spectators, it is possible to name: cross-country skiing, ski jumping, athletics, ice hockey, football and motor sports such as Formula One and World Championship Rally (Finland Promotion Board, 2015). Observing summer activities from the list above, it is possible to identify relatively small number of sports: Athletics, football, and motor sports.

Nevertheless, domestic football matches are not usually being broadcasted by free-to-air channels, such as: Yle Urheilu or Yle 2 (most popular Finnish sport channels) (Yle 2016.) In order to watch Veikkausliiga

(the first Finnish football division) matches, an individual should buy a paid one-month subscription to one of these two channels: Ruutu+ or Ilta Sanomat TV (Jalkapalloliiga ry 2016).

Thus, domestic football is usually watched by those who already know about it and have strong passion to see more number of games. In other words, the chance that domestic football would reach new markets is relatively weak. Consequently, it is possible to make a conclusion that media influence on new football in Finland is relatively weak in sense of reaching a large group of population.

2.2.2 Spectators in Finland

Following the ideas of Andy Miah (1998), there are two main reasons for increasing the value of football for spectators: mass media and increased leisure level. As it has been identified previously, national TV media has poor influence on potential markets. As for the leisure level or entertainment level during the football match, it is possible to identify very different experiences of spectators depending on area and specific game.

Concentrating on spectators of FC KTP, it is possible to state 2565 people as an average attendance in season 2015. This number has been sixth best result in Veikkausliiga (2015) straight after the winner of the league: SJK (2698 people). FC KTP has become the second best football club in sense of selling the tickets to its matches: 54 % of places at Arto Tolsa Arena were sold in 2015 (Opta Sports 2016).

The main issue of this thesis is to observe the spectators' behavior. And since the number of existing auditory seems to be very high, in comparison to other clubs in the same league, it is important to identify the needs of those who do not yet support FC KTP. One of the major ideas of this thesis is to identify the potential market of spectators and provide factors that can motivate them to attend the future games.

Keeping relatively high results in sense of selling the tickets to existing clients, FC KTP could not make the main task for the season: stay in Veikkausliiga. Therefore, it would be interesting to observe the Performance dimension of the FC KTP in the following paragraph.

2.2.3 Performance of Finnish Football Clubs

Performance of the team is one major elements of a sport event. (Shank and Lyberger 2005, 162 – 178.) To start with, Finnish football national team, as well as all of domestic football clubs, has never won any

International competition. Talking about individual performance of Finnish football players, there has been limited number of players who have been performing relatively well outside Finland. (Ranker 2016)

Nevertheless, there are several Finnish clubs who regularly represent Finland in European competitions. Those clubs perform in Veikkausliiga – the first Finnish division (Jalkapalloliiga ry 2016). The strongest and most noble club is HJK. Another strong and fast growing club is SJK. In addition to these two clubs there are several other clubs that varies from year to year (Oma Sports 2016).

As it has been mentioned previously, the performance of Finnish teams in European competitions: UEFA Champions league and UEFA Europe League is relatively poor. It is possible to state that the greatest achievement of Finnish teams in European competitions in recent years has been appearance of HJK in group stage at Europe League during the season 2014-2015 (Oma Sports 2016). Obviously, this fact cannot attract as much attention, as the Silver medals of National Finnish Hockey team at the same year in the World Championship. (IIHF, 2015.)

The competition level in Veikkausliiga seems to increase with the appearance of another professional club: SJK in 2014. Since there has been only one club winning Veikkausliiga during the period from 2009 to 2014, the appearance of SJK has become strong increase for competition and has lead to change of the champion in 2015. Currently, there are several clubs competing for achieving the champion's position (Oma Sports 2016).

According to Shank (2005), a good competition within domestic championship would increase the value of the sport. And the value of sport is highly connected with the value of performance because the stronger the competition, the easier is to find the reasons for poor results of favorite team and the bigger the value of opponents teams that lead to stronger intention to visit the game (Shank 2005, 162 - 178).

The performance dimension is important to observe more precisely with the idea of getting an image about the value of FC KTP performance. This would identify the level of the league in which FC KTP is competing and the opportunity to expand to other markets.

2.2.4 Business Dimension within Veikkausliiga Clubs

The sports business dimension identifies the whole spectre of money flows within the specific sport organizations in specific area in specific time. Observing the business dimension in football clubs that perform in Veikkausliiga in the last six years, it is possible to identify negative money balance of majority

of clubs. One of the major reasons defining the poor financial situations in majority of football clubs from Veikkausliiga is financial crisis in Finland (Trading Economics, 2016; Mönkkönen, 2011, 47).

Since the relatively weak performance at international level, the attention level from the side of international sponsors towards the Finnish football clubs seems be poor, too. As a matter of fact, there is a lack of international sponsors that are interested in reaching Finnish customers through sponsoring the football clubs. The major reason is larger auditory and general popularity of hockey in Finland that lead to stronger intention to associate with hockey rather than with football organizations.

Therefore, the financial support is expected to come from domestic sponsors. However, the Finnish GDP level has been decreasing in the recent years. (Trading economics, 2016)Consequently, the financial support is also at the stage of constant decrease at the moment (2016). Unfortunately, one of the clubs that has appeared to be influenced by this financial crisis is FC KTP. The loss of money of FC KTP has become a huge problem for the club and club representatives.

2.3 Business Dimension of Finnish Professional Football

This part of thesis is expected to define one of the major problems of Finnish football. In order to identify this problem, it is important to discuss and demonstrate three major types of football: Professional, Semi-Professional and Amateur. Each of these types is discussed below.

Professional association football is the first type. Without getting in-depth of origins and main rules of this sport, it is possible to identify the main idea of this type as independence of players and clubs' workers from any other workplace. In other words, professional football club becomes the only institute that officially pays money to football players and all administrative staff working in the club (FIFA, 2016).

The second type is a semi-professional football. It determines in-between professional and amateur level. The rules of the game are the same with professional football. However, the difference appears as a financial issue. Semi-professional clubs are not able to become the only source of income for their players and/or their administrative staff.

In fact, the teams with at least one professional player can be identified as semi-professional football clubs since the club has money to support the player's life. At the same time, the football club who are not able to pay the salary that would cover the life expenses of at least one player should be also known as semi-professional club (Merriam-Webster 2016).

Obviously, the two statements above have several exclusions, such as: players who do not influence on the game, administrative staff who do not receive salary because of retirement, etc. However, the issues of those should be observed more precisely and this thesis would just define the general rules and demonstrate the general picture in order to define the general problem.

“Amateur sporting events refer to sporting competitions for athletes who do not receive compensation for playing the sport” (Shank 2015, 21.) In fact, all clubs who do not any pay money to their players belong to amateur clubs.

2.4 Current Picture on Business Dimension in Finnish Football Clubs

According to Van der Aar (2011), Finnish football leagues have strict divisions of the football levels in the way that Veikkausliiga tends to be absolutely professional league, Ykkönen is semi-professional league, and Kakkonen is amateur league. Current research proves that Finnish football leagues cannot be strictly divided into these three groups. In order to prove this statement, the case of FC KTP has been taken into consideration. Also, each football club in these three leagues has been observed separately with the idea of understanding the level to which the club belongs.

FC KTP has been performing in Veikkausliiga in 2015. However, it is clear from the life observation that the club was not able to pay salary to all its players and administrative staff. Moreover, some players have had second job. Nevertheless, some of players did not have any other job than playing in FC KTP.

In addition to football players, there have been two coaches and administrative workers receiving full-time salaries. Therefore, the club cannot be named as an amateur. At the same time it is not completely professional. Consequently, it is possible to refer FC KTP to the category of semi-professional clubs.

Therefore, Veikkausliiga has at least one football club that cannot be defined as a professional football club. Furthermore, it is possible to provide the words taken from Finnish TV channel: YLE (2015) considering Veikkausliiga as a semi-professional league: “nobody playing in Veikkausliiga expects their football salary to provide financial security for life.” These two statements prove that Veikkausliiga is not professional football league.

At the very same time, there is a football club AC Kajaani performing in Kakkonen. Following the logic of Van der Aar (2011), AC Kajaani should belong to amateur type of club. Nevertheless, recent observations have identified involvement of huge sums of money into life of this club. AC Kajaani has been keeping 14 professional football players during the season 2015.

Moreover, the club has had two professional coaches who have been working only for AC Kajaani. These two facts prove that the club can be named as professional from the point of economic perspective. Consequently, Kakkonen cannot be described as completely amateur league. Moreover, majority of clubs in Kakkonen has several professional players involved, meaning that all three leagues of Kakkonen can also belong to semi-professional type (Oma Sports 2016).

Table 6: Current View on Finnish Football Clubs with the Relationship to Professionalism.

The current view of Finnish football leagues with the relationship to professionalism:

Veikkausliiga		Ykkönen		Kakkonen B		Kakkonen C		Kakkonen A	
Mariehamn	Semi-Professional	JJK	Semi-professional (6 players)	Honka	Semi-Professional	OPS	Semi-professional	Gnistan	Amateur
HJK	Professional	TPS	Semi-professional	TPV	Semi-professional	MuSa	Semi-professional	KuFu-98	Amateur
SJK	Almost Professional	Oulu	Semi-professional	BK-46	Semi-professional	Kajaniemi	Semi-Professional	MP	Semi-professional
Ives	Semi-Professional	Jaro	Semi-professional	FC Espoo	Amateur	GBK	Semi-professional	JäPS	Amateur
VPS	Semi-Professional	KPV	Semi-professional	Klubi-04	Semi-professional	TP-47	Semi-professional	Lahti Akatemia	Semi-professional
RoPS	Semi-Professional	Haka	Semi-Professional	Kiffen	Semi-professional	YPA	Semi-professional	PEPO	Semi-professional
KuPS	Semi-Professional	Ekenäs IF	Semi-professional	Salpa	Semi-professional	Kraft	Semi-professional	Kultsu	Semi-professional
Lahti	Semi-Professional	GrIFK	Semi-professional	Vikingit	Semi-professional	JS Hercules	Semi-professional	KäPa	Semi-professional
PS Kemi	Semi-Professional	KTP	Semi-professional	EsPa	Semi-professional	VIFK	Semi-professional	Sudet	Amateur
HIFK	Semi-Professional	Jazz	Semi-professional	Åland	Amateur	PPT	Amateur	Futura	Amateur
Inter Turku	Semi-Professional			Atlantis	Semi-professional	Santa Claus	Amateur	Vaajakoski	Amateur
PK-35 Vantaa	Semi-Professional			Kontu	Semi-professional	Virkiä	Amateur	MPS	Amateur

2.5 FC KTP Management Structure

The idea of this chapter is to illustrate the need of spectators' attraction as a part of business development. In that sense, the club's management structure would explain the current situation with money distribution and some of the club's operations that result in the view of club's income. And the management structure would define the profit's opportunity in case of higher spectators' attraction.

2.5.1 FC KTP Staff

There are three permanent managers in FC KTP: CEO Manager, sales manager, and the manager of club academy. The CEO Manager of the club takes care of all operational work, such as: signing contracts, creating agreements, and organizing other projects. Unfortunately, the CEO Manager in FC KTP does not have enough time to create or organize new activities that can increase the awareness about the club. The sales manager of the club is the part-time worker. The salary of Sales Manager is comes from the percentages of the sponsorship contracts signed. Finally, there is the manager of club academy. His responsibility is to work with all academy coaches and prepare trainings' plan for each academy age group.

There are also three coaches in FC KTP: head coach, assistant coach, and physical coach. The head coach shares the responsibilities of team manager and sport director (manager) in the club. In other words, the head coach has the opportunity to sign players and then work with them at the trainings. The assistant coach also represents a scout in the club at the same time. And the physical coach is the only person who takes care only about physical conditions of the players.

Overall, the club spends approximately 80,000 euro per year to keep office workers (the sum mostly depends on amounts of money received from sponsors of FC KTP). And the salaries of sport side workers equals to about 90,000 euro per year. Interestingly, it is possible to mention that there is no sport marketer in the club who would concentrate on spectator attraction and sponsors relationship. These two responsibilities are divided between the CEO of the club and the Sales Manager. As it has been discussed earlier, the Spectators are one of the three major elements in professional sport labour. (Shank & Lyberger 2015) Therefore, the absence of Fan Manager in a club leads to lower income rates and lower spectator rates than it could be possible to achieve. This study would assist the Fan Manager of FC KTP to develop the correct strategy in case of appearance of one.

2.5.2 Market Potential of FC KTP

Currently, the football club receives approximately 155,000 euro per year from seasonal and one-match tickets. However, the organization of events costs approximately 130,000 euro per year. In other words, the profit that is received from matches seems to be relatively small. That is why, the increase of number of spectators would significantly increase the profit since the event organization could keep it costs. Moreover, the Fan Manager could work of events of FC KTP and particularly minimize the costs on event organization with the idea of increasing the profits from games (FC KTP 2016).

Concentrating on games of FC KTP, it is also possible to add the fact that the club's average income from one event is 8500 euro. Also, the number of spectators in average equals to 2565 people per game. And this is half of the stadium capacity (Opta Sports 2016). Consequently, the increase in income can be almost doubled in case of fulfilling the stadium. The only question comes up is how to reach this objective.

3 SPECTATORS DIFFERENTIATION AND FAN LOYALTY

As long as the FC KTP needs to increase the number of spectators in order to increase profit and develop business dimension of the club, it is important to identify different types of spectators and justify which type(s) of spectators can become potential long-term customers of the club. This chapter concentrates on features of each type of spectators.

Also, the development process of becoming a loyal fan of a sport club would be shown with the idea of demonstrating future research areas in the similar topic. Moreover, the major features of the potential customers are going to be defined. And the features would follow up with potential motivations and barriers to attend the FC KTP game.

3.1 Model of Spectator Identification with a Sport Organization

Following the words of Sutton et al (1997), there are three types of sport fans: strong, medium and low. These three types are based on person's identification with the sport organization factor. As a matter of fact, this identification factor is strongly correlated with person's intention towards supporting the sport organization. Therefore, it is important to understand how to increase the identification level (Sutton, McDonald, Milne & Cimperman 1997, 17)

However, in order to do that it is important to differentiate customers into smaller, more specific groups with the respect to people's potential motivations to attend a sport event. The figure below illustrates one example of this differentiation that is based on ideas of Shank (2005).

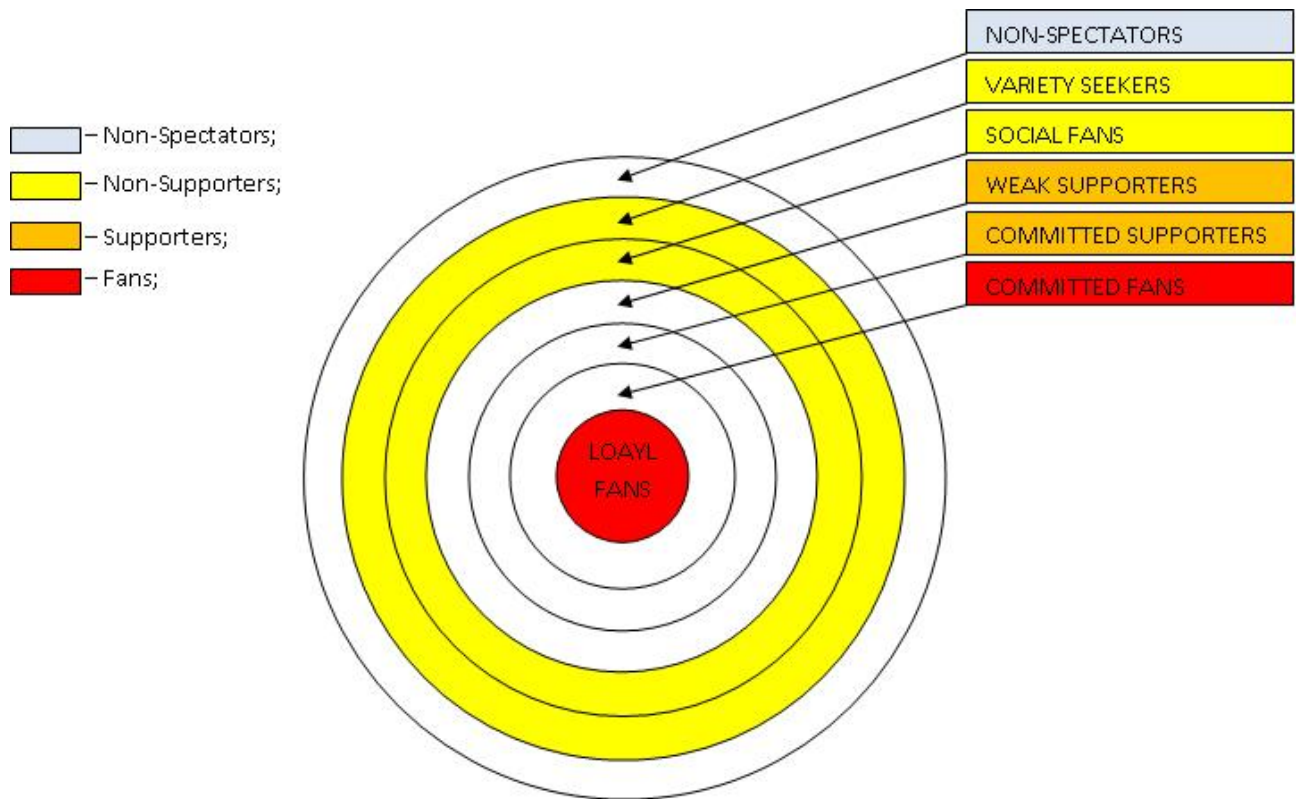


Figure 3: Spectator Identification Model (Sutton et al 1997; Shank 2005).

It is clear from the Figure 3 that there are four major layers of people's identification: non-spectators, non-supporters, supporters, and fans. Each of these layers is marked with its own colour. And the closer the group is to the centre of the chart, the stronger is the identification of people from this group with the sport organization. The focus group of this thesis is marked with the yellow colour (non-supporters).

As it has been stated earlier, the major objective is to identify the motivations of potential customer to attend the football events of FC KTP. That is why, the focus group includes the people with low identification with the sport organization. And it is now important to identify the features of each layer with the objective of fan loyalty building process.

3.1.1 Non-Spectators

In fact, the fan identification factor does not include people who would never attend the game. (Sutton 1997, 17) Nevertheless, this thesis identifies people from this group as existing ones. And answers of people from this group would not be taken into consideration during the data collecting process.

The major identification element that separates people from other groups is complete disagreement with any potential motivations or reasons that can lead to attending the football event of FC KTP. People from this group are defined as non-spectators and are marked with blue colour at the Figure 3.

3.1.2 Non-Supporters

Two yellow layers at the Figure 3 illustrate two major groups of non-supporters: 'variety seekers' and 'social fans'. (Wakefield 2007, 26 - 28; Shank 2005, 162 - 178.) The major definition of non-supporters is people with low identification with the sport organization in sense of poor understanding of the rules of the game or lack of knowledge on the participants of the sport event. (Wakefield 2007, 26 - 28.) There is also a smaller segment of non-supporters who attend the games with other reasons than 'variety seekers' and 'social fans' have (Shank 2005, 162 - 178).

To start with, 'variety seeker' is the term defining a person's intention towards experiencing new types of activities. (Wakefield 2007, 22 - 23.) This type of behaviour is known to be as 'exploratory purchase behaviour' (Hoyer & Ridgway 1984, 114 - 119.) 'Exploratory purchase behaviour' is a complex theory. The main feature of variety seekers is their poor identification with the sport organization and, consequently, poor chance for repetitive attendance of the games (Wakefield 2007, 22 - 23).

In fact, there are number of features that would identify the person as a variety seeker. There are four sport-related features that have been found during literature overview part. One of the most common features is constant search of new opportunities to experience new types of entertainment (Hoyer & Ridgway 1984, 114 - 119.) This feature defines the interest in attending the game as opportunity to experience something new, rather than enjoying the football itself. Therefore, variety seekers rarely become loyal fans.

Another strong feature appears to be poor or lack of knowledge of the rules of the sport. This feature goes against the fact of connection with sport organization since an individual from this group has lack of understanding about the process of the game. The third significant feature is interest in differentiation of daily routine. Majority of variety seekers feel the need in constant change in pace and the routine life negatively influences their well-being. Therefore, it is common for them to search for something that would give new emotions and differentiate the life (Wakefield 2007, 22 - 23).

Finally, there is one more feature that is common to all types of non-supporters: poor or lack of knowledge about the sport organization and participants. The issue of knowledge of the organization and

its participants defines the connection between the individual and the organization. And therefore, poor knowledge leads to poor chance to personal identification with the sport organization (Shank 2005, 162 - 178).

Each feature is important in sense of identification of sizes of potential market. The questions would be based on these features with the idea of potential market size identification. And more precise explanation of motivations would be discussed in next part of the thesis.

As for the second major group of Non-Supporters: 'social fans', it is important to identify the stronger connection to the team than the 'variety seekers' have. The difference can be seen straight from the name of the group: 'social fans' are "fans", meaning that they at least support some team at the sport event. However, the key difference with actual fans appears in intention towards attending the game (Sutton et al 1997, 17).

"Social fans" also belong to people with low level of knowledge about the sport organization. However, people from this type obtain strong connection with the community and event's atmosphere. Among the strong the features that identify "social fans" there are influence of other people, great atmosphere expectation, sub-events at the match, and entertainment value of the game (Sutton et al 1997, 17 - 20; Shank 2005, 167 - 178).

There are also smaller groups, for example, 'fair-weather fans'. Those people belong to the minor group of spectators because of the smaller number of spectators. Those people already identify themselves with the team. However, their identification is based on recent results of the team. Therefore, 'fair-weather fans' are short-term 'fans'. And it is common for those people do not attend the game due to lack of motivation (Shank 2005, 162; Conrad 2006).

Among the general features describing "fair-weather fans", there are poor interest towards watching particular sport, the strong need in identification with the winning team, and high expectation of positive results of the favourite team (Someya et al 2009, 364 - 365; Sutton 1997, 17). In fact, this type of non-supporters has lack of connection with the team. On contrast, individuals from this group often have strong intention not to associate with the team in case of negative results of the team. And therefore, it is possible to state another significant feature about this group: "fair-weather fans" are short-term fans that are looking for short-term identification with the team for the purpose of receiving glory from the recent positive results (Shank 2005, 162 - 178).

3.1.3 Supporters

There are two major types of supporters: weak supporters and committed supporters. Both types of supporters have two in-common features. The first one is identifies the key difference with non-supporter. Supporters know either the rules of the sport, either participants performing in specific sport organization, either both of these things (Wakefield 2007, 26 - 28).

Another feature defines the difference with the fans group. Supporters do not necessary attend the game of favourite team. This issue identifies that supporters may not attend the games at all and at the same time may attend all the games at the season. This issue is important due to identification of supporters' types.

As a matter of fact, this research concentrates on the issue of non-supporters. Therefore, supporters' features should be observed more precisely in the further researches. Nevertheless, this thesis identifies two major types of supporters: weak supporters and strong supporters. The key differences are going to be discussed in the following paragraphs.

Following the words of Someya et al. (2009, 364 - 365), there is a stage of collecting information about the team or/ and the game process. As it has been stated earlier, the key difference with non-supporters is knowledge about the organization/ participants and basic rules of the game. And the collection of the information identifies the movement towards the obtaining the knowledge stage. That is why, this stage identifies the earliest stage of supporters. And this research names this earliest stage as "Weak Supporters" stage (Someya et al 2009, 364 - 365; Wakefield 2007, 18 - 28).

In addition to information collection, there are also two other features that should be mentioned when discussing weak supporters. Those factors are the strong influence of different barriers and internal support of the team. In other words, the barriers that may distract the person from attending the games of the favourite team are strong at this stage. Also, the weak supporter does not openly identify the team with him/herself. These two features demonstrate the general characteristics of weak supporters and therefore this type of spectators should be observed more precisely in future researches (Someya et al 2009, 364 - 365; Wakefield 2007, 18 - 22).

The weak supporters' stage is followed up with the next stage that in this research is named: "Committed Supporters" stage. The key difference between weak supporters and committed supporters is in the identification. It is possible to state that internal support is combined with weak external expressions at the committed supporters' stage. (Katz et al 2013.) Moreover, the willingness to attend all the games of the

favourite teams is stronger at this stage. (Holt& Douglas 1995, 1 - 16) However, the collecting of information about the team is still continuing at this stage (Someya et al 2009, 364 - 365.)

3.1.4 Fans

Fans are supporters that have strong passion to express their connection with sport organization. The key feature that identifies the fan in the person is that the fan would place top priority on watching live games at the stadium (including travelling with the sport organization). However, similarly to previous groups, there are different types of fans. This research defines two major types: “committed fans” and “loyal fans”.

Naming several general points about committed fans, it is possible to start with the willingness to externally support the favourite club. This factor leads to intention to join or create the community of like-minded people who also support the desired club. (Holt & Douglas 1995.) Another significant feature differentiating committed fans from committed supporters is decreased influence of barriers that concerns the environment and performance of the team (Wakefield & Sloan 1995, 159).

Loyal fan stage is the final stage in fan loyalty building process. There are issues that separate committed fans from loyal fans. For example, loyal fans are often the community leaders or close to leaders. Moreover, it is often happens that loyal fans stay loyal to the team all entire life. These two factors are only general issues that should be observed more precisely with the idea of receiving clearer picture about loyal fans.

As long as the features of each type of spectators are observed, it is now important to demonstrate how these features are applied in life. For this purpose, the cycle of a fan has been chosen. Each dimension of this cycle illustrates one type of spectator. And it is therefore important to illustrate how features of each type are interlinked with each other (Church 2007).

3.2 Process of Fan Loyalty Building

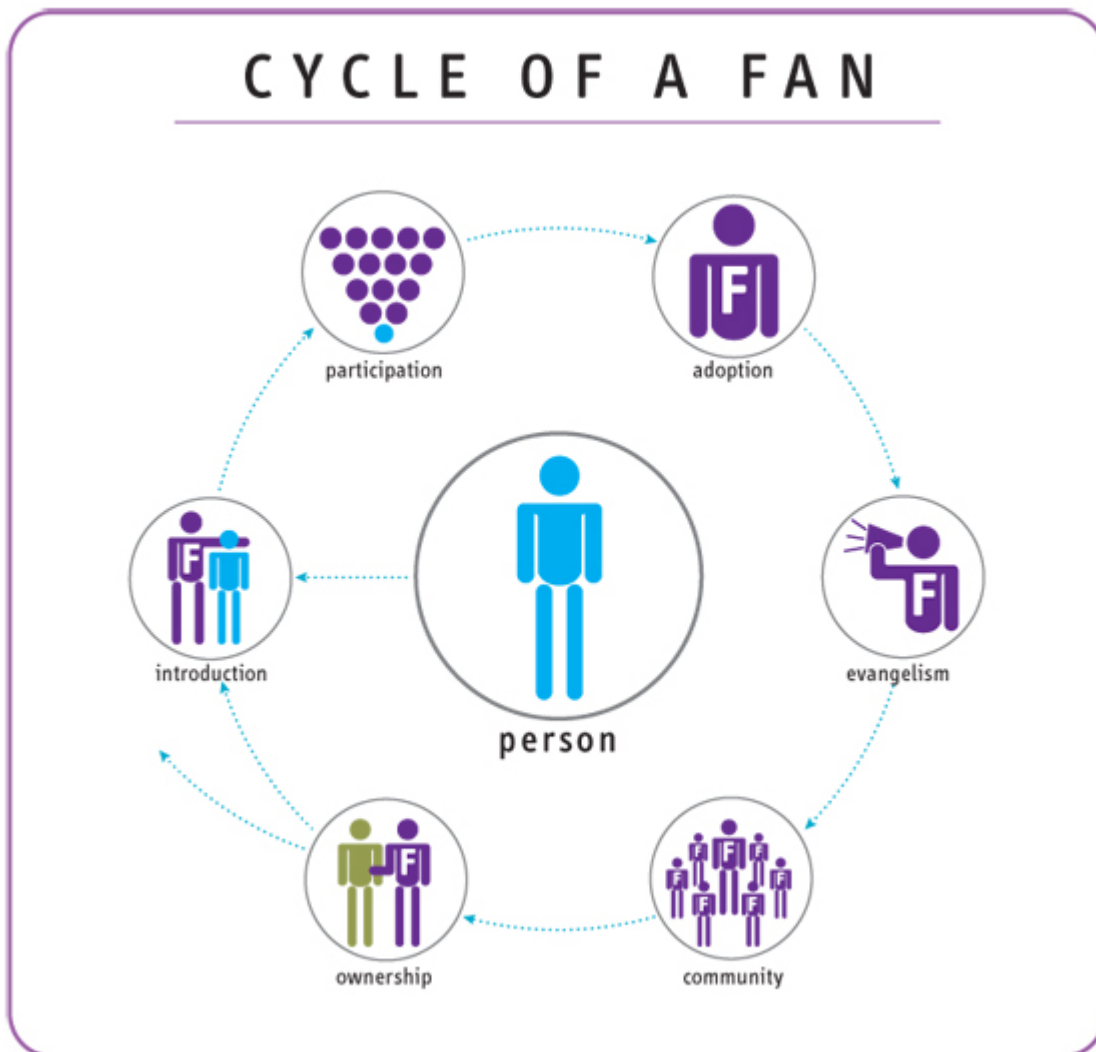


Figure 4: The cycle a fan (Church 2007).

The Figure 4 clearly illustrates the process of conversion of non-spectator towards loyal fan. Going through the steps, it is essential to start from the centre of the diagram. In fact, the very first stage is the person him/herself because the person can belong to non-spectator type that would lead to strong unwillingness towards visiting sport event (Sutton 1997, 17; Church 2007).

Introduction stage turns out to be the second stage in which the person gets the first experience from the sport event. Non-supporters are the major group of people that belong to this stage. This thesis would be focused on identifying motivations of non-spectators towards conversion into Participation stage. Motivations would be found with the help of features that are listed in the previous chapter of the

thesis. Later on, motivations would be compared with results from the questionnaire and interview (Shank 2005, 162 - 178; Wakefield 2007, 18 - 28).

The key feature of the participation stage is that the person visits a sport event of particular sport organization more than once and start to support this sport organization. Nevertheless, it is also possible that the person doesn't still know the rules of the game during this stage. Even though this stage seems to be easier for conversion, there are a lot of people who stop visiting games at this stage. In order to identify the barriers, the difference between expectations of people and current situation at the stadium would be examined (Someya et al 2009, 364 - 365; Wakefield 2007, 18 - 28).

By entering the adoption stage, the person becomes weak supporter of particular sport organization. However, it does not necessary mean that the person would visit matches of this particular team. Different factors can influence person's decision not to visit sport events of favourite team. Nevertheless, the person is willing to identify with the team at the stage. The key feature of this stage is willingness to find information about the favourite team. And it influences on conversion of weak supporters into committed supporters (Shank 2005, 162 - 178).

It is common that the evangelism stage is connected together with community factor. This happens because the person who starts regularly and openly supports particular sport organization is more willing to find like-minded people. And it is common to join the community at that stage (Holt & Douglas 1995 1 - 16; Katz et al 2013).

The final stage is connected with the previous one because of identification factor. Committed fans and loyal fans are connected by high level of identification with particular sport organization. And Ownership identifies the connection with the club for entire life. However, further research in the topic is needed (Holt & Douglas 1995 1 - 16; Katz et al 2013).

3.3 Cycle of Fan with Respect to Finnish Football

Unfortunately, the topic of the fan loyalty building process has not yet been researched within Finnish environment before this thesis. Therefore, it is impossible to compare information collected during the literature review with the Finnish environment.

4 MOTIVATIONS OF NON-SUPPORTERS TO ATTEND SPORT EVENTS

One of the key ideas of this research is to create a list with motivations that influence on focus group's intention to attend the football game. This chapter is going to open the topic of motivations with the help of literature overview. The motivational factors would be observed starting from the most general ones and ending up with one specific factor that differentiate spectators into different groups. This last factor would be connected with all the motivations that are discussed in the chapter and relate to the focus group.

This chapter is the first part in the process of researching the motivations of the focus group. The second part would be provided in further parts during the evaluation of the results from the questionnaires. The questionnaires analysis would demonstrate which motivations tends to be the strongest within the focus group. However, the first point is to identify the motivational factors that have had the positive influence on spectators in the global scale. For this purpose, main motivational factors are going to be discussed in the next part (Shank 2005, 161 - 178).

4.1 Main Motivational Factors

Following Matthew Shank (2005, 161 - 171), there are eight general motivational factors influencing customers' intention to attend the game. Each of these motivations would be discussed from the perspective of non-supporters. The outcome of theoretical knowledge base is provided below would be the particular issues that are included into questionnaire and interview.

4.1.1 Self-Esteem Enhancement

To start with, there is self-esteem enhancement factor that defines person's satisfaction from the positive performing result of the favourite team or performer. The phenomenon BIRGing has been identified on the basis of this factor. The idea of BIRGing underlines person's wish to gain self-esteem from associating with winning team/ performer (Shank 2005, 162 - 163).

There are three antecedent conditions that explain BIRGing phenomenon appearance: high level of identification with the team, positive expectancy disconfirmation of the game result, and quality of opponent (Madrigal 1995, 205 - 228). Each of these antecedents will be examined with the help of questionnaire.

Applying the BIRGing phenomenon towards fan loyalty process, it is possible to define strong connection with non-supporters group through 'fair-weather fans'. The positive results of the team would significantly increase interest from this group of people to attend the game. Therefore, there is a need to define the number of people that is influenced by the BIRGing phenomenon (Shank 2005, 162 - 163; Conrad 2006).

4.1.2 Diversion from Everyday Life

Sport Offers a Hopeful Escape From Everyday Life. (Kiefer 2016)

Following words of Wakefield (2007), individuals who attend games with the idea of changing the pace of life are defined as variety seekers. As it has been mentioned earlier in the previous chapters, variety seekers belong to non-supporters: the focus group of this thesis. Consequently, the issue of diversion from the everyday life would be observed from three major points: nothing to do at the match day, the game as the opportunity for differentiation from the routine life, and the experience of new free-time activity (Wakefield 2007, 22 - 23; Shank 2005, 163).

4.1.3 Entertainment Value

The next factor tends to be the strongest of all factors among spectators: the 'Entertainment Value' factor. (Shank 2005, 163 - 164.) The general idea of this factor is to achieve satisfaction from the entertainment activity. Entertainment value is found to be a more important factor for all types of spectators than actual competition factor (Shank 2005, 162 - 176).

Among the factors that belong to Entertainment value, expectation of great atmosphere at the game plays the most important role. This dimension triggers customer's satisfaction due to the inner feelings that are received from the event. In addition to this major factor, it is also possible to name the preference of watching rather than participating in a sport, sub-events occurring during the main event factor, and stadium facilities. It is also important to define stadium facilities factor as strongly influencing on people with low identification. Therefore, the expectation of strong positive impact from this factor is relatively high (Shank 2005, 164).

4.1.4 Eustress

Eustress is another factor that belongs to the group of major motivations. This factor defines the satisfaction from the most exciting moments of the game: starting whistle, scored goal, etc (Shank 2005, 164). This factor would not be taken into consideration, since majority of non-supporters has lack of previous experience about the most attractive moments of the game.

4.1.5 Economic

Economic value is one of the most rapidly growing factors. Gambling on sport events can provide personal economic benefits. It is found to be especially attractive to young population (Shank 2005, 164; Delaney 2007, 98 - 101; Ladouceur & Gaboury 1993). However, it has also been found that gambling does not increase loyalty towards any team. Therefore, gambling can be seen as a short-term solution for attraction of large audience group (Delaney 2007).

There is a strong assumption of receiving highly positive results from the gambling motivational factor. It is expected that the interest of potential customers from the sample of the research would be highly motivated to visit a football game of FC KTP when creating a bet on the game. Nevertheless, the high relationship would not define a strong opportunity for FC KTP, since the gambling factor only provides short-term spectators (Delaney 2007).

4.1.6 Aesthetic Value

In addition to all the factors above, it is important to mention satisfaction from the game itself. This factor is known as 'Aesthetic Value' factor. In fact, "many fans derive great pleasure from the beauty of athletic performances" (Shank 2015, 164). The issue of beauty will be observed from the perspective of watching other football games. It would be interesting to identify if the watching a football game provides equal satisfaction as from participating in football game.

4.1.7 Need for Affiliation

It identifies people's interest towards belonging to their friends, family or community. In other words, those people belong to 'social fans' group. Surprisingly, it is also found that the chance for attending future events of the same sport organization is higher for people with this type of motivation (Kolbe & James 2000, 23 - 38; Shank 2015, 164 - 165).

It is also important to claim three situational factors that are strongly correlated with this type of motivation: perceived quality of stadium, food services, and overall satisfaction with the stadium facilities. These three factors have already been discussed within Entertainment value factor. As a matter of fact, non-supporters can receive positive or negative image about each of these three factors only during the sport event. Therefore, each of these dimensions would be important in future researches for the purpose of understanding the barriers of conversion into supporters stage (Shank 2005, 162 - 165).

At the same time, there are five factors that are influencing attendance of 'social fans'. The factors are based on ideas of Influence Hierarchy and identify the influences of other people on an individual's decision making process. The factors identify family, friends, colleagues, personal connection to someone in the club, and the crowd of people (Hocking 1982, 100 - 108; Douvis 2014, 44; Consumer Behavior 2016).

Among the factors, family connection seems to have the strongest influence as long it is the closest factor. Therefore, this factor would be observed more precisely in the following chapter. However, before entering the topic of family connection, it is valuable to mention that connection with someone from the club can be stronger than the connection with usual friend. However, the connections of this type are less often met than normal friendship. And the crowd of people connection can belong to both positive and negative factors to different groups of people (Douvis 2014, 44 - 50).

4.1.8 Family Ties

It has been found that "fathers" are one of the strongest reasons to become a fan of particular team. (Kolbe & James 2000, 23 - 38.) Nevertheless, women are found to be stronger motivators to attend sport events for the purpose of promotion of family togetherness (Wann 1995, 388 - 389.) In addition to these two factors, it is important to mention that family ties promote stronger identification with the team/performer to each family member (Shank 2005, 164.)

4.2 Additional Motivational Factors

There are three additional factors that would be observed within this research: demographic, sports involvement, and 'fan identification'. In sense of demographic factor, it is important to identify age, gender, place of birth, current address, education level, and family's income level. These variables would identify non-supporters' general characteristics. And general characteristics provide information about who are potential customers of FC KTP (Shank 2005, 166 - 178).

The 'sports involvement' defines the level of participation in football activities of non-supporters. The sports involvement also clarifies the knowledge of the basic football rules from the focus group. As a matter of fact, personal involvement into sports also provides past experience image during the watching a football match. And the knowledge of basic rules of football, likewise personal experience from participation, is one the key dimensions in conversion of non-supporters into supporters (Shank 2005, 173 - 175; Wakefield 2005, 24).

Following Shank (2015), there are two different types of sports involvement: "Situational Involvement" and "Enduring Involvement". The 'situational involvement' comes during the first sports game experience. In contrast, 'enduring involvement' is constant interest towards particular sport. The major differentiation between these two types of sports involvement can be seen in long-term perspective to attend matches of specific sport organization (Shank 2005, 173 - 175).

The factor of identification with specific sport club would appear only in people with enduring involvement into the game process since the constant interest towards particular sport also defines the knowledge about the game origins. (Wakefield 2007, 24.) Consequently, only individuals with the intention to identify with the specific sport team are able to become long-term supporters. (Sutton et al 1997) Also, this statement announces the appearance of another variable: knowledge about the team participants (Wakefield 2007, 24).

There are several factors that would separate supporters from non-supporters in addition to identification level. In addition to knowledge of the game rules and knowledge about the participants of the game, supporters often gather information about their favourite club. Among the information that supporters usually gather, there are: club's history, web-site updates, statistic from the previous matches, recent club's news, and transfer news. Therefore, it is also important to examine these factors, too.

The third additional motivational factor is 'fan identification'. This factor would differentiate spectators into three groups with the respect to identification level (excluding 'non-spectators'). This factor would be observed separately with the purpose of creation of the list with motivations (Shank 2005, 176 - 178).

4.3 Fan Identification

According to Sutton (1997), there are three basic types of fan's identifications: low, medium, and high. This research has defined more specific groups of spectators. Therefore, the differentiation of motivations will be made with the respect to more specific groups under three major levels.

4.3.1 Low Identification

As it has been claimed previously in the chapter, the low motivation belongs to non-supporters. There are four types of non-supporters: "social fans", "variety seekers", "fair-weather fans", and other (situational) non-supporters. First two factors have been marked in Model of Spectator Identification due to the bigger popularity of those groups. The second two are more often appear within specific conditions, such as: winning results, good weather conditions, etc. Therefore those two groups should be seen as minor parts of non-supporters.

4.3.1.1 Social Fans

Starting from social fans, there are several factors would be examined within questionnaire. Among those motivations there are: atmosphere at specific game, promotions, stadium facilities, sub-events occurring during the game, and the feeling of camaraderie. Each of these factors are discussed later in the text (Shank 2005, 176).

Social fans are strongly influenced by sub-event factors that involve connection to other people. Feeling connection with community or some particular people is important part of the experience from the sport event. Among the dimensions of this motivation there are: family connection, connection with friend(s), connection with colleague(s), and connection with the community (Shank 2005, 174-176; Hocking 1982, 100 - 108; Douvis 2014, 44; Consumer Behavior 2016).

Moreover, there are several motivational factors in sense personal benefits. Those factors include promotions, stadium facilities (e.g. special seats or special care) or sub-events happening during sport event. Each of these factors plays an important role in personal explanation of social fans for attending the sport event (Shank 2005, 174 - 176; Wakefield 18 - 22; Kolbe & James 2000, 23 - 38)

Overall, there is an issue of entertainment. It is common for social fans to attend the sport event with the idea of entertainment. And among the issues that influence on this motivational factor, there are stadium facilities, stadium atmosphere, sub-events, etc. However, the entertainment value seems to have stronger connection with another sub-group of non-supporters: variety seekers (Shank 2005, 164 - 165; Wakefield 2007, 26 - 28).

4.3.1.2 Variety Seekers

The major idea of variety seekers is to search for new experiences and therefore people from this group can be attracted with the help of different entertainment benefits, such as: variety in the routine life, nothing else to do at the match day, etc. These factors answer the inner search of variety seekers for new opportunities in life (Wakefield 2007, 22 - 23; Kiefer 2016).

In addition, there are personal benefits that can attract variety seekers. Among the personal benefits, it is possible to name: gambling at the match, special offers (promotions), etc. It is also important to mention that there are other motivations that may have an effect on variety seekers. The common idea of all motivations that influence variety seekers can be defined as the need to feel or experience something new in life (Wakefield 2007, 22 - 24; Kiefer 2016).

4.3.1.3 Fair-Weather Fans

Moving to fair-weather fans, it is possible to name one major factor: BIRGing. This factor identifies the short-term connection of non-supporter with the sport organization for the purpose of associating with the winner. As a matter of fact, people from this group can be motivated to attend the game only by positive results of the sport organization because those individuals have strong willingness to share positive emotions from winning game (Shank 2005, 161 - 162).

4.3.1.4 Other (Situational) Motivations

And finally, there are several additional motivations that may influence on all types of non-supporters. These motivations belong to situational factors. In other words, the influence of these factors may appear mainly during the day of sport event. Among these factors there are: good weather conditions at the

match day, a lot of free time during the match day, positive money situation, etc (Ajzek 1991, 182; Shank 2005, 163 - 164; Suominen 2009, 15 - 22).

4.3.2 Medium Identification

This type should be observed more precisely in future studies. However, this thesis would discuss medium identification from the point of conversion of non-supporters into weak supporters. Weak supporters are the first group in medium identification layer. And committed supporters group would be examined within future researches. It is also important to mention that both groups are presented at the Figure 3 with the orange colour.

4.3.2.1 Weak Supporters

These people differentiate from non-supporters by the identification factor that identify that the individual has the knowledge about the club and football rules. The knowledge about the club in this thesis would be identified with the help indicators, such as: club's history, players, statistics from matches, transfer and other news, and web-site updates.

However, the weak supporter is not expected to follow all the mentioned factors. (Someya et al 2009, 364 - 365.) In contrast, it is expected that the individual from this group is at the stage of gathering information about the club. Therefore, the weak supporters would be seen among non-supporters in the sense of gathering information about the club.

On the other side, the group of weak supporters can be characterized with the indicator of obtaining the basic knowledge about the sport. Among the dimension that can demonstrate the knowledge about the game, would be: any type of personal participation in specific sport activities, current participation in this sport, and watching this sport games. Among the dimensions, it is important to mention current participation in football games factor because it defines the enduring involvement into football. The factor of enduring involvement has been discussed earlier in 'additional motivation factors' chapter (Shank 2005, 173 - 175; Wakefield 2005, 24).

This factor of knowledge would be examined within non-supporters group with the idea of understanding the potential for increasing the number of FC KTP supporters. As the result of examination, it would be possible to see the potential customers group (Wakefield 2007, 24 - 25).

4.3.2.2 Committed Supporters

The group defines people with similar motivations with weak supporters. However, participants of this group tend to attend games more often and have deeper knowledge about the club. Moreover, committed fans are at the stage of “aggressive” search for knowledge about the club, meaning that the materials of the club start to interest them and the expectation of appearance of new information is relatively high. However, deeper research is required (Someya et al 2009, 364 - 365).

4.3.3 High Identification

The group has not been precisely explored yet. Among the general issues, it is possible to name differentiation in two layers: committed fans and loyal fans. The difference lay upon community factor: the member of the first one join existing communities and the other ones create communities around them.

5 BARRIERS OF NON-SUPPORTERS TO ATTEND SPORT EVENTS

Starting the discussion about barriers towards attending a sport event by non-supporters, there is a need to claim that majority of people from the focus group does not obtain the motivation to attend a sport event. Therefore, this research concentrates on recognizing the motivations towards attending rather than barriers not attending the game.

Nevertheless, there are number of barriers that are going to be defined and examined within this research. The main idea of these barriers is to identify the negative factors influencing non-supporters' intention to attend the game of FC KTP. These barriers are mostly external due to there is a lack of personal previous experience that can influence negatively on person's internal considerations about attending the sport event (Charlton et al 2010, 12 - 18).

5.1 Intra-Personal Factors

The social environment of people is one the key influences for the decision to be involved into different activities. The factors that identify this social environment are known as intra-personal factors. Current research identifies several strong factors with the idea of identification of barriers that impact on decision to attend the sport event (Charlton et al 2010, 14).

5.1.1 Lack of identification

The only intra-personal barrier is going to be examined is poor identification with the sport organization (Sutton et al 1997, 15 – 22.) This barrier is the strongest when the individual is at the very first steps in the spectator identification model. And it becomes less valuable when the individual starts to learn more about the sport organization and understand the sport's origins and basics (Wakefield 2007, 22 - 24).

5.2 External Factors

In contrast to intra-personal factors, external factors define impacts from the environment that surrounds the individual. These factors would be observed with the idea of justifying the factors that could be controlled by FC KTP in the nearest future (Charlton et al 2010, 12 - 18).

Also, there are two popular in other countries barriers that would not be taken into consideration. These are high price of tickets and transport problem (Ajzen 1991, 183 - 185; Tiesler & Coelho 2013, 146 - 148). In fact, there are several recent researches justifying poor correlation of these two factors with the attendance rates (Suominen 2009, 15; Van der Aar 2011).

Also, the life observation clarifies that Kotka (about 50,000 citizens) is relatively small town in Finland and, that is why, the problem of transport seems to be less valuable rather than in bigger cities (Väestörekisterikeskus 2015.) And the barrier of high prices does not correlate with the case of Finnish citizens in general because of relatively high GDP per capita level in Finland (45288 euro per person). And Finnish GDP per capita is among the top twenty in the world scale (Trading Economics 2016).

Nevertheless, there are external barriers might have a significant influence on person's decision to attend the sport event of FC KTP. Among the factors are going to be discussed, there are: competition with other sport and activities factor, bad weather activities, negative expectations from the game, poor aesthetic value of the game, and money instability.

5.2.1 Other Entertainment Opportunities

As a matter of fact, the professional sport is one type of entertainment for spectators. In this sense other forms of entertainment should be seen as competitors towards spectators' attraction. That is why, one of the strongest external barriers to attend the game by potential customers is the willingness to attend other opportunities for entertainment at the same day (Shank 2005, 166 - 174).

The barrier should be seen as complex because it also defines competition with both other and the same sport's activity. There are two clear examples proving this statement in Finland: hockey versus basketball competition and TV-watching of football games versus attending the football game (Douvis 2014, 43; Shank 2005, 166; Hart, Hutton & Sharot 1975, 17 - 27; Noll 1974, 115 - 157).

Therefore, this research concentrates on two major variables of other entertainments: the influence of other entertainments in Kotka and the preference of TV-watching games rather than attending the stadium. Competition with other sports would not be taken into consideration because of lack of other popular sports in Kotka during the summer season.

5.2.2 Bad Weather Conditions

Another significant external factor that would be observed within this study is poor weather conditions. There is a popular assumption that Finns do not attend football games due to bad weather conditions at the football games. And it is expected that bad weather conditions, such as: rainy, cold, windy would negatively influence non-supporters decision to attend football game of FC KTP.

This factor has already been discussed earlier with the respect to Scottish football environment. And it is important to add that the issue of bad weather conditions has already been observed within Finnish hockey environment. And it has been discovered that the colder is weather at the day match, the bigger is attendance at the game (Suominen 2009, 13).

5.2.3 Negative Expectations of Game Results and Team Performance

According to Ajzek (1992, 1 - 9), people's intention towards specific behaviour increases when there is an expectation of receiving short-term or long-term 'positive return'. In sense of sport industry, positive return can be explained as positive result of the game. Therefore, it is possible to predict that recent negative results would decrease number of visitors and in contrast.

Moreover, the quality of performance seems to have strong influence on aesthetic value of the game (Shank 2005, 164.) That is why, it is interesting to identify how strong is the impact of these two variables on non-supporters.

It is also important to identify which expectations people have from sport event. And continues study would be able to examine the difference between people's expectations from sport event and current situation at the stadium. This difference will identify the level of satisfaction of non-supporters from football events of FC KTP (Ajzek 1991, 185).

5.2.4 Problems of Control: Personal Economic Situation

Problems of control define factors that involuntarily influence on individual's intention to attend an event. Among the examples of these barriers, it is possible to mark factors, such as: lack of transportation, being ill, unforeseen events, etc. However, this research would concentrate on issue of poor personal economic situation as it seems to be a strong barrier for number of people (Ajzek 1991, 188).

Problems of control are not controllable for both sport organization and spectator side. Therefore, the knowledge obtained from this fact would only illustrate the intention of people to attend the game in spite of the existing barrier. This barrier would illustrate the need of people in entertainment. (Ajzek 1991, 188).

6 METHODOLOGY

This chapter defined the choice of research methods and illustrated thesis assumptions and hypothesis. Also, the issue of reliability of the thesis was discussed in this chapter. Also, the structure of the thesis illustrated with the purpose of clarifying the information flow for the reader. The focus group is also defined in this chapter.

6.1 Research Purpose and Objectives

The purpose of this study was to identify the factors that impact on customer intention to attend a game of FC KTP. And the objectives included investigation of the expectations of a sport event, the most popular motivational factors, and the most influencing barriers. The last objective was to define the strongest external barriers with the help of comparison of all barriers with the most popular motivational factors.

6.2 Research Methods

The research combined both quantitative and qualitative research methods. These two methods are used in the form of the questionnaire (quantitative method) and the interview (qualitative method). The questionnaire (Appendix 1) applied to the sample of FC KTP potential customers. And the analysis of interview (Appendix 3) provided the information from success story of individual from the focus group.

According to Aliaga and Gunderson (2002), the purpose of quantitative research can be defined as explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics). The numerical data was analyzed with the purpose of clarifying the intentions of potential customers. For the purpose of the numerical data analysis, the SPSS program was used. The SPSS program illustrates frequency tables (Appendix 2) that was used for the purpose of data analysis (Muijs 2004, 1 - 10).

In order to provide the analysis of the statistics, information obtained from the frequency tables was used for the purpose of bar charts creation. Bar charts illustrated the answers to the research questions. And the description of the bar charts provided the final analysis of the numerical data (Muijs 2004, 1-10).

Additionally, the interview analysis was provided. This analysis demonstrated the example of a success story conversion into club's customer. The interviewee belonged to the potential customers group and several factors converted him into supporter of the club. Therefore, the interviewee was able to share the experience of being impacted by specific factors during the time being part of the focus group (Maxwell 2008, 219 - 222).

6.3 Research Hypothesis

There were created six hypothesizes that reflected assumptions about potential motivations and barriers. These hypothesizes were formed on the basis of previous researches concluded in the global scale and in Finland. Each hypothesis was marked with the letter "H" and then it followed with the number the hypothesis. First three hypothesizes belonged to thesis objective to identify the most popular potential motivations and the other three hypothesizes belonged to identification of barriers objective.

H1: Majority of Kotka's citizens would like to attend the game if they made the bet at that game.

H2: Majority of Kotka's citizens would like to attend the game if their friends were going too.

H3: Majority of Kotka's citizens would like to attend the game when they were looking for new entertainment opportunities in Kotka.

H4: Majority of Kotka's citizens would not like to attend the game if the weather conditions were bad at the match day.

H5: Majority of Kotka's citizens did not attend FC KTP games because of poor personal accessory with the team.

H6: Majority of Kotka's citizens did not play football regularly.

One of the strongest hypothesizes of this thesis (H1) belonged to the economic value of a sport game. It was expected to identify the strong intention to watch a football game after making the bet on a game. This factor, however, would not allow the club to build the long-term relationship with the customer, since gambling did not influence the conversion process. (Wakefield 2007, 22 – 23.) Nevertheless, the hypothesis was built on the assumption that Finnish people had the strong interest towards the gambling process and the fact that it was more interesting to follow a game when the individual could obtain personal economic benefit from it.

It is commonly stated that social motivation is one of the strongest factor at the starting stages at the fan loyalty process. (Wakefield 2007, 16 - 22.) Therefore, there was created the second hypothesis (H2). The idea of this hypothesis was to examine the social impact of friends on the individual's intention to attend a game. The positive connection of with friends influence could identify the opportunity for FC KTP to implement a number of specific projects that would attract friends of existing fans and supporters to attend the game (Sutton 1997, 17; Wakefield 2007, 16 - 28).

Following the words of Shank (2005), entertainment value had the strongest impact on intention towards attending a sport game. In that sense, it was interesting to identify perceived entertainment value of the football activities formed in the minds of potential customers. This hypothesis (H3) received information on the issue of entertainment from the perspective of 'exploratory purchase behaviour'. Therefore, the hypothesis reflected the motivations of variety seekers. That is why, this hypothesis was examined with the help of questions that would define variety seeker in the individual (Wakefield 2007, 18-28).

It was expected to receive highly positive results towards this hypothesis (H3), since it was also built on the fact that there were not so many activities that people could attend in their free time in Kotka. Kotka was a relatively small town in comparison to bigger cities: Helsinki and Saint-Petersburg. This positive connection to this hypothesis could provide the opportunity for the football club to attract people with the help of new entertainment option factor.

The next hypothesis (H4) illustrated the relationship between bad weather conditions and lower number of spectators. This hypothesis identified negative influence of bad weather conditions on potential customers' intention to attend a football game. As it was discussed earlier in this thesis, the factor of bad weather conditions did not have a strong negative influence on Scottish football league. And it was important to define the situation in Finland (Current Results Publishing 2016; Opta Sports 2016).

The H5 was based on the poor identification of potential customers with FC KTP in Kotka. In fact, the identification issue appeared to be crucial in the fan loyalty building process. And it consisted of two major dimensions: the knowledge of the sport origins and knowledge of the sport organization (Wakefield 2007, 22.) This hypothesis examined the intra-personal barrier impact.

The last hypothesis (H6) was created on the basis of intra-personal barrier. And it defined the second dimension of the poor identification barrier. The idea of the hypothesis was to define how well people from the focus group understood the rules of football. This aspect is one of the key reasons to conversion into supporter of a sport organization (Wakefield 2007, 22.) Consequently, the lack of football background could explain the reason of low number of supporters of FC KTP.

The H6 appeared due to high number of active football players in Finland. In fact, there were over 160.000 of adults and over 230.000 youth football players in Finland. And it appeared to be the top participated sport in Finland (Ministry of Sports 2006). Therefore, it could appear that majority of citizens of Kotka regularly play football as the hobby.

6.4 Reliability and Validity

The issue of reliability and validity would be discussed in the following chapters. First of all, the reliability of questionnaire would be discussed. Later the data sample size would be defined and explained. Finally, the practical timeline of this thesis would be discussed.

Overall, the thesis gathered the primarily research data. The data was collected with the help of quantitative and qualitative methods. The quantitative method represented in the form of questionnaire. The questionnaire was built with the help of the literature review. The literature defined scientifically proved sources. Majorly, the published data source, such as: books and journals were used. More precise definition of the reliability of the questionnaire would be discussed in the following chapter (Muijs 2004, 16).

The qualitative analysis was presented in the form of interview and life observations of the author. There have been only couple of notifications based on life observations. And the interview was built on the literature overview, as well. It reflected the need to demonstrate the real-life example of the outcomes from the questionnaire. Therefore, it is possible to say that the results of the interview presented the confirmation on the findings from the questionnaire (Burns & Bush 2013).

6.4.1 Numerical Data Analysis

For the purpose of receiving reliable results, the questionnaire is based on literature review. Among the literature that has been used, it is possible to characterize as published sources that use additional referencing or particular examples from the industry. Majorly, the questionnaire is built on bibliographies including books and journals. Moreover, different statistical data has been used in with the idea of defining the most important motivational factors. What is more, the information that is included into questionnaire came from directives, for example, guidelines and conferences (Bush and Burns 2008, 140 - 142).

Overall, the questionnaire did not lead the respondent to any answer. This is controlled with the help of factors, such as open questions in the unemotional form. The questionnaire collection process was done in-personally and then the results were transported into electronic version. However, the questionnaires that collected the lack of answers to questions were not taken into consideration. Moreover, the questionnaire considered one question that checked the reliability of the respondent's answers. This question was asked with using different words and had the same sense. This question also defined the reliable questionnaires (Muijs 2004, 40 - 53).

The statistical data was analyzed with the help of SPSS program. The usage of SPSS minimizes the mistakes with data analysis and provides reliable statistics. The program allowed creation of the frequency tables that illustrate the number of positive, negative and neutral answers. Also, the tables demonstrated the percentages that were counted on the basis of the number of answers of each kind. This information was used for the purpose of building bar charts. The bar charts were used for demonstration of the outcomes of the thesis (Muijs 2004, 85-89).

6.4.2 Data sample size

The data collection process brought up 191 responses to the questionnaire. Nevertheless, only 143 questionnaires were chosen to be suitable for the research purpose. Unselected questionnaires provided the lack of answers or identified the respondents as people who would never visit a football event due to the lack of motivations to visit it. As long as this research concentrates on potential customers, questionnaires of existing customers (those who marked that they already visit the stadium) were not taken into consideration. Therefore, the total number of relevant responses decreased down to 91. The results from the collected questionnaires were discussed in the chapter 6 (Muijs 2004, 40-89).

6.4.3 Practical Timeline

The research was concluded in 2016. It is hard to predict the precise date when the information obtained would lose its scientific usage. However, it is possible to clearly identify that the literature review would stay up to date for as a long as the new versions of scientific materials would be published. It is also possible to predict that the value of this thesis would stay relatively high until new research on the similar topic would be conducted.

Overall, it is possible to predict approximately five years of lifetime for this thesis. The reason for this number of years would be quite recent publications that were used in this thesis (published in 2007-2016, majorly). Also, changes in human behaviour can be both slow and rapid. Currently, it is hard to predict how fast changes would enter the society. Also, it is possible to state that after five years the sample of the focus group that is used in this thesis would significantly change (aging factor).

6.4.4 Questionnaire Structure

The questionnaire was divided into eight parts. The purpose of the first part was to define the respondent's spectator type (fan, supporter, non-supporter, and non-spectator). The second part offered the respondent the opportunity to provide information about expectations of any sport event and state the identification level with FC KTP. What is more, the motivations of "fair-weather fans" were asked from the respondent in this part. Moving to the third part, it presented the questions on personal participation and watching football games of the respondent. The idea was to find out the percentage of people who regularly participated in football activities or was watching them.

The fourth group of questions provided five options that defined the "social fan" in the respondent. Then the fifth part examined motivations of "variety seekers" and other (situation) motivations. The sixth part of factors illustrated the dimensions of personal accessory with the team. And the seventh part of questionnaire provided examination of other (situational) motivational factors combined with external barrier factors. Finally, the demographical factors were asked from the respondent.

7 DISCUSSION: COMPARISON OF MOTIVATIONS AND BARRIERS

This part would demonstrate which motivations tend to have the strongest impact on focus group. Those motivations would be grouped with the respect to type of non-supporters. These groups would be observed separately with the idea of major barriers identification. In other words, non-supporters' motivations would be compared with barriers. This comparison would illustrate which barriers have the most negative effect on each type of non-supporters.

7.1 Non-Supporters Motivations Analysis

Before announcing the results from the questionnaires, it is important to identify the major indicators that separate non-supporters from other groups in questionnaire. The major indicator that separates non-supporters from non-spectators is the potential interest in attending the sport event. At the same time, non-supporters do not feel the connection with the sport organization. Finally, there is factor of regular attendance of the football games that identifies at least the supporter in spectator. Therefore, non-supporters are going to be chosen by using the conditions are stated below:

1. There is at least one potential factor that can motivate the respondent to attend the game
2. There is no or almost no identification with the team
3. The respondent should not attend the games regularly

Following these three indicators, it is possible to identify non-supporters from the questionnaires collected. As it has been stated earlier, non-supporters would be observed with the respect to type of motivations. Motivational factors are going to be provided in the following paragraphs with the respect to four types of non-supporters.

7.1.1 Social Fans

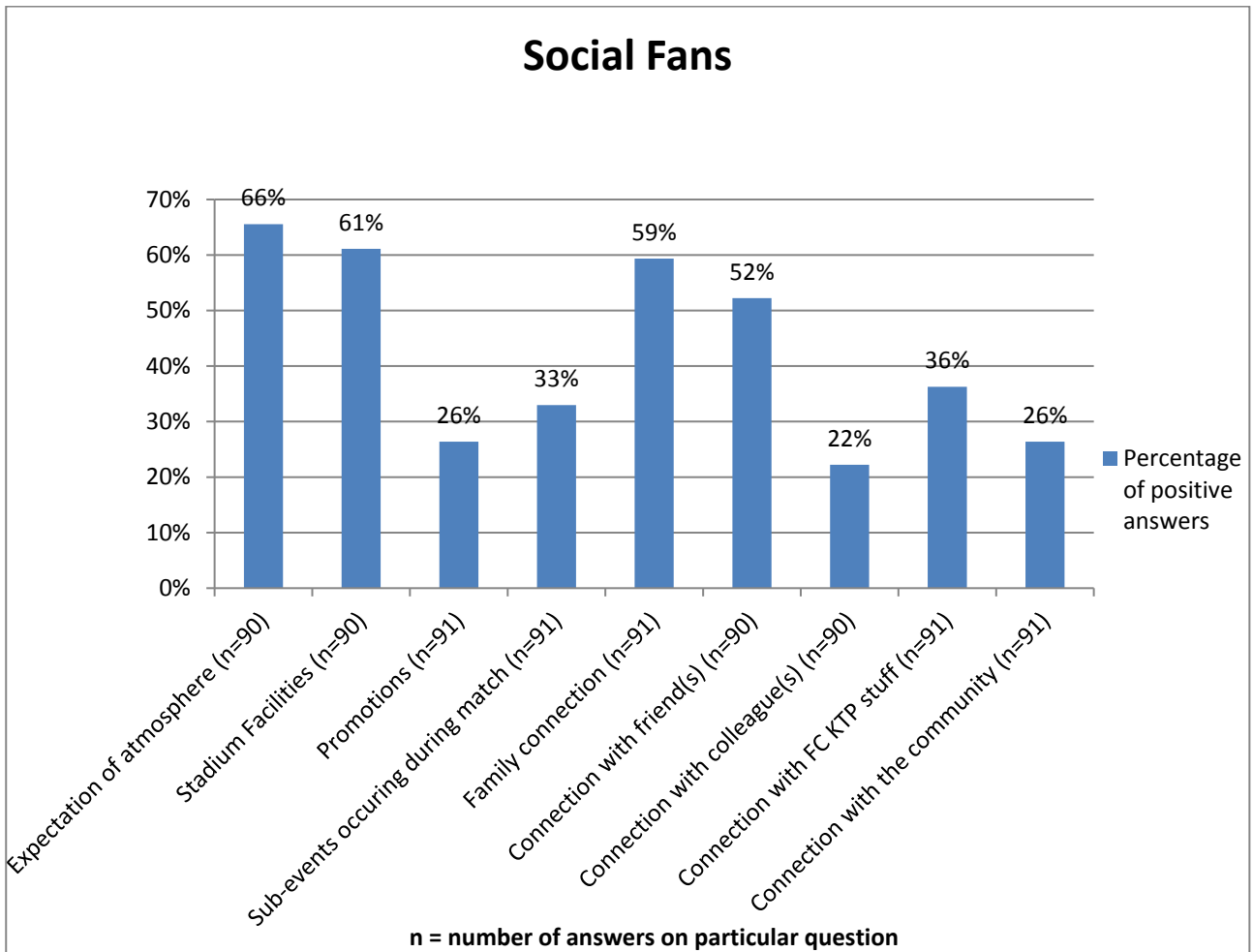


Figure 5: Motivations of social fans in Kotka in 2016.

The Figure 5 illustrates nine types of motivational factors that influence the intention of social fans to attend the sport event of FC KTP. As it is clear from the chart, there are four major motivations defining the existence of high popularity of social fans among FC KTP non-supporters. Those four factors are “expectation of great atmosphere at the game”, “great condition of stadium facilities”, “connection with family”, and “connection with friend(s)”. Those four factors have been positively marked by majority of non-supporters (over 50% of positive answers). Therefore, those four motivations should be taken into consideration when creating a marketing strategy towards non-supporters attraction.

7.1.2 Variety Seekers

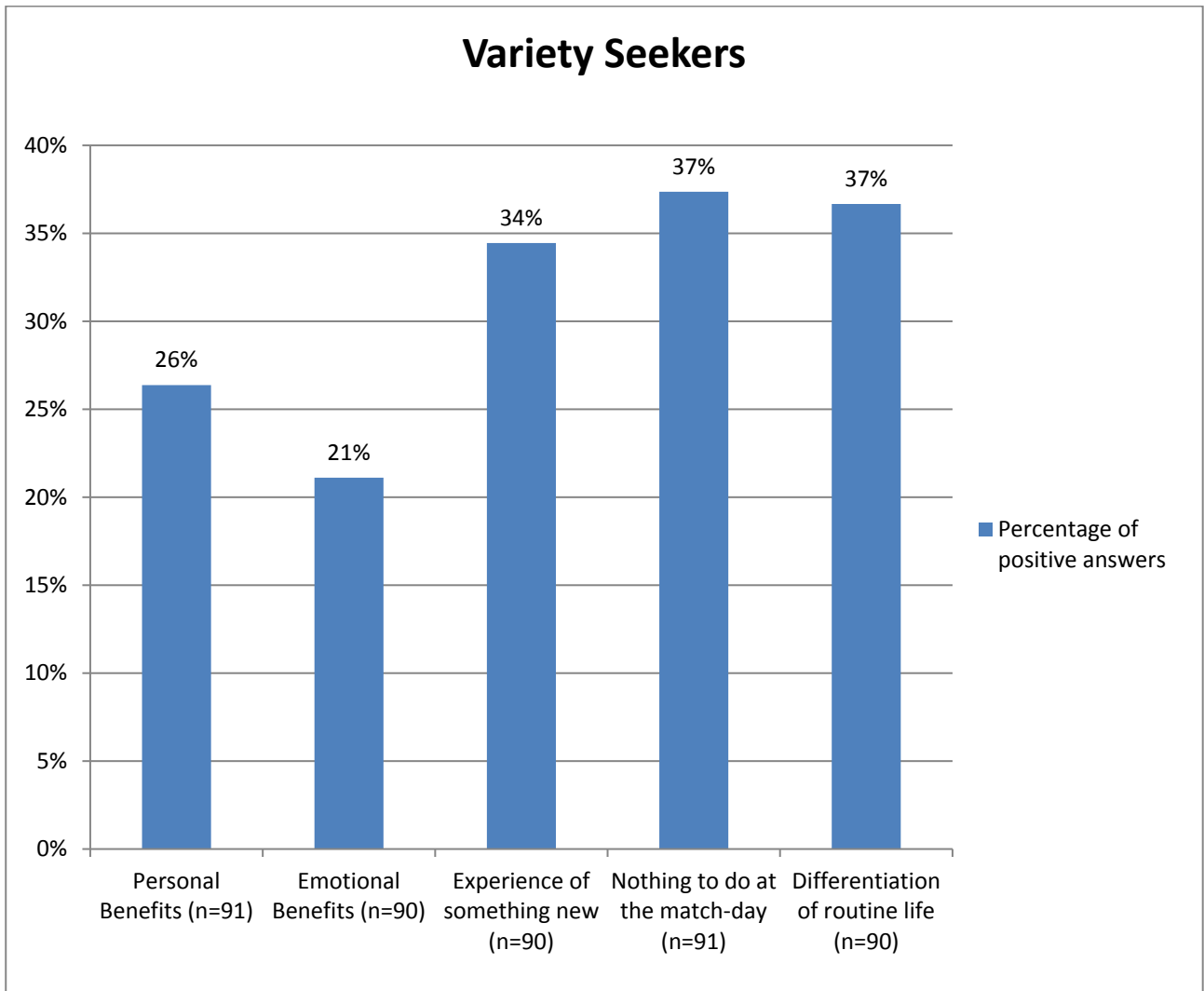


Figure 6: Motivations of variety seekers in Kotka in 2016.

Similarly to Figure 5, Figure 6 illustrates the motivations of variety seekers. Considering the group of variety seekers, it is possible to name three major motivations: “nothing to do at the match day”, “differentiation of routine life”, and “experience of something new”. However, each of these factors is far from being the strong reason for attending FC KTP game.

There are two major motivational factors influencing variety seekers that have equal percentage of positive answers: “nothing to do at the match day” and “differentiation of routine life” (both 37%). However, “differentiation of routine life” factor has less number of answers and consequently keeps a little lower rating. Nevertheless, none of variety seekers motivational factors have reached at least 50 % of positive answers. That is why, variety seekers motivations would not be compared with barriers.

Overall, the research has identified relatively small number of variety seekers among non-supporters. That is why, it is possible to state that motivations of variety seekers should not be taken into consideration when addressing the group of non-supporters.

7.1.3 Fair-Weather Fans

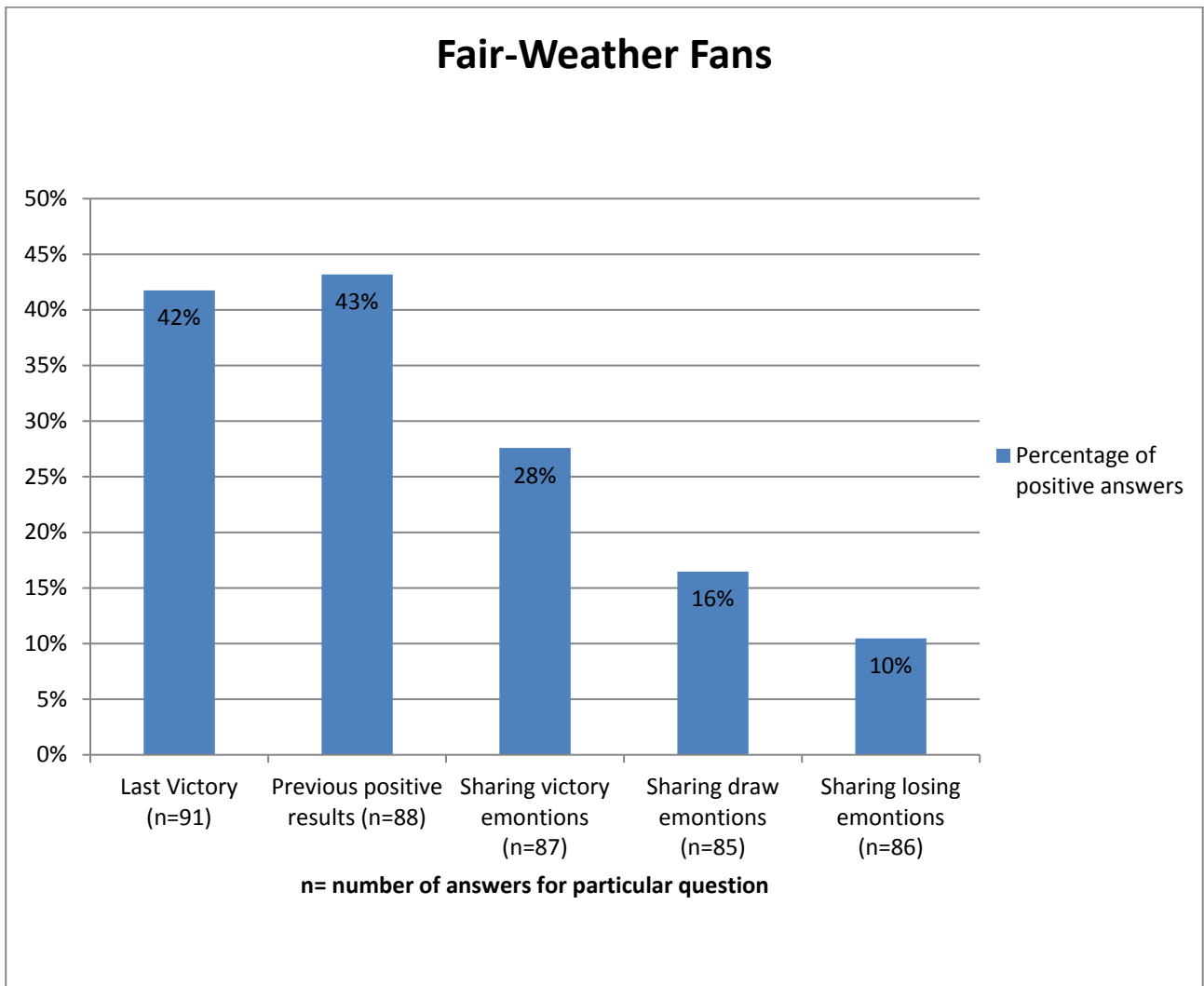


Figure 7: Motivations of fair-weather fans in Kotka in 2016.

Figure 7 demonstrates the percentage of fair-weather fans popularity through particular motivational factors. The major idea of Figure 7 is to show how popular those motivations among non-supporters.

It is clear from the Figure 7 that previous positive results, as well as last victory fact, have the strongest influence on fair-weather fans (43% and 42%, respectively). Nevertheless, both factors do not identify

the majority of non-supporters (less than 50%). That is why, likewise variety seekers, fair-weather fans motivations would not be compared with barriers.

7.1.4 Other Types of Non-Supporters

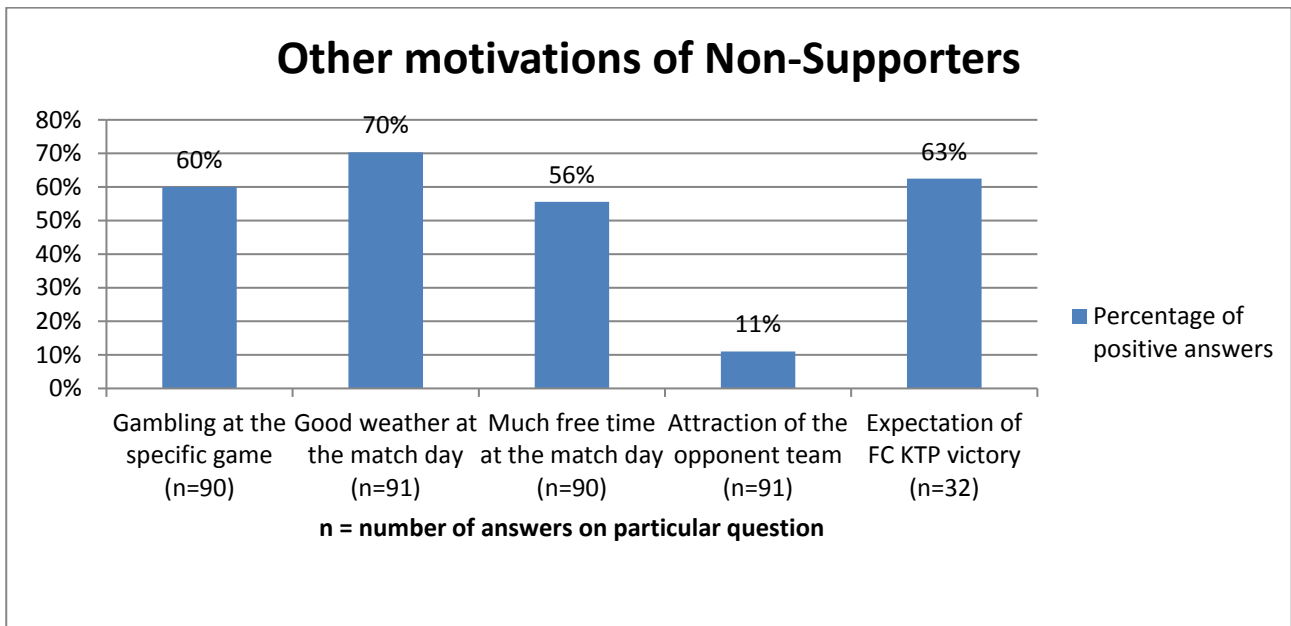


Figure 8: Motivations of other non-supporters in Kotka in 2016.

On contrast to three previous charts, Figure 8 shows relatively high percentages of motivations. Four out five motivations have reached over 50% rating of positive answers. Among these factors, “good weather conditions at the match” tends to have the strongest influence on the decision of non-supporter to attend the game of FC KTP (70% of positive answers). The second best result has the “expectation of FC KTP victory” factor. However, this result is received from the open question and the number of answers for this question is significantly lower than the rest of the question. That is why, this factor would not be compared with barriers. It is nevertheless important to mention that the expectation of victory seems to have the strong correlation with attendance rating. And this factor should be observed more precisely. Two more significant factors are “gambling at the specific game” and “availability of free time at the match day” (60% and 56% respectively).

Overall, it is possible to conclude that these situational factors seem to have the strongest impact on the focus group. And those motivations should be addressed when FC KTP would create the marketing strategy.

7.2 Non-Supporters Barriers Analysis

7.2.1 Intra-Personal Barriers

One of the major barriers of non-supporters is poor identification with the team. And as it has been discussed in previous chapters, identification is based on two major components: knowledge about the sport organization and knowledge about the sport itself. (Wakefield 2007, 21 - 22.) This chapter is going to discuss those two major indicators of identification with the idea of understanding which factor tends to have stronger effect on poor identification with the team of people from the focus group.

7.2.1.1 Knowledge of the Team

This factor defines all possible information that can be known by the fan of FC KTP. The idea is to identify strong is the barrier of poor knowledge of FC KTP team. This will identify the focus areas in information promotion towards non-supporters.

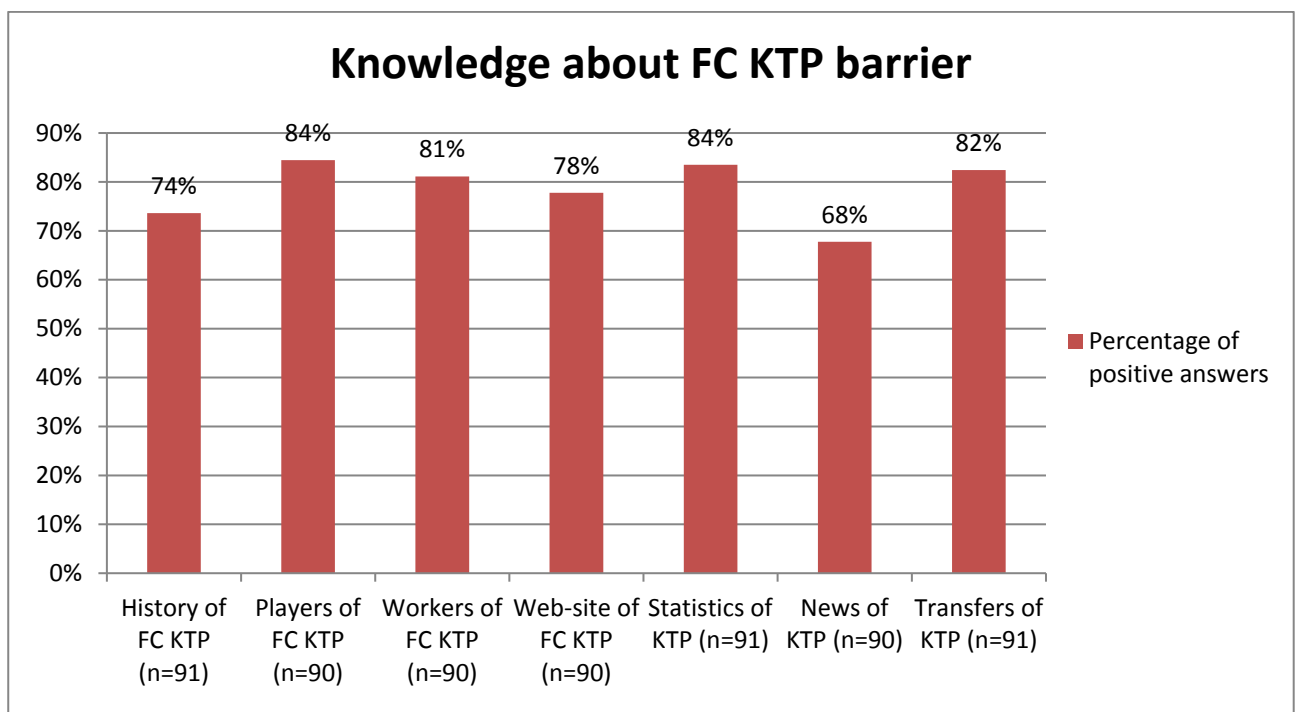


Figure 9: The barrier of poor knowledge about the club.

The chart above illustrates how much people from the focus group know about FC KTP. The chart defines that the majority of non-supporters does not know anything about the mentioned indicators. There are two indicators with better results than the rest of the factors: “news of FC KTP” and “history of FC KTP” (68% and 74% respectively). News of FC KTP is more likely to illustrate a good recent work in marketing of the club. And history illustrates previous success of the club that have stayed in memory of some people. Other factors belong to the weakest parts of FC KTP.

Overall, the barrier of poor knowledge about the club seems to be the key reason for poor identification with the club. And consequently, poor identification leads to poor supporters and fans number. This is the key barrier FC KTP should concentrate on.

7.2.1.2 Knowledge of Football Rules

The issue of the knowledge about the club has been analyzed with the respect to three major dimensions: personal participation in any type of football games, current personal participation, and watching football games. The Figure 10 illustrates the percentage of positive answers of non-supporters.

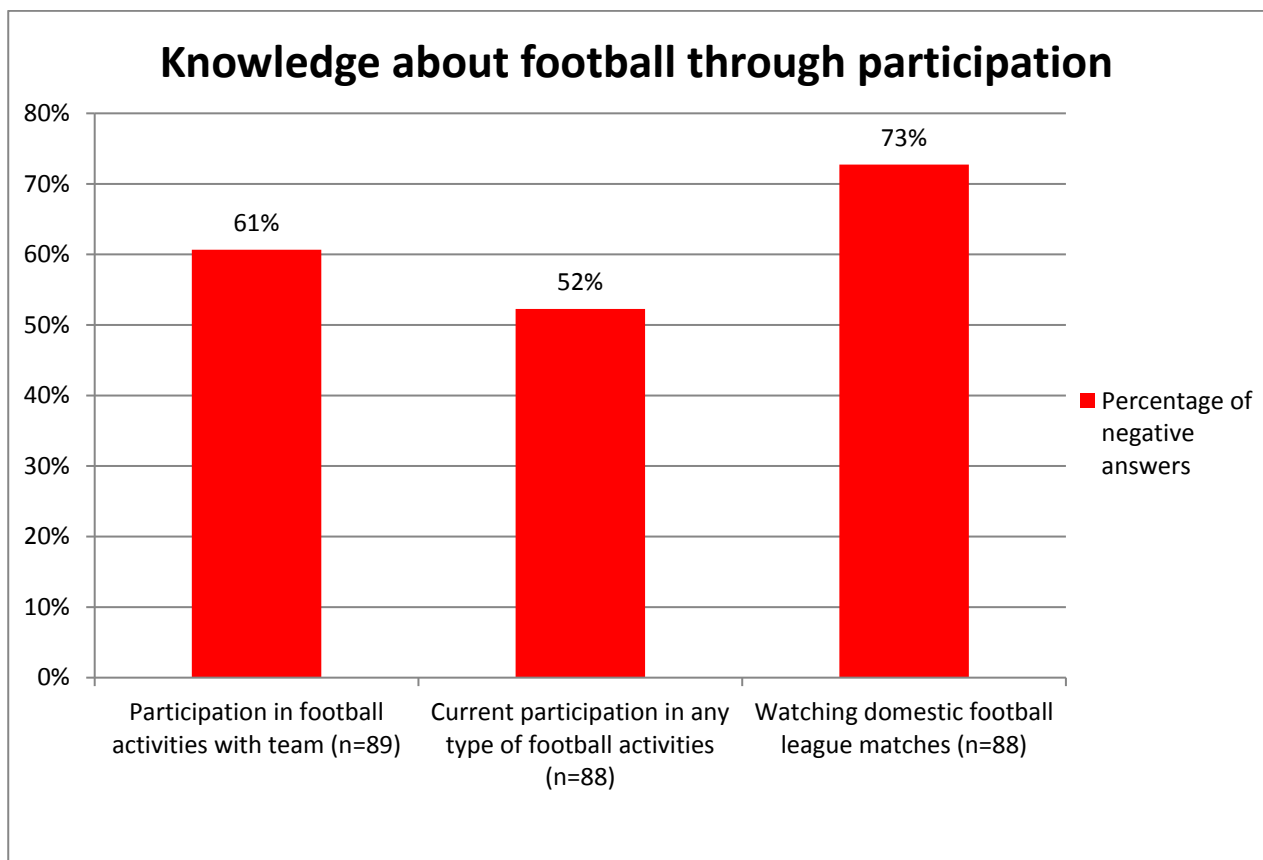


Figure 10: Knowledge of football rules through participation.

Figure 10 defines poor participation of the focus group in football activities. The participation is connected with the understanding and experiencing of the game issue. Therefore, the barrier of poor participation in any kind of football activities leads to lower knowledge about the game process and origins. And the poor knowledge barrier defines poor work in sense of organization of football activities in town.

It is important to notice the watching domestic football factor that defines the interest to domestic football itself. In fact, the number of non-supporters that follow domestic football has appeared to be very low. Nevertheless, some people still have an interest towards watching games.

7.3 Comparison of Motivations with External Barriers

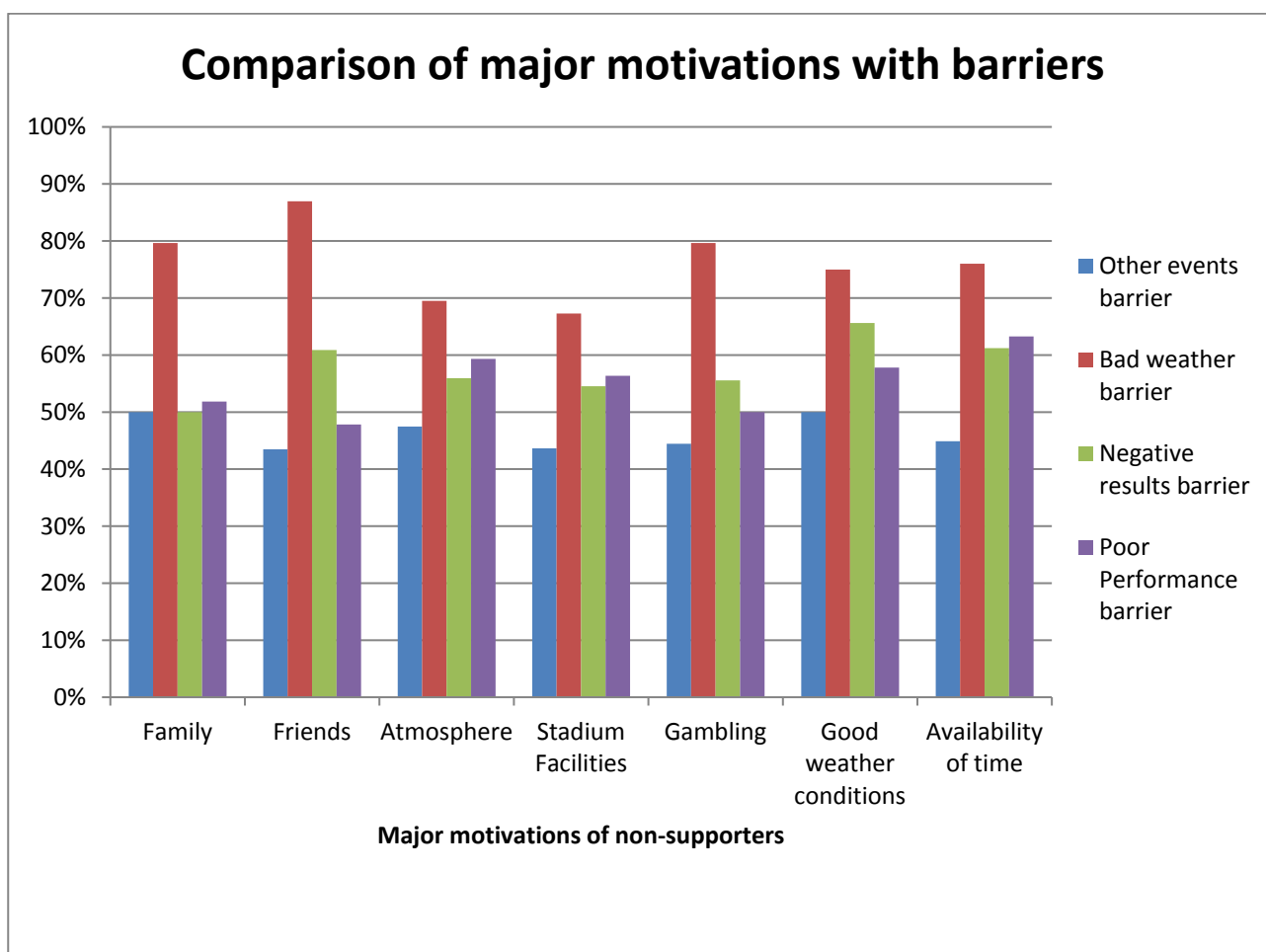


Figure 11: Comparison of the most popular motivations and external barriers.

Finally, Figure 11 demonstrates seven major motivations compared with four major external barriers that have been examined in this work. This chart belongs to major outcomes of this thesis work. It is clear from the graph that bad weather seems to be the strongest barrier on majority of non-supporters who obtain the intention to attend the game. At the same time, other events do not seem to have strong barrier on all groups excluding those who is motivated by opportunity to spend time with the family or those who can be motivated by good weather conditions during the game day. Interestingly, people who could be motivated with the availability of free time at the match day factor are more likely to be stopped by poor team performance barrier. At the same time, people who attend due to the connection with friends are not really stopped with the performance barrier.

Overall, these comparisons demonstrate the opportunity to promote attending the match at the match day in case of positive weather. Also, it would be clever to propose the forecast for the match day before the match day. Thus, people could already be interested in attending the game, in case of the positive weather. Also, after negative matches of FC KTP, the club can promote family and friends connection with the idea of non-supporters attraction, since the negative results of the team have weak comparison with these two factors.

8 DISCUSSION: ANALYSIS OF INTERVIEWS

The main idea of this chapter is to illustrate the success story of conversion from the non-supporter stage into supporter stage. In fact, the success story would demonstrate also the factors that have motivated the person to attend the games of FC KTP at the early stages. Obviously, the success story is going to be an example for further researches on the topic of supporters. And this thesis would only concentrate on information from the point of finding relevant information to answer this research's questions.

8.1 Interviewees Background

To start with, the general information about the interviewee would be provided. The person's name is Kirill Podchishchalov. He moved to Kotka from Saint-Petersburg in 2008. Since that time, his company has become the official sponsor of FC KTP for several years and he has been regularly attending the matches of FC KTP. Nevertheless, the very first experience at the football game had happened before Kirill moved to Kotka. Following his words:

Once I came to visit my brother in Kotka. It was approximately in 2006. We were walking in the center of the town. Suddenly we were passing the stadium where FC KTP has been playing. I came to guard and asked: "What is happening?" As a result of the small talk, they have offered us to enter the arena to watch first 15 minutes of the game for free. Honestly, I do not remember the score of the game. But I clearly remember that it was great: sunny weather, very warm day and there have been many people at the stadium.

From the words of Kirill, it is possible to find out several interesting features. First of all, the experience has occurred suddenly, without the special intention to attend the game. Secondly, among the motivational factors that have stayed in the memory of Kirill, there have been: good weather conditions and a crowd of people. It means that he has firstly belonged to combination of "social fans" and non-supporters who are motivated by other factors. Moving on to the stage of Participation from the "Cycle of a fan", Kirill has shortly provided following information:

There is an aspiration: "Support your local football club". It happened that I moved to Kotka and FC KTP has become this local club that I started to support." Moreover, another significant point has been the issue of socialization in new town. "When I had moved to Kotka, I started to look for socialization. I have expected to find connections to people through matches of KTP. Unfortunately, supporting FC KTP didn't match my expectations. I couldn't find any friends through visiting football games of KTP.

In fact, Kirill has already been the supporter of the Zenit football club from Saint-Petersburg before moving to Kotka. Therefore, it is possible to say that his previous experience has appeared to be a valuable factor to “support a local football club” in Kotka. That is why, the factor of previous experience should be observed within the next research about supporters.

Considering the socialization issue, it is possible to explain why Kirill is just a supporter but not the fan of FC KTP. As it is possible to see from the words of Kirill, he has expected to find friends at the sport events of FC KTP. Following the “cycle of a fan”, it is possible to define this wish or expectation with the “Community” stage. And since Kirill could not find the group of like-minded people, the conversion into this stage could not happen. Therefore, Kirill has stopped his development at the stage of “evangelism” in the “cycle of a fan”.

8.2 Motivational Factors

As long as Kirill belonged to supporters of FC KTP, it is important to identify the factors that motivate him to attend the game. Those factors could and would be compared with the one people from focus group more likely to have. As the result of comparing motivational factors of non-supporters and supporters, the difference between motivations would be seen. Following the words of Kirill,

the process of game itself is the most exciting part. <...> As for event dimension, I would come for a good football game to any place, even if it is played somewhere in the desert without any kind of facilities. If the game itself is expected to be exciting, I would love attend it.

Consequently, it becomes clear that the dimension of football performance plays the most valuable role when attending the games of FC KTP. In addition to the main motivational factor, Kirill has mentioned that organic food at the events would increase his motivation to attend the game. This factor should be observed more precisely. Nevertheless, it is already possible to say that stadium facilities and services could be adjusted according to supporters’ needs. This factor, however, should be observed in the further researches.

8.3 Barriers to Attend FC KTP Games

Among the factors that Kirill has defined as the most significant, it is possible to name: the atmosphere that is created by FC KTP fans, supporting methods that fans have, and field’s size. The first two factors identify the need of interviewee in joining the community of like-minded people. However, the different

community ideas and beliefs stop the individual from further development in the “cycle of a fan”. Therefore, the interviewee does not reach the fan level.

Another fact: ‘field size’ belongs to the factors that cannot be adjusted. Moreover, this factor seems to have deeper explanation. That is why, the further research should contain more deep interviews to define more precise barriers.

Also, the interviewee has identified several barriers as irrelevant one. There are two them: lack of entertainment facilities at the game and bad weather conditions. Interestingly, Kirill has identified the bad weather conditions as irrelevant factor due to he is “always strongly motivated to watch a good football game”. In other words, the intention to attend the game is stronger than the barrier of poor weather conditions. This sort of correlation could become another interesting issue to research in future.

8.4 Developmental Issues

The interviewee has identified several interesting factors that would increase his personal intention to attend FC KTP games. These issues should be seen as potential improvements that could increase the motivation of supporters’ group of FC KTP. Among the issues, there are: the team play change and entertainment facilities for children.

The team play change identifies the need to play in more attacking football that would satisfy the needs of fans. This football should not necessary bring up the result. However, it should at least be interesting to watch: “Maybe this is the result of our tactic at the moment. It would be much more interesting for me to see attacking football with fast movement of the team forward. It does not matter if we lose or win, the most important is to see fast team movement from defense to attack.”

As for the second point, facilities for children are not yet offered. This fact either offers parents to take care about children during all period of football game, either not to take children with them to the game at all. Both options seem to have negative influence on fan development process.

9 CONCLUSION

The thesis investigated a number of important issues that address the research problem. The research problem was to create a relevant data base about motivations and barriers of potential customer segments with the idea of creation of the future marketing campaign for FC KTP. And the thesis provided the number of relevant data for the commissioning party to use when working on new marketing actions. The conclusion stated the answers that defined the answers to key research questions. Overall, the information that was written in this thesis addressed the demand to increase the number of spectators at the FC KTP games.

In order to find the solution to the main research problem, there were stated four research questions. The questions were looking for the most popular motivational factors, barriers, and expectations. And it was also interested to see which barriers had the strongest influence to each customer segment. The answer to attraction of potential customers question was presented in the form of major motivations listing. This list with the percentage of positive answers could be found below:

- 1) Good weather conditions at the match day increase intention to attend the game. (70%)
- 2) Expectation of great atmosphere increases intention to attend the game. (66%)
- 3) Stadium facilities increase the intention to attend the game. (61%)
- 4) Gambling on specific game increases intention to attend the game. (60%)
- 5) Opportunity for family connection increases intention to attend the game. (59%)
- 6) Availability of free time at the match day increases intention to attend the game. (56%)
- 7) Opportunity for friends' connection increases intention to attend the game. (52%)

In addition to the issue of motivations, there was the issue of the most exciting moments at sport events that increased the intention of the focus group to attend a sport event. Those most exciting moments were identified as the answers to the second research question. Interestingly, it was found that the majority of people from the sample had the strong expectation of the favourite team victory (63%). This question was asked in the form of the open question and therefore collected only the third part of the responses. The rest part of the answers defined expectation of the atmosphere at the sport event as the most attractive element of the sport event.

The second research question was created for purpose of barriers identifications. There were found five most popular barriers that the people from the sample defined. Four of them presented below with the percentage of negative responses:

- 1) Poor weather conditions (75%)
- 2) Negative performance of the team (57%)
- 3) Recent negative results of the team (54%)
- 4) Attractiveness of other events at the match day (50%)

The poor weather conditions tended to be the most popular external barrier. However, in addition to those four barriers, there was found poor identification barrier that belong to intra-personal barriers group. And in comparison to external barriers, poor identification was found to have deeper dimensions. There were found two main dimensions: knowledge of the FC KTP and general knowledge of football as the sport. The analysis of the data demonstrated that knowledge of the club seemed to be the strongest dimension and barrier towards the focus group. Poor knowledge of the team was found to be dependent on the following factors:

- 1) Poor knowledge about the statistics from FC KTP games. (84%)
- 2) Poor knowledge about the players. (84%)
- 3) Poor knowledge about transfers of FC KTP. (82%)
- 4) Poor knowledge about FC KTP workers. (81%)
- 5) Lack of visiting of FC KTP web-site. (78%)
- 6) Poor knowledge about FC KTP history. (74%)
- 7) Poor knowledge about FC KTP news. (68%)

Poor knowledge of the team was found to be the weakest point that led to a poor identification barrier. In order to answer the fourth question of the thesis, there was created the comparison of main motivations with main external barriers. As the result of comparison, it was found that poor weather conditions were the most popular barrier to all representatives of the focus group.

9.1 Thesis Hypothesis

The results of the questionnaire defined five positive connections and one negative relationship with thesis hypothesizes. All six hypothesizes were included into discussion of the outcomes part. However, the separate conclusion on each hypothesis would be shown in this part.

H1: Positive. The majority of Kotka's citizens would like to attend a game if they made a bet at that game.

Starting from the major hypothesis that concerned the issue of gambling, the focus group identified this motivation as one of the most attractive. However, the percentage of positive answers showed only 60%. And there were four other motivational factors with higher number of positive answers. Therefore, the issue of gambling could not be named as the best motivational factor of non-supporters to attend the game.

H2: Positive. The majority of Kotka's citizens would like to attend a game if their friends were going too.

Moving to the issue of friend connection, it was found to be the seventh most attractive motivation to attend a sport event for the majority of non-supporters. Interestingly, the expectation of this hypothesis was much higher than it appeared to be. Therefore, friend connection did not belong to the most important factor of non-supporters, too. Nevertheless, the hypothesis could be characterized as the positive one.

H3: Negative. The majority of Kotka's citizens would like to attend a game when they were looking for new entertainment opportunities in Kotka.

As for the new entertainment opportunities motivation, that appeared to be a less popular motivation for the focus group. The negative connection defined the fact that "variety seekers" did not belong to the perspective for attraction group of potential spectators in Kotka. What is more, the lack of interest in experiencing new types of entertainment defined that it would be more difficult to attract people to experience football games than it was expected at the beginning. Therefore, the hypothesis defined a new barrier towards attending a game: the lack of interest towards experiencing new entertainments.

H4: Positive. The majority of Kotka's citizens would not like to attend a game if the weather conditions were poor at the match day.

This hypothesis was well predicted to be the key barrier for potential customers. That meant that the poor weather forecast would lead to lower number of spectators from the focus group. In order to overcome this barrier, the football club should find the way to sell tickets to the people from the focus group before the match day. In that case, the customer would have the need to appear at the stadium regardless the weather conditions due to the bought ticket.

H5: Positive. The majority of Kotka's citizens did not attend FC KTP games because of poor personal accessory with the team.

The seven indicators of "knowledge of the club" demonstrated that the potential customers had very poor accessory with the team. This defined that one of the starting points for attraction of potential customers would be to provide them information about the club. In other words, the thesis defined poor brand image of the club. As it was discussed earlier, the accessory with the sport organization was the key factor in conversion process from non-supporters into weak supporters of the club.

H6: Positive. The majority of Kotka's citizens did not play football regularly.

Finally, the participation barrier was defined. In fact, the thesis found that the majority of people from the sample do not play football regularly (52%). This fact identified the potential for FC KTP to create more football activities in which potential customers can play football, increase knowledge of the game, and become more familiar with FC KTP.

9.2 FC KTP Perspective

The answers to four research questions and information obtained from hypothesizes could be used by the commissioning party for the purpose of creation of correct marketing actions that would increase the number of spectators at the games. The thesis defined seven main motivations and two main expectations of potential customers that built their values from a sport game. In addition, the thesis explained the main reasons for current poor attendance at the stadium through illustrating the key barriers towards attending a football event of FC KTP.

One of the key outcomes of the thesis was the demonstration of the fan loyalty building process. This process could be used by the club for the purpose of conversion of potential customers into supporters and fans of the club in the long-term perspective. In addition to all mentioned factor, this thesis would

provide the opportunity for the club to conduct future researches with the idea of understanding the process of increasing the number of customers better.

9.3 Recommendations for Future Researches

The topic of fan loyalty building appeared to be poorly covered with scientific researches within Finnish football environment. This thesis brought up the information about the specific type of customers (non-supporters: potential customers) in the particular area (Kotka, Finland). There are two interlinked topics that would continue this thesis work:

- Main motivations and barriers of supporters to attend football game
- Main motivations and barriers of fans to attend football game

In addition to these two topics, it would be interesting to research the relationship between attending and watching a football game. It would also be interesting to find out if there is a relationship between personal participation and attending the sport event. Finally, the proposal topic would be definition of the most profitable customer segments of spectators.

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9.4 Appendix 1: Questionnaire

YHTEISTYÖSSÄ ROUTE 66 JA FC KTP

VASTAAMINEN VIE AIKAA 5-10 MINUUTTIA. KAIKKI ANTAMANNE VASTAUKSET OVAT LUONNOLLISESTI TÄYSIN LUOTTAMUKSELLISIA.

KAIKKIIN KYSYMYKSIIN ON ANNETTU VASTAUSVAIHTOEHDOT ERIKSEEN. PÄÄOSIN KYSYMYKSIIN VASTATAAN ASTEIKOLLA 1-5, JOSSA 1 TARKOITTAU, ETTÄ OLETTE TÄYSIN ERI MIELTÄ TAI, ETTÄ VAIKUTUS ON MIELESTÄNNE ERITTÄIN NEGATIIVINEN. VASTAUSVAIHTOEHTO 5 TARKOITTAU, ETTÄ OLETTE TÄYSIN SAMAA MIELTÄ TAI, ETTÄ VAIKUTUS ON MIELESTÄNNE ERITTÄIN POSITIIVINEN.

KOHDAT, JOIHIN TOIVOMME VASTAUSTANNE, OVAT MERKITYY VIHREÄLLÄ.

MUISTATTEHAN, ETTÄ OIKEITA TAI VÄÄRIÄ VASTAUKSIA EI OLE, VAAN MIELIPITEENNE ON RATKAISEVA.

MIKÄLI ETTE YMMÄRRÄ KYSYMYSTÄ TAI KOETTE VASTAAMISEN MUUTEN HANKALAKSI, KÄÄNNYTTEHÄN PUOLEENI.

KIITOKSET VASTAUKSISTANNE JO ETUKÄTEEN!

-NIKITA GONCHARENKO

OSIO 1: FANIN IDENTIFIOITUMINEN

Mikä seuraavista väittämistä kuvaaparhaiten suhdettasi FC KTP:hen?				
Olen vannoutunut seuran kannattaja	Käyn säännöllisesti otteluissa, mutta en koe olevani fani	Käyn epäsäännöllisesti katsomassa otteluita	En juurikaan käy peleissä, enkä ole kiinnostunut seuran toiminnasta (siirry osioon 2)	
Minä vuonna kävit ensimmäisen kerran KTP:n ottelussa?				
Kannatko KTP:tä tietyn pelaajan takia?		Jos kyllä, kirjoita pelaajan nimi		Ei
Oletko koskaan kutsunut ystäviäsi katsomaan KTP:n peliä?			Kyllä	Ei

Mistä asioista pidät eniten KTP:n otteluissa?

OSIO 2: TUNTEISIIN PERUSTUVAT MOTIIVIT

Millaisia odotuksia sinulla on, kun menet urheilutapahtumaan?

Vastaa seuraaviin väittämiin asteikolla 1-5 (1: Vahvasti eri mieltä; 5: vahvasti samaa mieltä)	1	2	3	4	5
KTP:n voitto lisää kiinnostustani mennä katsomaan joukkueen seuraavaa peliä					
KTP:n voitto ennalta vahvemmassa vastustajasta lisää kiinnostustani mennä katsomaan KTP:n seuraavaa peliä					
Keskustelen ottelusta ja otteluun liittyvistä seikoista seuraavana päivänä ystävien kanssa, mikäli peli päättyy seuraavasti:	jos KTP voittaa				
	jos KTP häviää				
	jos KTP pelaatasapelin				
Tunnen olevani osa seuraa					
KTP:n ottelut tarjoavat elämyksiä, joihin voin eläytyä					

OSIO 3: JALKAPALLOTAUSTA & OSALLISTUMINEN KATSOJANA

1. Oletko koskaan pelannut itse jalkapalloa? (jos ei, siirry kysymykseen 5)	Kyllä		Ei		
2. Kuinka ammattimaista toiminta on ollut? (voitte valita myös useamman viahtoehdon)	Ammattimaista	Aloittelijataso	Harrastetaso	Juniori	
Vastaa seuraaviin väittämiin asteikolla 1-5 (1: Vahvasti eri mieltä; 5: vahvasti samaa mieltä)	1	2	3	4	5
3. Pidän jalkapallon pelaamisesta tällä hetkellä					
4. Pidän jalkapallon pelaamisesta enemmän kuin muusta urheilusta					
5. Katson kotimaisia jalkapallo-otteluita säännöllisesti					
6. Käyn KTP:n otteluissa, kun tietty joukkue tulee vastaan					
7. Jalkapallon katsominen tarjoaa minulle samanlaisia elämyksiä kuin sen pelaaminen					

OSIO 4: SOSIAALINEN PAINE

Arvioi, millä todennäköisyydellä menisit katsomaan KTP:n ottelua jos: (1: vahvasti eri mieltä 5: vahvasti samaa mieltä)	1	2	3	4	5
Perheen jäsenesi osallistuu tapahtumaan					
Ystäväsi osallistuu tapahtumaan					
Työkaverisi osallistuu tapahtumaan					
Tuntisit jonkun, joka on mukana joukkueen toiminnassa					
Tietäisit varmasti, että paikalla on paljon yleisöä					

OSIO 5: MUUT VAIKUTTAVAT TEKIJÄT

Arvioi, millä todennäköisyydellä menisit katsomaan KTP:n ottelua jos: (1: vahvasti eri mieltä; 5: vahvasti samaa mieltä)	1	2	3	4	5
Sinulla ei olisi mitään muuta tekemistä kyseisenä päivänä					
Joku KTP:n sponsoreista järjestäis ohjelmaa ottelun yhteydessä (esim. musiikkitapahtuman, tanssiesityksentms.)					
KTP tarjoaisi sinulle henkilökohtaisia etuja					
Olisit veikkannut KTP:n pelintulosta					
Kaipaisit vaihtelua arkeesi					
Haluan tutustua erilaisin vapaa-ajan aktiviteetteihin					

OSIO 6: HENKILÖKOHTAINEN SITOUTUMINEN KTP:HEN

Vastaa seuraaviin väittämiin asteikolla 1-5 (1: Vahvasti eri mieltä; 5: vahvasti samaa mieltä)	1	2	3	4	5
Tunnen KTP:n historian					
Tunnen henkilökohtaisesti huomattavan määrän KTP:n pelaajia					
Tunnen henkilökohtaisesti jonkun KTP:n hallinnosta tai muusta henkilöstöstä					
Olen vieraillut KTP:n verkkosivuilla					
Seuraan KTP:n otteluiden tilastoja					
Seuraan KTP- aiheisia uutisia					
Seuraan KTP:n seura siirtoja					

OSIO7: "NON-MOTIVATIONAL" TEKIJÄT

Arvioi, miten seuraavat tekijät vaikuttavat halukkuuteesi käydä KTP:n kotiotteluissa. Vastaa seuraaviin kohtiin asteikolla 1-5 (1: vaikuttaa erittäin negatiivisesti; 5: vaikuttaa erittäin positiivisesti)	1	2	3	4	5
Samana päivänä Kotkassa järjestetään muita tapahtumia					
Huono sää					
Viime aikojen huonottulokset joukkueelta					
KTP on pelannut huonosti aiemmissa otteluissaan					
Henkilökohtaisen talouteni heikkotilanne					
Stadionilla on hyvä tunnelma					
Ottelun stadion olosuhteet ja palvelut ovat hyvälaatuisia					
Hyvä sää					
Sinulla on paljon vapaa-aikaa					
Sinulla ei ole muuta tekemistä ottelupäivänä					

OSIO8: VASTAAJAN PERUSTIEDOT

Sukupuoli: Mies Nainen

Syntymävuosi:	
Syntymäpaikka (Kotka/Hamina/jne.):	
Nykyisen asuinpaikan postinumero:	

Merkitse oikeaan kohtaan:

Kotitalouden bruttotulot:	<input type="checkbox"/> 0-19999 €	Vastaaajan koulutusaste:	<input type="checkbox"/> Peruskoulu
	<input type="checkbox"/> 20000-39999 €		<input type="checkbox"/> Ylioppilas
	<input type="checkbox"/> 40000-59999 €		<input type="checkbox"/> Ammattikoulu
	<input type="checkbox"/> 60000-79999 €		<input type="checkbox"/> Alempikorkeakouluaste (amk)
	<input type="checkbox"/> 80000-99999 €		<input type="checkbox"/> Ylempikorkeakouluaste (yliopisto)
	<input type="checkbox"/> 100000 € tai enemmän		<input type="checkbox"/> Tutkijakoulutusaste

Kiitosvastauksistanne!

Tämän kyselylomakkeen vastauksia tullaan käyttämään Nikita Goncharenkon Kajaanin ammattikorkeakoululle tehtävän opinnäytetyön osana.

9.5 Appendix 2: SPSS analysis of questionnaire's results

Last victory of FC KTP increases the interest to attend the next game

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	23	25,3	25,3	25,3
	No Opinion	30	33,0	33,0	58,2
	Agree	38	41,8	41,8	100,0
	Total	91	100,0	100,0	

Previous victories of FC KTP increase the interest to attend future games

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	28	30,8	31,8	31,8
	No Opinion	22	24,2	25,0	56,8
	Agree	38	41,8	43,2	100,0
	Total	88	96,7	100,0	
Missing	System	3	3,3		
Total		91	100,0		

Sharing victory of FC KTP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	33	36,3	37,9	37,9
	No Opinion	30	33,0	34,5	72,4
	Agree	24	26,4	27,6	100,0
	Total	87	95,6	100,0	
Missing	System	4	4,4		
Total		91	100,0		

Sharing draw of FC KTP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	40	44,0	47,1	47,1
	No Opinion	31	34,1	36,5	83,5
	Agree	14	15,4	16,5	100,0
	Total	85	93,4	100,0	
Missing	System	6	6,6		
Total		91	100,0		

Sharing lose of FC KTP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	40	44,0	46,5	46,5
	No Opinion	37	40,7	43,0	89,5
	Agree	9	9,9	10,5	100,0
	Total	86	94,5	100,0	
Missing	System	5	5,5		
Total		91	100,0		

Emotionally express yourself

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	48	52,7	53,3	53,3
	No Opinion	23	25,3	25,6	78,9
	Agree	19	20,9	21,1	100,0
	Total	90	98,9	100,0	
Missing	System	1	1,1		
Total		91	100,0		

Family member(s) comes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	20	22,0	22,0	22,0
	No Opinion	17	18,7	18,7	40,7
	Agree	54	59,3	59,3	100,0
	Total	91	100,0	100,0	

Colleague(s) comes

		Fre- quency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	36	39,6	40,0	40,0
	No Opin- ion	34	37,4	37,8	77,8
	Agree	20	22,0	22,2	100,0
	Total	90	98,9	100,0	
Missing	System	1	1,1		
Total		91	100,0		

Personal knowledge of FC KTP staff

		Fre- quency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	31	34,1	34,1	34,1
	No Opin- ion	27	29,7	29,7	63,7
	Agree	33	36,3	36,3	100,0
	Total	91	100,0	100,0	

Crowd of people coming

		Fre- quency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	51	56,0	56,0	56,0
	No Opin- ion	16	17,6	17,6	73,6
	Agree	24	26,4	26,4	100,0
	Total	91	100,0	100,0	

An event during the game (dancing, music, etc.)

		Fre- quency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	41	45,1	45,1	45,1
	No Opin- ion	20	22,0	22,0	67,0
	Agree	30	33,0	33,0	100,0
	Total	91	100,0	100,0	

Special promotion (tickets, lottery, etc.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	35	38,5	38,5	38,5
	No Opinion	32	35,2	35,2	73,6
	Agree	24	26,4	26,4	100,0
	Total	91	100,0	100,0	

Gambling at the game

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	22	24,2	24,4	24,4
	No Opinion	14	15,4	15,6	40,0
	Agree	54	59,3	60,0	100,0
	Total	90	98,9	100,0	
Missing	System	1	1,1		
Total		91	100,0		

Routine life differentiation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	26	28,6	28,9	28,9
	No Opinion	31	34,1	34,4	63,3
	Agree	33	36,3	36,7	100,0
	Total	90	98,9	100,0	
Missing	System	1	1,1		
Total		91	100,0		

Experience of something new

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	30	33,0	33,3	33,3
	No Opinion	29	31,9	32,2	65,6
	Agree	31	34,1	34,4	100,0
	Total	90	98,9	100,0	
Missing	System	1	1,1		
Total		91	100,0		

There is nothing else to do

		Fre- quency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	28	30,8	31,5	31,5
	No Opin- ion	34	37,4	38,2	69,7
	Agree	27	29,7	30,3	100,0
	Total	89	97,8	100,0	
Missing	System	2	2,2		
Total		91	100,0		

Current participation in football

		Fre- quency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	46	50,5	52,3	52,3
	No Opin- ion	23	25,3	26,1	78,4
	Agree	19	20,9	21,6	100,0
	Total	88	96,7	100,0	
Missing	System	3	3,3		
Total		91	100,0		

Preference of football to other sport activities

		Fre- quency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	68	74,7	77,3	77,3
	No Opin- ion	8	8,8	9,1	86,4
	Agree	12	13,2	13,6	100,0
	Total	88	96,7	100,0	
Missing	System	3	3,3		
Total		91	100,0		

Domestic football games watching

		Fre- quency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	64	70,3	72,7	72,7
	No Opin- ion	14	15,4	15,9	88,6
	Agree	10	11,0	11,4	100,0
	Total	88	96,7	100,0	
Missing	System	3	3,3		
Total		91	100,0		

Opponent team

		Fre- quency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	70	76,9	80,5	80,5
	No Opin- ion	7	7,7	8,0	88,5
	Agree	10	11,0	11,5	100,0
	Total	87	95,6	100,0	
Missing	System	4	4,4		
Total		91	100,0		

Watching enjoyment same with personal participation

		Fre- quency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	67	73,6	76,1	76,1
	No Opin- ion	9	9,9	10,2	86,4
	Agree	12	13,2	13,6	100,0
	Total	88	96,7	100,0	
Missing	System	3	3,3		
Total		91	100,0		

History of FC KTP

		Fre- quency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	67	73,6	73,6	73,6
	No Opin- ion	15	16,5	16,5	90,1
	Agree	9	9,9	9,9	100,0
	Total	91	100,0	100,0	

Players of FC KTP

		Fre- quency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	76	83,5	84,4	84,4
	No Opin- ion	11	12,1	12,2	96,7
	Agree	3	3,3	3,3	100,0
	Total	90	98,9	100,0	
Missing	System	1	1,1		
Total		91	100,0		

Workers of FC KTP

		Fre- quency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	73	80,2	81,1	81,1
	No Opin- ion	11	12,1	12,2	93,3
	Agree	6	6,6	6,7	100,0
	Total	90	98,9	100,0	
Missing	System	1	1,1		
Total		91	100,0		

Web-site of FC KTP

		Fre- quency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	70	76,9	77,8	77,8
	No Opin- ion	8	8,8	8,9	86,7
	Agree	12	13,2	13,3	100,0
	Total	90	98,9	100,0	
Missing	System	1	1,1		
Total		91	100,0		

Statistics of FC KTP matches

		Fre- quency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	76	83,5	83,5	83,5
	No Opin- ion	2	2,2	2,2	85,7
	Agree	13	14,3	14,3	100,0
	Total	91	100,0	100,0	

News of FC KTP

		Fre- quency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	61	67,0	67,8	67,8
	No Opin- ion	21	23,1	23,3	91,1
	Agree	8	8,8	8,9	100,0
	Total	90	98,9	100,0	
Missing	System	1	1,1		
Total		91	100,0		

Transfers of FC KTP

		Fre- quency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	75	82,4	82,4	82,4
	No Opin- ion	9	9,9	9,9	92,3
	Agree	7	7,7	7,7	100,0
	Total	91	100,0	100,0	

Other events barrier

		Fre- quency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	45	49,5	50,0	50,0
	No Opin- ion	33	36,3	36,7	86,7
	Agree	12	13,2	13,3	100,0
	Total	90	98,9	100,0	
Missing	System	1	1,1		
Total		91	100,0		

Bad weather barrier

		Fre- quency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	68	74,7	74,7	74,7
	No Opin- ion	15	16,5	16,5	91,2
	Agree	8	8,8	8,8	100,0
	Total	91	100,0	100,0	

Negative results barrier

		Fre- quency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	49	53,8	54,4	54,4
	No Opin- ion	37	40,7	41,1	95,6
	Agree	4	4,4	4,4	100,0
	Total	90	98,9	100,0	
Missing	System	1	1,1		
Total		91	100,0		

Poor Performance barrier

		Fre- quency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	51	56,0	56,7	56,7
	No Opin- ion	29	31,9	32,2	88,9
	Agree	10	11,0	11,1	100,0
	Total	90	98,9	100,0	
Missing	System	1	1,1		
Total		91	100,0		

Poor financial situation barrier

		Fre- quency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	47	51,6	52,8	52,8
	No Opin- ion	29	31,9	32,6	85,4
	Agree	13	14,3	14,6	100,0
	Total	89	97,8	100,0	
Missing	System	2	2,2		
Total		91	100,0		

Atmosphere at the game is great

		Fre- quency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	11	12,1	12,2	12,2
	No Opin- ion	20	22,0	22,2	34,4
	Agree	59	64,8	65,6	100,0
	Total	90	98,9	100,0	
Missing	System	1	1,1		
Total		91	100,0		

Stadium facilities and services are great

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	9	9,9	10,0	10,0
	No Opinion	26	28,6	28,9	38,9
	Agree	55	60,4	61,1	100,0
	Total	90	98,9	100,0	
Missing	System	1	1,1		
Total		91	100,0		

Great weather conditions are at the match day

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	7	7,7	7,7	7,7
	No Opinion	20	22,0	22,0	29,7
	Agree	64	70,3	70,3	100,0
	Total	91	100,0	100,0	

A lot of free time at the match day

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	16	17,6	17,8	17,8
	No Opinion	24	26,4	26,7	44,4
	Agree	50	54,9	55,6	100,0
	Total	90	98,9	100,0	
Missing	System	1	1,1		
Total		91	100,0		

Nothing to do at the match day

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	20	22,0	22,0	22,0
	No Opinion	37	40,7	40,7	62,6
	Agree	34	37,4	37,4	100,0
	Total	91	100,0	100,0	

Family motivation against barriers:

Other events barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	27	50,0	50,0	50,0
	No Opinion	23	42,6	42,6	92,6
	Agree	4	7,4	7,4	100,0
	Total	54	100,0	100,0	

Bad weather barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	43	79,6	79,6	79,6
	No Opinion	7	13,0	13,0	92,6
	Agree	4	7,4	7,4	100,0
	Total	54	100,0	100,0	

Negative results barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	27	50,0	50,0	50,0
	No Opinion	25	46,3	46,3	96,3
	Agree	2	3,7	3,7	100,0
	Total	54	100,0	100,0	

Poor Performance barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	28	51,9	51,9	51,9
	No Opinion	21	38,9	38,9	90,7
	Agree	5	9,3	9,3	100,0
	Total	54	100,0	100,0	

Friends' connection motivation against barriers

Other events barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	20	43,5	43,5	43,5
	No Opinion	22	47,8	47,8	91,3
	Agree	4	8,7	8,7	100,0
	Total	46	100,0	100,0	

Bad weather barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	40	87,0	87,0	87,0
	Agree	6	13,0	13,0	100,0
	Total	46	100,0	100,0	

Negative results barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	28	60,9	60,9	60,9
	No Opinion	14	30,4	30,4	91,3
	Agree	4	8,7	8,7	100,0
	Total	46	100,0	100,0	

Poor Performance barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	22	47,8	47,8	47,8
	No Opinion	16	34,8	34,8	82,6
	Agree	8	17,4	17,4	100,0
	Total	46	100,0	100,0	

Stadium facilities motivation against barriers:

Other events barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	24	43,6	43,6	43,6
	No Opinion	20	36,4	36,4	80,0
	Agree	11	20,0	20,0	100,0
	Total	55	100,0	100,0	

Bad weather barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	37	67,3	67,3	67,3
	No Opinion	11	20,0	20,0	87,3
	Agree	7	12,7	12,7	100,0
	Total	55	100,0	100,0	

Negative results barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	30	54,5	54,5	54,5
	No Opinion	21	38,2	38,2	92,7
	Agree	4	7,3	7,3	100,0
	Total	55	100,0	100,0	

Poor Performance barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	31	56,4	56,4	56,4
	No Opinion	15	27,3	27,3	83,6
	Agree	9	16,4	16,4	100,0
	Total	55	100,0	100,0	

Expectation of great atmosphere at the match

Other events barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	28	47,5	47,5	47,5
	No Opinion	19	32,2	32,2	79,7
	Agree	12	20,3	20,3	100,0
	Total	59	100,0	100,0	

Bad weather barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	41	69,5	69,5	69,5
	No Opinion	11	18,6	18,6	88,1
	Agree	7	11,9	11,9	100,0
	Total	59	100,0	100,0	

Negative results barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	33	55,9	55,9	55,9
	No Opinion	24	40,7	40,7	96,6
	Agree	2	3,4	3,4	100,0
	Total	59	100,0	100,0	

Poor Performance barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	35	59,3	59,3	59,3
	No Opinion	16	27,1	27,1	86,4
	Agree	8	13,6	13,6	100,0
	Total	59	100,0	100,0	

Gambling motivation against barriers

Other events barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	24	44,4	44,4	44,4
	No Opinion	23	42,6	42,6	87,0
	Agree	7	13,0	13,0	100,0
	Total	54	100,0	100,0	

Negative results barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	30	55,6	55,6	55,6
	No Opinion	21	38,9	38,9	94,4
	Agree	3	5,6	5,6	100,0
	Total	54	100,0	100,0	

Poor Performance barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	27	50,0	50,0	50,0
	No Opinion	22	40,7	40,7	90,7
	Agree	5	9,3	9,3	100,0
	Total	54	100,0	100,0	

Bad weather barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	43	79,6	79,6	79,6
	No Opinion	7	13,0	13,0	92,6
	Agree	4	7,4	7,4	100,0
	Total	54	100,0	100,0	

Good weather conditions motivation against barriers

Other events barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	32	50,0	50,0	50,0
	No Opinion	22	34,4	34,4	84,4
	Agree	10	15,6	15,6	100,0
	Total	64	100,0	100,0	

Bad weather barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	48	75,0	75,0	75,0
	No Opinion	9	14,1	14,1	89,1
	Agree	7	10,9	10,9	100,0
	Total	64	100,0	100,0	

Negative results barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	42	65,6	65,6	65,6
	No Opinion	20	31,3	31,3	96,9
	Agree	2	3,1	3,1	100,0
	Total	64	100,0	100,0	

Poor Performance barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	37	57,8	57,8	57,8
	No Opinion	19	29,7	29,7	87,5
	Agree	8	12,5	12,5	100,0
	Total	64	100,0	100,0	

Availability of free time at the match day

Other events barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	22	44,0	44,9	44,9
	No Opinion	18	36,0	36,7	81,6
	Agree	9	18,0	18,4	100,0
	Total	49	98,0	100,0	
Missing	System	1	2,0		
Total		50	100,0		

Bad weather barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	38	76,0	76,0	76,0
	No Opinion	6	12,0	12,0	88,0
	Agree	6	12,0	12,0	100,0
	Total	50	100,0	100,0	

Negative results barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	30	60,0	61,2	61,2
	No Opinion	17	34,0	34,7	95,9
	Agree	2	4,0	4,1	100,0
	Total	49	98,0	100,0	
Missing	System	1	2,0		
Total		50	100,0		

Poor Performance barrier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	31	62,0	63,3	63,3
	No Opinion	12	24,0	24,5	87,8
	Agree	6	12,0	12,2	100,0
	Total	49	98,0	100,0	
Missing	System	1	2,0		
Total		50	100,0		

9.6 Appendix 3: Interview with the supporter of FC KTP

How would you describe yourself in relationship with FC KTP?

Recently the connection has started to lose. I have become the father one year ago. Obviously, I would prefer to spend my time together with family. Nevertheless, we came together with my son to the last game. But now it is more difficult to watch the game since the child needs attention and care. But I am still supporting FC KTP.

Overall, I would describe myself as an active follower who would like to support the team more often. And it is important to mention that recently I started to prefer playing football more than watching and supporting any football club.

How did it happen that you have started to support FC KTP (First experience story)?

Once I came to visit my brother in Kotka. It was approximately in 2006. We were walking in the center of the town. Suddenly we were passing the stadium where FC KTP has been playing. I came to guard and asked: "What is happening?" As a result of the small talk, they have offered us to enter the arena to watch first 15 minutes of the game for free. Honestly, I do not remember the score of the game. But I clearly remember that it was great: sunny weather, very warm day and there have been many people at the stadium.

What have encouraged you to continue visiting FC KTP games in future?

There is an aspiration: "Support your local football club". It happened that I moved to Kotka and FC KTP has become this local club that I started to support.

Was there anything besides the idea of supporting local football club?

Actually yes, there was one more idea. When I had moved to Kotka, I started to look for socialization. I have expected to find connections to people through matches of KTP. Unfortunately, that didn't match my expectations. Unfortunately, I couldn't find any friends through visiting football games of KTP.

Which aspect of football event do you find the most exciting?

I should mention I have quite traditional attitude towards football events. In my opinion, football event is all about quality of teams' performance. Therefore, the process of game itself is the most exciting part. And concerning the process of the football game, I enjoy beautiful, traditional football. Also, I love strong fight

for the ball, some tricks or individual techniques of the players, of course, and team-play when it is developed and players move as a team.

As for event dimension, I would come for a good football game to any place, even if it is played somewhere in the desert without any kind of facilities. If the game itself is expected to be exciting, I would love attend it.

Are there any additional factors that would increase your intention towards visiting football event?

Personally, I am interested in organic food. And it would be beneficial to have those products for sale at the event. That would motivate me even more because I do not eat donuts and sausages and do not drink coke.

What kind of barriers do you see for yourself to visit FC KTP games?

First of all, I do not like the atmosphere at the stadium. In particular, I mean the attitude of the majority of KTP fans. I believe that the club is not supported by its spectators. And a perfect evidence for this argument would be last Saturday game. I have been with my son at the wooden pub at the hill, on the right side from the main stands that time (fan stands). And people at those places have been shouting against the opponent's goalkeeper during the whole second half of the game. And it is definitely not the supporting method. It is opposite, negative energy that disturbs our club.

The second thing I do not really like is the size of our field. It is relatively short field and the game seems to be extremely compact. I assume that in case the field would be wider and longer the level could be much more attractive.

And returning back to supporting methods, I tend to believe people shouldn't concentrate on opponent's weaknesses. Otherwise, it is much more important to support your team's actions. Obviously, sometimes your team cannot realize what it is expected. However, fan should not consider those things and should keep on supporting own team.

Currently, I do not see any other barriers for myself. Recently, I have started to come straight to the beginning of each game. Therefore, level of entertainment before games doesn't influence so much. Such factors as bad weather, they do not impact me at all because I am always strongly motivated to watch a good football game.

Nevertheless, it could be beneficial to have entertainment facilities for children because this could interest my child. And if my child has been entertained during the event, we would visit football games more often.

What KTP can improve to make it more interesting for you to watch football?

It seems like there is a huge pressure lying upon football players. It even looks like they are afraid of making mistakes. Maybe this is the result of our tactic at the moment. It would be much more interesting for me to see attacking football with fast movement of the team forward. It does not matter if we lose or win, the most important is to see fast team movement from defense to attack. Because there are two types of games in football: to reach the result and to play in attractive, attacking football. And if the result doesn't come, we should at least try something more attractive for spectators.

Which factors motivate you to go at KTP game the most besides the team performance?

It would be nice to see the citizens' spirit to support favorite club. Whenever I go by bus or by car, it is important to see other people going to the same event to support our team. And later on to see those people at the full stadium. This is what creates atmosphere at the game. And it also upsetting me when, let's say, at the 42nd minute spectators start to run to get a sausage instead of cheering for the team.