Identifying and evaluating factors that influence South British Asian's attitudinal loyalty towards professional football in Britain.

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Statement of Originality

This Master by Research dissertation is an original and authentic piece of work. All primary and secondary sources have been acknowledged in accordance to the Manchester Metropolitan referencing guidelines. The assessment regulations defined in the course handbook have been adhered to in full and the author is fully aware of the potential consequences of any breach of these regulations.

Signed _____

Date_____

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Abstract

The purpose of this dissertation is to evaluate British South Asian consumer's attitudinal loyalty to professional football in Britain. Few consumers with South British Asian heritage spectate at professional football matches in England. According to Bano (2013) less than 1% of fans of teams in the North West of England have South Asian heritage, despite making up 20% of the population. This dissertation aims to evaluate the factors that influence attitudinal loyalty, specifically those that raise awareness of the sport, attract British South Asian consumers to the terraces of professional football clubs and the barriers that deter South Asian consumers from attending professional football matches in Britain.

This exploratory study evaluates academic sports literature to establish a comprehensive range of factors that influences sports consumers' attitudinal loyalty towards professional sport. The dissertation considers these factors and the cultural values of British South Asian consumers, to identify what influences and deters their attitudinal loyalty towards professional football.

The findings from the dissertation suggest that socialising factors of friends discussing the sport, social media communication and mainstream television play a significant role in raising the awareness of professional football. South Asian consumers are attracted to the game through star players, the beauty and skill attributed to the sport and the atmosphere at professional football games, which correlate with existing academic literature. However, the dissertation raises new themes pertinent to British South Asian consumers, suggesting that the most successful and prestigious football teams have a social value attributed to them, which influences South Asian's attraction to the sport.

The finding suggest that there are many barriers that deter South Asians from accessing the sport and attendance at football games, such as the price of tickets, the management of alcohol during games, perceived racism at football grounds and poor integration and inclusion of South Asians in mainstream football leagues. These barriers suggest that acculturation to professional football may occur if football clubs and governing bodies recognise and consider the cultural values of South Asian consumers. The findings are presented as theoretical and managerial contributions.

1.0   Introduction

This dissertation aims to identify factors that influence British Asian consumer's attitudinal loyalty towards professional football in England.

The ethnic population in the United Kingdom is growing by 2.5% year on year and its forecasted that by 2020 ethnic communities will account for over 10% of the UK population (Accession Monitoring Report, 2006). The largest segments of ethnic consumers in the UK are the British Asians with South Asian ancestry, who originate from countries such as India, Pakistan and Bangladesh (Rogers 2012). These consumers have a distinct culture and values that distinguishes them from the mainstream consumers in the United Kingdom. Within the context of sport, very few academic studies have considered how the culture and values of consumers influence their attitudinal loyalty towards a particular sport or sports team.

There have been academic studies to assess mainstream sport consumers motivations for attending sports events. These academic studies have evaluated sports consumers motivations for attending traditional American sports such as Basketball and American football (Mahony et al 2002; Mehus, 2005; Neal & Funk, 2006), studies on Australian Rules Football (Funk, Filo, Beaton & Pritchard, 2009), the Japanese Football League (Mahony 2002) and soccer games in America (Mehus 2005). However, few academic studies have assessed the English football league and evaluated how the cultural values of consumers can influence their attitudinal loyalty towards professional football in Britain.

Loyalty towards sport and sports teams comprises of both attitudinal and behavioural factors (Kim et al, 2009; Jensen & Hansen, 2006; Rundle-Thiele, 2006). However, attitudinal loyalty precedes behavioural loyalty, so consumers must first develop attitudinal loyalty towards a sport before they regularly attend a sporting event (Martell, 2007; East et al., 2005; Russell-Bennett et al 2007, Carpenter, 2008). Attitudinal loyalty relates to how the consumer identifies with a product or service (Jones and Taylor 2007). Moreover, attitudinal loyalty reflects an intention to attend a sporting event (Olsen 2007). For sports, consumers to develop an attitudinal loyalty towards a sport or team they must gain an awareness of the sport, through socialising factors and then develop an attraction to the sport or team (Funk & James 2001).

British South Asian consumers have a passion for sports such as cricket, which is their national sport, and a national obsession (Majumdar 2006). If South Asian consumers enjoy watching sport such as

cricket, why not football? But In Britain, very few South Asians can be seen on the terraces of professional football clubs, and "English clubs are mystified about why ethnic communities remain seemingly reluctant to embrace football" (Dan Warren 2004:26).

Figures from Deloittes suggest that attendance figure to professional football games in England is down by 5%, (Battle et al. 2013). The Football Association recognises the need to increase supporters from South Asian heritage and has outlined plans to increase the numbers of football supporters from South Asians communities to 8% by 2018 (Football Association 2015). Establishing an opportunity for professional football clubs and football governing bodies to engage with the South Asian consumer groups, to help increase the numbers of football fans from wider ethnicities. However, there may be wider issues factors such as racism, inequality and an under representation of minority ethnic managers and board members within the sport that are deterring South Asian consumers from integrating with the sport (House of Commons 2013).

The United Kingdom is a multicultural country, consumers ethnic identity can be formed through assimilation, where people who settle in a new country and adopt the culture that is different from their original country of birth (Berry 1980). Or there is integration between two cultures where over time; the culture of British Asians may change through a process called acculturation. Acculturation is defined as "the acquisition of skills and knowledge relevant to engaging on consumer behaviour in one culture by members of another culture" (Penaloza 1989:32) whereby later generations of British Asians may adopt aspects of the mainstream culture if it is valued within their community. However, even though there are now second and third generations of British Asians in Britain, few seem to be attending professional football matches. This may suggest separation, where South Asians separate themselves from the mainstream culture and retain their own cultural identity (Penaloza 1989).

Hence, this dissertation aims to identify and evaluate the factors that influence attitudinal loyalty specifically the factors that raise the awareness and attract British Asians to the terraces of professional football clubs in Britain. Whilst identifying the possible barriers that conflict with the values of British South Asian consumers, which in turn, deter them from developing a attitudinal loyalty towards the sport.

2.0   Background.

The English Premier League is the largest global football league, however, in terms of revenue, the English Premier League has struggled to manage its operating costs and a major factor in this equation has been player wages, which attributed to 80% of some football clubs total costs (Battle et al. 2012).   Professional football clubs are under increasing pressure to sign up the best footballers, regardless of price in an attempt to remain competitive (Battle et al. 2012).   For football clubs to remain competitive, they must increase their income to facilitate the purchase of the best football players, in order to secure on the pitch competitiveness and maximise attendance at games to increase revenue from its supporters.

Revenue from football comes from three predominant revenue streams, match day revenue that largely consists of gate receipts, broadcasting revenue from both domestic and international games from organisations such as BSkyB and British Telecom and commercial revenue from areas such as sponsorship, naming rights and merchandising (Battle et al 2011).

Attendance at English Football League games has fallen by 5% in 2012. Leagues such as the first division have seen a significant drop in average attendance of 14% in the 2012 to 2013 season. Match day revenues have also been affected, as the revenue generated at football games within the English football league remains around its 2006/07 level. (Battle et al. 2013). The National fan survey (2013) established that average attendance at professional football games in England has been gradually declining since 2008 resulting in declining operating profit.

Neale et al. (2005) stated that attendance at sporting events is important as it helps sports clubs generate revenue from ticket sales, corporate boxes and drives other revenue opportunities such as stadium concessions, food and beverage sales, sponsorship, advertising, media rights and shirt sales. Therefore, the income from match day sales are important for professional football clubs to remain competitive as the income generated from attendance contributes as much as 75% to the overall revenue of some teams (Zhang et al, 1996).

Given the decline in attendance throughout the English football league and the pressure on professional football clubs to generate greater income to remain competitive and sustainable the focus for the dissertation will be to identify opportunities for football clubs to increase attendance at football games with supporters from South Asian ancestry.

2.1   Context and nature of football in England

Sport plays a vital role to the English economy and to society. Research from Sport England (2010) highlighted that sport and its supporting activities contributed £20.3 billion to the English economy. Sport supports over 400,000 full-time equivalent jobs, 2.3% of all jobs in England. Sport is regarded as a cultural institute that has an extensive history, emotional connections, educational benefits, significant social relevance and a benefit to a large number of communities (Boshoff & Gerber, 2008, Smith & Stewart, 2010).

Cronin et al (2008) argued that sport can act as a form of introduction to people from different cultures and therefore, may contribute to greater community cohesion. Branscombe *et al*. (1991) suggested that sport provides people with connections to the wider structure of society. If sport can bring communities together, one could argue that ethnic engagement should be evident at football grounds throughout the country. However, in terms of football spectatorship, integration of different ethnicities has not filtered down onto the terraces of many football clubs in England (Rogers 2012).

British Asian consumers are seldom present at professional football games as Burdsey (2007) states, even though British Asians connect widely in a variety of forms of football consumption; they are seldom present at football matches. Bano (2013) pointed out that Oldham Athletic FC a North West football club, in the English Football League, has less than 1% of its home support from its town's local British Asian community even though the Asian community in Oldham makes up almost 20% of its local population. Bano (2013) went on further to suggest that this is a similar story in other communities within Lancashire. The region of Lancashire presents a good case study for the dissertation as the towns of Oldham, Burnley and Rochdale all have professional football clubs close to well-populated Asian communities however these football clubs have few supporters from the South Asian community, suggesting that there are barriers that prevent South Asian's from these communities from integrating with the sport.

Bains (2005) studied the spectator behaviours within the context of football. The study established that over 30% Asian consumers articulated that they would be interested in becoming a season ticket holder at a professional football club and over three quarters of respondents said that they supported England in international competitions. However due to the low attendance levels of British Asian supporters, it could be argued that they are not aware of the sport, are not attracted to the sport or there are barriers that are preventing South Asians consumers from developing attitudinal loyalty towards the sport. So what could be the reasons for this?

The FA Premier League Fan Survey (2011) found that 53% of non-Muslim Asians and 69% of Muslims in general felt that clubs needed to consider how they could create a welcoming attitude towards its ethnic community.   Factors such as stadium design, the disregard of different religious beliefs and language were raised as barriers to attracting ethnic consumers, culminating in low levels of attendance.

With the economic and social benefits related to sport, it is surprising to see so few people from the South Asian ancestry attending professional football games in Britain. Football clubs, government bodies and communities could benefit greatly by attracting consumers from South Asian communities to the terraces of professional football clubs in England. However, there maybe be wider social and cultural factors that deter South Asians consumers from integrating with the sport. Therefore, this dissertation aims to identify and evaluate the factors that influence British Asian consumer's attitudinal loyalty towards professional football in Britain.

3.0   AIM

To identify and evaluate the factors that influence British Asian consumer's attitudinal loyalty towards professional football in Britain.

3.01   OBJECTIVES

- Identify the factors that raise awareness of professional football with South British Asian consumers.
- Identify the attributes of professional football that attract South British Asian consumers.
- Identify the factors that deter South British Asians from developing attitudinal loyalty towards professional football in Britain.
- Identify factors that influence South British Asians attitudinal loyalty towards professional football in Britain.

4.0   LITERATURE REVIEW

This chapter will provide a review of the existing literature relevant to the current research aims and objectives. The structure will focus on critically evaluating the attributes of sports consumers and how they develop loyalty towards a sport or team. The antecedents of attitudinal loyalty, specifically awareness, attraction and attitude formation will be derived from academic literature. The barriers to attracting Asian consumers to the sport of football will be reviewed to gain a wider understanding of what can influence or deter attitudinal loyalty and how the culture, values and Social factors of South Asians shape their attitudinal loyalty towards the sport of professional football in the Britain.

The final section reviews literature on acculturation and culture, specific to south Asian consumers to better understand their consumption traits, so that learning's can be drawn to identify the best ways in which to develop an effective strategy for attracting South Asian consumers to football.

4.01   Context and nature of the sports consumer.

Sports consumers display a wide variety of values, behaviours and attributes (Shank 2002) Sports consumers differ greatly from those that watch sport occasionally at home on television, to those

sports spectators who are season ticket holders and attend many live games (Funk and James 2001). Not all sports consumers share the same levels of commitment and loyalty towards a sport or team (Redden and Steiner 2000). However all Sports consumers are interested in, and follow a sport and or team (Wann et al 2001).

In defining the sports consumer, it is not as simple as proposed. Simply categorising sports consumers as those who spectate and those that watch via mass media is too simplistic. Sports consumers are defined by the strength of their attitude and repeat patronage (Bee & Kahle, 2006) and through their attitudes and behaviours (Heere & James, 2007; Madrigal, 2006; Pritchard & Funk, 2006; Seo & Green, 2008, Funk, et al, 2004; Trail & James, 2001; Wann, 1995).

There are supporters who over many years develop an allegiance with a sport or team, and purchase season tickets or membership year on year (Dees et al. 2010). Some supporters are fanatics, who demonstrate the highest degree of attitudinal and behavioural loyalty at sporting events, displaying intense emotional responses and positive attitudes towards a sporting individual or team (Hall et al. 2010).

Specific to football, Tapp (2002) categorised football consumers into those with varying levels of attitudinal and behavioural loyalty depending upon their increasing commitment to football (Table 11). These supporters range from those supporters who represented very low levels of attitudinal and behavioural loyalty such as the casual supporter, those that spectate at football games, regulars and those that have the highest levels of loyalty and would never miss a football game and identify themselves closely with the football club, the fanatics. These supporters are further segmented by a variety of different factors depending upon the motivations of the individual consumers.

South Asian sports consumers could be defined as casuals as they attend few football games, however, South British Asian sports consumers are individuals who may not of developed an awareness of a particular football, or may be aware of a sport or team but have no interest in or have not been attracted to follow a particular team (Funk et al., 2006; Wann et al. 2001).

The study by Tapp (2002) evaluated sports consumers quantitatively and recognised that the "local cultures, geography and social makeup of its fans" (Tapp, 2003: 241) were not taken into consideration, furthermore, how a sports consumers culture and social makeup can affect their loyalty.

Sports consumers are individuals with personal attitudes and behaviours; and as a result, motivated to attend sporting events by a variety of reasons pertinent to them (Mashiach 1980). A qualitative approach would allow the researcher to establish where the South Asian supporter sits within the model (Table 11) and what aspects their culture and social makeup influences their attitudinal loyalty and attract them to attend a football match.

4.02   The importance of fan loyalty in sport

Mahony et al (2000) noted that the development of fan loyalty is crucial to the success of a sports organisation, as loyal fans will support a club regardless if they win or lose. Loyal fans spend their money on goods and services such as licensed products and generate higher revenues for the sports clubs (Aaker, 1991; Mahony et al. 2000). Loyal fans are imperative for football clubs who are almost solely reliant on their supporters spending whilst at the sporting event as the income generated from attendance contributes as much as 75% to the overall revenue of some teams (Zhang et al, 1996).

Loyal fans and business clients are less sensitive to price increases; therefore, teams can increase revenues by charging a price premium for sporting events. Moreover, loyal fans extend their consumption from core products into secondary service areas, such as replica kits and other club merchandise (Mahony et al., 2000). Increasing attendance at games and building loyal fans is imperative to football clubs as attendance generates revenue from ticket sales, corporate boxes and helps drive other team revenue sources such as sponsorship, food and beverage concessions, advertising and media rights (Funk and Neale, 2006).

Football clubs must continually develop and maintain a profitable fan base, hence, sports marketers and managers are required to increase match day revenue (Funk and Neale, 2006). To remain competitive and profitable through maximising attendance at home games (Gotthelf, 1998). Understanding what motivates consumers to attend sporting events is essential as it helps sports organisations deliver a product that meets the needs of its consumers (Funk et al. 2003). Previous studies by (Fink, Trail & Anderson, 2002; Funk, Mahony & Ridinger, 2002; Wann 1995; Mahony et al, 2002; Pease & Zhang 2001; Funk et al 2009), have identified factors that encourage sports consumers to attend and re patronage sporting events. In addition to these studies, models and scales to assess sports consumers motivation for attending sporting events have been developed such as the Sports Fan Motivation Scale (Wann 1995), the Motivation Scale for Sport Consumption (Trial and James

2001), the Participant and Spectator Motivations (Milne and McDonald 1999) and the Sport Interest Inventory (Funk et al. 2004).

The Sports Fan Motivation Scale (Wann 1995), the Motivation Scale for Sport Consumption (Trial and James 2001), the Participant and Spectator Motivations (Milne and McDonald 1999) and the Sport Interest Inventory (Funk et al. 2004) used quantitative methods to test which predefined factors were important to sports consumers. The findings from these quantitative studies have been compiled to establish 37 factors that attract sports consumers to attend a sports event (Table 2). These 37 factors have been tested on existing sports fans and supporters of American sports, such as Basketball, Baseball and American football. However, none of the aforementioned academic studies have been tested on South British Asian consumers on the sport of professional football in England. Furthermore, these studies did not consider the social and cultural values of these consumers and how these factors influence their loyalty towards a sport. This presents an opportunity to evaluate the factors that can attract South Asian consumers to football matches in Britain, but also to consider wider sociological and cultural values.

4.03   The building blocks of Fan loyalty.

Early studies that examine loyalty adopted either a behavioural perspective (Cunningham 1956) or an attitudinal approach (Guest 1944). Studies suggest that Loyalty comprises of both attitudinal and behavioural factors (Kim et al, 2009; Jensen & Hansen, 2006; Rundle-Thiele, 2006; Russell-Bennett et al, 2007). Behavioural loyalty is a consumer's intention to repurchase a product or brand in preference to other competing products or services (Jones and Taylor 2007), whereas attitudinal loyalty relates to how the consumer identifies with the product or service (Jones and Taylor 2007). Behavioural loyalty within the context of sport is reflected in game attendance, the frequency of attendance and whether or not sports consumers purchased team merchandise (Mahoney et al. 2000; Zhang et al, 2009; Zhang et al, 2005).   Behavioural loyalty can also be seen when a consumer repeatedly purchases the product or service.

Attitudinal loyalty is revealed as a development of a favourable attitude that reflects an intention to attend a sporting event, whilst Behavioural loyalty reflects a repeat patronage over time (Chen, Shen & Liao, 2009; Jacoby & Chestnut, 1978; Olsen, 2007).
Academic studies recognise that attitudinal loyalty precedes behavioural loyalty (Martell, 2007; Jacoby, 1973; Pritchard et al 1999; East et al, 2005; Russell-Bennett 2007; Reynolds and Arnold, 2000;

and Carpenter, 2008).   The stronger the level of attitudinal loyalty a consumer has for a particular club the more likely they are to be attracted to a team, develop and attachment then behaviourally re-patronise the sporting event (Funk & James 2001).

Recent studies have considered the importance of social interaction as a facilitator in fan loyalty culminating in attendance at football matches, where fans become a social devotee (Fillis & Makay 2014), furthermore a fans attendance, and the development of fan loyalty is also shaped by the consumers personal motivation to attend sports events, specifically their attendance, allegiance to the sports club and the development of loyalty towards the club. (McDonald et al 2010). Obtaining an understanding of the attitudinal factors that precede behavioural loyalty is crucial if football clubs wish to develop a long-term strategy to develop behavioural loyalty in the form of re-patronage from its consumers.

4.04   How do sports consumers develop attitudinal loyalty towards a sport?

Lutz (1991) argued that an individual's reason developing a positive attitude towards an object is dependent upon the psychological needs a person has. The psychological continuum model evaluates the relationship individual sports consumers have with a sport or team and how this relationship develops from attitudinal loyalty into behavioural loyalty over time.   The model has been used by academics and marketing professionals to investigate consumer's psychological connection to sport and sports teams (Beaton & Funk, 2008; Funk et al, 2006). The model establishes that over time, consumers go through attitudinal and behavioural stages from awareness and attraction of a sport, to attachment and finally allegiance the peak form of behavioural loyalty.
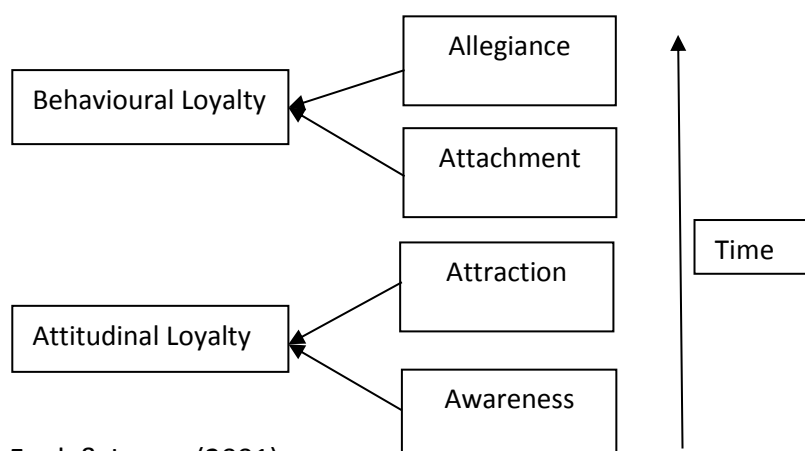
Adapted from Funk & James (2001)

The first two stages of awareness and attraction are important, as they are integral to developing attitudinal loyalty. A sports consumer must develop a positive attitudinal loyalty towards a sport

before they can develop an attachment and allegiance to a sports team. With sports consumers who reflect low levels of attitudinal loyalty towards a sport, the initial factors that influence awareness and attraction will need to be understood. The stages of awareness and attraction will be discussed next.

4.05   What is Awareness?

The process of forming a psychological connection to a sport or team begins with the notion of awareness, when an individual first learns that a sport or team exists, but has not decided upon a favourite (Funk et al 2001). Awareness according to Funk et al (2001) involves socialising components, which comprise of friends and family, community, geographic proximity to the stadium, media, news, promotions, advertising and special events. The table below identifies socialising factors that facilitate consumer's awareness of a sport or team.

Socialising factors.
Friends and Family Community Proximity to stadium News & Media Promotions Advertisements Special events

→ Awareness of sport or team
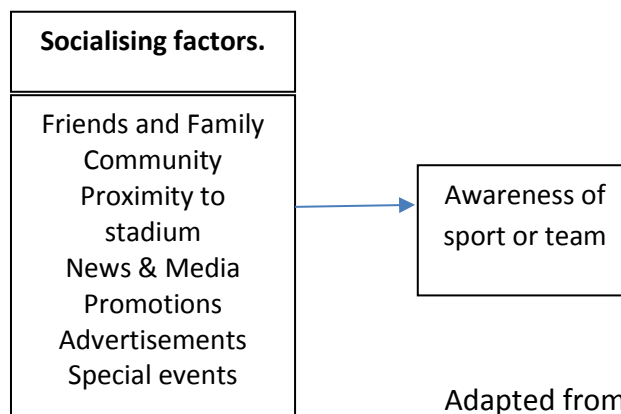
Adapted from (Funk & James 2001).

The awareness of a sport through socialisation usually starts in childhood, when children are introduced to a sport from a parent or while at school or Church (Kenyon, 1968; Malumphy, 1970; Kenyon & McPherson, 1973; Sage, 1974 and McPherson, 1976).   Young children can become aware of sport through their family as parents socialise their children into particular sports and encourage them to follow a sports team (Lewko & Greendorfer, 1988).

People are made aware of a particular sport through the influence of parents, peers and coaches and through institutions such as school, religious groups, community and media (Kenyon, 1968). When children join schools and social groups they are then influenced through their friends. (Lewko & Greendorfer 1988). The socialising factors are not just related to children, awareness according to

Funk & James (2001) can also be applied to adults; there are times when adults move to a new community or a new country, they can they can be influenced by a spouse or co-workers and even from the community who may support a particular team.

Hansen Gauther (1989) and Zhang (1995) assessed the importance of stadium design and the social and aesthetic aspects of the sport stadium as the main factors for consumers gaining an awareness of a sport. If the local stadium is accepted and valued by its local community then consumers local to the stadium are more likely to take notice of the advertising (Hansen Gauther 1989 and Zhang 1996).

The following table provides an overview of further academic studies that incorporate socialising factors that are pertinent to raising the awareness of sport or a team with consumers.

Table 1. Socialising Factors that influence awareness of a sport or team.

Socialising Factors that raise awareness of a sport.	Hansen Gauther 1989	Wann 1995	Zhang 1995/ 1996	Krohn 1998	Shank 2001	De Schriver 2002	Fink 2002	Mc Donald 2002	Kwon 2005	FA Fan survey 2011
Family		■								
Stadia Location	■									
Community	■		■		■				■	■
Social Factors			■	■				■		
Star players	■									
Promotions	■		■			■	■			
Media/Television	■		■							

These studies concentrate upon mainstream sports consumers in America. None of the studies considers the implications of socialising factors on sports consumers with South Asian ancestry, moreover, none of the studies considered what influences British sports consumers to become aware of professional football.

Establishing which socialisation factors are relevant to South Asian consumers gaining an awareness of a sport is important, as awareness of a sport is a precursor to loyalty formation, but the culture and values of South Asian consumers may provide new socialising factors specific to South Asian's that may differ from mainstream sports consumers. Identifying the differences would broaden research to date on loyalty formation and provide an insight to the consumption behaviour of South Asian consumers.

4.06   South British Asian's and awareness.

The following section evaluates the socialising factors within the context of South Asian consumers and discusses which of the socialising factors may influence South Asian consumers to become aware of the sport or team.

4.07   Awareness through friends and Family

According to Fletcher (2003), the family plays a major role in the Asian consumers decision making process, although many Asians are loyal to brands that have a perceived status attached to them, when it comes to brand purchases, major decision on what is purchased is subject to family based decision making. Nwankwo and Lindridge (1998) explained that marketers need to be aware of the power, authority and influence of the family and its extended family.   The family home provides a cultural framework where traditional culture is passed on from generation to generation (Fletcher 2003). Mainstream culture is adopted, out of the home, where traditional culture plays a pivotal role in maintaining traditional culture (Robberts 2003). Hofstede, (1983) stated that in collectivist cultures, this is common as the advice and influence from family members and peers is deemed normal practice.

However, a study by Synovate (2010) established that Indian consumers who seek advice about products and or services regard word of mouth as imperative in purchasing decisions 78% of Indians consumers rely on friends and family in this area. According to Sahai (2014) within the Indian culture recommendations are not given lightly, as they fear that their reputation within the community may be damaged if a friend or relative experiences a bad experience with the product or service. Hence, increasingly the prospects of brands in India may be shaped more by what others say and do, than by, what they say and do themselves.

4.08   Awareness through schools and community groups.

Sports consumers can be made aware of a particular sport through community groups, schools and colleges where consumers can learn to play the sport and participate in community leagues (Funk & James 2001.)   The perception of football by these groups may influence how South Asians are made aware of the sport, and must be approached with sensitivity if marketers are to raise the awareness of the sport (Lindridge, 2003).

Marketers should consider that the South Asian community is diverse, within the Indian community alone there may be followers of Buddhism, Christianity, Hinduism, Judaism and Islam, which all are

unique and have their own particular beliefs, rituals and values. (Lamb et al 2007). There is a need for sports organisation to consider the religious and cultural values of South Asian consumers, for Pakistani consumers to develop an attitudinal loyalty towards a particular brand it should follow their religious teachings (Abdullah & Shabbir, 2012). This may me a significant obstacle for professional football organisations as football and alcohol for many mainstream fans in UK go hand in hand. Most Muslims perceive drinking alcohol as morally wrong (Pew, 2013) and the sport could only be culturally attractive too South British Asians consumers such as Pakistani consumers, if the sport is community orientated alcohol free and single gender (Fletcher 2003).

4.09   Awareness through media, (Local and Mainstream)

Cozens (2003) argued that Marketers have wasted substantial amounts of revenue trying to create brand loyalty with British Asians though the use of advertisements containing Asian models, which are generally disliked and unsuccessful. The reason for this could be that young Asians do not want to be classified as Asian they want to be seen as young people (Ellerton 2001).

Ethnic media could be an effective way of reaching the ethnic consumer. According to Raheja (2003) British Asians regularly watch mainstream programmes but they are also read, listening and watch ethnic media that is an integral part of their culture. According to Fletcher (2003) stated that most British Asians have access to culturally relevant channels such as Star Plus, Sony TV and Zee TV which provide non English language programming which was an integral part of the family.
Mainstream viewing had to be suitable for the family, incorporating game shows, soaps, reality television, news and documentary programmes. Local newspaper and radio also played an important role within the community and were an integral part of the Asian family (Fletcher 2003).   British Asians enjoy watching both the traditional ethnic media and mainstream media, although with clear guidelines, which suggests that young British Asians are able to develop an attitudinal loyalty to mainstream programmes as long as it is accepted within the family guidelines.

Ehsan & Naseer (2002) established that segments of British Asians particularly the Pakistani communities are influenced by the use of promotions and special offers to raise customer loyalty. It was also established that the consumers were also very brand conscious and price conscious, the pricing of expensive international brands, although attractive resulted in the Asian consumers to consider cheaper brands.

4.10   Awareness through Sponsorship, endorsements and promotions

The sponsorship of brands through celebrity endorsement plays a significant role in raising the awareness of as sport with South British Asian consumers (Goel 2013).   Brand endorsement; company associations, sponsorship, community relations and promotional opportunities are all important leaver in raising the awareness of product and service within Asian consumers (Jobber 2004).

The promotion of brands through celebrity and sporting role models is an effective way of raising awareness and promoting sport with its supporters, not only with Asian consumers but also with mainstream sports consumers in the UK (Goel 2013).

Krairit , (2013) established that Indians in particular were very open to loyalty programmes and would be open to providing personal data to become part of a loyalty programme, secondly they were more inclined to become loyal to an organisation that has a loyalty programme rather than one that does not. However, in contrast Pakistani customers showed considerable reluctance to share information about themselves, suggesting that within the segment of South British Asian consumers there are differences between ethnicities culture.

4.11   Awareness through Social Media

An additional factor relevant to the socialising factors of South Asian consumers is the use of social media. Raheja, (2003) established that the 16 to 34 age group of Asians are ambitious, optimistic and materialistic consumers who are brand loyal, technologically adept and proud of their culture. British Asians are technically adept, it was established that 74% of British Asians have mobile phones, 5% more that the national average and 57% have home internet compared with 47% of the whole population (IPA, 2004). This suggests that young Asians are early adapters of technology and when it comes to mobile phones extremely brand loyal and status conscious (Considine, 2003).   Young South British Asians are very technologically perceptive and with Social media being freely available, the opinions of consumers about Football for example can be freely aired and this could have a positive or negative impact upon football clubs.

Young South British Asians would not necessarily take up brands with strong ethnic heritage, whereas worldwide aspirational brands were almost universally aspired to (Fletcher 2003). British South Asian consumers are conspicuous consumers and status orientated and are drawn to brands that have a prestige associated with them (Asian's UK 2013).

A study by the AIMIA (2014) assessed Indian consumers shopping habits; found that digital technology impacts upon the daily lifestyle decisions of young Indians for example over 30 percent go online to check the cricket scores. Moreover, the lifestyle choices of young Indians are dominated by entertainment such as playing music, games and social networking and are more likely to respond to social network, online advertisements and mobile phone promotions (Aimia 2014).

It is important point to consider that over 50% of the South Asian community are under the age of 40 (Raheja, 2003) representing a significant segment on which to understand this consumers groups attitudinal loyalty.

4.12   Summary of Awareness

The literature suggests that Asian consumers, particularly the younger generations are finding a new identify for themselves acculturating with aspects of mainstream culture but at the same time valuing their traditional culture and ethnicity. Younger generation of British Asians would then be more likely to adapt the mainstream culture if the brand meets traditional cultural values and is recognised as aspirational within their social circles (Fletcher 2003).

Families, in particular parents seem to play an important role with British Asian mainstream consumers becoming aware of a particular sport. Word of mouth and personal recommendation seem to play a role in the decision making process. Within mainstream football, parents play a role in socialising their children into a particular sport or team, however within the South Asian community it will be interesting to evaluate if South Asian families value and promote the attributes of football in the same way as mainstream sports consumers.

Other aspects of socialisation that may be pertinent to South Asian consumers is the use of technology, in particular social media technology and mobile phone communication and presents an opportunity for further evaluation to see if these forms of technology influence socialisation and can be added to the existing academic socialising factors. The use of celebrity endorsement, local media and targeted promotions again may foster awareness with South Asian consumers and may help to develop a positive attitude towards the sport.

When the factors that influence a sports consumer's awareness of a sport are identified, they may then become attracted to particular sports persons or teams. The following section evaluates academic studies that pertain to attraction.

4.13   What is Attraction?

Attraction occurs when an individual compares different sports teams and makes a conscious decision to choose a favourite team or sport (Funk and James 2001).
Funk and James (2001) points out that by increasing the awareness of the sport to the consumer so that they increase their knowledge of the game, understand about the sport, the teams and the rules, they may start to form an opinion that enables them to compare and contrast teams so that they can eventually choose a favourite. Attraction to attending a sports event comprise of hedonistic, physical, psychological and situational factors (Funk and James 2001).

The following table 2 outlines a range of academic studies pertinent to attraction to attending sports events, and the studies have been categorised into those factors that relate to, hedonistic, Physical, Psychological and situational attributes established by Funk & James (2001). The table 2 considers a wide range of studies relevant to attraction to sport and considers academic studies from countries such as America, Canada, Japan, Australia and Europe dating from 1989 to 2014. The table provides a foundation in which to identify which of the factors may relate to South Asians consumers in England This is important as what attracts a mainstream sports consumer to football may differ to a consumer with a different ethnicity, culture and values and what attracts them to attend a football game may also differ and new factors pertinent to South Asian consumers may arise.

Table 2 – Academic studies that influence attraction to a sport or team

Hedonistic	Factor	Discussed in the academic literature	Country
	Eustress	Wann, (1995)	USA
	Diversion/Escape	Wann, (1995), Krohn, (1989), Trial, (2003)	USA
	Entertainment	Wann, (1995) James Ross, (2004)	USA
	Aesthetic	Wann ,(1995), Mc Donald, (2002), Trial, (2003)	USA
	Competition	Khron, (1998) Mc Donald, (2002)	USA
	Quality of sport	Kwon, (2005)	Europe
	Quality of team	Hansen Gauther, (1989) Zhang, (1995/1996) Kwon, (2005)	Canada/USA
	Excitement	Krohn, (1998)	USA
	Technique/skill	Mc Donald, (2002) James & Ross, (2004)	USA
	Drama	James, Ross, (2004)	USA
	Effort	James, Ross, (2004)	USA
	Stress reduction	Mc Donald, (2002)	USA
	Risk taking	Mc Donald, (2002)	USA
	Aggression	Mc Donald, (2002) Lee, (2008)	USA/ Europe
	Social	Zhang, (1995/1996) Krohn, (1998) Mc Donald, (2002)	USA
	Star players	Hansen Gauther, (1989) Schmidt, (2012) Ngan et al. (2011)	Canada/Europe/ USA
Psychological	Self esteem	Wann, (1995)	USA
	Affiliation	Wann, (1995) Mc Donald 2002	USA
	Family	Wann 1995	USA
	Community	Hansen Gauther, (1989) Zhang, (1995/ 1996) Kwon, (2005) FA Fan Survey, 2011	Australia/USA/ Europe
	Identification	Shank, (2001) Hoegele et al. (2014) Heereet al. 2011; Theodorakis et al. 2009	USA
	Demographics	Shank, (2001)	USA
	Self-actualisation	Mc Donald, (2002)	USA
	Achievement	Mc Donald, (2002) Trial, (2003)	USA
	Language	FA Fan Survey, (2011)	Europe
	Satisfaction	Larson and Steinman, 2009; Paul et al., 2011; Sosa and McDowell, 2011; Yen et al., 2012	Europe, USA /Japan
Physical	Stadium design	Hansen Gauther, (1989) Melnik, (1993) Wakefield & Sloan, (1995), Shank, (2001) FA Fan Survey 2011 O'Mahony, Julian Vieceli (2009)	Canada/ USA Europe/ Australia
	Food & Service	Wakefield Sloan, (1995) Larson and Steinman (2009) Theodorakis et al (2009)	USA
	Overcrowding	Melnik, (1993) Wakefield Sloan (1995)	USA
	Stadia Location	Hansen Gauther, (1989)	Canada
	Insensitivity	FA Fan Survey (2011)	Europe
	Team history	Hansen Gauther, (1989)	Canada
	Atmosphere	Krohn, (1998)	USA
Situational	Economic	Hansen Gauther, (1989) Zhang, (1996) De Schriver (2002) Greenwell et al.(2008)	Canada/USA
	Promotions	Fink, (2002) Yoshida and James (2010)	USA

	Other sports	Hansen Gauther (1989) Zhang (1995/ 1996)	Canada/USA
	Televised	Hansen Gauther (1989) Zhang, (1995/ 1996)	Canada/USA
	Ticket rarity	Wann ,(2004) Kim & Trail, (2010)	USA
	Team Performance	Yoshida and James (2010)	USA

Attraction to attending a sports event comprise of hedonistic, physical, psychological and situational factors (Funk and James 2001). The first aspect of attraction comes in the form of hedonistic pleasures gained from watching a sporting event. The following section evaluates the importance of hedonistic factors that influence attraction to a sport or team.

4. 14   Hedonistic factors which influence attraction to sport

Hedonistic consumers are defined as those that attend sporting events for the excitement they gain from attending sport events (Khron 1998) and the entertainment that sport can offer Wann, (1995) James & Ross, (2004). Early studies into what attract sports consumers to attend sporting events assessed the team and the star players (Hansen & Gauther, 1989 and Zhange, et al, 1995). These academics also evaluated the quality of the opposing team and the star players on that team. These factors made watching the opposing team attractive and exciting and as a result motivated spots consumers to attend the game (Zhang et al., 1997).

Studies progressed to consider wider aspects of attraction such as the factors of excitement, escape and athletic competition as these influenced consumers to attend sport events and enabled consumers to break up their daily routine (Krohn et al, 1998). Nevertheless, these studies focused on attributes of the game, rather than how the sport influences their attachment to the sport.

Wann, (1995) took the view that individual fans can benefit from the entertainment, eustress, aesthetic and sense of excitement from watching a sporting event, and this approach assessed how these hedonistic factors influenced their self-esteem and affiliation from watching a sport. James and Ross (2004) built upon the aforementioned studies to consider the technique of the professional sportsperson, the emotional drama from watching live sport events and the efforts of professional sportspersons were strongly related to sports consumers being attracted to attending a sports event. Similar studies from McDonald et al. (2002) examined the aesthetics, stress reduction, risk-taking,

affiliation, aggression, self-esteem, skill mastery, social expedition, competition, achievement, value, and self-actualisation as drivers for attendance of American football games.

Robinson, et al. (2003) stated, took the view that fans can escape from daily life and go to the game to feel vicariously successful when their team wins a game. Lee (2008) assessed hedonism from the viewpoint of attending and participating in action sports such as Karate, where the spectator is dawn to the aggression and thrill from the sport. Studies by Schmidt, (2012) Ngan et al. (2011) focused on the star players and the importance this has on consumer satisfaction and intention to revisit a sporting event.

It would appear from the studies to date that there has been two avenues of research. Those that look at the attributes of the sport and how this influences attendance, and studies that focus on how sport creates an emotional attachment with the consumer, which in turn influences attendance at live sporting events.   Although much of the hedonistic factors that draw sports consumers to sport have been assessed quantitatively in the aforementioned academic literature, there are opportunities for further research as none of the studies considered which hedonistic factors are pertinent to sports consumers with different ethnicities.

The studies by, Hansen & Gauther, Wann, James and Ross, Robinson et al and Zhange have all focussed on American style sports with Mainstream sports consumers. None of the studies have been broadened to consider British consumers and South Asian consumers in sports such as Professional football in England. Furthermore, the aforementioned studies have not considered how the cultural values of sports consumers shape their consumption behaviour and whether or not the same factors are pertinent to South Asian consumers.

4.15   Psychological factors influence attraction to sport

The Psychological connection begins to occur between a sports consumer and a favourite team when they begin to associate themselves with the benefits and features associated with a team (Funk & James 2001). This association with a team occurs at the attraction stage, in the early stages of attitudinal loyalty. In contrast, Tapp (2002) suggested that sports consumers develop an association and identify with a particular sports team when they develop a high level of commitment, these sports consumers are defined as fanatics.

Kwon et al (2005) suggested that sports consumers watch sporting events because they have developed a resilient social and psychological connection through elements such as the quality and type of sport, the communities' influence and the superiority of that team or player or even the coach.

Other psychological factors that influenced individual sports consumers to attend a sports event were attributed to the value attributed to a sport by the community. Zhang et al (1996) found that the more value a community gave to the sport, the more likely people from a community were likely to attend.   The research went on to suggest that the values of a particular sport might comprise the community's unity. Sports fans gain psychological benefits from attending sporting events such as they want to be part of a social group and to feel part of the overall atmosphere of a game (Krohn et al., 1998).

However, there may be negative implications to consider. Sport such as football may not represent the values of a community as football has close links to alcohol and some South Asian communities may not value this relationship. Moreover, the behaviour of the professional players, managers and the general public could also be a concern as football again has through the media has been linked to violence and racism, on and off the pitch (Burdsey 2007).

Studies from Larson and Steinman, (2009); Paul et al., (2011); Sosa and McDowell, (2011); Yen et al., (2012) consider fan satisfaction with the sport, as an important indicator of future sales of tickets and team merchandise sales. The studies by Larson and Steinman (2009), Paul et al (2001) and Sosa and McDowell (2011) considered a variety of sports consumers from American, European and Japan, however these studies were focused on mainstream existing sports consumers who have already developed a psychological attachment to a sports club, the studies however did not consider the sports consumers on the periphery who do not attend sports events, hence understanding what is preventing them from developing a psychological attachment to the sport is an opportunity to expand upon the aforementioned studies.

4.16   Physical Factors that influence attraction to sport

The Physical factors that relate to attraction can be associated with the Physical features of the stadium design and management, such as the sportscape, access to technology when at the ground and the managerial control consumers whilst at sporting events (Funk and James 2001). The FA Premier League Fan Survey (2011) felt that clubs had to invest time, money and resources to develop a hospitable approach towards ethnic community.

Wakefield and Sloan (1995) found that the stadium design had a significant impact upon a consumer's attraction to a sport; and evaluated the availability of stadium parking, the stadium cleanliness, perceived crowding, the quality of the food service, fan behaviour and how they were controlled to be important aspects of attracting sports consumers to sporting events. Wakefield & Sloan, (1995) went on to study the impact poor facilities could have on consumer motivation for attending games. This was an important aspect of the study as how well it is maintained and the appearance of the ground directly affects spectator motivation. It was suggested that poorly managed grounds may discourage new customers from using the facilities and could lead to an undesirable experience and disappointment with the stadium that would directly influence fan attendance. Other aspects that could lead to fans feeling uncomfortable were overcrowding and poorly designed stadiums (Melnick 1993).

The FA survey went on to suggest that stadium food and service quality were also important factors for attracting ethnic fans, as many supporters and fans spend hours in the stadium before, during and after the game. Although most premiership football clubs offer a mix of dining opportunities to meet the needs of its supporters, most lower league football clubs serve food and beverages geared towards it main stream supporters, namely alcoholic beverages, fast food products coupled with traditional mainstream snacks of pies and chips, which may not attract South Asian's to the terraces of sporting events. Therefore the fans desire to stay at the stadium could be influenced by the quality of food and service they receive (Wakefield & Sloan, 1995).

Studies such as (Hamlett et al 2008) took a longitudinal approach to understanding the food consumption behaviour of Ethnic consumers and established that for food to be purchased, it needed to meet the religious needs of ethnic consumers. As many clubs away from the premier league could be considered insensitive to different ethnicities needs (FA Fan survey 2011), as they do not provide food to meet the needs of different ethnic cultures and may be a factor as to why South Asian consumers do not attend football matches. Larson and Steinman (2009) evaluated service quality as a factor of fan satisfaction and suggested that professional sports organisations trade better when

they improve the service for its fan base. However, Larson and Steinman (2009) and Hamlett et al. (2008) reviewed existing hospitality provision for existing mainstream sports fans and did not consider if the current provision meets the needs of wider ethnicities such South Asian consumers that may be deterred by the mainstream provision of food at professional football clubs in Britain.

 The design of the stadium and clubs insensitivity to diverse religious beliefs all needed to be assessed to establish what football clubs can do to attract a wider sports consumer to the terraces of football clubs in England.

The suitability of a stadiums access, comfort, signage and the pleasure gained from its appearance were categorised as the sportscape (Wakefield et al, 1996). The study concluded that the access, aesthetics of the stadium, scoreboard quality, seating comfort, and layout were all factors which influenced spectator motivation to attend sporting events (Wakefield et al, 1996).

The economic affluence of a consumer group and practicality issues of access to the ground were element that affected fan attendance (Hansen & Gauthier, 1989; Zhang et al. 1995). These were broken down into the convenience of the grounds location to the target market, the quality of the accommodation, the weather, stadium quality, and team history within its local community.

A final element of the stadium and attendance that attracts sports consumers to attend football games is the atmosphere in the stadium. A vibrant and energetic crowd was another very important factor in attracting fans (Krohn et al. 1998) and arguably a positive factor that can draw sports fans away from their televisions

4.17   Situational factors influencing attraction to sport

Situational factors can be related to the league position of a team, the performance of a team in relation to its competitors, the players within the team and the impact a new ground, or refurbished ground can have on a supporter (Funk and James 2001).

The studies that take into consideration situational factors in relation to fan attendance have been categorised as controllable, uncontrollable and promotional (Baade & Tiechen, 1990). Although football clubs can, set prices of tickets to meet business needs they cannot control the macro aspects

economic, political and social aspects that affect fans disposable income. Hence, it could be argued that the less income a fan has the less likely they are to spend money on attending games. Relating this to the influence the key decision makers within the South Asian household can have, the cost of attending football games may be a barrier for potential young South Asian sports consumers.

Hansen & Gauthier, (1989) and Zhang et al. (1995) discussed the importance of promotions and the fans income as being closely linked to match day attendance. This study also considered the impact of television on attendance as this was a much more cost effective way for football fans to support football teams. Other economic aspects that attract consumers to attend games were ticket rarity (Wann et al, 2004) and promotional activities can also attract consumers to attend sports events (DeSchriver and Jensen, 2002; Fink et al, 2002).

Hansen Gauther (1989) and Zhang in (1995) went on to suggest that economic factors, such as the price of sports event tickets and the disposable income of the consumer being factors that may influence a consumers decision to attend a sports event. The Economic factors would need to be considered, as according to Metcalf (2005) within the South Asian community, economic factors such as high unemployment figures and low levels of pay were contributory factors to low attendance at football games. This was supported by Jones (2007) who stated that the increasing prices of season tickets at football clubs meant that many British Asians fans were unable to afford such luxuries as attending professional football matches, resulting in 83% of British Asians interviewed preferred to watch football from the comfort and safety of home.

Greenwell et al. (2008) suggested that economic factors influenced their choice of teams and price influenced fan satisfaction, so that fans on low incomes were unable to afford the prices of a season ticket at the top premiership football clubs and as a result had to attend few games.

Yoshida and James (2010) stated that the team's performance and their position within the league played a significant role in fan attendance, suggesting that the better a team performs the more likely people want to attend the football game. This was also suggested by Paul et al. (2011) who said that the scoring performance of team is a key factor in determining fan satisfaction. This could be related to Burnley football club where attendance has risen from an average of 13,000 fans attending a game to 19,000 due to the recent improved performance of the football club (The Swiss Rambler 2016) and the performance of the team may be a factor that is important for South Asians consumers.

4.18   Barriers preventing marketing to ethnic consumers.

Marketers are only just realising the importance of ethnic consumers and this in itself creates both challenges and opportunities. There has been an increased focus towards ethnic consumers due to their economic and social prosperity (Wilson 2007). However, this has not always been the case. According to Holland and Gentry (1999) prior to the 1960s, little or no effort was given to understanding ethnic consumer's consumption. As a result, this particular segment of the market was ignored (Kassaijiian 1969).

During the 1960's to the 1980's marketers mainly focused on Mainstream consumers and African-American consumers (Kassarjiian 1969). The study investigated the contrasting consumption patterns, media habits, and reactions to advertising (Sturdivant 1973). Little or no attention was given to wider ethnic consumers groups to evaluate why differences in consumption exist and what influences these consumers (Hirschman 1981).

Burton (2002) suggested that businesses choose not to market to ethnic consumers due to the negative stereotypes of ethnic minorities, Burton went on to say that there were few senior ethnic managers shaping marketing decisions within mainstream organisation and there was little data as to how best to market to ethnic consumers.

Fletcher (2003) stated that marketers were afraid of patronising the South Asian consumer and feared of being perceived as racist. Moreover, there is also a general lack of knowledge regarding the specific cultural needs of ethnic consumers (Considine, 2003).

The cultural needs specific to British Asians is a challenging area of research as to date few academic studies have assessed the cultural intricacies of British Asian consumers and their consumption within the context of sport. There have been academic studies that assess ethnic minority cultural dimensions within the context of marketing (Burton, 2000; Costa and Bamossy, 1995; Choudhury 2002; Overby et al 2002; Jamal 2003). There have been studies on Asian food shopping patterns (Hamlett et al 2008), Asian clothing consumption (Rajagopalan & Heitmeyer 2005) and studies on acculturation, which according to Sekhon & Szmigin (2005) suggests new generations are more likely to develop loyalties towards mainstream consumption, and become more assimilated than first generation immigrants.

The British consumer base is diverse and reaching the ethnic consumer with traditional marketing strategies may not be effective. Cui and Choudhury (2002) suggested that differentiated marketing strategies were the most effective at reaching the ethic consumer, through adopting a cross-cultural marketing strategy, a multicultural marketing strategy and a niche marketing strategy. The choice depends upon the nature of the product and the diversity of the marketplace. Chabria (2003) stressed that research to understand consumer behaviour is imperative to any marketing campaign but is vital for multicultural campaigns.

The South Asian consumer market represents an area of potential growth for British football businesses, it is therefore important for marketers to identify the factors that can influence their attraction to the sport. However to date few academic studies have considered how the consumption behaviour of South Asian consumers are influenced by their culture and values. Moreover, there is still very little conventional industry data specific to Asian consumers to allow football businesses to make informed decisions.

4.19   Football and the barriers to sports consumption.

Identifying the barriers that prevent British Asians from developing attitudinal loyalty to football is important as it may help football marketers and managers to develop a strategy for attracting more ethnic minorities to their football clubs and provide opportunities to widen the knowledge within academic literature. In order to attract South Asians consumers to the terraces of football clubs, it is important to understand how South Asian consumers perceive the football industry and how the culture of football could influence or deter South Asians attitudinal loyalty towards the sport.

In defining culture of professional football in Britain, we could consider Handy (1999) organisational culture model, which categorises organisations into four cultures of power culture, role culture, task culture and people/support culture. In football organisations, the structure of football arguably falls into two categories, that of the Football association, which is Footballs governing body and the individual football clubs who operate within the English Football League.

4.20   Power culture.

The Football Association and the individual clubs generally fall into the Power culture, or as it is sometimes called club culture (Warner, 2012) as they are controlled and influenced by a few senior stakeholders, who have the main control and decision-making authority for the club and the association. The management teams and stakeholders in the sport of football usually promote

people into management and coaching positions who have had a record of accomplishment of playing at a professional level within the sport (Burdsey 2007).

In this case, footballs power culture could be a barrier or an opportunity for Asian people aspiring to enter the sport depending upon the viewpoint of key stakeholders such as football managers, coaches and directors. This may be a key factor in the current underrepresentation of British Asian footballers, managers and coaches within the sport and due to the lack of identifiable role models may influence South Asian supporter's attraction to the sport. In contrast, sport such as Cricket has an abundance of sporting role models, managers and coaches within the sport so it is relatively easy for talent to be recognised, promoted, coached and developed, culminating in greater attraction to the sport by consumers.

This issue of poor representation of South Asian's in the sport of football was raised by sporting equals (2012) on behalf of the Culture, Media and Sport Committee stating that there was a need to engage with communities, supporters, referees, coaches, ethnic media, and grassroots activity, implement role models, and provide legal levers to manage racism within football. The following section will outline possible factors that may have an influence over the underrepresentation of South Asian consumers within the sport.

4.21   Social Class and football.

Social class categorises people in society by their income, wealth, education, occupation and social connections (Coakley 2007). Football is traditionally seen as a working class man's sport and has provided an escape from the day to day working class men whose life centres around the work, the pub and the match (Holt 1992). However football has seen a significant change which has opened the sport to spectators and players from different social classes, this was influences by the Hillsborough disaster of 1989 resulting in all major football clubs in Britain having to adopt their existing football grounds to all seater stadiums (Taylor 1990).

The formation of the premier league in 1992 and the significant influx income from television rights all contributed to a dramatic increase of tickets for spectators. Liverpool football club for example saw its cheapest ticket rise from £4 to £46 (Wilson 2014), which in financial terms, made attending premier league matches unlikely for many working class supporter (Giulianotti 1999).   According to Walsh (2012), watching top flight football in England is now a middle class past time as only the middle classes can afford to pay in advance for expensive season tickets. Furthermore, the price of

tickets for professional football games is now so high that they exclude many poorer fans (Williams 2012).

Taking the price of tickets to watch a premier football team into consideration for the South Asian consumers, around two-fifths of people from ethnic minorities live in low-income households, twice the rate for White people, 60% of families from a Pakistani households live in low income households and Bangladeshi households have the highest proportion with 70% of families living in low income families (Palmer 2015), therefore these consumers may not be in a financial position in which to attend topflight football games due to the financial commitment.

Could it be argued then that the current social status of many South Asian consumers and the lack of income may have an influence over the uptake of professional football in Britain and therefore acts a barrier to enculturation? However, there may be other factors which influence poor attendance at games.

4.22   Racism in football

How spectators behave at sports events may also have links to social class, not only how the sport should be played but also the accepted behaviour of spectators whilst at sporting events (Donnelly et al 2007). Bains and Evans (2008) suggested that racism from spectators; fan safety and parental control at football games are three main reasons why British people do not attend football matches in England.

Burdsey (2007) stated that there were many problems with the current structure of the UK Football and discussed the following factors, it was suggested that the football industry in England was institutionally racist, in particular from the management and coaching teams and fans within the sport.   If this was the case then it could be a factor as to why so few Asian consumers attend football games and this may be a factor that discourages young athletes from joining the professional game, which inhibits the possibility of Asian role models, professional football players and attendance at football grounds. Indianfootball.com (2004) carried out a survey and established that the introduction of more British Asian footballers would significantly increase the numbers of British Asians attending games as can be seen in other sports such as Cricket, which is widely supported by South Asian consumers.

However, most professional clubs and scouts now state that the ethnicity of potential player is not a factor in the recruitment process. Professional football clubs just want to attract the best new talent to their football teams regardless of ethnicity (Fletcher 2015).

4.23   Lack of parental support.

Other barriers to consider were raised by Pilger (2007) who stated that first generation Asians discouraged their children to pursue careers in football, as other more respectable careers in law, medicine and accountancy. However, according to Sanhera (2013) English football may be set for and Asian breakthrough. A very recent account from an emerging Asian professional footballer Malvind Benning, who is one of only eight players with South Asian heritage to play in the English football league, suggested that the support from both parents was the essential ingredient for him to gain a professional contract with Walsall. Organisations such as Chelsea Football Club are already focussed on attracting new talent from its community. The club avidly promotes their search for an Asian Star programme, which to date attracts up to 400 youngsters to the annual event.

4.24   Religious factors.

Watkins (2008) suggested that religious values of consumers needed to be considered as part of a strategy for football businesses to attract Asian consumers to spectate at football clubs. Blackburn FC and Aston Villa have both built prayer rooms with their stadium, to accommodate the religious beliefs of their consumers. Moreover, the FA has recognised the need to reschedule games to consider other religious festivals outside of the Christian calendar and to provide opportunities for footballers with South Asian ancestry to play in competitive football leagues that conflict with the religious commitments of young South Asians.

This particular aspect of the literature review outlines that the cultural values of South Asian consumers and the culture within football may have a significant influence over sports consumers awareness and attraction to the sport. If South Asian consumers are to develop an attitudinal loyalty to the sport then football businesses need to recognise how a consumer culture and values shapes their attitudinal loyalty to the sport.

4,25   What is positive attitude formation?

Attitude is defined as "a learned predisposition to respond in a consistently favourable or unfavourable manner with respect to a given object" (Fishbein and Ajzen 1975:6). Fan loyalty is defined as the strength of the relationship between a fans attitude and repeat patronage (Bee & Kahle, 2006). To develop a loyal consumer who attends sports events regularly a positive attitude formation needs to be developed which meet individuals' psychological needs (Lutz 1991). Without the consumer forming a positive attitude towards a sport they are less likely to develop attitudinal loyalty towards a sport as attitudinal measures capture the fans attitude or psychological connection to a team over time (Bauer, et., al, 2005).

For consumers to move from an awareness of a sport to attraction, they would need to develop a positive attitude towards the sport. The factors that prevent or act as a barrier to attraction, coupled with the factors that attract consumers should be identified before consumers can develop attitudinal loyalty towards a sport.

For consumers to become attracted to a particular sport they must evaluate the attributes of the team, (Kapoor et, al 2009). If the attributes are seen as a negative or unworthy then this attitude can be passed from generation to generation Fishbein and Ajzen (1975) and this may be a factor for younger South Asian consumers as their parents may not have a positive opinion or interest of professional football.

A person's attitude towards an object is influenced by what they wish to gain from the relationship (Lutz 1991).   Locander and Spivey (1978) stated that favourable attitudes are formed towards an object if it meets the desired needs of the consumer. Consumers develop a positive attitude towards a product or service if the choice of product or service enables consumers to express their personal image or values (Lutz 1991). A consumer is then able to present themselves in line with their desired image of themselves (Locander and Spivey 1978).   According to Schiffman et al. (2008), a person forms an attitude towards a product or brand through the perceived benefits the individual will attain from their purchase.

Understanding what a sports consumer wishes to gain from supporting a football club is imperative, if a positive attraction towards the football club is desired, however the downsides must also be considered as part of the overall attitude formation, as consumers seek to maximise the rewards whilst minimising the penalties (Katz 1960). Suggesting that consumers will develop a positive attitude towards a football team if the club delivers the consumers requirements whilst recognising and minimising the undesirable aspects of attending football matches. Furthermore, consumers may refrain from purchasing a particular product or service if it reveals a negative aspect of them; moreover, in contrast, consumers could purchase a product to make up for negative aspects of themselves (Katz 1960). This is represented in the following diagram.

Awareness Factors → Positive Attitude Formation → Identify Barriers to Attraction → Attraction Factors → Attitudinal Loyalty

Adapted from Funk and James 2001.

In relation to football spectatorship, there is little empirical evidence to determine the South British Asian's opinion of football, little evidence to portray what aspects of the sport South Asians find attractive, which aspects of the sport they value and which aspects of the sport are considered detrimental to the South Asian consumer developing a positive attitude of the sport. There may be factors specific to South Asian consumers that deter them from attending football games in Britain and these specific factors will need to be identified before South Asian consumers are able to develop attitudinal loyalty towards professional football clubs in Britain.

4.26   A critical review of the literature.

The Literature review carried out a review of many academic studies to gain a foundation of factors that support consumers developing an attitudinal loyalty towards a sport and sports teams. The academic studies evaluated the types of sports consumers, their attitude formation, awareness and attraction to mainstream sport in studies throughout America, Australia, East Asia and Europe from 1989 to 2014. It was established that most of the studies on consumer's attraction to a sport were conducted in America, on American sports and on mainstream sports consumers who had already developed a significant loyalty towards a sport or team. It was discovered that in many of the these academic studies on loyalty formation took a quantitative approach, as a result the unique culture and values of different ethnicities such as South Asian consumers had not been considered instead a pre-determined range of factors were used , suggesting an opportunity to widen the academic studies on attitudinal loyalty, to consider social, cultural and geographical elements of fan loyalty (Tapp 2003).

The literature on attitudinal loyalty formation suggests that awareness of a sport is gained through socialising factors such as friends and family, and attraction to a sport is achieved through a range of hedonistic, psychological, situational and physical factors derived from academic literature (Table 2). It is proposed that for British South Asian sports consumers to move from awareness to attraction they must develop a positive attitude towards the sport, this transition may occur when the sport meets the needs of the consumer and the cultural values of the South Asian consumer are considered.   The South Asian consumer can then become attracted to a sport or team. The academic studies which focussed on the factors pertinent to loyalty formation considered existing sports fans and did not consider those consumers on the periphery, such as South Asian consumers who do not attend the terraces of football grounds to assess what is important to them and why they do not attend very few football matches. Only through a qualitative approach rather than using a quantitative approach can these questions be sufficiently investigated and evaluated.

An array of possible factors that may deter South Asian consumers from developing attitudinal loyalty to the sport of football has also been considered.   For South Asian sports consumers to be attracted to the sport, the barriers to enter the sport must be identified to allow sports organisation and football clubs to enable South Asians consumers to access the sport. It is proposed that for south Asians to develop attitudinal loyalty, towards the sport of football, their cultural values, social and

economic barriers need to be considered and implemented into professional football clubs before South Asian consumers can develop attitudinal loyalty towards the football clubs and teams.

The literature review presents an opportunity to expand upon academic literature to date on loyalty formation, within the context of sports consumers to investigate how the cultural and social values of sports consumers can shape their consumption behaviour, moreover, establish a range of factors that attract South Asians to the sport, to provide managerial opportunities for football businesses who aim to engage with consumers with South Asian ancestry.

5.0 Methodology

5.01 Introduction

A methodology as defined by Kothari (1998) as a methodical way of approaching research problems. Epistemology aims to improve the knowledge of a subject through research, how it is gathered and presented (Tennis 2008). This chapter aims to evaluate the research topic through a variety of

research approaches. Primary research is obtained through the collation of original data, which is collated at source (Collins & Hussey 2003). The aim of this chapter is to evaluate a variety of methods to identify a valid approach to gain a deeper understanding of South Asians attitudinal loyalty towards professional football in Britain.

As a framework for the methodology, this dissertation will apply the Research Onion (Saunders 2007), whilst considering other viewpoints from wider academics such as McNabb & McGivern (2006).   In accordance to Saunders et al, (2007) the methodology is imperative to a research project, as choosing a relevant method will facilitate a valid and reliable study.

Saunders (2009) suggests a framework called the Research Onion that evaluates the possible routes a methodology can take. The model consists of six layers, the research philosophy, the research approach, research strategies, choices, time horizons and the techniques and procedures. The implementation and evaluation of these layers is important as it gives a valid and reliable framework in which to support the research process. The following diagram outlines the proposed methodology approach for this dissertation

Table 4 – Adaptation of the research Onion pertinent to methodology

Interpretivism

Deductive/Inductive

Grounded theory

Mono Method - Qulaitiative

Cross sectional

Interviews & Focus groups
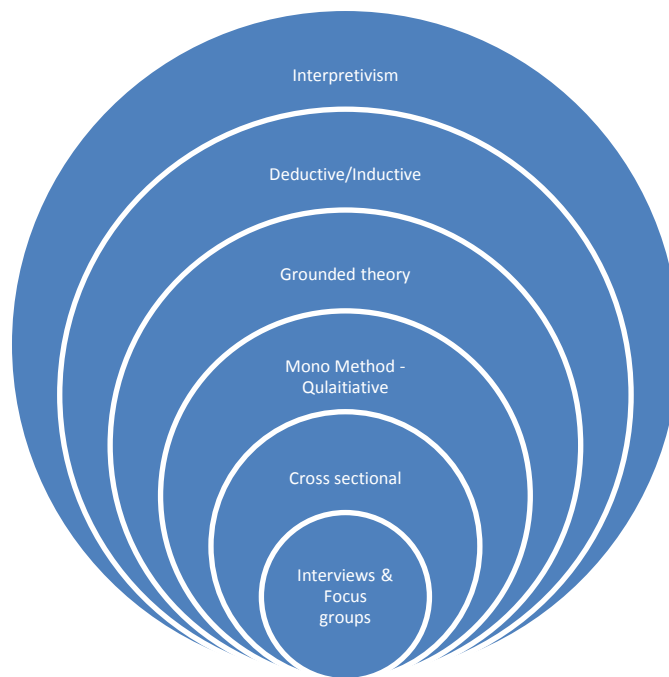
Adapted from The research onion (Saunders 2009)

5.02   Research Style

The research onion establishes that there is a multitude of approaches for carrying out the research design and philosophy to evaluate social epistemology. The following part of the methodology outlines the specific route for the dissertation and provides a rational for this.

5.03   Positivism.

 A positivist approach according to Gill and Johnson (1997) approaches research in a quantitative way through a highly structured methodology, quantifiable observations and statistical analysis. In positivism studies the role of the researcher is limited to data collection and interpretation through objective approach and the research findings are usually observable and quantifiable (Crowther and Lancaster 2008). The principles of positivism depend on quantifiable observations that allow for statistical analysis providing researches with data that can be recorded and measured (Collins, 2010).

Crowther and Lancaster (2008) suggest that positivist studies usually adopt a deductive approach and takes the viewpoint that researcher needs to concentrate on facts rather than people's opinions. Therefore in positivism studies, there is minimal interaction with your research participants, the

researcher is independent from the study and there are no provisions for human opinions or beliefs (Wilson, 2010).

Therefore, studies with a positivist approach are based purely on facts and consider the world to be external and objective. To understand the thoughts and opinion of South Asian consumer's perception of professional football in England, a Positivism approach would not be suitable as the viewpoints of South Asian consumers are important to gaining an insight into their consumption behaviour. Therefore the research blends itself to a qualitative approach rather than a quantitative approach.

5.04   Interpretivism

Interpretivism takes the viewpoint that the business world is too complex to be assessed by definitive laws; hence, an Interpretivism approach allows researchers to assess how situations and people change over time (Grey 2013). As Remenyi et al (1998) stated an Interpretivism approach could help define the details of a reality or the reality that influences them. This is in many ways associated with constructivism as constructivism maintains that 'social phenomena and their meanings are continually being accomplished by social actors' (Bryman, 2004:17) and views culture as something that is constantly changing. As Becker (1982:521) suggests, 'people create culture continuously'. Interpretivism is an appropriate research philosophy for this dissertation as it allows the researcher evaluates the cultural views of South Asian consumers that influence their attitudinal loyalty towards professional football.

5.05   Qualitative/Quantitative Debate

Studies that use a qualitative approach are more appropriate for social studies, as quantitative studies can neglect the social and cultural variables (Silverman 2001). Thomson (2004) suggested that if research seeks to understand the experience of a given situation then a qualitative approach is

more appropriate. Considering that, this dissertation is exploratory and aims to broaden academic research, qualitative analysis would be a fitting approach in which to identify people's opinions on a topic and would help to evaluate why people think or feel the way they do (Mc Givern 2006). In trying to understanding new areas of consumer behaviour and what factors influence their thoughts and feelings towards a sport then this could arguably best explained through a qualitative approach.

5.06   Qualitative Research

Qualitative research supports social research at it focuses on the way individuals groups and cultures interpret the world in which they live in and explore their behaviours, attitudes, perspectives and experiences (Atkinson 2001).   Qualitative research approach allows researchers to approach topics with no preconceived assumptions and conclusions can only be drawn from the data that is collated from the study (McNabb 2004). This is important as the social cultural factors that influence British Asian consumer's attitudinal loyalty towards professional sport has not been assessed within the context of football in Britain (Tapp 2002).

Silverman (2004) described that qualitative studies can be split into data that is collected from journals, statistics or from public documents or through focus groups, interviews and field observations, all of which apply to the aims and objectives of the research.   A thematic analysis is an essential method for any qualitative analysis (Holloway and Todres, 2003). Thematic analysis is a widely used qualitative analytic method (Roulston, 2001). Through the application of thematic analysis, a researcher is offered the opportunity to translate qualitative data into qualitative information (Marks and Yardley, 2004). Hence, the themes from journals, interviews and focus groups will allow the researcher to derive a set of themes pertinent to South Asian consumers. The limitation with a qualitative approach is that it can be very time consuming and the interpretation of the themes can be challenging as the data collected can be interpreted in many ways (Taylor 2005).

5.07   Research strategies

McNabb (2004) stated that there are three approaches of carrying out a qualitative research, explanatory, interpretive and critical. Explanatory research according to White (1999) is used in qualitative studies where researchers collate theories in which aim to predict future events. Babbie (2007) identified that exploratory research is predominantly used when the topic or issue is relatively

new. Exploratory research often relies on secondary research such as reviewing academic literature or qualitative approaches such as informal discussions with consumers, through in-depth interviews and focus groups (Shields et al 2013).

An interpretive approach considers the meaning behind a given social situation or event through peoples attitude, feelings or opinions (Strivers 2000). Interpretive research provides an insight into consumer behaviours and experiences and helps researchers gain an insight into consumer's consumption behaviour and consumer populations (Susan & Lee 2014). Interpretive researches, according to Tadajewski (2000) are mainly applied to qualitative research.

A critical approach examines negative social situations that people in society can be exposed to (McNabb, 2004). Critical research begins by identifying a group of people who are willing to explain how their needs are not satisfied within a current system or situation, researchers then endeavour to understand their viewpoint (Kilgore 1998).

Critical research seeks to identify dominating or oppressive relationships in society it evaluates the relationships between individuals and groups of individuals, enabling the researcher and participants to critique commonly-held values and assumptions (Kilgore 1998).   Then the researcher is able to evaluate the factors pertinent to the current social situation so that there can be an "understanding of these conditions" (Comstock, 1982, p. 383).

South Asian consumer's opinion of professional football is an emerging topic as no studies have considered the cultural factors that influence attendance at professional football matches in Britain. Therefore, adapting an exploratory approach, by reviewing academic literature pertinent to the topic and carrying out interviews and focus groups will be used to identify themes pertinent to the South Asian consumer.

The Interpretive and critical approaches are significant for the dissertation. The critical approach will identify the barriers to consumption that will evaluate the perceived negative and alienating social conditions of football and its culture in England to see how these conditions influences and conceivably creates a barrier for South Asian consumers to develop a positive attitude towards football. An interpretive approach aims to establish the meaning of culture and identify its relevance in interpreting the social factors, which creates awareness and attraction to football clubs of South Asian consumers. Research methods that adopt a critical research approach can be an effective way of assessing social opinion as it involves people from the specific social groups that are relevant to the dissertation.

5.08   Approaches

An inductive approach uses data from respondents to generate ideas, where as a deductive method starts with an idea or theoretical framework and uses the data to verify or disprove the idea (Holloway, 1997). Often a combination of both approaches is used. This research will adopt an inductive and deductive approach.

The inductive approach requires the researcher to design a research approach that links directly to the research questions and aims of the dissertation (Jebreem 2012). The inductive research will allow respondents, through open-ended interviews, to the present factors pertinent to them. An inductive approach according to Creswell and Clark (2007) builds themes from participant's viewpoints and evaluates these themes to generate theory; this is typically achieved through a qualitative approach. An inductive approach allows researchers to assess the data without trying to fit the results into a pre-existing frame. Therefore, the outcomes from interviews and focus group are drawn from the thoughts, opinions and interests of the research group (Braun & Clarke 2006).

The deductive approach evaluates academic studies, to draw together factors pertinent to the dissertations aim and objectives. These factors form a foundation to the study to allow the researcher to test which factors are pertinent to South Asian consumers and establish those that are not. The combination of these two approaches will allow the researcher to draw themes specific to South Asian consumers from observations in interviews and from focus groups and link these themes to the research aims and objectives and broaden the knowledge of the themes that influence South Asians attitudinal loyalty to professional football in Britain.

5.09   Primary data collection

Primary data collection allows researchers to research a specific topic using an approach that meets the research problem, allowing researchers to add to the existing body of knowledge Hox & Boeiji (2006). According to Saunders et al (2003), there are three principle ways of undertaking data collection: A review of the literature, consulting with industry experts and through focus groups and interviews. The literature review evaluated a derived range of factors, drawn from the academic literature, these 37 factors provided an academic foundation in which to ascertain which of these factors are pertinent to South Asian consumers, and to allow the respondents to freely discuss the

topic and discuss factors that are pertinent to them. In this way, new factors specific to South Asian consumers can be discussed.

5.10   Data Instrument Design

The data was collated in line with the MMU's data collection policy. An interview schedule was used to introduce the interviewer and the reasons for the research. This was then followed by a disclaimer which explains the conditions of the research and an explanation of the format of the interview. The data collection template can be seen in Table 21.

Interviews

De Marrais (2004) suggested that interviews allow the researcher and respondent to conduct concentrated dialogue using questions related to the research aims and objectives, allowing the researcher to collect extensive information from the respondents pertinent to the research topic (Myers, 2005).

The interviews are broken down into three sections that are pertinent to the outlined research objectives, and focus on how they became attracted to football, the attributes of the sport which attract them to the sport and the issues within the sport that present a barrier to them enjoying the sport. The culmination of these three sections provides an insight into how South Asian consumers can develop attitudinal loyalty towards professional football.

Initial interviews consulted with three industry experts with South Asian heritage, from within the football industry. In particular, the founder of the Zesh Rahimen foundation, a member of the Players Football Association who is actively involved with the promotion of football within ethnic communities in England, Mohamed Seedat who is an academic at the UCFB, and Irfan Rahman who was a professional footballer and scout for a professional English football team.

The interviews with the industry professionals and academics provide an opportunity for them to share their thoughts and experiences on the factors that shape South Asians awareness and attraction towards professional football in England. Moreover, establish if there are barriers that prevented them accessing the sport and other relevant factors that shape their perception of professional football that may have not been discussed in academic studies to date.

Following this a series of fifteen semi-structured interviews adopting open-ended questions to allow the South Asian consumers to freely express their thoughts and opinions of professional football in Britain. For the interviews Pakistani, Indian and Bangladeshi adults were chosen as these ethnicities represent the main segments of the South Asian population in Britain. The themes derived from the interviews will be included alongside the factors derived from the literature review and the culmination of these factors is presented in a data instrument sheet in Table 12. These factors are used as a basis for the focus groups. Examples of the interview schedule and a sample interview are presented in the appendix Table 21.

Focus Groups

The next stage in the process will be carry out three focus groups with Pakistani, Bangladesh and Indian consumers between the ages of 18 and 34, as these age groups were recognised as having the potential to develop an attitudinal loyalty towards the sport (Football Association 2013).

The focus groups gather information from a defined target audience through participant self-disclosure (Rennekamp 2003). Focus groups allow participants to openly discuss the factors derived from the interviews and from the academic theory to allow them to choose which of the factors is the most important to the least important in helping South Asian consumers become aware of the sport, attract them to attend football games and the factors that may deter them from attending the game.

The focus group participants decide which of the factors are important to them by numbering the factors from 1 being the most important to 10 as being the least important. In this way the researcher is able to recognise the pertinent factors relevant to the consumer groups. Furthermore, similarities and differences between the groups enable to researcher to draw out themes that are specific to most south Asian consumers. The template for the focus groups are presented in table 22

5.11   Data collection

The sample for the research is formed on the following requirements. The respondents represent consumers from the main segments of the South Asian population in Britain the Indian, Pakistani and

Bangladeshi communities.   The participants will be drawn from within Greater Manchester region as areas such as Manchester, Rochdale and Oldham for example all have a large proportion of South Asian consumers within the vicinity of professional football clubs. All respondents were over the age of 18 and were asked to complete a short questionnaire to ascertain their ethnicity, age and generation. The aim was to choose respondents who were 2nd and 3rd generation as it could be argued they were more likely to be acculturated towards professional football.

511.2 Problems faced.

According to Fuller (1983) South Asian communities could restrict honest communication with an ethnic group that is not part of their community, hence face to face interviews may prevent the interviewee from putting across his or hers honest opinion in case it would conflict with the opinion of the accepted norm.

To overcome this possible threat, the focus groups will be announced as voluntary at all interviews and focus groups and the data from the interviews and focus groups will be anonymous, allowing the participants freely give their opinions and they will be able to leave the focus group at any point. This will allow the participants to discuss as a group the factors that are most relevant to them, there is no requirement for the interviewer to influence the groups discussion only capture the thoughts and opinions of the participants. McNabb (2004) explains that this is important not to lead the interviewees, so that their personal viewpoints can be established.

The female participants did not wish to be interviewed alone or take part in a focus group with a male interviewer. Moreover, a great many male and female respondents who were asked to participate, did not have an interest in the sport of football and therefore did not volunteer.

511.3   Selection Criteria

Much of the criteria for the research such as age, interest in football and ethnicity have been explained in the latter sections. It was important to meet with South Asians who had worked, supported or played football as they could provide a more detailed understanding of what attracts them to the sport and the possible barriers that may prevent South Asian's accessing the sport. This was a timely activity and was achieved through contacts at the Manchester Metropolitan University the UCFB and by attending kick it out conferences in London which allowed the researcher to meet

South Asian's from the Zesh Rahman foundation, Kickitout and a teacher who had been professional footballer and scout of a British football team. The combination of these contacts allowed the researcher to meet with the South Asian who met the selection criteria.

5.11.1 Participants

The Pakistani and Indian respondents for the study were collated from students at the Manchester Metropolitan University who had an interest in football. However, there were few Bangladeshi students willing to participate; hence the researcher contacted the Bangladeshi community centre in Rochdale and Oldham to arrange to meet their members. Below is an overview of the participants that were involved in the research, detailing their age, ethnicity, gender and if they were first, second or third generation South Asian.

Table 14 – Participant list Interviews & Focus Groups.

Age	Ethnicity	Gender	Generation
18 - 24	Bangladeshi	Male	2nd
18 - 24	Bangladeshi	Male	2nd
18 - 24	Bangladeshi	Male	2nd
18 - 24	Bangladeshi	Male	2nd
18 - 24	Bangladeshi	Male	2nd
18 - 24	Indian	Male	3rd
25 - 35	Indian	Male	2nd
25 - 35	Indian	Male	1st
18 - 24	Indian	Male	1st
18 - 24	Indian	Male	1st
18 - 24	Pakistani	Male	3rd
25 - 35	Pakistani	Male	2nd
18 - 24	Pakistani	Male	3rd
18 - 24	Pakistani	Male	3rd
25 - 35	Pakistani	Male	3rd
46 - 60	White British	Male	n/a

Focus Groups 1 Bangladeshi Group				Focus Group 3 Pakistani Group			
Age	Ethnicity	Gender	Generation	Age	Ethnicity	Gender	Generation
18 - 24	Bangladeshi	Male	2nd	18 - 24	Pakistani	Male	3rd
18 - 24	Bangladeshi	Male	2nd	25 - 35	Pakistani	Male	2nd
18 - 24	Bangladeshi	Male	2nd	18 - 24	Pakistani	Male	3rd
18 - 24	Bangladeshi	Male	2nd	18 - 24	Pakistani	Male	3rd
18 - 24	Bangladeshi	Male	2nd	25 - 35	Pakistani	Male	3rd
Focus Group 2 Indian Group							
Age	Ethnicity	Gender	Generation				
18 - 24	Indian	Male	3rd				
25 - 35	Indian	Male	2nd				

25 - 35	Indian	Male	1st
18 - 24	Indian	Male	1st
18 - 24	Indian	Male	1st

5.12   Analysis of the data.

The data will be analysed using a thematic analysis. A thematic analysis analyses and reports on patterns within the data, it can help to organise and describe the main themes from your data, but can also help researches to interpret various aspects of the research topic (Boyatzis, 1998). According to Ryan and Bernard (2000) a thematic analysis starts when researchers look for patterns or meaning from the data collected. Theoretical thematic analysis tends to be driven by the researcher's interest in the topic area and therefore it is a much more detailed analysis of a specific aspect of the data (Braun & Clarke 2006). In essence, a thematic analysis can support the research aim as it can capture important data relevant to research aims and objectives.

 A thematic analysis considers emerging themes from interviews, consequential of the literature, objectives and constructs (Saunders 2003). All of the fifteen interviews and three focus groups will be transcribed onto the Nvivo software.   The transcripts will be evaluated drawing together all of the themes pertinent to what influences the attitudinal loyalty of the Pakistani, Indian and Bangladeshi respondents.

The thematic analysis will consider which themes match the themes presented in the literature review, but will also identify cultural themes that are pertinent to South Asian consumers. The themes from the research will then be compared to the research aims and objectives.

To evaluate the thoughts and interests of the respondents the researcher reviews the data, codes the data and then reviews the themes. Once this is established then further analysis can be undertaken to refine the specifics of each theme, which can then be related to the research aims and literature review (Braun & Clarke 2006).

5.13   Coding.

Charmaz (2006) stated that Coding is concerned with the naming and segmentation of data to categorise and summarise data.   Coding consists of two phases initial coding and focussed coding (Charmaz 2006). The initial coding can be developed in advance by consulting existing theory and literature and focus coding can be taken from the data from the respondents (in –vivo) or a combination the two phases can be used (Strauss and Corbin 1998). This is represented in the following diagram.
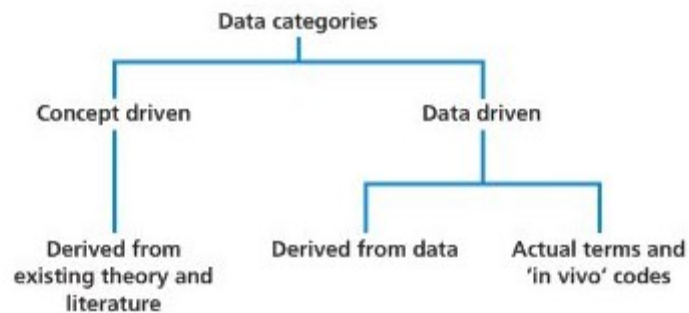
Source: (Strauss and Corbin 1998

The dissertation applied a combination of the two to develop the research, by initially evaluating the academic literature and then through qualitative interviews and focus groups with South Asian respondents to derive a range of in-vivo themes that were pertinent to them, these themes were based on themes, concepts, keywords and phrases (Gibbs and Taylor, 2005) Nvivo software was used to aid the coding process; the coding was split into three levels of hierarchy the first being the parent node, with child codes following below, which is represented in the flowing table.
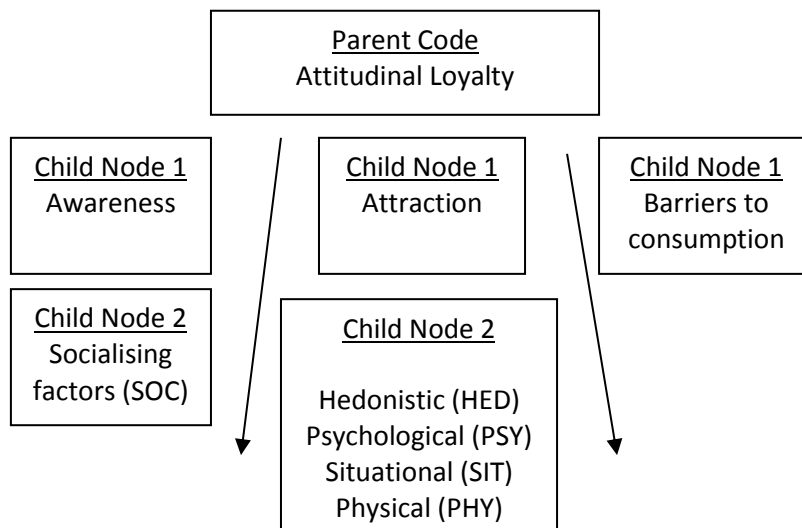
The flowing section will outline how the coding was organised.

514.1 The Parent Level of coding.

The first level of coding was based upon attitudinal loyalty. In structuring the levels the initial parent code was divided by the ethnicity of the respondents. There were three consumer groups, that of the Pakistani consumers, Bangladeshi and Indian respondents. The reasoning behind this was to identify themes pertinent to the individual ethnic groups then the groups could be compared to establish a broader set of themes relevant to all consumer groups. Developing this structure is important as it allows for the researcher to ascertain how the codes relate to each other (Miles and Huberman, 1994)

The initial problem with the first level of coding is that the responses from the respondents were far too broad, hence the theme of attitudinal loyalty needed to be split into themes of awareness, attraction and barriers to consumption as the combination of these three contribute to attitudinal loyalty. Then the themes from the interviews could be compartmentalised and allow for sub themes to be established.

514.2 The Child levels - Awareness

The parental level of coding was broken down into three sub categories of awareness, attraction and barriers to consumption. Although these headings were derived from the academic theory, the coding allowed for those themes that were in-vivo and derived from the opinions of the respondents. The culmination academic and in-vivo themes are presented in the following tables.

The first element of awareness was again too general and as a result it was broken down to a range of socialising factors that made the South Asian consumers aware of the sport of football. They are presented below.

Code Name	Code Definition
SOC1.	Family and Friends

SOC2.	Word of mouth
SOC3.	The application of social media
SOC4.	The use of mobile phone communication
SOC5.	The use of loyalty programmes, promotions and special offers
SOC6.	The use of local media, newspapers, television and radio.
SOC7.	The need to follow religious considerations
SOC8.	The financial considerations of the target markets disposable income
SOC9.	The influence of the family over spending decisions.
SOC10.	The aspirational brand
SOC11.	The use of mainstream media radio, newspapers, television School
SOC12.	Religious Group
SOC13.	Sports groups
SOC14.	School

514.3 The Child levels– Attraction.

The subject of attraction proved to be very broad not only from the wide explanations from the academic theory, but also from the themes from the respondents, therefore the themes that attracted South Asian consumers to the sport of football were further broken down to the sub headings of Hedonistic, Psychological, Situational and Physical factors.   By doing so ensured that the themes were specific and sufficiently accurate to allow for correct interpretation (Miles and Huberman 1994). The sub headings are displayed below.

Hedonistic

Code Name	Code Definition
HED1.	It helps me to Relax/De stress
HED2.	I can socialise with friends
HED3.	It provides me with a diversion from my day to day life
HED4.	I like to be entertained
HED5.	It excites me
HED6.	I love the aesthetics (beauty/quality) of the sport
HED7.	I like the competitive rivalry
HED8.	I like the team
HED9.	I like the manager
HED10.	I like to watch the star players
HED11.	The skill of the professional sportspersons
HED12.	The drama of the competition
HED13.	The athleticism and effort of the sportspersons
HED14.	The aggression of the sportsperson

Psychological

PSY1.	Because it helps build my self-esteem/respect
PSY2.	It helps me develop an affiliation/relationship with a team/player
PSY3.	It helps me develop an affiliation/relationship with fellow supporters
PSY4.	It helps me to develop an affiliation/relationship with my family
PSY5.	It helps me to develop an affiliation/relationship with my friends
PSY6.	It helps me to feel part of a community
PSY7.	It helps me to be recognised
PSY8.	It helps me to understand more about my own personality
PSY9.	I feel happiness and contentment when my sports team win.
PSY10.	I love the atmosphere at the game it make me feel good
PSY11.	I want to aspire to be a football player

Physical

PHY1.	The way the stadium is designed
PHY2.	The accessibility to the sports event
PHY3.	The accessibility within the sporting event
PHY4.	The ease of parking
PHY5.	How close the sports event is to my hometown
PHY6.	The types of food that is available during the sporting event
PHY7.	The types of drinks that are available at the sports event
PHY8.	The quality of service at the sports event
PHY9.	The staff can speak my language
PHY10.	The staff understand my cultural needs
PHY11.	The history of the sports team I support
PHY12.	The position of my sports team in relation to its competitors
PHY13.	Corporate boxes allow me to watch football games how I want

Situational

SIT1.	The price of the tickets to a sport event
SIT2.	If the tickets of the sports event are in short supply or rare
SIT3.	If the tickets have a promotional offer
SIT4.	If the tickets have been reduced in price
SIT5.	If the tickets can give you a discount at the next sporting event
SIT6.	If the tickets gives a reduction to a different type of sporting event
SIT7.	If the sports event is not televised
SIT8.	If the sports event is not on the radio
SIT9.	If the sports event has been promoted on the television
SIT10.	If the sports event has been promoted in local newspapers
SIT11.	If the sports event has been promoted through social media
SIT12.	If the sports event has been promoted through word of mouth
SIT13.	If the sports event has been promoted through the local community
SIT14.	Performance of the team/winning team

514.4 The Child Levels - Barriers to Consumption.

The final stage of the coding process recognised that there were a great many barriers to consumption that were specific to South Asian consumers. Identifying these barriers are important as the may hinder attitudinal loyalty. Again the responses from the respondents were very broad hence they were consolidated into the following themes.

Code Name	Code Definition
BAR1.	Few South Asian footballers
BAR2.	Few role models and star players.
BAR3.	A lack of identifiable celebrity endorsement for British Asians.
BAR4.	A significant lack of British Asian managers and coaches.
BAR5.	The possible racism that occurs at grounds from existing supporters.
BAR6.	Concerns over institutional racism within the football league.
BAR7.	Poor engagement with communities and families to raise the profile of professional football in England.
BAR8.	Football is not valued within the community
BAR9.	Football is not valued by my parents
BAR10.	Football does not fit with values/religion
BAR11.	Unsuitable facilities
BAR12.	Unsuitable food/beverages
BAR13.	I don't feel safe at the football ground
BAR14.	People won't watch a poor performing team
BAR15.	Parents do not take an interest in football
BAR16.	Rather watch on television.
BAR17.	Poor access to play the sport of football.

5.14.5 Summary

The aim of this part of the dissertation was to outline a systematic approach to coding the qualitative data. The codes have been categorised in this way for three reasons. The first reason was to divide the themes so that they can be managed and organised logically. Secondly, to allow the researcher to critically evaluate the themes from the interviews and focus groups and assemble them in such a way to bring together the pertinent themes for all South Asian consumers. Finally, the themes were grouped in such a way as to support the outlined research objectives.

The concern with the way the information is presented is that the information gives little indication as to the factors were the most and the least important for South Asian consumers. In the following Chapter the research findings are presented. This section outlines which of the aforementioned themes are important to South Asian consumers and draws themes from all of the respondents to establish a range of themes specific to all Pakistani, Bangladeshi and Indian consumers.

5.15   Validity and Reliability

Creswell (2002) stated that the intent of qualitative research is to evaluate a particular social situation, by comparing, contrasting replication, categorising, and evaluating the themes from the

study. In doing so, it is important that validity and reliability are considered before any research is carried out (Simon 2011). Patton (2001) states that validity and reliability are important factors when designing a qualitative study.

Validity can be achieved through quality, rigour, and trustworthiness, reliability through dependability (Davies & Dodd 2002). The combination of these factors pertains to a set of rules that need to be followed to ensure the research is carried out correctly. To ensure validity, an expert's review is an integral part of the process as they can check the quality and the rigour of the students work, , moreover qualitative software such as NVIVO can also support the quality and reliability of the process (Simon 2011). For this dissertation two research supervisors and external assessors provide support and guidance on the correct methods in which to approach the research.

The number of participants is important when conducting qualitative research. A representative number of respondents with a similar demographic are needed such as age, race, gender and experience of the topic are all important in reaching a point of sufficiency (Smith 2003).

Creswell (2000) suggested that continual observation, recording and categorising of results needs to be gradually carried out to help make sense of the social situation, so that characteristics pertinent to the research can be identified. Nvivo software will be used to categorise and draw themes from the interviews and focus groups.

However, as Seale (2012) identifies the preciseness of a qualitative research can be managed through the interpretation of the themes from the research. The researcher should categorise the themes from the research until saturation occurs, when no new themes occur from interviews (Simon 2011).

To support the validity and reliability of the study, the respondents are all from a South Asian heritage, of similar age and gender and all have an interest in the sport of football. The research supervisory team have reviewed and evaluated the data collection methods, and given guidance on the types of software that will support the classification and interpretation of the data. The interpretation of the findings are presented in the findings and the discussion aspects of the dissertation, these are also scrutinised by academic experts to establish validity and reliability from the interviews and focus groups.

5.16   Ethics

Ethics is defined as a "code of behaviour appropriate to academics in the conduct of research" (Wells, 1994:284). The proposed research must consider ethics in regards to how the research is to be undertaken. The proposed research must follow the code of ethics that is outlined in the Manchester

Metropolitan University ethics guidelines. To support this process a copy the ethics checklist has been completed and discussed with the research supervisory team before the research was undertaken. The researcher must adopt a sensitive approach to gathering information from the respondents involve (Saunders, 2003). All respondents are informed at the start of all interviews and focus groups that the information disclosed will be treated in the strictest confidentially and anonymity.

6.0   Findings

The thematic analysis established that the South Asian respondents are able to develop attitudinal loyalty toward football through factors of awareness and attraction. However, not all of the factors derived from the literature review are pertinent to South Asian consumers. There are cultural factors specific to the respondents that shape their attitudinal loyalty and barriers that deter the respondents from developing a positive attitude towards professional football clubs.

The factors of awareness, attraction, culture and barriers to consumption will be mapped on existing themes derived from the literature review. New themes, that have emerged from the data, pertinent to the South Asian consumers, will be considered to identify specific factors that shape South Asians attitudinal loyalty towards professional football in England.

The findings from the qualitative research were evaluated through a thematic analysis. Nvivo software was used to categorise the themes from the interviews and focus groups to help the research identify relevant themes pertinent to the outlined objectives. The respondent's answers from the focus groups and interviews have been collated into tables. The tables compare themes for all of the Pakistani, Bangladeshi and Indian participant groups to establish specific themes that are unique to the individual groups and those that may be unique to individual respondents and ethnicities. Those themes that have been considered by all of the respondent groups or by at least two of the three groups will be discussed in detail as these represent themes relevant to the majority of the South Asian respondents. Themes that were discussed by the respondents are shown in the table as an X; if the respondents did not discuss the theme then an O is displayed. In this way, a distinction and comparison can be made between the respondent's answers. The following section arranges the findings into themes that are relevant to the literature review, and then followed by the themes from the interviews and focus groups that are new to the academic literature.

6.01   Findings linked to the academic literature on awareness.

Gaining an awareness of a sport according to Funk et al. (2001) is achieved through socialising factors of friends and family, community interest, geographic proximity to the stadium, media coverage, from the news, promotions, advertising and special events. These factors were used as a basis for the interviews and focus groups to establish which of these factors were important to the respondents, whilst allowing the respondents to discuss other factors that were specific to them

Table 5 – Findings linked to Awareness

Code	Factor	Pakistani	Bangladeshi	Indian
SOC 1	Family and Friends	X	X	X
SOC 2	Word of mouth	X	X	0
SOC 3	The application of social media	X	X	X
SOC 5	The use of loyalty programmes, promotions and special offers	0	0	X
SOC 7	The need to follow religious considerations	0	X	0
SOC 9	The influence of the family over spending decisions.	0	X	X

SOC 11	The use of mainstream media radio, newspapers, television School	X	X	X
SOC 12	Religious Group	X	X	0
SOC 13	Sports groups	X	0	X
SOC 14	School	X	0	X

Underpinning the thematic analysis is a concurrent theme that the awareness of football with the South Asians community is found to derive from mainstream sports coverage on television (SOC 11) and peer pressure from friend and family, in particular friends (SOC 01). The first factor prevalent factor from all of the respondent groups was friends and family.

6.02   Friends and family (SOC 1)

The thematic analysis suggested that friends and family was a leading factor with South Asian consumers in gaining an awareness of professional football. Respondent I1 suggested that:

"Friends and family was most important to me as I want to be part of this so when they get involved with football, so did I" (Respondent I1).

Unlike mainstream consumers where it could be argued that the awareness of a sport is passed down from parent to child (Funk and James 2002), the following themes suggest that for South Asian's, their friends had more of an influence over their awareness of the sport than from their parents. A reason for is that football was not valued by the respondents parents (BAR 9). Therefore, the influence of friends in helping them to gain an awareness of football appears to be an important factor in South Asians gaining an awareness of the sport. However, it would appear from the respondents that the desire to watch football as Respondent B3 suggested, is drawn from a need to fit in with the social group:

"If you're playing football with you friends it's good, if you're not then you're a weirdo" (Respondent B3).

Respondent B3 suggested that within his particular social group football is the preferred sport and if you were not interested in the sport or playing the sport then this would reflect badly upon the group's opinion of you. Respondent B2 a friend of B3 went on to say:

"Something that encourages you to do things with your friends, it's part of your social identity, doing things with your friends you don't want to be isolated" (Respondent B2).

Interestingly, the comments from the both of the respondents suggest that within the Bangladeshi group in particular, there seems to be an underlying theme of not wanting to be ostracised from friends and they followed football because their friends did. Respondent B4 suggests that South Asians are an ethnic minority in England and as a result, they already feel to some extent isolated from mainstream society:

"As Asians in England we are already alienated, hence by not getting into discussions with friends about football, you can isolate yourself even more" (Respondent B4).

The opinions of the aforementioned participants imply that being part of a social group was very important to South Asian consumers, as they had a genuine fear of being alienated from their friends and as a result, they choose to follow the sport of football, as this is the accepted sport within their social group.

6.03   Mainstream television coverage (SOC11)

Another theme, linked to the literature review that helped to raise the awareness of football was through mainstream television coverage of the sport and as a result influenced the sport that was played and talked about in school (SOC14). A teacher at a South Asian school, respondent I3, suggested that football was increasing in popularity with his South Asian pupils and the main driver of this was mainstream television.

"For many younger kids it's more popular than cricket because it's always on the television and because of this the kids talk about it in school. (Respondent I3)

In England the sport of football dominates the sports coverage; this was reflected in the comment by the respondent P5, who stated:

"They call it Sky sports, but all they show is football" (Respondent P5)

The mainstream media coverage of the sport seem to have a significant impact on raising the students' knowledge of the sport as the pupils at his school regularly discuss the football games from the weekend. Respondent I3 said:

"On a Monday morning, all they are talking about is the game which was on at the weekend, the Premiership games" (Respondent I3)

Interestingly the mainstream coverage of the sport has not only influenced what they talk about when they are at school, but it could also be argued that it has influenced the sport they choose to play. Respondent I3 commented:

"They absolutely love it, when I walk in through the gates at 8:00 they are running around playing football. When I came here 5 years ago, I didn't see that, people were playing cricket" (Respondent I3).

So what was been influencing this change from playing cricket to football? Respondent P5 suggest that the increasing coverage on television compared to when he was at school may be a factor:

"You see it on TV every day now. Back in the day there was only about seven hrs of football shown on television, now there is seven matches a week in the league, it's unbelievable" (Respondent P5).

A theme that came from the interviews is that the lack of coverage of other sports such as Cricket on mainstream television is having an influence on the younger generation of South Asian favourite sport, contradicting the stereotype that most South Asians in England favourite sport is cricket; this was further collaborated with the respondent I4 who said:

"Football, for many younger kids it's more popular than cricket because it's always on the television and the kids talk about it in school" (Respondent I4, 2015).

The coverage of football by organisations such as the BBC, Sky and BT sport focuses predominantly on the English Premier League. Lower league football teams receive very little coverage, culminating in the pupils at this particular school only discussing these top premiership football teams:

"What I find is with the South Asian kids is, they'll talk about the top teams such as Man United, City and Liverpool, Real Madrid, Barcelona" (Respondent I4,2015).

Rowe (2012) stated that the easy accessibility to watch professional football has meant that football is now enjoyed throughout the world by a diverse range of consumers. It could be argued that the ease of access to watch professional football games coupled with the continual coverage of the sport, has allowed the young south Asians to not only discuss football whilst at school, but it has influenced their choice of sport. In the case of these high school respondent I5 said that it had change their attitude towards the sport and this is reflected in the type of sport they choose to play whilst at school.

"The primary schools now, in a morning the kids are kicking footballs about".
(Respondent I5).

Unlike older generations of South Asian consumers who have been socialised into sports such as cricket, it would appear from the respondents that the continual coverage of the sport on mainstream television and sports channels have influenced the younger generation to become aware of the mainstream British sport. The popularity of the sport with this particular cohort of South Asian schoolchildren suggests that traditional forms of mainstream media coverage influence them to adapt the mainstream sport.

6.04   Awareness of football through Religious groups (SOC 12)

Although not all of the groups mentioned that they were socialised into football through religious groups, both the Bangladeshi and Pakistani respondents suggested that football was played before and during their religious *meetings.*

"After School we attended the Mosque, we had an Islamic school to attend. We used to break school around 3.30pm and I remember for about 40 minutes we played football on the streets with the rest of the other Mosque kids and then we would run to the Islamic School" (Respondent P2)

Football seemed to also be the chosen sport to play with the Bangladeshi respondents.

"We used to play football in the park before evening prayers" (Respondent B*1.*

It would appear from the aforementioned examples, that football is the chosen sport to play not only whilst at school but also after school when they attended their religious schools. This adoption of football may not be representative of all religious schools and societies, but the findings from these particular groups suggest the sport was accepted by the religious leaders and societies and the sport provides a social aspect to complement their religious studies.

6.05   Findings from the respondents that are new to the academic literature

A theme that arose from the analysis was how the responders became aware of the sport of football suggested that forms of Social media played an essential role in helping the respondents keep in touch with their social groups. Previous research, which assessed the factors that influence awareness of a sport such as the Sports Interest Inventory model (2006) and the Psychological continuum model (2001), did not consider social media as a socialising factor. Considering the

timescales of these academic studies technological innovations in social media and online gaming has significantly shaped how consumers become aware of sport and the technological advancements seem to play a significant role in how South Asian consumers develop an awareness of the sport. The themes from the research are as follows:

6.06   Social Media (SOC 3)

It was apparent when carrying out the interviews how important it was for respondents to keep up to date and to be informed about football. Football for many of the participants was the sport that seemed to be discussed through social media by both male and to some extent female South Asians.

> *"Through social media, we all talk about the game, who won who lost through social media even the girls enjoy discuss the sport on Facebook" (Respondent B1).*

The use of Social media seems to be concurrent theme with many of the group's in particular the Pakistani and Bangladeshi respondents, discussing the sport through social media platforms.   Mainstream social sites such as Facebook were repeatedly mentioned as an important factor in raising the awareness of professional football.

The following comment by respondent B5 suggested that Social media was important in raising the awareness of the sport with South Asians, it could be suggested that this particular respondent felt he needed to study the sport to fit in with the group.

> *"With social media you don't want to be left out, we all talk about football on social media, so because of this you start to get involved, read up and take an interest in the sport" (Respondent B5).*

The above quote suggests that within this particular group of young adults, there is a need for them to keep up to date with the sport, as without doing so, can leave them being left out from the social group. Respondent B1 went on to say:

> *"If you don't get in, you feel like an outsider, you feel uncomfortable as you don't know what they are talking about" (Respondent B1)*

Social media, could be described as social glue for the group, the themes suggest that that friends have an influence over which sports South Asians follow, underpinned by a desire to fit in and to be included into the social group. And Social media was a popular way for the respondents to discuss the sport and feel part of a social group.

6.07   Online gaming

The Pakistani and Indian participants suggested that online gaming; in particular playing football games on platforms such as PlayStation and Xbox games machines had a significant role in raising the awareness of football with these respondents. Respondent P3 mentioned that he had gained an interest in the sport of football through playing football games at home with friends, and this was a concurrent theme from all of the people at the focus group.

> *"You've got the PlayStation where it's online and everyone can play, it's just like football you can play at home" (Respondent P3).*

Moreover playing the football games allows South Asians to increase their knowledge of the sport and keep in touch with a wider circle of friends, which seems to be valued within this particular segment of South Asians.

> *"There is so much information about the game, you can play people from home, people from China, Russia, and it's so cool". (Respondent P3).*

Crawford (2005) stated that digital gaming has rapidly risen to constitute a major worldwide cultural industry. Digital gaming is an immensely popular form of entertainment, football games in particular are being played on home computers more than on local football fields (O'Connor, 2002:2).

6.08   Findings linked to the academic literature of Attraction.

The following section uses existing literature to categorise the factors related to the findings. These factors are summarised in the table 12 (Figure 5 part B1-4). The culmination of academic studies was collated to establish a range of possible factors that could attract South Asian sports consumers to a professional football team. These factors are summarised into categories of hedonistic, psychological, physical and situational factors that influence attraction.

The factors that contribute to the categories provide a foundation in which to match the thoughts and opinion of the respondents. Each of the categories will be assessed to determine those factors that are related to the academic literature and those factors that are not. The first category to be assessed was Hedonistic. The table below summarises the most important hedonistic factors that attracted the respondents to attend professional football matches.

The main themes that were linked to the academic literature that attracted the South Asian consumers to the sport of football was the aesthetics and the quality of the game (HED10) and the star players (HED6).   The table below outlines the themes from the respondents.

Table 6 Hedonistic Factors that Influence attraction

CODE	Hedonistic Factors	Pakistani	Bangladeshi	Indian
HED2.	I can socialise with friends	X	X	0
HED4	I like to be entertained	0	X	0
HED6	I love the aesthetics (beauty/quality) of the sport	X	X	X
HED7	I like the competitive rivalry	0	X	0
HED8	I like the team	X	O	X
HED10	I like to watch the star players	X	X	X
HED11	The skill of the professional sportspersons	0	0	X
HED12	The drama of the competition	0	0	0
HED13	The athleticism and effort of the sportspersons	0	0	X

6.09

Hedonistic

The Findings suggest that South Asian consumers seem only to be attracted to the very best teams, those who have the very best players, who play in the best leagues and arguably have the most brand appeal.

> *"From being about 10yrs old I played football I saw the FIFA World Cup and saw Ronaldinho, who played for Brazil, he destroys games and he is part of my passion in life for football". (*Respondent I1)

The star players from the world cup played a significant role in this particular respondent's life suggesting that his passion for the sport is drawn from the star players themselves. When I asked why he was attracted to this football club and player, he replied

> *Because they are one of the best football clubs in the world and they have some of the best players". (*Respondent I1)

Another respondent stated that,

> *"I only started to take an interest in football from watching the world cup; hence, I was only attracted to the best teams and the quality of the play". (*Respondent I2)

It would appear that the mainstream coverage of International football has had a significant influence over the respondent's attraction to the sport, seeing some of the world's finest football players and how they played the game, suggests a major factor in how the respondents became attracted to the

sport. Throughout the interviews it appears that the star players are a significant attraction for South Asians.

> *"It was an amazing feeling especially going to see my first match in Manchester that was Portugal and seeing both Cristiano Renaldo and Lionel Messi play, that was an experience I won't forget". (*Respondent I1).

There was even an example of South Asians going to a football ground to watch a team they have never supported before, Manchester City, so that they could watch a world-class player.

> *"If for example, Messi he would come with Barcelona that's what made us want to go to Etihad and watch him play because at this moment certainly he is one of the best players in the world" (*Respondent P2).

The attraction to the star players seems to have a significant influence over the team they support, in some cases it could argues that the teams South Asians support are secondary to the players the teams possess. This theme of supporting players is not only apparent in National teams but also to the premier league teams in England.

> *"I would want to go and see Man United or Arsenal they have a nice way of playing they pass a lot. A lot of the top Premiership teams play good football and they have great players" (*Respondent P3)

From these examples it could be determined that South Asians seemed to give considerable weighting to the quality of the players on the pitch. The responses suggest that football teams have to have the perceived best players if they are to be attracted South Asians to a particular team. Therefore, what could be driving this attachment to individual players rather than teams could possibly be due to the lack of knowledge of the wider game. Supporting a team bring with is a different perspective that requires a deeper understanding of the sport, than enjoying the sport from purely an aesthetic point of view. What would be interesting to consider in further academic studies would be to evaluate what happens when a favoured star player leaves one team for another and if this influences the team choice?

What was apparent from the research was that none of the respondents from any of the three groups discussed being attracted to lower league teams. During the interviews, some of the respondents gave indications as to why South Asians seemed not to be interested in the lower league teams. It seemed to be linked to prestige of the best teams and players, they wanted to be

associated with the top teams, and again this linked could be linked to the social pressure from their friends.

> *"I want to support a team that is most successful than the others, the team that wins, and the quality, the players and this attracts you to the better teams, I wouldn't support Rochdale coz it's not a top team, it's not a quality team. If I came back to my friends and said I went to watch Rochdale play, they would laugh at me". (*Respondent B3)

At a local community group in Rochdale, I asked if they supported Rochdale football club, their local professional football team, the response was simple.

> *"My friends, they support Manchester United because they are the best, nobody from our community supports Rochdale, so I would feel alienated or isolated from the rest of the community, they would think do you have a life?" (*Respondent B4)

Alienation appears within the South Asians motivation for supporting a particular team, it's apparent that the respondents fear being associated with a lower league team, and the consensus and possible ridicule they may receive if they support a team such as Rochdale could result in them feeling alienated from the group. If this example was an isolated response, it may be interpreted as a joke, but throughout the respondent's answers is a concurrent theme that South Asians must stay within the accepted social norms, or face the consequences. This particular aspect of consumer behaviour is a relevant theme and will be considered within the discussion chapter. To evaluate this behaviour, the following section outlines the possible psychological drivers that influence their attraction to the sport.

6.10   Psychological

The following academics (Table 12 part B2) outlined a variety of psychological factors that could be attributed to attraction. The following section will review the themes from the respondents that coincide with the academic literature.

The psychological factors that drive attraction have significant links to the religious and cultural factors of South Asian consumers and these psychological factors have an influence over their attraction to the sport of football.

Table 7   Psychological Factors that Influence attraction

CODE	Factor	Pakistani	Bangladeshi	Indian
PSY1	Because it helps build my self-esteem/respect	0	X	X
PSY2	It helps me develop an affiliation/relationship with a team/player	X	0	X
PSY3	It helps me develop an affiliation with fellow supporters	X	0	0
PSY4	It helps me to develop an affiliation/relationship with my family	0	X	0
PSY5	It helps me to develop an affiliation/relationship with my friends	0	X	X
PSY6	It helps me to feel part of a community	X	0	0
PSY7	It helps me to be recognised	X	X	X
PSY8	It helps me to understand more about my own personality	0	X	0
PSY9	I feel happiness and contentment when my sports team win.	X	X	0
PSY10	I love the atmosphere at the game it make me feel good	X	X	X
PSY11	I want to aspire to be a football player	X	0	X

The first theme that came from the interviews stemmed from the participants experiences of attending the games. For those participants who have attended professional football games, the atmosphere (PSY 10) played a major part in their attraction to the sport.

> *"I'm going to Palace in a few weeks' time, love of the atmosphere it's what I love about watching the game, you just don't get that feeling when you watch it at home on the television" (*Respondent P5)

All the groups shared the atmosphere at the game as an important psychological factor in attracting the respondents to attend a football match and this seemed to be the significant theme for drawing South Asians away from watching football at home on television. Words such as love and how the atmosphere made the respondent feel, suggest that the atmosphere at the game is important. However, the South Asians respondents would only choose to watch games that had the prospect of being exciting and interestingly they had the perception that a top team playing a lower league team would disinterest them, as there would not be the perceived excitement at the game.

> *"Personally, I would not want to go to a game if it was boring, you could just get the result from teletext on TV, if you support the championship team and they are playing a lower league team then forget it". (*Respondent P4)

This theme presents a problem not only for the lower league football teams but also for traditional cup competitions such as the FA cup where lower league teams get drawn with

premiership teams as there is a perceptions with the respondents that there will be boring games with little atmosphere, even though the reality may not be true.

The second main theme that came from the interviews related predominantly to the Pakistani and Indian participants who suggested that there was an underlying need for South Asians to be recognised (PSY7) for being recognised as being successful within their communities. I t would appear from the respondents that watching a game from a corporate box is as aspect of the game that they want their social circle to be aware off. Again, the first example tied into the latter points about the importance of prestige and their social status.

> *"I know people that want to go to the best games; they put this on Facebook to get recognition for going to the game. I got friends that go to a box match, you know a corporate box at the ground, and this has prestige associated with it"* (Respondent P2)

However, the need to be recognised is not only undertaken by the younger participants who wanted to be recognised for attending the game at an exclusive corporate box, but also it was a desire of the more affluent South Asian business persons.

> *"It's important to be able to do business at the top flight clubs, as they are more prestigious and these top clubs are valued within the South Asian community. Taking business people to Rochdale would not have the same appeal, shall we say? It is important for people from the SAC to show how well they have done. Having a box at MUFC is prestigious".* (Respondent P2)

Owning a box at a prestigious football club was not only attributed to showing to their community how successful they were and how affluent they were, but it also allowed the South Asians to enjoy the sport in a way they want to, in a surrounding that was safe and attractive to undertaking business.

> *"It's not just business, networking is important, I have friends that just have business meetings, but at the same time enjoy the game. Many of my friends they were the traditional clothing so they feel a lot more comfortable in this environment than being on the terraces. (*Respondent P2)

One particular interviewee gave a very open and honest account of South Asians psychological reasoning behind which teams they choose to support. During the interview he gave an insight into why lower league local clubs did not receive the support as other more well-known football clubs.

"They don't talk about Oldham, Rochdale they always take about United or Real Madrid, Barcelona, Chelsea, and they love to be associated with the cream, that's the mentality. What you tend to find a lot of the Asians will just talk about the elite clubs. I think it's because they want to be associated with them" (Respondent I3)

This aforementioned point was further supported by another participant who stated that:

"South Asians would rather support United, City Liverpool because they want to be associated with the glamour, the best teams rather than supporting their local teams" (Respondent P3)

Another went on to say:

*"I think if you like they like to 'show boating' a bit and I speak of the Indian Muslim community because that's where my Father's from and probably Pakistani as well, as I have a lot of Pakistani friends. (*Respondent I2)

One of the respondents suggested that bragging was not just associated with sports consumption; it was also being attributed to other aspects of consumption behaviour within the South Asian community.

It reflects also in things that they do the cars they buy, if you look at weddings and the amount of money they spend on them, they are crazy!" (Respondent I2)

During the interview, the desire to establish what was driving the need for South Asians to be associated with the best was discussed in more detail, so that underlying themes could be derived. It was suggested that:

"South Asians have never been associated with any success so anything they can get themselves associated with or get them affiliated to they will jump at that chance. That's perhaps why we love cricket so much as we are very good at it" (Respondent I3)

An underlying theme is that the prestige associated with particular products drives South Asians consumption. How they are perceived by their wider South Asian community plays a significant part of their consumption decisions and aspirations. Interestingly their passion for other sports such as cricket is linked to their nation's success in the sport. Arguably being able to purchase corporate boxes, pay to watch the best games are all examples of success, and the perception of success seems to be a relevant theme that drives their consumption.

6.11   Physical

This particular aspect of consumer behaviour was only briefly touched upon from the South Asian participants. It could be derived from the thematic analysis that the elements (Table 5 part B3) that the physical attributes of the sport did not form part of what or was not as significant as other factors of attraction with this particular group. This may have been due to only a few of the participants had watched a football game and only one of all participants was a season ticket holder and regularly attended football games.

In reviewing the themes pertinent to physical, there was only one theme that presented itself. The theme came from a Pakistani respondent who had attended a recent football game; the theme suggested that the accessibility to the ground was important to him.

> *"I am a United supporter but have gone to Manchester City when they are playing United. It's just cheaper and easier for me to get to the game as the tram stop is right outside the ground"* (Respondent P3).

It could be argued that the respondent's motivation for seeing the games was to see Manchester United, not the ease of accessibility to the ground. However, as will be discussed in the following section, situational elements of disposable income play a significant role with all of the respondents, hence stadiums that are located with easy accessibility and are affordable may play a role in attracting South Asians to particular football grounds and may provide an opportunity for competing football clubs.

Another factor that came from the respondents is that the design of the stadium is also important; with this particular respondent the look of the ground was a factor that attracted him to regularly attend the stadium.

> *"I'm a season ticket holder at City; I got my ticket when the build the new ground as it looked great"* (Respondent P2)

It could be argued that the two factors of accessibility to the ground and the design and newness of the ground are factors that were important for a few of the respondents. However these themes were only discussed by the Pakistani group, as they attended football games more than the Bangladeshi respondents and therefore had a first-hand experience of the physical factors that influenced their attraction to the sport. The situational elements of the sports consumer may play a part in consumption decisions and may outline why South Asian consumers only attend a few carefully selected games a season.

6.12   Situational

As can be seen from the thematic analysis below there was two predominant aspects of Situational factors that influenced attraction, the price for the tickets to a football game (SIT 1) and the performance of the football team SIT (14).

Table 8   Situational Factors that Influence attraction

CODE	Factor	Pakistani	Bangladeshi	Indian
SIT1	The price of the tickets to a sport event	X	X	X
SIT2	If the tickets of the sports event are in short supply or rare	0	0	X
SIT3	If the tickets have a promotional offer	X	0	0
SIT14	Performance of the team/winning team	X	0	x

All of the participants regardless of ethnicity commented that the price of tickets (SIT1) is a major factor for all groups in deciding to go pay to watch a football match.   In all of the interviews and focus groups, the participants stated that price of tickets and season tickets to the top flight football clubs was a major factor in them choosing not to regularly attend football games . What came from the interviews is that South Asian consumers are unsure if they are getting value for money. In some cases that larger family size and the disposable income available to families is limited and therefore presented an important theme for all participants.

A regular supporter of professional football games suggested that the situational elements pertinent to South Asians developing an attraction to football were all down to the "*performance on the pitch*". Suggesting that South Asians want to watch the teams who have the best players, who play the best football and win more often (SIT 14), however, there were other situational factors that influenced their attraction to the sport.

> "*In Birmingham, a lot of families with lots of kids, I'm one of 6 and right now if it was £50 ticket and there's 4 boys that £200 a game plus spending money, chips and a drink, you would need £250 so that's a big factor, specially inner city kids where parents are on benefits etc. They simply cannot afford it". (*Respondent P5)

One of the groups had even shared that it was even too expensive to watch a lower league Preston North end.

"*I cannot even afford to go and watch my lower league team Preston NE at £25 per game*" (*Respondent P5)

Although price was an overarching theme with all of the groups, it was also clear that value for

money was another driving factor that influenced their consumption. Because they had limited disposable income the respondents had to pick and choose the games they wanted to see, this particular aspect tied into the physical element of attraction.

"I think price is a big thing, it depends which level of football you are talking about. Price is a big factor. It's too expensive to go regularly, you have to choose games" (Respondent I1)

Evaluating the comments from one of the respondents suggests that they have tried to get tickets for games, but have been unable to do so because of ticket rarity. Ticket rarity for the major, most popular games is common, and as a result, the price of tickets can escalate even further due to the demand, making it an unreasonable financial option. This was highlighted in the following comment.

*"It's so frustrating, sometimes I cannot even get to games because there are few tickets available and it's too expensive". (*Respondent P1)

Another viewpoint came from the Bangladeshi focus group. During the focus group one of the participants shared how their parents had worked so very hard to give their children a good start in Rochdale, and it would be against their values to spend so much money to watch a football game.

"If I go to a box math game then it would be against my values as I try to live a simple life. If I was to spend £300 on a box match, I could rather watch at home and give that money to my family. I would worry what people would think of me" (Respondent B2)

Although being associated with the most successful and prestigious football teams is important, it would seem that the reality of ticket prices for the top football games is a financial barrier for most of the respondents interviewed. Only those with high level of income could afford such luxuries. Interestingly, parents and peers could frown upon such consumption behaviour as many former generations of South Asians have had to work extremely hard to raise their children in a new country; hence, parents who do not value the sport would frown upon, such frivolous behaviour.

6.13   Factors that deter South Asian consumers from attending a football match.

The thematic analysis raised some detailed themes in which to convey South Asian's perception of football in the UK. As can be seen from table 9 below, a great many barriers were discussed in the interviews and focus groups that linked to factors established from the literature review. However,

this particular aspect of the thematic analysis presented many new areas of consideration that had as yet, not been considered in academic literature.

These new themes related to their culture and values and how these elements were contradicted by the values of football, the mainstream fans and the management of the hospitality within these football clubs. The following table outlines the main themes from the interviews and focus groups.

Tables 9 – Barriers that Influence attraction

CODE	Factor	Pakistani	Bangladeshi	Indian
BAR1.	Few South Asian footballers	X	0	0
BAR2.	Few role models and star players.	X	X	X
BAR3.	A lack of identifiable celebrity endorsement for British Asians.	0	0	0
BAR4.	A significant lack of British Asian managers and coaches.	X	0	X
BAR5.	The possible racism that occurs at grounds from existing supporters.	X	X	X
BAR6.	Concerns over institutional racism in the football league.	X	X	X
BAR7.	Poor engagement with communities and families to raise the profile of professional football in England.	0	0	X
BAR8.	Football is not valued within the community	X	X	X
BAR9.	Football is not valued by my parents	X	X	X
BAR10.	Football does not fit with values/religion	X	X	X
BAR11.	Unsuitable facilities	X	0	X
BAR12.	Unsuitable food/beverages	X	X	0
BAR13.	I don't feel safe at the football ground	X	X	0
BAR14.	People won't watch a poor performing team	X	0	0
BAR15.	Parents do not take an interest in football	X	X	0
BAR16.	Rather watch on television.	0	0	x
BAR17.	Poor access to play the sport of football.	0	0	x

The results suggest that South Asians culture, personal values and religion play a significant role in how they perceive professional football in England and this has an influence on their attitudinal loyalty towards the sport. Identifying these themes presents an opportunity to widen the academic literature on loyalty formation within the context of sports consumption, but also presents an opportunity for football businesses to structure plans to manage these barriers to consumption.

The first part of the findings discusses the themes that relate to the academic literature and present the barriers that prevent participation from the South Asians consumers.

6.14   A lack of and quality of South Asian role models (BAR 2).

The two interviews with the South Asian football professionals raised concerns with access into the sport. The first barrier seems to suggest that at present there are very few South Asians role models within youth and amateur football leagues.

> *"We need more South Asians at grass roots, so young people can have people they can relate too and something to aspire too. We need coaches from the different communities"* *(*Respondent P5)

This aforementioned comment suggests that there is a barrier to access the sport from a professional level, not only as a player but also as part of a career choice.

> *"I remember years back and I'm not scared of saying it in public when someone was appointed as their ethnic minority or Asian minority - community officer, he was probably the worst coach I have ever seen how on earth they appointed him, he was a token wasn't he?"* *(*Respondent I3)

In professional football, coaches, managers, scouts are in the main, recruited by people that have played in the professional game for many years. The experience gained from playing in the amateur and professional leagues supports them when they go onto become coaches, trainers and in some cases managers of professional football clubs. As there are so few Asian players this may give some indication as to why the following respondent was frustrated with there being so few Asian coaches.

> *"You have some clubs where the main or very high Asian populated area and not a single Asian employee or coach, it's just unbelievable"* (Respondent P5)

It is important to recognise that the experience gained from playing in the game is invaluable for coaches and trainers to progress and add value to football teams. The focus for football clubs should be to get South Asians playing the sport at grass roots as a strategy to increase the numbers of professional footballers from South Asian ancestry, rather than recruiting coaches without the professional experience.

A respondent from the South Asian community, who currently works for the Players Football Association, supported this point. He suggested that football organisations should recognise the diversity of its local communities.

> *"Getting white kids, black kids and South Asians on the pitch together will be the best way to open the doors for South Asians into mainstream football"* (Respondent P5)

The respondent raises inclusion of different ethnicities as an important factor in allowing South Asian football players access mainstream football. Inclusion is important as it allows South Asian players to play football with talented players from other ethnicities, learn from the styles of play, but more importantly it will allow for the South Asian players to acclimatise to the

culture of different ethnicities and understand the demands of sport. Integration into mainstream leagues may provide opportunities for South Asian players to be recognised by the scouts and coaches within the sport. However, there are barriers that need to be considered before young South Asians start to play the sport in mainstream football leagues. These barriers are discussed in more detail.

6.15   Access to the game and pressure from Parents (BAR 9).

It would appear from the comments from the respondents that South Asian children, to some extent, do not get a choice as there is tremendous pressure from parents for their children to attend the Mosque (BAR 9).

> *"I speak a lot for the lads who are Muslim, after school we always went to Mosques on a daily basis from Monday to Friday after school 5-7pm you didn't have a choice you had to go otherwise you got a free kick round the ear hole!" (Respondent I3)*

It would appear from the respondents' answers that the influence from parents and the values they adhere too, culminates in young South Asians being unable to play football at times when the mainstream football coincides with prayer. The religious needs and the time that is dedicated to religious study is an integral and extremely important part of the South Asian culture that is valued by the South Asian community. Furthermore, as the following comment suggests football is not appreciated as a career by the parents of the respondents hence it's unlikely aspiring footballers will receive the support and encouragement they need to pursue a career in football.

> *"Parents aren't going to stop them going to the Mosques for football because they don't see football as a career, but I think that is a generation thing and it's still the same now". (Respondent I3)*

The respondent suggests that even though the younger generation of South Asians are attracted to football, there still seems to be an under riding factor that football as a career is not valued or accepted within the South Asian community. Without changing South Asian families and communities perception of football, will in turn have an impact upon the younger South Asians who pursue football as a career, as they may not get the financial support and commitment from parents, which is essential for aspiring footballers to develop a career in the sport.

6.16   Religious Barriers (BAR 10)

The need to follow religion presents barriers for many of the South Asian participants, some of which were shared by each of the participants and some that were unique to individuals. The objective of this section is to outline the variances and provide opportunities for football businesses to re think their approach to engaging with the South Asians consumers.

The Pakistani and Bangladeshi participants suggested that there was the need to attend the mosque that conflicted with the time of amateur football leagues and training (BAR10).

> *"For me the people who do have the barriers are the SA Muslim community the reason being, when the kids finish school here they go to Mosque for religious studies that's 2 hours – that's when the football academies are training that's when the teams are training. It's either they go to Mosque or they go to train at the academy" (Respondent P5)*

This concern was also shared with Indian respondents,

> *"A lot of the kids go to Mosques on a Saturday morning which is the time when football amateur football league matches are played. That's one of the main barriers facing young kids between the ages of 8 to 14, which is possibly the most important time of someone's football career". (Respondent I3)*

One of the Bangladeshi respondents also shared his frustrations with trying to balance his football aspirations with that of his religious needs,

> *"We never played on football teams at the weekend so we had little exposure to playing at a competitive level. We also wanted to attend the mosque on Saturdays and after school, so it was difficult to train" (Respondent B3)*

This aspect of the time of football conflicting with the religious needs of the South Asian communities and the influence from peers to attend the mosque is particularly evident on Saturday mornings, when the amateur football leagues play their games.

> *"The Mosques are normally in the morning so again, under 14s are playing Saturday morning. Across the country grass roots football is on a Saturday morning that's why you don't see many Asians playing football". (Respondent P2)*

The responses from all the respondent groups suggest that the religious needs of the South Asian children play a pivotal role within the South Asian community. The religious needs of the children come before any desire for the children to play in mainstream football leagues. It would appear that the parents of the children enforce these values strictly and this appears to

be an aspect of South Asian culture that is significantly different from mainstream culture, where a balance between religious needs and sporting activities can be achieved.

Therefore the timing of the game has an impact on young South Asians being able to join mainstream clubs and train with children from other ethnicities as the following quote highlights,

> *"A lot of the kids go to Mosques on a Saturday morning which is the time when football amateur football league matches are played, so we do sessions on a Saturday afternoon. A lot of the parents who are Muslim and mums say to us this works well for us" (Respondent P5)*

However, moving the times of training and amateur football leagues meant that the South Asians playing football within their community and not the white kids from the same area preventing integration between ethnicities and preventing talented South Asian youngsters from being recognised in mainstream leagues.

Another perspective which deters the Bangladeshi respondents from engaging with the sport, felt that football does not tie into the religious teachings and values (BAR10)

> *"Football as a whole it's just the sub culture which doesn't really fit into some of the beliefs we have as Muslims" (Respondent B1)*

The interviewer went on to explore this comment further and outlined some interesting points that provided another perspective as to why certain segments of the South Asian population do not engage with the sport compared with mainstream football consumers.

> *"On the subject of Religion, it's my personal take on it; Islam does not promote dividing each other, which football can do. Some people take football so seriously that people then fight with one another. In our religion that is a no go for us, swearing and fighting is not acceptable within or religion. We will never take it that seriously". (Respondent B2)*

> *"It's like people are worshiping these teams, so people go every week, they know every fact and figure, they refute what people say its extreme, it's good to play and get involved but this is extreme and it's not something that our religion teaches us not to get involved with". (Respondent B4)*

These concerns were not only discussed at a social level their concerns over football also related to playing the sport and the behaviour of the South Asian players.

"I didn't like it when the players got abusive or angry and they got sent off, this was the Asian players, I could not associate with this, I didn't like it. We also played with mainly whites in this football league and seeing as we were a minority I didn't like how we represented ourselves, so I left it". (Respondent B2)

Therefore, the comments from the respondents suggest that there is a perception that football is divisive and people take the sport far too seriously resulting in the case of one of the interviewees choosing to leave the sport that he enjoyed, however these concerns mainly raised by the Bangladeshi respondents and not by the Pakistani and Indian respondents. Other factors relating to social concerns which can present a barrier is the perception that football is still racist towards none mainstream supporters.

6.17   Racism in football (BAR 5).

The respondents gave some indication that a major factor in not attending football games was racism (BAR 6). Even though football association and organisation such as Kick it out have made inroads into trying to raise the awareness of racism in the game (BAR 5), there still seemed to be an underlying theme that Racism and the fear of being singled out it is still a predominant factor for most of the participants who were interviewed. From the interviews, all of the Pakistani and Indian participants has attended professional football games and two of the Bangladeshi participants had also attended games, however the following comments were from participants who had not attended a football game and they presented the following concerns.

*"I think the African players have received a lot of Racism on an off the pitch, I personally don't like to see or hear it......I think a lot of South Asian people don't go to these games because it's dominated by people from a white background and they worry about becoming isolated or mocked at the ground" (*Respondent B2)

*"If there are 90 thousand fans and just 100 Asians you are going to feel unsafe and uncomfortable, because some weird chants come out against the black players, and were not too far away from that". (*Respondent B3).

The concerns with attending the game did not just focus on their personal wellbeing, but also the wellbeing of their close family and community.

*"I would not like to go to the game with kids if people were swearing and saying bad things, so the atmosphere may be bad for the first Asian players, South Asians are worried about what chants they will get". (*Respondent B5).

*"The worry is if they sign a SA player and they start playing bad, the fans will react to that, that's the main fear as it would reflect badly on the community" (*Respondent B1).

The findings suggest that respondents have an overarching fear of not feeling safe at the ground has resulted in them choosing to watch the game from the safety of their homes.

> *"A lot of South Asian men would prefer to watch it at home than go to the ground to watch. Again, I think it's about their comfort zone, if they do go to a ground they don't know what to expect, the culture, swearing on the terraces, they feel a bit intimidated"* *(Respondent P2)*

This aspect of safety was not only raised by Pakistani respondents but also disclosed as a significant barrier from the Bangladeshi respondents.

> *"Some are worried that there will be bad language, people spilling drinks on them etc. so it's a safe and more comfortable place to network"*(Respondent B2)

The findings suggest that South Asian consumers will not attend a football games as they may be singled out, made to feel uncomfortable or even unsafe at the ground. These underlying themes deter South Asians from acculturating with the sport. Some of the respondents had never even attended a game; hence these assumptions and perceptions of the sport could have been founded on awareness factors of friends discussing racism at grounds, mainstream media and social media discussing racism with the sport and therefore presents an opportunity for football business to address these concerns.

6.18   Lack of club resources and football Role Models (BAR 4)

Football clubs have employed people from the South Asian communities into coaching and support roles within professional football clubs, but they have not progressed into senior positions.

> *"I think Bradford, Rochdale, and Oldham a lot of them had issues in the past, a lot of them have employed Asian coaches but it's not worked for whatever reason" (Respondent I3)*

The respondent suggested that lower leagues football clubs have not the resources to train and develop the South Asian's, but there could be wider implications that have prevented South Asian coaches from progressing into these senior roles. The underlying issue seem to be the lack of integration with South Asian's and mainstream footballers and leagues culminating in South Asian not understanding the mentality, behaviours and attitude of people who play and work within the sport.

> *"A lot of the clubs think it's down to resources, spending time, spending time developing the coaches. I think it's more than that, I think South Asians struggle to understand the mentality of people that play and work in the sport" (Respondent I3)*

With the lack of parental support for South Asian's to play football in mainstream leagues, mix with white players, few South Asian players get the opportunity to play sport in mainstream football leagues, acclimatise to the demands of the sport and integrate with other ethnicities. The lack of integration presents not only a barrier for South Asian to progress as professional football players, but it also prevents South Asian from being exposed to the culture of football and the people who play and manage within the sport, resulting in South Asians struggling to progress within the sport.

There are extensive south Asian communities on the doorstep of football clubs, but again in this particular case no one from this particular community were employed at the club.

> *"In Swindon, there are a couple of Mosques, the clubs have been saying we must tap into the Asian community get into the Mosques, but again 10 full-time staff 40 part-time coaches, not one single Asian coach". (*Respondent P5)

Many barriers have been raised in this section of the analysis. The underlining issue here is that through the lack of integration between South Asian communities, football clubs and football competitions, has culminated in few footballers, managers and coaching staff with South Asian ancestry making inroads into professional football clubs in Britain. Poor integration has also played its part in raising fears of racism and persecution with potential Asian supporters. A detailed discuss based upon the findings will follow and will aim to draw out managerial and theoretical contributions.

The themes from the interview derived that the South Asian consumption of football, in many ways is influenced by both internal and external factors. The internal factors relate to how the sport is perceived by their parents, communities, religious groups and social groups, culminating in young South Asian not integrating with mainstream football leagues, not playing football with players from different ethnicities and acclimatising to the culture and competitiveness within the sport. External factors such as the perceived racism with the sport, poor integration, and the timings of mainstream football all influence the South Asians attitudinal loyalty towards the sport.   How football is managed and perceived by the respondents is contributing too low levels of attendance at football games and poor engagement with the sport. These findings will be discussed in detail in the following section.

7.0   Discussion

The dissertation has contributed to the academic literature in a variety of ways; the first area considers revisions to academic models, which assess sports consumers' attitudinal and behavioural loyalty to football by Tapp (2002) and consumer's psychological attachment to sports through the Psychological Continuum Model (Funk 2001). The proposed revisions to these models considered the timescales of these former studies, and proposes that the advancement of technology, specifically social media, mobile phone usage and online gaming, is pertinent to South Asian consumers and mainstream consumers developing awareness and a positive attitude towards professional football in Britain. The second area discussed the findings related to culture and suggests that aspects of the South Asian culture, specifically their values has a significant influence over their desire to follow football teams and spectate at football grounds. Themes of inclusion, integration and barriers to consumption represent opportunities for football organisations to increase the number of South Asian consumers participating and attending football games and for South Asian communities to realise the benefits from integrating with the sport.

7.01   Characteristics of South Asian football supporters

Mainstream football consumers, as Tapp (2002) described, are attracted to football for a variety of reasons depending upon their attitudinal loyalty and behavioural loyalty towards the sport. Sports consumers that attend football matches are defined as causal fans, regulars and fanatics. Casual fans can be attracted to a team due to its success in relation to its competitors and fanatics support a team regardless of its position within the league. These latter types of fans are synonymous with mainstream fans that have grown up with a football team and will support them regardless of their performance.

Relating the respondents reasons for being attracted to football to Tapps (2002) model , South Asian fans are arguably casual fans as they rarely attend professional football matches and have not developed a high level commitment or loyalty towards a team sufficiently to be described as fanatics.

However, by evaluating the responses from the South Asian participants, it could be determined that attributes of glory hunting (supporting the best teams) and supporting a top football team or star player directly reflects on their own self-image, (Prestige/Social status. Although self-image is attributed in the model to fanatic fans that have developed a high level of attitudinal and behavioural loyalty towards a particular team, it could be argued that the traits of supporting a team as a representation of oneself are in some way pertinent to South Asian consumers.

Although few South Asian consumers attend regular football games and therefore are not behaviourally loyal to a team, the responses from the interviews suggest that the South Asian respondents reflect traits associated with fanatic football supporters as they choose football teams to reflect their self-image and to support their identity. The South Asian consumers also show traits of regulars who are glory hunters, as they seem drawn to the best teams with the best players with the greatest perceived brand status within the South Asian community. The findings from the research are represented by the red lines.

Table 10 – Football Supporter types
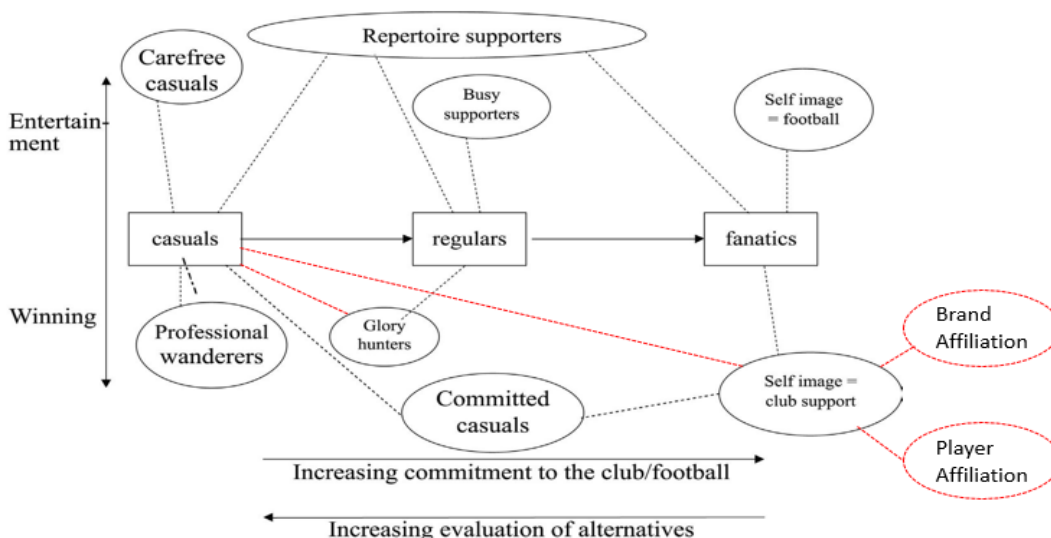
Adapted from Tapp (2002).

The revisions suggest that South Asian sports consumers differ from mainstream football fans in that they reflect attributes of fanatics and regular fans such as affiliation but do not attend football games as consistently as a fanatic fan. The reasons for this low attendance relates to the cultural values of South Asian consumers and the barriers that deter South Asian supporters from attending football matches. These factors will be discussed in three parts, the factors that can raise awareness of the sport, the factors that attract South Asians to attend football games and the barriers that prevent access to the sport and deter South Asian sport consumers from attending football matches.

7.02   What factors influence South Asian awareness of football?

The findings suggest that football is popular especially with the younger generations of South Asian consumers. The culmination of continuous mainstream media coverage of the sport, the use of social media and friend's interest in the sport suggests that South Asians are very much aware of the sport of football. Through these mediums, South Asians have a good knowledge of the sport and discuss the sport through social media within their social circles. Online gaming on games machines again provided an opportunity for the respondents to enjoy the sport, increase their overall knowledge of the game within the safety of the home.

Relating the findings to academic literature, Funk et al (2001) Psychological continuum model denotes socialising factors that form sports consumers' awareness of a sport or team. The socialising factors that influence awareness are presented below in the solid box; it is proposed that since the formulation of the model there have been significant progress in social forms of technology that has influenced how consumers are made aware of the sport, these are represented in the dashed line.

The technological advancements following the study has introduced new factors of online gaming and social media which seen to influence how the respondents are socialised into gaining an awareness of the sport, culminating in the South Asian consumers not only gaining an awareness of the sport, but also gaining a detailed knowledge of the sport, the players and teams.

These factors of Online gaming and Social media presents an opportunity for further research to evaluate how forms of social media influence consumers attitudinal loyalty to a sport and if these factors also contribute to sports fans behavioural loyalty towards sport. However, it could be argued that these factors are relevant for both mainstream and South Asian consumers alike.

The continual televised media coverage of football on Pay to view satellite channels such as Sky and BT sport, coupled with the lack of coverage of other sports such as cricket on British Mainstream television has had a significant impact on young South Asian's, culminating in football within these groups being played and discussed at school and before religious schools. In the case of the respondents, football is now seen as the favourite sport to talk about and play whilst at school. The new findings are represented in the following diagram.

Table 15 New factors pertinent to awareness in sport.

Socialising factors.	
Friends and Family Community Proximity to stadium News & Media Promotions Advertisements Special events	→ Awareness Source: Funk & James 2001.
Online Gaming **Social Media** **Pay to view** **Television**	
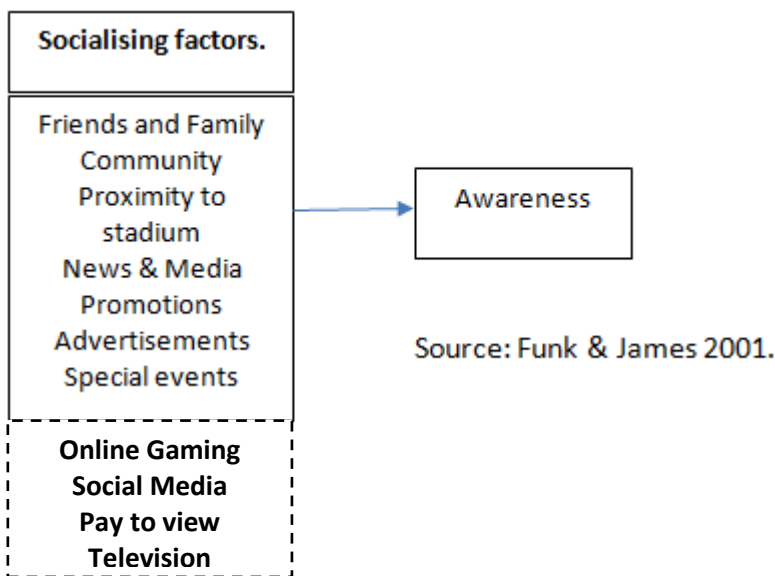
The findings reflected other factors that influence the respondent's awareness of the sport in particular peer pressure and alienation from social groups. The respondents were pressured by their friends to support the best football teams, with the best players, and greatest perceived brand appeal. Unlike mainstream sports consumers where young children are socialised into sports through their parents and as a result may support a lower league team or team with few supporters and little brand appeal. With South Asian consumers, it is their friends that influence their awareness of the sport and it is the fear of being alienated through consumption choices that effect team choice. This is in contrast to Wann (1995) who recognised that most mainstream consumers are socialised into a sport through family.   What will be interesting to evaluate from a longitudinal perspective is how this generation of South Asian consumer, as a parent will influence their children's choice of team.

Although the themes suggest that, the younger South Asians are aware of the sport and the sport is discussed within their social circles, this particular aspect of the analysis does not ascertain why so few South Asians attend football matches in England. To discuss further the possible reasons for this, the next section will evaluate the themes related to positive attitude formation, in particular the factors that attract and deter South Asians from attending professional football matches in England.

7.03   Factors that Influence attitude formation.

The findings have identified a range of factors that can influence South Asian consumers to develop a positive attitude towards the sport of football. The attributes of football that appear to influence an attraction to the sport can be credited to the perceived prestige of the football club, the social status that is associated with the football club and the success of the club compared to that of its competitors. For lower league clubs this is a significant barrier to consumption, as unless there is a perceived value attached to the club. South Asian consumers will not engage with the club regardless of the price of the tickets or the proximity of the club to their community, if there is little prestige or social status attributed to supporting the football team. For football clubs, the opportunity is to win their league, and gain a place in the more exclusive divisions as South Asians want to be associated with winning teams.

Linked to these attributes are the following managerial considerations that could help to improve the match day experience for South Asian consumers and support a positive attitude formation towards a particular team.

7.04   Football clubs

Most South Asians recognise that most mainstream consumers in England enjoy the consumption of alcohol whilst at football games and the outcomes from the respondents suggest that there was no agenda from the South Asians respondents to challenge this. However, there are aspects of how alcohol is consumed at grounds and how this can be managed appropriately for the benefit of not only South Asians and mainstream consumers alike.

The South Asian respondents suggested that Alcohol is not accepted within their culture; many of the respondents are deterred from attending football games, as they are concerned with having alcohol spilt on them and being asked by employees at the ground if they want to be served with alcohol. Therefore, football clubs and their partners should put tighter controls in place to manage the sale of

alcohol, and the management of rowdy behaviour at grounds as this aspect of confrontation is not accepted within the South Asian community. Staff could be trained to better consider the needs of the South Asian consumer and to recognise the cultural variances between mainstream and South Asian consumers. The respondents suggested that alcohol should be prevented from being consumed on the terraces during football games, alcohol should not be consumed and carried into the toilets. These steps would allow South Asian consumers to enjoy a football game and not feel uncomfortable when visiting the stadium. The participants did not request that the stadium should be split into none drinking sections, rather that the sale and management of alcohol is better controlled to create a more responsible and safer environment for all consumers to enjoy the sport regardless of ethnicity.

7.05   Football governing bodies

Football governing bodies also have a role to play in attracting South Asian consumers to professional football clubs. However, much of these opportunities are long-term strategies. Football's governing bodies have a role to play in supporting the football clubs, by communicating the benefits of managing alcohol consumption whilst at the ground; this is not only for the benefit of South Asian consumers but also mainstream football fans.

A main barrier to consumption is that there are so few role models and recognisable star players within the sport from South Asian ancestry.   The findings suggest that the timings of professional football leagues in England prevents people from South Asian heritage playing in these leagues as the times of the games and training conflicts with the religious needs of the South Asian consumer. The times of competitive football leagues could be reviewed to allow young South Asians to play football with other ethnicities in competitive mainstream leagues. This will not only help to improve competitive football with other ethnicities but also to allow the talented South Asian footballers to be recognised. This is an initial step to increase the numbers of South Asian footballers breaking through into competitive football and in turn will allow those experienced footballers to go onto coaching and managerial roles with the sport.

Football within the South Asian's is not held with the same regard as mainstream football consumers, and there are many factors that shape this relationship with the sport. According to the respondents, their Parents see little value in the sport, not only from a leisure activity but also as a career. Football is not part of their parent's culture, for them Cricket is the culturally accepted sport. This presents a barrier, as the respondents are not given the opportunity to attend many games a year due to the

financial cost of doing so, but also because the parents don't value the sport. Raising the profile of professional football within the South Asian community is an opportunity for footballs governing bodies to pass on the social, financial and longer term benefits of football within these communities. The respondents answers suggests that football is recognised as a leisure industry but it not recognised as a viable career opportunity for South Asians and therefore presents an opportunity for football governing bodies to raise the profile of the sport with the South Asian community.

The perceived racism at grounds and attributed to the ethnic players is a significant factor that deters South Asians from attending professional football matches. Although football's governing bodies and organisation such as Kickitout have raised the threat of racism in professional football, the perception of racism and being singled out is still apparent with the respondents and even to those respondents who have not attended a football game.

For those who attend football games, it was the atmosphere within the ground and the excitement they derived from being part of the atmosphere that was a significant factor for them to attend a game. Furthermore, the recognition they received from friends through social media for attending football games was a significant influence to attend a football game rather than watch a game on television.

The culmination of these themes from the interviews and focus groups provide football clubs and governing bodies a new insight into South Asians perception for professional football in England, and provides an opportunity to improve the perception of football with South Asian consumers culminating in them creating a positive attitude towards the sport. Only then can South Asian consumers be attracted to supporting a football team.

7.06   Discussion - What factors attract South Asians consumers to football?

The following section discusses the factors of hedonistic, physical, psychological and situational as these factors influence a consumer's attraction to a sport or sports team (Funk & James 2001). The discussion considers which of the themes are pertinent to the existing academic literature and discusses new themes that are specific to the South Asian consumer.

7.07   Hedonistic and Psychological factors

The hedonistic themes pertinent to attraction suggest that unlike mainstream football fans, South Asian fans have not been introduced to a football team through their parents, rather through

mainstream televised sporting events and through their South Asian friends. The mainstream televised coverage of national football competitions such as the World Cup allowed the respondents to watch the star football players (Hansen Gauther, 1998) show off their skills and techniques (James & Ross, 2004) and these factors influenced the South Asian respondent's attraction to the sport but not to particular football teams.

The findings suggested that it was through their friends rather than family encouragement that influenced the types of football teams they choose. Teams with South Asian respondents are not chosen as a result of parental influence (Funk et al 2002) instead they are influenced by their friends to support the top premiership football teams that have the greatest perceived value amongst the social circle of friends. There is association with the top team is not only a result of their socialising but a deeper reflection of their psychological attachment to a team as they want to be associated with the best teams with the greatest prestige and social worth.

This suggests that the competitive rivalry between the top professional football teams drives the South Asians attraction as Krohn (1998) and Mc Donald (2002) established, but the social value of team is a predominant factor that influences their attraction to the sport.

The following table outlines the Hedonistic factors that are pertinent to the literature review and also identifies themes that are pertinent to South Asian consumers. These themes are highlighted in Bold.

Table 16 - Hedonistic Factors pertinent to South Asian consumers

Eustress	Wann, (1995)
Diversion/Escape	Wann, (1995), Krohn, (1989), Trial, (2003)
Entertainment	Wann, (1995) James Ross, (2004)
Aesthetic	Wann ,(1995), Mc Donald, (2002), Trial, (2003)
Competition	**Krohn, (1998) Mc Donald, (2002)**
Quality of sport	Kwon, (2005)
Quality of team	**Hansen Gauther, (1989) Zhang, (1995/1996) Kwon, (2005)**
Excitement	Krohn, (1998)
Technique/skill	**Mc Donald, (2002) James & Ross, (2004)**
Drama	James, Ross, (2004)
Effort	James, Ross, (2004)
Stress reduction	Mc Donald, (2002)
Risk taking	Mc Donald, (2002)
Aggression	Mc Donald, (2002) Lee, (2008)
Social	Zhang, (1995/1996) Krohn, (1998) Mc Donald, (2002)
Star players	**Hansen Gauther, (1998)** Schmidt, (2012) Ngan et al. (2011)

Throughout the interview themes of prestige and the social pressure to be associated with successful teams influenced the respondents' consumption choices and this seemed to be a significant influence over the respondents' choice of football club to support. This could be linked to the academic literature on Affiliation towards the team (Wann, 1995) and (Mc Donald 2002). However, in these studies a consumer's affiliation to a team is drawn through the psychological relationship with the consumer and the team. With the South Asian consumers it is the social worth of the team that drives this consumption, not through the consumer's opinion of the team. The responses were very clear; being associated with the best teams seemed to be an integral part of the South Asians culture, supporting a lower league team was not an option as they did not want to be ridiculed by their friends or community.

Table 17 Psychological factors pertinent to South Asian consumers

Self esteem	**Wann, (1995)**
Affiliation	**Wann, (1995) Mc Donald 2002**
Family	Wann 1995
Community	Hansen Gauther, (1989) Zhang, (1996) Kwon, (2005) FA Fan Survey, (2011)
Identification	**Shank, (2001)**
Demographics	Shank, (2001)
Self-actualisation	**Mc Donald, (2002)**
Achievement	Mc Donald, (2002) Trial, (2003)
Social Worth	**Lewis (2015)**
Prestige of team	**Lewis (2015)**

This aspect of consumption choice through prestige can also be seen in other aspects of their social life such as weddings where vast amounts of money seem to be spent, on expensive cars, dresses to ensure their son or daughter and family is portrayed as successful and affluent. Interestingly this aspect of prestige seems to be recognised by all of the respondent groups, suggesting that consumption decisions are based upon its perception within the community, therefore only those team with a perceived social worth are supported by South Asian supporters.

7.08   Discussion Physical

The South Asian participants who spectate at professional football matches suggested that the atmosphere at the game as a significant draw, and a noteworthy factor in helping to draw South Asians supporters away from their televisions to the terraces of football clubs. However, it was the design of the stadium, how it looked ascetically and the perceived status of the ground amongst the South Asians which again influenced their attraction to the team. Little value was attributed to lower league football clubs as they had very little prestige associated with them, and this may be a significant reason as to why lower league football teams and competitions such as the FA Cup have struggled to engage with their South Asian communities.

Table 18 The Physical factors pertinent to South Asian consumers

Stadium design	Hansen Gauther, (1989) Melnik, (1993) Wakefield & Sloan, (1995), Shank, (2001
Food & Service	Wakefield Sloan, (1995)) Larson and Steinman (2009) Theodorakis et al (2009)
Overcrowding	Melnik, (1993) Wakefield Sloan (1995)
Stadia Location	Hansen Gauther, (1989)
Insensitivity	FA Fan Survey (2011)
Team history	Hansen Gauther, (1989)
Atmosphere	**Krohn, (1998)**

7.09   Discussion Situational

The situational factors that influenced South Asian consumer's attraction to the sport culminated in all groups suggesting that economic factors present a possible barrier for South Asians developing a positive attitude towards attending football matches. The price of tickets (Hansen Gauther, 1989; Zhang; 1996; De Schriver 2002) was too much for most of the respondents to consider. Every focus group member agreed that the price of tickets were so expensive that they were unable to regularly watch the top football teams.

According to the Palmer (2015) around two-fifths of people from ethnic minorities live in low-income households, twice the rate for White people, investigating this figure in more detail, 60% of families from a Pakistani households live in low income households and Bangladeshi households have the highest proportion with 70% of families living in low income families. This is a stark reminder that the South Asian families in the United Kingdom are amongst the lowest income earners of ethnicities in the UK.

The price of tickets is not only a major barriers for most South Asian families, but purchasing such tickets is seen as a luxury commodity and reinforces the assumption with South Asian consumers that

being able to regularly support a professional football team is deemed prestigious within the South Asian community.

Table 19 – The Situational factors pertinent to South Asian consumers

Situational	Economic	Hansen Gauther, (1989) Zhang, (1995/1996) De Schriver (2002)
	Promotions	Fink, (2002)
	Other sports	Hansen Gauther (1989) Zhang (1995/ 1996)
	Televised game	Hansen Gauther (1989) Zhang, (1995/ 1996)
	Ticket rarity	Wann ,(2004)

Other themes specific to their culture, personal values and religion, had a bearing on South Asians attraction to the sport of football. These factors were not covered in the literature review and will discuss in the following section.

7.10   Discussion Barriers to consumption

The following section outlines the possible barriers to South Asian consumers engaging with the sport of football. The initial part outlines the possible factors derived from the academic literature, then themes specific to South Asian consumers are discussed.

Bains and Evans (2008) suggested that racism, fan safety and parental control being the three main reasons why British Asians do not attend football matches in England. Burdsey (2007) stated that there were many problems with the current structure of the UK Football and discussed the following factors, it was suggested that the football industry in England was institutionally racist, in particular from the management and coaching teams and fans within the sport.   There are no front line team managers, coaches and scouts with the professional football, as these positions are generally filled with former professional footballers (Burdsey 2007).

Other barriers to consider were raised by Pilger (2007) who stated that first generation Asians discouraged their children to pursue careers in football, as other more respectable careers in law, medicine and accountancy. Watkins (2008) suggested that religious factors such as the consumption of alcohol deterred South Asian consumers from attending live football games. The culmination of

these aforementioned factors and the new themes derived from the South Asian respondents are highlighted here in bold.

Table 20 - The barriers that may hinder attitudinal loyalty.

Few South Asian footballers	Burdsey (2007)
Few role models and star players.	Burdsey (2007)
A significant lack of British Asian managers and coaches.	Burdsey (2007)
The possible racism that occurs at grounds from existing supporters.	Bains and Evans (2008)
Concerns over institutional racism within the football league.	Burdsey (2007)
Football is not valued by my parents	Pilger (2007)
Football does not fit with values/religion	Watkins (2008)
Unsuitable facilities	Lewis (2015)
Unsuitable food/beverages	Lewis (2015)
I don't feel safe at the football ground	Lewis (2015)
We won't watch a poor performing team	Lewis (2015)
Rather watch on television.	Lewis (2015)
A lack of identifiable celebrity endorsement for British Asians.	Lewis (2015)
Football is not valued within the community	Lewis (2015)

This particular aspect of research has provided a great many suggestions as to why South Asian consumers choose not to attend professional football games and pursue a career within the sport. Although the price of attending football matches is a concern for all respondents, there are many other barriers that need to be considered to improve how football grounds are managed and perceived by the South Asian community.

South Asian consumers do not attend football games as there is a perception that they may not be safe at the football grounds and they may be singled out the mainstream supporters. These barriers are preventing the respondents from wanting to attend games. The fear of being singled out not only influences South Asians decision not to attend football matches, but also shapes how south Asians socialise with one another and the wider mainstream community. There seems be a suggestion from the respondents that, in the main, South Asian people stay within their communities as they feel safer as their religious values and culture are not compromised if they stay within the recognised community.

In essence, the findings suggest that inclusion is a wider issue than watching football; the lack of integration between the ethnicities has culminated in a barrier that has prevented people from the South Asian community reaching their full potential within the sport culminating in South Asian children and parents being unable to see the positives that football has to offer. Without better

integration, people from the South Asian community are going to continue to reject mainstream football and miss out on the economic and social benefits that football can bring to the South Asian community.

South Asian children in the main seem not to be encouraged to pursue a football career by their parents, footballs structure conflicts with the religious needs and times of study and prayer, culminating in little integration between South Asian's and mainstream football leagues and training camps resulting in few South Asians being recognised within the football leagues. The lack of integration and support has meant few people from the South Asian communities gaining the experience and cultural awareness of mainstream football in England and as a result, few are taken on in coaching roles and managerial roles within the football leagues.   The lack of South Asian coaches also supports the assumption that the sport is not valued by the South Asians sufficiently for them to make the choice to work in the industry.

Having people from within the South Asian community directly with the football industry, provides not only role models in which to encourage more people from within the community to engage with the sport but also provided the needed support to help young south Asians manage the challenging cultural environment within the football leagues. This section has outlined many barriers that deter south Asian communities from integrating with aspects of football. The following section discusses how the lack of integration is impacting upon South Asians being able to acculturate towards the sport and develop attitudinal loyalty towards the sport.

7.11   Factors influencing acculturation towards football

Penaloza (1989) established that a person's identity can be formed through multicultural living or from people settling in a new country that is different from their original country of birth. In a multicultural society where there is integration, acculturation can occur, culminating in immigrants adopting aspects of the mainstream culture if it is valued within their community (Sekhon & Szmigin 2005).

The previous sections outline that there are aspects of professional football meets the cultural values of South Asians consumers and these relate to the social value of professional football, the star players and the prestige that is associated with attending live matches (Table 16). There are a variety of attraction factors Table 16 to 18 that identify what aspects of the sport can attract South Asian to

football. However, there are significant barriers (Table 19) that deter South Asian consumers from acculturation, which results in the respondents separating themselves from attending live football matches.

However, the findings propose that the antecedents of non-attendance at football games are rooted in both sociological and psychological factors. For South Asian consumers living in Britain the lack of integration between mainstream communities and the South Asian communities has culminated in few opportunities for South Asian consumers to develop a positive attitude towards the sport resulting in few consumers attending football games. It would seem that their cultural values, parental influence and their religious needs have all had a significant influence over the South Asian consumers developing psychological attachment to the sport of football.

In the case of the South Asian respondents, the findings from the research suggest that the barriers are so significant that they contradict the cultural values of south Asian consumers, culminating in separation, where South Asians separate themselves from aspects of the mainstream culture and retain their own cultural identity (Penaloza 1989).

For South Asian consider consumers to move from separation to acculturation the cultural values of South Asian consumers must t before enculturation can be achieved. Without this consideration, South Asian consumers will remain at attraction stage and support teams and players based upon their social worth rather than developing behavioural loyalty towards the sport that can be seen in match day attendance. These findings suggest that there are both academic considerations for the dissertation and managerial considerations for football businesses and governing bodies.

8.0   Theoretical and Managerial Contributions

8.1   Theoretical Contribution

The findings from the dissertation suggests that technology, specifically social media, online gaming and continual coverage of football on television has had a significant influence over football consumers. As a result, there have been suggested revisions to the socialising factors of the Psychological continuum model (2002).

Furthermore, established models to identify mainstream football supporter types could be revised to consider that South Asian supporters who reflect attributes of fanatics and regulars but are deterred from regularly attending sports events because the sport does not meet the cultural values of the South Asian consumer.

The barriers derived from the dissertation suggest that acculturation can only occur if football clubs and governing bodies recognise the cultural values and differences of South Asian consumers compared with the culture of mainstream white supporters. The following section outlines the managerial implication attributed to better understanding the cultural values of South Asian consumers.

8.02   Managerial Contribution

The outcomes from the research suggest that there are opportunities for both the football clubs and football governing bodies such as the Football Association to realise the cultural variances of South Asian consumers and white mainstream football consumers. Acknowledging these cultural variances provide opportunities for football clubs and football's governing bodies to shape factors that influence a positive attitude formation towards the sport of football in England.

Most football clubs in England are privately owned, hence, the proposed recommendations are limited not only by the cultural implications but also the financial resources available to them. The themes from the research are inherently influenced by the willingness of management teams and governing bodies to support the implementation of the proposed initiates. If the Football association aims to increase the attendance of South Asian consumers to football games then there needs to be a considerable review of how football clubs, fans and governing bodies integrate with South Asian communities.

8.03   Limitations

Although the dissertation has taken initial exploratory steps to evaluate the factors that influence South Asians attitudinal loyalty towards the sport of professional football in England, it must be recognised that this is preparatory study and there were limitations to the research and interesting opportunities for further academic research.

Although the research approach was carefully considered and planned; there have been compromises that have had to be made that may have influenced the outcome of the dissertation. The limitation predominantly relate to the research design.

Initial plans aimed to assess both male and female South Asian consumers. Assessing both genders would represent a balanced account of the South Asian community; however, it became apparent that females from the South Asians community felt uncomfortable talking to a white male and as a result refused to take part in planned focus groups. The learning from this is that for future studies, the research should employ both male and female researchers so that this hurdle can be overcome.

Another limitation is that the research accounted for just three segments of the South Asian community. Although the chosen groups represent the three main ethnicities within the South British Asian communities, the opinions of those from Sri Lanka, Kashmir and Nepal to name a few were not considered, furthermore it became apparent that within the Pakistani community alone there are many different segments that share different values and perception towards sport. Future research should consider the depth and variety of the South Asian nationalities.

Another limitation of the research was the amount of people who participated.   Although the researcher spent a considerable time trying to influence people from the South Asian communities to participate, future researches should not underestimate the challenges of getting people from the South Asian community to partake in a study especially if you are not from their community.

Acculturation and its effect on the South Asians consumers was again aimed at those South Asians that were preferably from the second or third generation as these may be closer aligned to the mainstream culture. The research was limited by the amount of willing respondents and those who were prepared to participate. As a result, there was not as sufficient depth of respondents in which to compare the respondents based upon their generation. To increase the amounts of respondent's future research could offer incentives to influence involvement as the research would benefit from a wider cross section of respondents.

9.0   Future Research

The limitation of the study highlight that there are many opportunities to widen the study. The current study took a cross sectional approach, although this provided a starting place to explore South Asians perception of football, the study would benefit from a Longitudinal approach, to assess how the perceptions of football differ from one generation to another, then the factors that influence acculturation can be assessed in more detail.

The chosen participants for the dissertation represent only a small segment of the South Asian community in England. The South Asians community is more complex than just the three main segments of Indian, Pakistani and Bangladeshi that were evaluated in the dissertation. Hence, future studies could investigate a wider spectrum of South Asian consumer groups.

Studies could consider the wider spectrum of South Asians communities in England, this study focused on South Asians from the North West of England but future studies could consider wider geographic locations such as London who South Asian communities may represent those who are more enculturated to the mainstream culture.

The study focussed on the younger generations of South Asian consumers aged between 18 and 25 as these were more likely to be second or third generation; therefore, future studies could consider the thoughts and feelings of the older generations of South Asian's perception of professional football and its value within their communities.

The dissertation considered the first two stages of the Psychological continuum model, awareness and attraction. Future studies could assess the later stages of the model to consider how South Asian consumers develop an attachment and allegiance to professional football. This could be achieved through meeting South Asian football supporters who have developed behavioural and attitudinal

loyalty towards a professional football club and regularly spectate at professional football games in England.

The dissertation suggested that aspects of social technology such as online gaming and social media platforms influenced South Asians consumption of the sport of football. Sports consumption and the influence of technology could be explored to consider which forms of social technology influence South Asians consumer's attitudinal loyalty towards the sport.

The factors attributed to the cultural values of the South Asian consumers and how these values influences their attitudinal loyalty towards football have only been explored briefly; there is an opportunity to evaluate if integration plays a significant role in the acculturation towards mainstream culture.

A final theme could be the importance of status and prestige plays in the consumption decisions of South Asians consumers in terms of sports organisations and brands. Player loyalty, rather than teams, and how the attributes of players, such as their values and charitable work influence consumers team choice

10.0 Conclusion

To conclude the dissertation, the aim of this section is to draw together the findings from the dissertations that are pertinent to the outlined objectives. The first objective aimed to identify the factors that raise awareness of the sport of professional football with south British Asian consumers. Awareness of the sport of football had not followed the traditional approach of mainstream football supporters, in that they had not been socialised into the sport through parental influence. For the participants involved in the study,

mainstream television coverage of the sport and discussions through social media played a pivotal role in raising the awareness of the sport. However, due to the lack of parental influence, it was the continual media coverage of the best professional football teams and the star players that influenced the South Asian respondent's choice of team.

The dissertation identified that there were a range of attributes of the sport that attracted South Asian to the sport of football, many of these attributes were shared by mainstream football consumers, such as an appreciation of the players, the beauty and skill of the game, the attractiveness of the stadium and the competitive rivalry amongst players, but there were also factors that were specific to the South Asian respondents.   These factors were intrinsically linked to the perceived social value and prestige associated with their consumption decisions. If a football team had little social value then the respondents could not see any reason in which to support the team, and this particularly applied to lower league football clubs. Only those teams with the greatest brand appeal, the best star players and prestige gained the adoration of the respondents. This resulted in the South Asian respondents not only supporting team within Britain but also international team such as Barcelona as they were deemed one of the best football clubs in the world with an array of super star players. This presented a significant barrier for lower league clubs to engage with their local South Asian communities as little value is attributed to these teams regardless of their vicinity to the South Asian communities.

Other factors that deter South British Asians from developing attitudinal loyalty towards professional football in Britain provided arguably the most interesting aspect of the research as the respondents gave a very honest account of the main barriers that deterred them from attending football games; these were segmented in economic, managerial and cultural barriers.

The main barrier that was shared by all respondents was the cost of supporting a professional football club. The financial outlay to become a season ticket holder was for many too expensive for the respondents. The participants were mindful that their parents had worked extremely hard and made financial decisions to support the family, hence it was difficult for the respondents to justify the cost of attending many football games. Instead, the respondent's cherry picked football games with the perceived entertainment and prestige, suggesting that the more affluent the South Asian consumers had access to the sport and as a result more likely to acculturate with the sport and its mainstream consumers. However, there operational considerations pertinent to how the football clubs were managed that influenced South Asian consumers not to attend football matches. The initial barrier was the perceived racism that occurs at the ground and towards the players on the

pitch culminating in them not being able to enjoy a game as they did not feel safe at the ground and as a result, they much preferred to support teams from the comfort of their homes. There were also concerns with how they match day events are managed, to create a more welcoming environment and culturally aware experience for the South Asians consumers.

So, to answer the final objective of the dissertation how can South Asian consumers develop attitudinal loyalty towards the sport of football? For many South Asian consumers it could be argued that they already have developed a positive attitude towards the sport of football, they have an awareness of the sport are knowledgeable of the game, the players and team performance and discuss the sport with their social circles and are attracted to many attributes of the sport. However, for South Asian consumers to move away from their televisions to actively spectate at football matches then this can only be achieved if football clubs and governing bodies recognise and consider the cultural values of South Asian consumers and embed these into the structure of professional football in Britain.

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12.0   ETHICS CHECKLIST

This checklist must be completed **before** commencement of **any** research project. This includes projects undertaken by **staff and by students as part of a UG, PGT or PGR programme**. Please attach a Risk Assessment.

Please also refer to the University's Academic Ethics Procedures and the University's Guidelines on Good Research Practice

Full name and title of applicant:	Mr Andrew Lewis
University Telephone Number:	0161 247 3873
University Email address:	A.Lewis@mmu.ac.uk
Status: (delete as appropriate)	Post Graduate Student
Department/School/Other Unit:	Business School
Programme of study (if applicable):	MRes
Name of DoS/Supervisor/Line manager:	Dr Amna Khan Dr Peter Betts
Project Title:	Identifying and evaluating cultural factors that influence South British Asian's attitudinal loyalty towards professional football in England.
Start & End date of project:	**June 2012 – January 2016.**
Number of participants (if applicable):	1
Funding Source:	UCFB

Brief description of research project activities (300 words max):

Supporters who regularly attend professional football matches represent sports consumers who have developed a resilient psychological connection to a sports team. However, few consumers with South British Asian heritage spectate at professional football matches in England. According to Bano (2013) less than 1% of fans of teams in the North West of England are from South Asian heritage, despite making up 20% of the population. Few studies have evaluated the factors that can attract and deter the South Asian consumer from developing attitudinal loyalty towards professional football in England.

This research builds upon existing academic research and provides an opportunity for football businesses to improve communication with local South British Asians consumers.		
Does the project involve NHS patients or resources?		**NO**
If 'yes' please note that your project may need NHS National Research Ethics Service (NRES) approval. Be aware that research carried out in a NHS trust also requires governance approval. Click here to find out if your research requires NRES approval Click here to visit the National Research Ethics Service website To find out more about Governance Approval in the NHS click here		NO
Does the project require NRES approval?		**NO**
If yes, has approval been granted by NRES? Attach copy of letter of approval. Approval cannot be granted without a copy of the letter.		**NO**

NB Question 2 should only be answered if you have answered YES to Question 1. All other questions are mandatory.	YES	NO
1. Are you are gathering data from people?	☒	☐
For information on why you need informed consent from your participants please click here		
2. If you are gathering data from people, have you:		
a. attached a participant information sheet explaining your approach to their involvement in your research and maintaining confidentiality of their data?	☒	☐
b. attached a consent form? (not required for questionnaires)	☒	☐
Click here to see an example of a participant information sheet and consent form		
3. Are you gathering data from secondary sources such as websites, archive material, and research datasets?	☒	☐
Click here to find out what ethical issues may exist with secondary data		
4. Have you read the guidance on data protection issues?	☒	☐
a. Have you considered and addressed data protection issues – relating to storing and disposing of data?	☒	☐
b. Is this in an auditable form? (can you trace use of the data from collection to disposal)	☒	☐
5. Have you read the guidance on appropriate research and consent procedures for participants who may be perceived to be vulnerable?	☒	☐
a. Does your study involve participants who are particularly vulnerable or unable to give informed consent (e.g. children, people with learning disabilities, your own students)?	☐	☒
6. Will the study require the co-operation of a gatekeeper for initial access to the groups or individuals to be recruited (e.g. students at school, members of self-help group, nursing home residents)?	☐	☒
Click for an example of a PIS and information about gatekeepers		
7. Will the study involve the use of participants' images or sensitive data (e.g. participants personal details stored electronically, image capture techniques)?	☐	☒
Click here for guidance on images and sensitive data		
8. Will the study involve discussion of sensitive topics (e.g. sexual activity, drug use)?	☐	☒

Click here for an advisory distress protocol		
9. Could the study induce psychological stress or anxiety in participants or those associated with the research, however unlikely you think that risk is?	☐	☒
Click here to read about how to deal with stress and anxiety caused by research procedures		
10. Will blood or tissue samples be obtained from participants?	☐	☒
Click here to read how the Human Tissue Act might affect your work		
11. Is your research governed by the Ionising Radiation (Medical Exposure) Regulations (IRMER) 2000?	☐	☒
Click here to learn more about IRMER		
12. Are drugs, placebos or other substances (e.g. food substances, vitamins) to be administered to the study participants or will the study involve invasive, intrusive or potentially harmful procedures of any kind?	☐	☒
Click here to read about how participants need to be warned of potential risks in this kind of research		
13. Is pain or more than mild discomfort likely to result from the study? Please attach the pain assessment tool you will be using.	☐	☒
Click here to read how participants need to be warned of pain or mild discomfort resulting from the study and what do about it.		
14. Will the study involve prolonged or repetitive testing or does it include a physical intervention?	☐	☒
Click here to discover what constitutes a physical intervention and here to read how any prolonged or repetitive testing needs to managed for participant wellbeing and safety		
15. Will participants to take part in the study without their knowledge and informed consent? If yes, please include a justification.	☐	☒
Click here to read about situations where research may be carried out without informed consent		
16. Will financial inducements (other than reasonable expenses and compensation for time) be offered to participants?	☐	☒
Click here to read guidance on payment for participants		
17. Is there an existing relationship between the researcher(s) and the participant(s) that needs to be considered? For instance, a lecturer researching his/her students, or a manager interviewing her/his staff?	☐	☒
Click here to read guidance on how existing power relationships need to be dealt with in research procedures		
18. Have you undertaken Risk Assessments for each of the procedures that you are undertaking?	☐	☒
19. Is any of the research activity taking place outside of the UK?	☐	☒

I understand that if granted, this approval will apply to the current project protocol and timeframe stated. If there are any changes I will be required to review the ethical consideration(s) and this will include completion of a 'Request for Amendment' form.

☒I have attached a Risk Assessment

Signature of Applicant: *Andrew Lewis*   Date: 10/05/2015

Independent Approval for the above project is (please check the appropriate box):

If the applicant has answered **YES** to **ANY** of the questions **5a – 17** then they must complete the MMU Application for Ethical Approval.

Granted

☒   I confirm that there are no ethical issues requiring further consideration and the project can commence.

Not Granted

☐   I confirm that there are ethical issues requiring further consideration and will refer the project protocol to the Faculty Research Group Officer.

Signature:_____ Date :_____(DD/MM/YY)
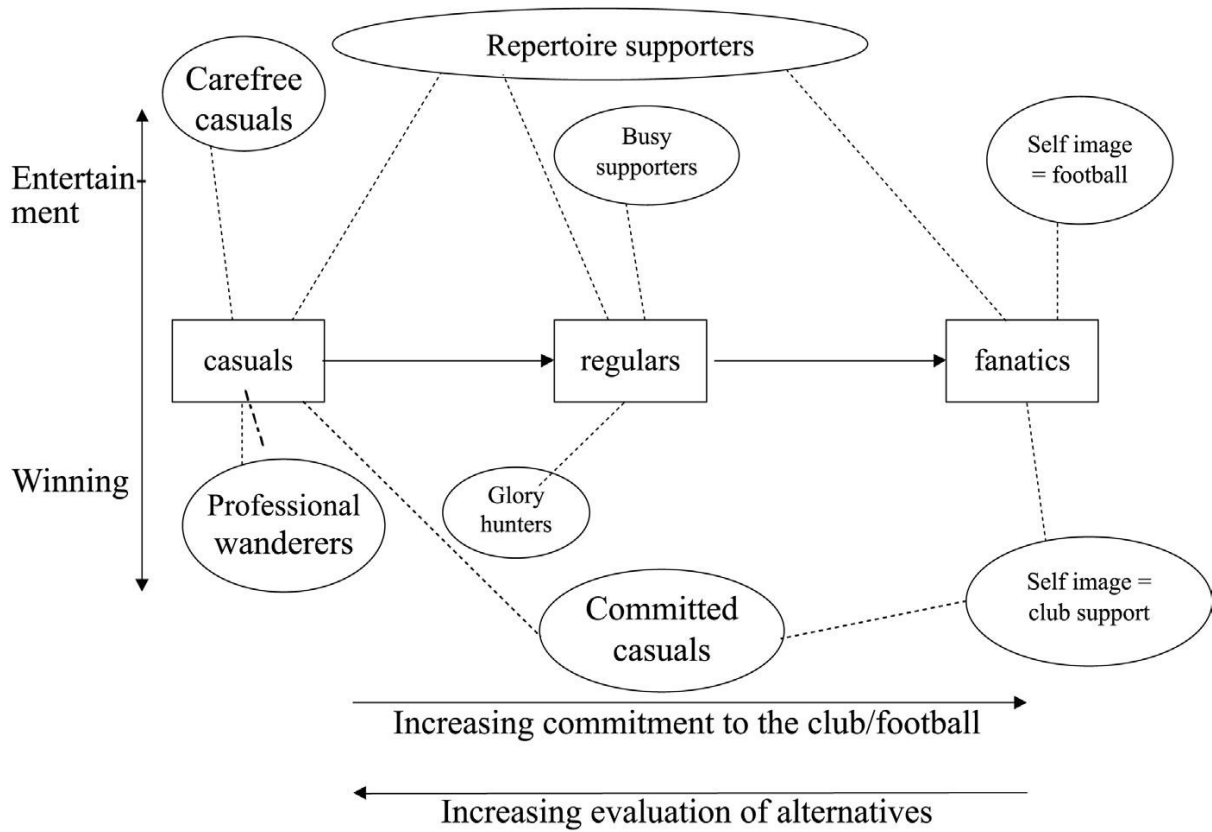
Print Name: _____
Position:_____

Approver: Independent Scrutiniser for UG and PG Taught/ PGRs RD1 Scrutiniser/ Faculty Head of Ethics for staff.

13.0 Appendix

Table 11 Tapp (2002) – Supporter types commitment to a football team.

Table 2 - Studies that influence attraction to sport or team.

Hedonistic	Factor	Discussed in the academic literature	Country
	Eustress	Wann, (1995)	USA
	Diversion/Escape	Wann, (1995), Krohn, (1989), Trial, (2003)	USA
	Entertainment	Wann, (1995) James Ross, (2004)	USA
	Aesthetic	Wann ,(1995), Mc Donald, (2002), Trial, (2003)	USA
	Competition	Khron, (1998) Mc Donald, (2002)	USA
	Quality of sport	Kwon, (2005)	Europe
	Quality of team	Hansen Gauther, (1989) Zhang, (1995/1996) Kwon, (2005)	Canada/USA
	Excitement	Krohn, (1998)	USA
	Technique/skill	Mc Donald, (2002) James & Ross, (2004)	USA
	Drama	James, Ross, (2004)	USA
	Effort	James, Ross, (2004)	USA
	Stress reduction	Mc Donald, (2002)	USA
	Risk taking	Mc Donald, (2002)	USA
	Aggression	Mc Donald, (2002) Lee, (2008)	USA/ Europe
	Social	Zhang, (1995/1996) Krohn, (1998) Mc Donald, (2002)	USA
	Star players	Hansen Gauther, (1989) Schmidt, (2012) Ngan et al. (2011)	Canada/Europe/ USA
Psychological	Self esteem	Wann, (1995)	USA
	Affiliation	Wann, (1995) Mc Donald 2002	USA
	Family	Wann 1995	USA
	Community	Hansen Gauther, (1989) Zhang, (1995/ 1996) Kwon, (2005) FA Fan Survey, (2011	Australia/USA/ Europe
	Identification	Shank, (2001) Hoegele et al. (2014) Heereet al. 2011; Theodorakis et al. 2009	USA
	Demographics	Shank, (2001)	USA
	Self-actualisation	Mc Donald, (2002)	USA
	Achievement	Mc Donald, (2002) Trial, (2003)	USA
	Language	FA Fan Survey, (2011)	Europe
	Satisfaction	Larson and Steinman, 2009; Paul et al., 2011; Sosa and McDowell, 2011; Yen et al., 2012	Europe, USA /Japan
Physical	Stadium design	Hansen Gauther, (1989) Melnik, (1993) Wakefield & Sloan, (1995), Shank, (2001) FA Fan Survey 2011 O'Mahony, Julian Vieceli (2009)	Canada/ USA Europe/ Australia
	Food & Service	Wakefield Sloan, (1995) Larson and Steinman (2009) Theodorakis et al (2009)	USA
	Overcrowding	Melnik, (1993) Wakefield Sloan (1995)	USA
	Stadia Location	Hansen Gauther, (1989)	Canada
	Insensitivity	FA Fan Survey (2011)	Europe
	Team history	Hansen Gauther, (1989)	Canada
	Atmosphere	Krohn, (1998)	USA
Situational	Economic	Hansen Gauther, (1989) Zhang, (1996) De Schriver (2002) Greenwell et al.(2008)	Canada/USA
	Promotions	Fink, (2002) Yoshida and James (2010)	USA
	Other sports	Hansen Gauther (1989) Zhang (1995/ 1996)	Canada/USA
	Televised	Hansen Gauther (1989) Zhang (1995/ 1996)	Canada/USA
	Ticket rarity	Wann ,(2004) Kim & Trail, (2010)	USA
	Team Performance	Yoshida and James (2010)	USA

Table 12 –Data Instrument - A framework of awareness, attraction and barriers to consumption.

A: Socialising cultural factors identified from the literature review

SOC15.	Family and Friends
SOC16.	Word of mouth
SOC17.	The application of social media
SOC18.	The use of mobile phone communication
SOC19.	The use of loyalty programmes, promotions and special offers
SOC20.	The use of local media, newspapers, television and radio.
SOC21.	The need to follow religious considerations
SOC22.	The financial considerations of the target markets disposable income
SOC23.	The influence of the family over spending decisions.
SOC24.	The aspirational brand
SOC25.	The use of mainstream media radio, newspapers, television School
SOC26.	Religious Group
SOC27.	Sports groups
SOC28.	School

B. The factors that attract sports consumers

B1. Hedonistic

HED15.	It helps me to Relax/De stress
HED16.	I can socialise with friends
HED17.	It provides me with a diversion from my day to day life
HED18.	I like to be entertained
HED19.	It excites me
HED20.	I love the aesthetics (beauty/quality) of the sport
HED21.	I like the competitive rivalry
HED22.	I like the team
HED23.	I like the manager
HED24.	I like to watch the star players
HED25.	The skill of the professional sportspersons
HED26.	The drama of the competition
HED27.	The athleticism and effort of the sportspersons
HED28.	The aggression of the sportsperson

B2. Psychological

PSY12.	Because it helps build my self-esteem/respect
PSY13.	It helps me develop an affiliation/relationship with a team/player
PSY14.	It helps me develop an affiliation/relationship with fellow supporters
PSY15.	It helps me to develop an affiliation/relationship with my family
PSY16.	It helps me to develop an affiliation/relationship with my friends
PSY17.	It helps me to feel part of a community
PSY18.	It helps me to be recognised
PSY19.	It helps me to understand more about my own personality
PSY20.	I feel happiness and contentment when my sports team win.
PSY21.	I love the atmosphere at the game it make me feel good
PSY22.	I want to aspire to be a football player

B3. Physical

|	
PHY14.	The way the stadium is designed
PHY15.	The accessibility to the sports event
PHY16.	The accessibility within the sporting event
PHY17.	The ease of parking
PHY18.	How close the sports event is to my hometown
PHY19.	The types of food that is available during the sporting event
PHY20.	The types of drinks that are available at the sports event
PHY21.	The quality of service at the sports event
PHY22.	The staff can speak my language
PHY23.	The staff understand my cultural needs
PHY24.	The history of the sports team I support
PHY25.	The position of my sports team in relation to its competitors
PHY26.	Corporate boxes allow me to watch football games how I want

B4. Situational

SIT15.	The price of the tickets to a sport event
SIT16.	If the tickets of the sports event are in short supply or rare
SIT17.	If the tickets have a promotional offer
SIT18.	If the tickets have been reduced in price
SIT19.	If the tickets can give you a discount at the next sporting event
SIT20.	If the tickets gives a reduction to a different type of sporting event
SIT21.	If the sports event is not televised
SIT22.	If the sports event is not on the radio
SIT23.	If the sports event has been promoted on the television
SIT24.	If the sports event has been promoted in local newspapers
SIT25.	If the sports event has been promoted through social media
SIT26.	If the sports event has been promoted through word of mouth
SIT27.	If the sports event has been promoted through the local community
SIT28.	Performance of the team/winning team

C: The barriers that may hinder attitudinal loyalty.

BAR18.	Few South Asian footballers
BAR19.	Few role models and star players.
BAR20.	A lack of identifiable celebrity endorsement for British Asians.
BAR21.	A significant lack of British Asian managers and coaches.
BAR22.	The possible racism that occurs at grounds from existing supporters.
BAR23.	Concerns over institutional racism within the football league.
BAR24.	Poor engagement with communities and families to raise the profile of professional football in England.
BAR25.	Football is not valued within the community
BAR26.	Football is not valued by my parents
BAR27.	Football does not fit with values/religion
BAR28.	Unsuitable facilities
BAR29.	Unsuitable food/beverages
BAR30.	I don't feel safe at the football ground
BAR31.	People won't watch a poor performing team
BAR32.	Parents do not take an interest in football
BAR33.	Rather watch on television.
BAR34.	Poor access to play the sport of football.

Table 13 Adaption of Tapp (2002) Support types to consider South Asian consumers.
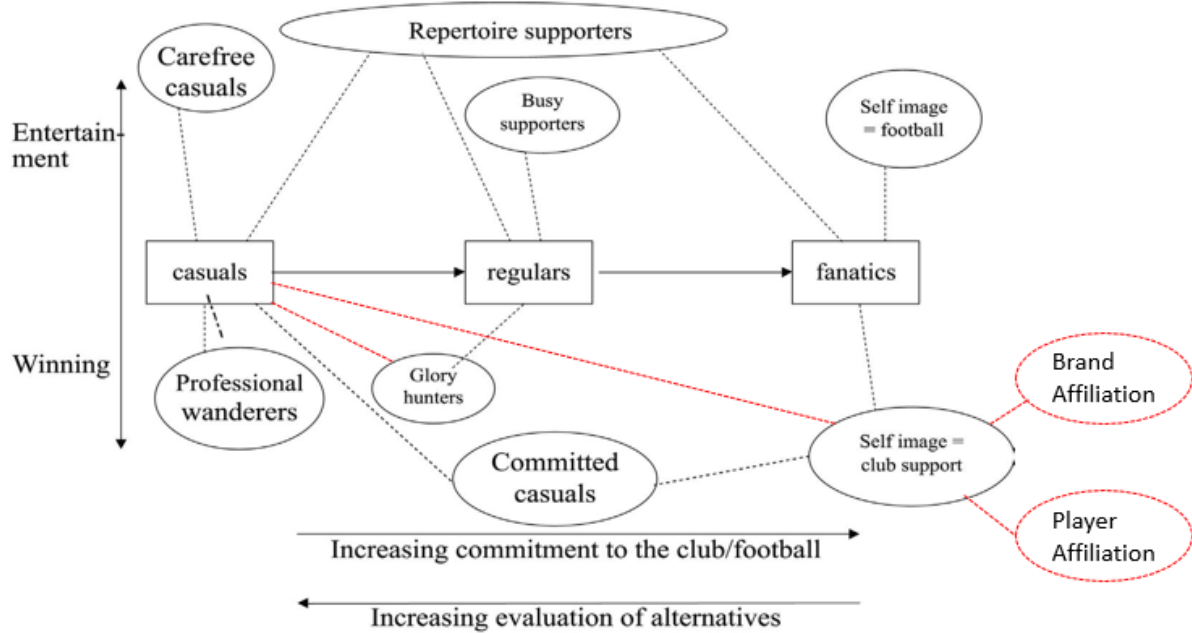
Table 14 – Classification sheet – Interview Participant List.

Code	Age	Ethnicity	Gender	Generation
B1	18 - 24	Bangladeshi	Male	2
B2	18 - 24	Bangladeshi	Male	2
B3	18 - 24	Bangladeshi	Male	2
B4	18 - 24	Bangladeshi	Male	2
B5	18 - 24	Bangladeshi	Male	2
I1	18 - 24	Indian	Male	3
I2	25 - 35	Indian	Male	2
I3	25 - 35	Indian	Male	1
I4	18 - 24	Indian	Male	1
I5	18 - 24	Indian	Male	1
P1	18 - 24	Pakistani	Male	3
P2	25 - 35	Pakistani	Male	2
P3	18 - 24	Pakistani	Male	3
P4	18 - 24	Pakistani	Male	3
P5	25 - 35	Pakistani	Male	3
WB1	46 - 60	White British	Male	n/a

Table 21 - Attraction to Football – Template for Interview

Thank you for taking the time for this interview today.

You have been invited to take part in a semi-structured interview.

Andrew Lewis will be carrying out the interview. The interview is expected to take between 60 to 90 minutes. The objective of the interview is to establish your experience within the football industry and establish the factors from your experience that have helped to attract South Asian consumers to professional football clubs close to their communities.

The results from this interview will be used as part of a Masters dissertation to Identifying and evaluate the factors that influence South British Asian consumer's attitudinal loyalty towards professional football in England.

Your contribution is voluntary and you can withdraw at any time.

Questions

1. Please introduce yourself and explain your experience of professional football in England.
2. How did you become interested in football?
3. What teams do you support and why?
4. Have you attended many football games?
5. Why do you watch football games
6. Who do you watch football games with?
7. Do you think football is growing in popularity with South Asian consumers? If not why not?
8. How do you think football is perceived within South Asian communities?
9. What do you feel are the possible barriers to attracting South Asian consumers to the terraces of their local football teams?
10. Do you think Footballs professional governing bodies have a strategy for promoting professional football matches to South Asian consumers in England?
11. What could football clubs do to make their football grounds more welcoming for South Asian consumers?
12. Do you think the design, layout and facilities at football clubs are suitable for all spectators ethnicities? If not why not?
13. Are there any other considerations that you would like to me to consider?

Other factors not listed

Bring the Interview to a close. Thanks them for their participation.

Table 22 – Template for the Focus Group.

Thank you for taking the time for this focus group today.
Andrew Lewis and a colleague will be carrying out the focus group today. It is expected that the focus group will take between 60 - 90 minutes. The objective of the interview is to establish the factors that would attract and deter you from attending a professional football match.
The focus group has four parts.

The first part will use a short questionnaire to ascertain a little more about you.
The second part is an activity, which will allow you prioritise from a list the factors that would raise awareness and attract you to spectate at a football match.
The third part will be and activity to establish what could prevent you from attending a sports event.
Finally there will be an opportunity for you to share any further elements that have not been listed that would be important in raising awareness, attracting or preventing you from becoming attract to a sport.

The results from this interview will be used as part of a Masters dissertation.

Your contribution is voluntary and you can withdraw at any time. If you do not feel you want to disclose information regarding yourself, please do not feel obliged to do so.
The information captured from the focus group will be used as part of the research.

Please sign and date below that you are happy to contribute to the focus group.

Name:

Signed:

Date:

Part 1 – Ethnicity

Name: _____

Where do you live? _____

Q1. Gender

- Male
- Female

Q2. Age: What is your age?

- Under 18 years old
- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45 and over
- Would prefer not to say

Q3. Ethnicity origin (or Race): Please specify your ethnicity.

- White
- Pakistani
- Black or African American
- Indian
- Bangladeshi
- Other – Please state

Q4. Are you a;

- First Generation South Asian
- Second Generation South Asian
- Third Generation South Asian
- Other – Please state.

Part 2. – Awareness factors

The following section aims to outline the factors that could make you aware of professional sport event in England.

Using the form below, please rank in order of which factors would be the most effective to the least effective in raising the awareness of professional football.

Then discuss as a group, which would be the main factors.

	IND	GRP
SOC1. Through Family and Friends		
SOC2. Through Word of mouth		
SOC3. The application of social media		
SOC4. The use of mobile phone communication		
SOC5. The use of loyalty programmes, promotions and special offers		
SOC6. The use of local media, newspapers, television and radio.		
SOC7. Through religious considerations		
SOC8. The marketing of the aspirational brand		
SOC9. Through School/college/University		
SOC10. Through a Religious Group		
SOC11. Through a Sports groups		
SOC12. The use of mainstream media radio, newspapers, television		

Other Considerations:

Part 3 – Themes

The following section aims to outline the factors that would attract you to watch a football match in England.

Using the form below, please rank in order of which factors would be the most effective and least effective in attracting you to a professional football match.

Then discuss as a group, which would be the main factors.

Attraction Factors.

Hedonistic

	IND	GRP
HED1. It helps me to Relax/De stress		
HED2. I can socialise with friends		
HED3. It provides me with a diversion from my day to day life		
HED4. I like to be entertained		
HED5. It excites me		
HED6. I love the aesthetics (beauty/quality) of the sport		
HED7. I like the competitive rivalry		
HED8. I like the team		
HED9. I like the manager		
HED10. I like to watch the star players		
HED11. The skill of the professional sportspersons		
HED12. The drama of the competition		
HED13. The athleticism and effort of the sportspersons		
HED14. The aggression of the sportsperson		

Other Factors.

Psychological

	IND	GRP
PSY1. Because it helps build my self-esteem/respect		
PSY2. It helps me develop an affiliation/relationship with a team/player		
PSY3. It helps me develop an affiliation/relationship with fellow supporters		
PSY4. It helps me to develop an affiliation/relationship with my family		
PSY5. It helps me to develop an affiliation/relationship with my friends		
PSY6. It helps me to feel part of a football community		
PSY7. It helps me to be recognised		
PSY8. It helps me to understand more about my own personality		
PSY9. I feel happiness and contentment when my sports team win.		
PSY10. I love the atmosphere at the game it make me feel good		
PSY11. I want to aspire to be a football player		
PSY12. My football team is an aspirational brand I want to be part of		

Other Factors.

Physical

	IND	GRP
PHY1. The way the stadium is designed		
PHY2. The accessibility to the football ground		
PHY3. The accessibility within the football stadium		
PHY4. The ease of parking		
PHY5. How close the football stadium is to my hometown		
PHY6. The types of food that is available during the football game		
PHY7. The types of drinks that are available at the football game		
PHY8. The quality of service at the football ground		
PHY9. The staff can speak my language		
PHY10. The staff understand my cultural needs		
PHY11. The history of the sports team I support		
PHY12. The performance of my sports team in relation to its competitors		
PHY13. Corporate boxes allow me to watch football games how I want		

Other Factors.

Situational

	IND	GRP
SIT1. The price of the tickets to a football match		
SIT2. If the tickets to the football game are in short supply or rare		
SIT3. If the tickets have a promotional offer		
SIT4. If the tickets have been reduced in price		
SIT5. If the tickets can give you a discount at the football game		
SIT6. If the tickets can give you a reduction to a different type of sporting event		
SIT7. If the football game is not televised		
SIT8. If the football game is not on the radio		
SIT9. If the football game has been promoted on the television		
SIT10. If the football game has been promoted in local newspapers		
SIT11. If the football game has been promoted through social media		
SIT12. If the football game has been promoted through word of mouth		
SIT13. If the football game is promoted through the local community		
SIT14. League position of the team.		

Other Considerations:

Part 4. Barriers to consumption.

	IND	GRP
BAR1. Few South Asian footballers		
BAR2. Few role models and star players.		
BAR3. A lack of identifiable celebrity endorsement for British Asians.		
BAR4. A significant lack of British Asian managers and coaches.		
BAR5. The possible racism that occurs at grounds from existing supporters.		
BAR6. Concerns over institutional racism within the football league.		
BAR7. Poor engagement with communities and families to raise the profile of professional football in England.		
BAR8. Football is not valued within the community		
BAR9. Football is not valued by my parents		
BAR10. Football does not fit with values/religion		
BAR11. Unsuitable facilities		
BAR12. Unsuitable food/beverages		
BAR13. I don't feel safe at the football ground		
BAR14. People won't watch a poor performing team		
BAR15. Parents do not take an interest in football		
BAR16. Rather watch on television.		
BAR17. Poor access to play the sport of football.		