



**Understanding the Motivational and Behavioural factors behind PSL Fans
in South Africa.**

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DECLARATION

I, Ahmed Adam, declare that this dissertation is my own work and that sources of information have been acknowledged accordingly. I also declare that this dissertation has not been submitted for candidature of any other degree in any other university.

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ABSTRACT

This study explored the motivation and behaviour of Premier Soccer League (PSL) fans in South Africa. A survey research method using convenience and purposive sampling was adopted in this study. A sample of 221 PSL fans selected from three research venues completed a short demographic questionnaire, the Sports Fan Motivation Scale (SFMS) (Wann, 1995), and the Fan Behaviour Questionnaire (FBQ) (Capella, 2002). In relation to motivation, the results show that PSL fans in South Africa are motivated primarily by *entertainment, aesthetics, self-esteem, and group-affiliation*. The results found that male fans are influenced by team success to support a PSL team in South Africa and that female PSL fans are influenced by family members. Male PSL fans of this sample were found to be more emotionally invested and more likely to portray negative behaviour than the female fans. Implications of the findings are discussed.

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ABBREVIATIONS

FIFA- Fédération Internationale de Football Association

SIRC- Social Issues Research Centre

PCM- Psychological Continuum Model

SAFA- South African Football Association

NPSL- National Professional Soccer League

NSL- National Soccer League

CAF- Confederation of African Football

AFCON- African Cup of Nations

PSL- Premier Soccer League

SNAPS- Sports Need for Achievement and Power Scale

BIRGing- Basking in Reflected Glory

CORFing- Cutting off Reflected failure

EPL- English Premier League

CHAPTER ONE: INTRODUCTION

Soccer is the most well-known and beloved sport on the planet (D’Orazio & Leo, 2010) and, more specifically, in South Africa (Dubihlela, Dhurup & Surujlal, 2009). Soccer is popular through active participation, showing support as a fan or through simply attending matches (Mustaffa, Nazarudin, Yusof, Wahab & Razak, 2014). It is estimated that approximately 20 percent of the world’s population, which is more than 1.4 billion people, supported and/or watched soccer in 2014 (Smith, 2014). Ozanian (2014) adds that numbers as large as 950 million people watched the 2014 FIFA (Fédération Internationale de Football Association) World Cup in Brazil.

The straightforwardness of soccer's principles is one reason that leads to its popularity. The guidelines are easy to adjust to and it can be played anywhere, with few required materials. Its straightforwardness permits nearly anybody to comprehend and play it (Giulianotti, 1999). Soccer has been stated to be the *beautiful game* due to it being a source of obsession for fans, and its aesthetic attributes. The aesthetics attributes that make soccer beautiful are found in the soccer play, star player/s, and the respective performances (Hughson & Inglis, 2002). In relation to soccer play, the beauty is seen through the manner in which the team members work together to achieve team objectives. The star players are those players who are highly talented and skilful, and who are seen as role models of how to play the game. The star offensive players have the ability to create spaces and the defensive star players are very good at reading the game and closing down spaces (Hemphill, 2005).

Soccer is globally associated with passion, emotion, and excitement. It is estimated that two thirds of soccer fans have cried, through joy and despair, during matches. Soccer likewise

provides fans with a chance to release themselves on an emotional level, which may provide an opportunity to release the frustrations of daily life (Social Issues Research Centre (SIRC), 2008). This study is about understanding the motivation and behaviour of South African soccer fans.

Fans play an essential role in the stadium atmosphere and the performance of athletes and teams. The involvement of fans with specific sports, teams, and events, has been attributed to personal (i.e. motivation, attitude, etc.) and environmental (i.e. friends, family, etc.) factors (Armstrong, 2002). Soccer has the power and ability to unite nations and people of different cultures and it is followed by fans from a wide range of psychosocial backgrounds (Shobe, 2008). An example of the former is found in research conducted by Al Ganideh and Good (2016) which revealed that Arab soccer fans who support soccer teams in Spain, England, and Italy had significantly lesser levels of hostility to those nations. Soccer often provides a starting point from which friendships can begin and thereafter blossom (SIRC, 2008).

For some, turning into a fan of a team means learning about a club's history and its players, both at a domestic and global level. Feeling part of a club's on-going customs and becoming knowledgeable in its past is a vital aspect of fan character (SIRC, 2008). A fan is more than just a person who cheers when watching their team; time and again fandom requires financial and time sacrifices (Withey, 2013). According to SIRC (2008), being at a match is not to just observe but to act as a 12th man on the pitch and motivate the team even through difficulties. Fans consider themselves to be generating a helpful atmosphere in which the matches occur, and their attendance and behaviour influencing the spirit and inspiration of players that are playing.

Soccer players and managers across the world have shown gratitude towards the fans and they understand that fans give meaning to the game (Soccer Laduma, 2017). South African Orlando Pirates player, Thabo Qalinge captured this when he said:

I really appreciate their (the fans) support and we don't give them any reason to not be proud of us, as we want to win something for them. I know how passionate they are. Some of these guys come back from work at night and still make time to come to the stadium to watch us play, leaving their families behind.... Supporters are our top priority because they lose a lot in order to be with us. Some use their last, hard-earned money to show their love and support for us, so we can never take them for granted.

(Soccer Laduma, 2017, p. 9).

Good performances by soccer teams seem to strengthen the bond between fans and the club. The Psychological Continuum Model (PCM) depicts the connection between the observers, the fans and a sport/club, and the association among individual and social factors that enhance participation in sport (Taghizadeh, Ghorbani & Behnam, 2015). The PCM has four phases, which are; *awareness, attraction, attachment and allegiance*. The PCM looks to understand and clarify the psychological association among a fan and a sport, and the contrasts among each phase (Funk & James, 2001).

1.1. Definitions of terms

- Sports Fan: “A sports fan refers to someone who has a key interest and is investing, either financially or emotionally, in a particular sport, team or individual athlete” (Wann, Melnick, Russel & Pease, 2001, p, 1).
- Sports Spectator: “A sports spectator is a person who only physically witnesses a sporting event, but does not actively follow a sport or team” (Dietz-Uhler & Lanter, 2008, p. 103).

1.2. Context of the study

Soccer is the most popular sport in South Africa (Dubihlela et al., 2009). There has been constant commercial growth in recent years in South African football because of the passionate association that the soccer fans have with their favourite clubs (Koortzen & Oosthuizen, 2012; Stander & Van Zyl, 2016). The Premier Soccer League (PSL) fans are so invested in their teams that they experience the successes and failures as their own (Burnett & Wessels, 2012). People watch soccer for many reasons; these may be influenced by any of South Africa's psychosocial issues, such as poverty (Stevenson, 2015) and unemployment (Cloete, 2015). Unemployment in South Africa is at its highest level since September 2003. The increase in unemployment in the age groups of 15-24 and 25-35 is most concerning (Menon, 2017). Literature has shown that sport is often used as an escape agent from life hassles and challenges. It has been found that escape serves as one of sport's biggest appeals (Segrave, 2000). Soccer in South Africa is very important to society but there has been no research investigating its importance in relation to other life aspects.

1.2.1. History of Soccer

Soccer was not always the most popular sport in South Africa. Before soccer arrived in South Africa, the most popular sport was stick-fighting. As with soccer matches, a festive atmosphere prevailed; whereby women brewed beer, young men were involved in the fights, and the trainers and fans cheered. This practice became less prominent as British soldiers entered the country (Alegi, 2010).

In the mid-19th century British soldiers and civil servants were responsible for bringing European sports codes to South Africa with the first recorded soccer matches being in Cape Town and Port Elizabeth in 1862. These matches were between British-born whites against South African-born whites (Fletcher, 2012).

Soccer organizations were made in Pietermaritzburg (1879) and Cape Town (1891). In 1892, the South African Football Association (SAFA) was formed by officers from the army and civilians (Alegi, 2010). Many years later, the National Professional Soccer League (NPSL) was created in the 1970s and became the most well-known league with white and black clubs now contending for trophies. In 1985 the National Soccer League (NSL) was formed (Bolsmann & Parker, 2007). Authors such as Couzens (1983), Bolsmann and Parker (2007), Alegi (2010), and Fletcher (2012) have provided an extensive history of South African soccer.

In June 1992, with the prospect of the ending of apartheid, South Africa's participation of the world representing body FIFA was re-affirmed at the assembly held in Zurich, Switzerland. The country was also automatically admitted as a member to the Confederation of African Football (CAF), effectively putting it back on the soccer world stage. Within a short space of time the country won the African Cup of Nations (AFCON) in 1996 and thereafter qualified for the 1998 FIFA World Cup (Isabirye & Surujlal, 2012).

In 1996 the Premier Soccer League (PSL), consisting of 18 teams was formed. Due to fixture congestions, the league was reduced from 18 to 16 teams. The teams competing in the 2016/2017 season were Bloemfontein Celtic, Supersport United, Bidvest Wits, Maritzburg United, Orlando Pirates, Boroka FC, Platinum Stars, Chippa United, Polokwane City, Cape Town FC, Mamelodi Sundowns, Ajax Cape Town, Free State Stars, Highlands Park, and Golden Arrows, and Kaizer Chiefs (Premier Soccer League, 2016).

Gedye (2007) stated that soccer remains South Africa's most important sport in terms of drawing in a large number of viewers through live and television audiences each year. Soccer constantly appeals to people, who share a profound passion for the game and are willing to

contribute financially and emotionally to show their support for it (Department of Sport and Recreation, 2014). It was reported that fifty-four percent of the entire South African population follows soccer (Saayman and Rossouw, 2008).

1.3. Motivation and Behaviour of Fans

1.3.1. Motivation of Soccer Fans

For a very long while, scholars have endeavoured to recognize the motivations of sports fans and observers. It was noted that numerous cultural, social, and psychological needs are met by following sports occasions. Theories of motivation from different sociological and psychological points of view have been proposed by scientists wanting to understand sports fans' motivation and behaviour, and additionally to create sport motivation and behaviour scales (Smith & Stewart, 2007). Deci (1975) was the first to present an instrument when he presented the three measurements of motivation: intrinsic motivation, extrinsic motivation, and amotivation. However, the main body of research started in 1987, when Sloan, Bates, Davis and Schweiger introduced the Sports Need for Achievement and Power Scale (SNAPS).

This measure tapped into what motivated sports fans to attend sporting events. People were found to follow sports for several reasons; various motives affect people's choice to attend a game, buy team products, or watch matches on television (Chung, 2015). Researchers have since attempted to understand the motivations of sports fans and how these may influence their attitudes and behavior (Funk, Mahony, Nakazawa & Hirogawa, 2001; Trail & James, 2001).

Research has been done on sports fans' motivation in North America (Kim, Greenwell, Andrew, Lee & Mahony, 2008), Asia (Binjwaied, Richards & O'Keefe, 2015; Mohan &

Leng, 2015), Europe (Gencer, 2015; Zembura, 2015), and Australia (Filo, Funk & Neele, 2008). However, there is a lack of literature on the motivation of sports fans in South Africa (Isabirye & Surujlal, 2012; Wiid & Cant, 2015).

Despite the fact that the list of possible motives is normally very broad, 8 motives seem to be common between fans (Wann, Grieve, Zapalac & Pease, 2008). Wann (1995) found that these 8 important variables that measure motivational factors are: *eustress* (drama), *self-esteem*, *entertainment*, *escape*, *economic* (gambling), *aesthetics*, *group affiliation* (socialization) and *family* needs.

Eustress refers to “positive anxiety”, the exciting atmosphere that is felt by the senses when watching a live game. The *self-esteem* variable includes fans feeling a sense of accomplishment when their club wins, and having a sense of identification and belonging with the club (Wann, 1995). The motivational factor *entertainment* leads to sports fans going to or observing sporting occasions for the enjoyment associated with the occasion and the hope that their club will be victorious (Wasserberg, 2009). The *escape* factor aligns itself with *entertainment* as it offers people an opportunity to temporarily detach from their daily life and to treat themselves to sports-related activities (Wann, Schrader & Wilson, 1999). The *economic* motive involves benefits gained by fans through betting and gambling (Wann et al., 2001). The *aesthetics* motive encompasses fans who watch team performances for excellence, beauty, and creativity. The motives of *group affiliation* and *family* involve fans following sports to spend time with groups of people and their families respectively (Wann et al., 2008).

1.3.2. Emotions and Behaviour of Fans

Fans' emotional and behavioural states before, during, and after soccer matches can vary.

Fans generally respond positively when their club wins (they wear team colours, speak about their team to people, etc.), and negatively when their team loses (they get angry, depressed, etc.). The positive behaviour associated with supporting sports comes in the form of activities (such as live match attendance, watching matches on television, reading about sports news, etc.) which can also be used as a good indication of whether the fans are active or passive. Active fan behaviour includes fans attending their favourite team's home and/or away live matches. Passive fan behaviour refers to fans watching their favourite team on television, reading the news in the newspaper (Cohen & Avrahami, 2005), or listening to the radio (Theodorakis & Wann, 2008).

Match attendance is dependent on accessibility, amount of free leisure time, or the amount of money fans have. Several studies in Europe have investigated the degree to which televised matches reduce attendance at the stadium. One of the conclusions was that live broadcast games lessened the number of fans who attended home games by 30% in the Scottish Premier League throughout the 2002-2003 season (Allan & Roy, 2008). A decade earlier, a similar pattern existed when it was found that on-screen matches significantly lessened live attendance of English Premier League (EPL) games on weeknights by an average of fifteen percent (Baimbridge, Cameron & Dawson, 1996). Watching live soccer matches away from the stadium will likely rise in the future due to more technological advances (Solberg & Mehus, 2014).

Sports fan behaviour is not always positive. Negative fan behaviour is known as football/soccer hooliganism (Rookwood & Pearson, 2010). The issue of violence by soccer fans continues to require reflection and intervention throughout the world. The negative

responses can get so intense that fans begin to act in ways that they would not generally act (Bernhardt, Dabbs, Fielden, & Lutter, 1998). An example of soccer hooliganism occurred during the Euro 2016, in the matches between England and Russia, and Croatia and Czech Republic. During these incidents, fans clashed outside the stadium and officials had to intervene. Another example of negative fan behaviour occurred on 11 February 2017 when the Orlando Pirates fans entered the Loftus Versfeld Stadium pitch following a 6-0 thumping at the hands of Mamelodi Sundowns. This was followed by a brawl between the Pirates fans, Sundowns fans and match day officials (Soccer Laduma, 2017).

Capella's (2002) study has made attempts to better understand fan behaviour. She developed the Fan Behaviour Questionnaire (FBQ) which is used to measure the emotional responses and well as the positive and negative behaviours of sports fans.

1.4. Rationale for the study

The Sports Industry in South Africa has grown to become an important part of the country's economy (Koortzen & Oosthuizen, 2012). South Africa has gained a lot of positive international exposure due to hosting some of the world's most important sporting occasions such as the IRB Rugby World Cup (1995), the ICC Cricket World Cup (2003), and the FIFA World Cup (2010) (Van der Merwe, 2007). These occasions have been fundamental in displaying South Africa to the world and attracting foreign investors (Cornelissen, Bob & Swart, 2011). The soccer industry, specifically, has had great success financially over the years and has continued to grow (Koortzen & Oosthuizen, 2012). The Premier Soccer League (PSL) has secured some of the most lucrative deals in recent years in the form of ABSA and Supersport. ABSA, which is South Africa's largest retail bank, has invested over R500 million for a 5 year period to secure the title rights as the main sponsor of the PSL. Supersport invested approximately R1.6 billion annually to get international sports

broadcasting rights for the PSL matches. These are some examples of the association that soccer has with South Africa's economy (KickOff, 2011). However, not only does soccer provide economic rewards to the country, it plays an important psychosocial part in society through important experiences, social interaction and chances to escape (Cornelissen et al., 2011).

The investigation of the reasons that motivate people to observe and follow sport is, and has been a theoretical and practical challenge for sport scientists and experts (Armstrong, 2002). More recently, more importance has been shown in the study of fan motivation and behaviour especially in North America and Europe. In spite of the popularity of sport, particularly soccer in South Africa, social scientists, researchers and authors have paid little attention to sport fans' motivation and behaviour (Dubihlela et al., 2009; Isabirye & Surujlal, 2007; Jere & Mathidza, 2014; Wiid & Cant, 2015). Understanding fan motivation and behaviour is important especially because of the influence sports have on society in the enhancement of people's socialisation and well-being (Melnick & Wann, 2004).

Dubihlela et al. (2009) state that soccer is a sport that has become part of South African culture, even to the fans who do not support any clubs. The extent in which time and resources have been devoted to soccer has contributed to the intensity of the interest and support of soccer in this country. Soccer appears to have become an essential part of the lives of many people. Soccer fans in South Africa passionately follow the PSL and are important for creating the atmosphere and intensity that exists during matches. Fans in South Africa appear to be motivated to attend, watch or listen to South African soccer. However, the patterns of motivation among soccer fans in South Africa differ among individuals. It is possible that, compared to other countries, people may rate soccer differently in South Africa

with regards to its importance in their lives. This is inferred from findings that to soccer more important to fans in Europe than other important life roles such as religion (SIRC, 2008).

While studies have shown patterns of motivation and behaviour in international studies, the South African context provides a unique setting for investigation. This research study was aimed at examining the factors that impact on PSL fan motivation and behaviour in South Africa. The study describes the motivation and behaviour of a sample of PSL fans.

Furthermore, the relationship between select demographic factors, motivation, and behaviour of the sample of PSL fans are investigated.

1.5. Aims/questions

This research study was intended at examining the factors that motivate soccer fans to attend and follow the South African Premier Soccer League (PSL) matches. This study also describes the behaviour of a sample of PSL fans. Furthermore, it investigates the relationship between select demographic factors, behaviour, and motivations of a sample of PSL fans.

Research question

- What are the motivational factors that drive soccer fans to follow PSL in South Africa?
- What are the emotional and behavioural factors that influence South African soccer fans to support the PSL?
- Is there a relationship between the motivational and behavioural factors, and the select demographic factors?
- Are there demographic differences in relation to motivation and behaviour of PSL fans?

1.6. Structure of the study

Chapter Two: Literature Review- This section gives a top to bottom investigation of the empirical literature encompassing soccer fan motivation and behaviour. It additionally offers the theoretical framework that can be used to understanding the relationship that exists between the previously mentioned constructs.

Chapter Three: Methodology- This part incorporates the research method used when conducting the study. It includes a depiction of research design, the study subjects used as a part of the investigation, the sampling technique, the research instruments that will be utilized, the data collection process and the data analysis procedures.

Chapter Four: Results- This part of the research incorporates the findings of the statistical analyses done on the information received during the data collection.

Chapter Five: Discussion- This chapter will discuss the results in relation to the introduction and literature review sections.

Chapter Six: Conclusions- This part contains the conclusions that were drawn from the discoveries of the examination. It additionally thinks about the constraints of the investigation and makes proposals for future research directed.

CHAPTER TWO: LITERATURE REVIEW

This section covers the empirical literature which includes soccer fans' motivations, emotions and behaviour. There have been other topics that have been explored in sports literature such as Team Identification (Chiweshe, 2011; Lee, Trail & Anderson, 2009) and Loyalty (Gladden & Funk, 2001; Mays, 2012); however, because of the lack of research on fans' motivation, emotions and behaviour, especially in South Africa, this is the area of focus for this study. Much of the existing research has been done on sports in general, as well as soccer both locally and internationally. These studies have been done since the 1980's to date and are considered significant in comprehending the motivations and behaviour of sports fans. The framework that will be discussed is the Psychological Continuum Theory (Funk & James, 2001).

2.1. Empirical Review

Studies have been done on different sporting codes to investigate and better understand sports fans. Some of these sporting codes are soccer (Dubihlela et al., 2009), basketball (Maxwell, 2005), rugby (Wiid & Cant, 2015), and mixed martial arts (Zembura, 2015). Sports fans are described as very enthusiastic, interested, and/or devoted to their favourite teams (Wann et al., 2001). This empirical review highlights the motivational, emotional and behavioural factors that influence fans. Furthermore, the demographic differences are explored as they are associated with the abovementioned factors. The empirical review entails international and local studies of soccer as well as sports in general.

2.1.1. Motivational Factors

It was noted that numerous cultural, social, and psychological needs are met through following sporting events. For numerous eras, researchers have tried to find the motivations of sports fans and spectators (Smith & Stewart, 2007). Being motivated has been defined as the inspiration to act or to be moved by something to become a fan (Ryan & Deci, 2000). Al Thabiti (2004) stated that fan motivation denotes to the reasons that influence fans to follow sports clubs, stay faithful to them, and watch and attend their live matches. Sport fan motivation has been defined as “a self- determined and volitional state that energizes a desire to engage in sport goal directed behaviour to acquire positive benefits” (Funk, Beaton & Alexandris, 2012, p. 364).

Research in North America has found that sports fans support teams for various reasons, the duration of support varying among individuals, and motivations depending on the quality and intensity of a person’s psychological commitment to a club (Chien & Ross, 2012). The locality of the team, team success, the players, parents and/or family, and the entertaining atmosphere of the game were shown to be some of the main reasons for people initially becoming fans (Greenwood, 2001). Other reasons such as the community, school, and friends were also revealed as important reasons (Melnick & Wann, 2010; Wann et al., 2001).

Studies in Australia (Melnick & Wann, 2010), Greece (Theodorakis & Wann, 2008), and the USA (Wann et al., 2001) have shown that the main reason that people start supporting sports is their ‘friends’. Just as there are reasons in which fans initially start supporting sports teams, there are various factors that lead to fans being continuously motivated to be involved in sports. Some of the motivational factors that keep fans involved in sports in general and

soccer are *eustress*, *aesthetics*, *group affiliation*, *self-esteem*, *escape*, *economic*, *entertainment*, and *family* (Wann et al., 1999).

- *Eustress* refers to ‘positive anxiety’; the energizing atmosphere and sensation that is felt by the senses when watching sports occasions (Wann, 1995). Due to the motive being directly connected to the body, it fits under the psychological dimension. Physiological reactions inside the body discharge chemicals like adrenalin and dopamine to deliver emotions. Attending or watching soccer events can lead to positive emotions in fans (Smith & Stewart, 2007).
- The *self-esteem* variable involves fans feeling a sense of achievement when their team is victorious, and having a sense of identification and belonging with the team (Wann, 1995). There are two behavioural patterns, known as Basking in Reflected Glory (BIRGing) and Cutting-off Reflected failure (CORFing), which have been identified to explain fans’ motivations to identify with a team and attend soccer matches. BIRGing refers to the feeling that sports fans have when their team succeeds. They tend to feel like they have won, and this has the ability to increase their *self-esteem* (Cialdini et al., 1976; Sloan, 1989). CORFing happens when fans detach themselves psychologically when their team loses, to preserve their *self-esteem* (Wann, 1995; Wann & Branscombe, 1990).
- *Entertainment* can be defined as the extent to which people are motivated to become soccer fans due to the need to have a good time and relax (Al-Thibiti, 2004). This social motivational factor will lead to sports fans to attend or observe soccer events for enjoyment and hope that their support will transform into a triumph for the club (Wasserberg, 2009). As many as 85% of participants in a study reported that they like sports because of their *entertainment* value (Wann, 1995).

- The *escape* motivational factor can be defined as the extent to which people are motivated to be soccer fans by the need to relieve stress and forget about their life struggles (Al-Thibiti, 2004). One of the sources of sports' modern appeal is the escapism that it provides; a brief break from difficulties and confusion of everyday life. The *escape* motive offers people with the chance to move away from their daily life and to treat themselves to sports-related activities (Wann et al., 1999).
- The advantages offered by activities, for example, betting and wagering are denoted to as the *economic* gains/motivational factor and is a reason behind individuals moving toward becoming sports fans. There are sports fans that simply follow sports because of the amount of money that they can make out of them (Wann et al., 2001).
- To some fans, sporting occasions are viewed as a type of art. Fans might be moved by the brilliance, magnificence, and inventiveness in a club's execution (Wann, 1995). *Aesthetic* pleasure can be found in many ways like: the occasion itself, star player performances, player's physical appearances, atmosphere, as well as field in which the club plays (Smith & Stewart, 2007). It has been argued that a great athletic or team performance can compete against any great work of art (Lee, 2011).
- Social identification and *group affiliation* are strongly associated with the decision to attend sporting events (Trail & James, 2001). This argument is strongly influenced by the observation that people often do not attend events/games alone (Wann, 1995). Ninety percent of fans in England are found to attend soccer matches in groups, and this helps to form a sense of belonging (Jones, 2000).
- The *Family motive* involves the desire to spend time with family members through sporting events. Soccer assumes a key part in family life in much of Europe, connecting the shared experiences of family members across generations and making a long-lasting sense of tradition and belonging. Activities, for example, family

bonding and investing time together has the ability to be a major motivating reason for families; particularly those with younger kids. (Wann et al., 2008).

Empirical work done in the USA showed that sports interest, drama (*eustress*), and *aesthetics* were the most significant motivational factors for Mixed Martial Arts (MMA) fan support and involvement (Kim et al., 2008). The motivational factors of *entertainment*, *eustress*, and *group affiliation* were found to be the most common for fan support in sports in general with *family* and *economic* motives being the least common (Wann et al., 2008). Maxwell (2005) had also previously conducted research in the USA and found that *entertainment*, *eustress*, and *aesthetics* were the most significant motivational factors for basketball fans, with *economics* and *escape* being the least important.

A study by Pugh (2015) on the motivation of 81 roller derby (41) and minor league baseball fans (40) found that *entertainment* was the main motivational reason for fans supporting both sports. When it comes to roller derby fans, the next common motivational factors are *eustress* and *group-affiliation* with *economics* and aggression being the least common motivational factors. With baseball, the second and third important motivational factors were *group-affiliation* and *family* with *economic* and *aesthetic* factors being the least important factors.

In their study of 113 university students, Yoo & Hsiao (2015) found that the primary motivational factors for fans watching soccer are *entertainment*, *aesthetics*, *group affiliation*, *eustress*, *self-esteem*, *escape*, and *economic* factors. The study was aimed at exploring differences between the motivations of Americans and Non-Americans (Africans, Asians, and Europeans). Both the American and Non-American groups found *entertainment* to be the primary motivational factors and *economic* the least important factor. This study was consistent with Mohan and Leng's (2015) Singapore study which determined that

entertainment, physical skill and vicarious achievement (*self-esteem*) motives were the main factors for fans following soccer. This suggests that fans in Singapore follow and support soccer because they enjoy the sport as it makes them feel good about themselves (Mohan & Leng, 2015).

Dubihlela et al. (2009) found that the leading motivational factors for PSL fans attending matches were social interaction (*group affiliation*) and display of skill. The other four dimensions of *escape*, entertaining artistry (*entertainment*), enjoying the drama (*eustress*), and sharing the glory (*self-esteem*) were also viewed as important factors. This implies that South African soccer fans support soccer to spend time with family and friends, and to enjoy the skill and finesse associated with soccer. While the Singapore and South African studies revealed *escape* as one of the important motives, for the Polish fans of Zembura's (2015) study, *escape* was the least important motive.

Research conducted in India with 260 university students who were sports fans revealed that the primary motivation for following sports was *group affiliation*. The other motivational factors such as *eustress*, *aesthetics*, and *self-esteem* were the third to fifth most important motives respectively for youth watching sports in India. As with the American studies cited above, the motive that was found least important was the *economic* motive. This suggests that Indian fans follow sports more for socialisation reasons and enjoy the positive feelings associated with watching sports (Yousaf, Bashir & Amin, 2015). This study was consistent with studies conducted in South Africa (Dubihlela et al., 2009) that also found *group affiliation* as a primary reason for fan support and involvement in sports.

With regard to demographic variations among fans, a study in the USA on 115 psychology students revealed that males found the motives of *eustress*, *self-esteem*, and *escape* more

important than females. Their female counterparts cited *family* as the main reason for their being involved in sports (Wann et al., 1999). Maxwell's (2005) study on 438 American basketball fans found that for females, *self-esteem*, *eustress*, and *economic* factors were the main reasons for supporting sports while *escape* and *aesthetics* were important for males. Gencer's (2015) research on 331 soccer fans found that, more than females, males in Turkey were motivated by *eustress*, *self-esteem*, *escape*, *entertainment*, and *aesthetic* motives. It can be inferred from this that Turkish males followed soccer to escape from everyday stress, to enhance their self-esteem, as well as to enjoy the art associated with soccer.

Research done in South Africa with 194 soccer (92) and rugby (102) fans has revealed that the primary motives of female rugby fans were *entertainment*, *eustress*, *escape*, *family* and *group-affiliation* and the least important motive was *economic* gain. It was therefore inferred that female rugby fans attended matches more for social reasons and to interact with their family and friends. The male rugby fans were found to not regard *self-esteem*, *eustress*, and *aesthetics* as important motivational factors for their attending rugby matches. Therefore, it was inferred that male rugby fans attended matches simply because they love the sport and not to experience the beauty of the game, reduce stress or enhance their self-esteem (Wiid & Cant, 2015).

Wiid and Cant (2015) found that female soccer fans reported that *eustress* and *escape* are essential factors. It was inferred from this that female soccer fans attend soccer matches to escape life hassles. The male soccer fans reported the main motives for their attending matches were *self-esteem*, *aesthetics*, and *economic* gains whereas *escape* and *family* reasons were not seen as important. This suggests that male soccer fans in South Africa attend soccer matches for economic gain and to enhance their self-esteem.

Overall, female fans appeared to be involved in sports because of *family* and *escape* reasons while male fans were primarily motivated by *self-esteem* and *aesthetic* reasons. In South Africa, the *economic* motivational factor being one of the primary reasons for male fans supporting soccer contrasts with most studies that have found this factor to be one of the least important.

2.1.2. Emotional Factors

The term emotion has been defined differently by researchers depending on the context in which it is used. Generally, emotions can be defined as a response to a stimulus event and it comprises subjective experiences, physiological changes and action tendencies (Scherer, 2005). Watching sports events can evoke a variety of emotions in sports fans. Emotions are observed to shift from excitement, to happiness, to joy and/or to despair. With specific reference to soccer matches, Kerr, Wilson, Nakamura, and Sudo (2005) noted that these feelings are largely dependent on the outcome. There are many rituals that fans perform inside and outside of the stadium. Some of the most common rituals are: meeting other fans at the car parks or outside the stadium, chanting, flag-waving, and going to the park or pub after a match (SIRC, 2008).

SIRC (2008) conducted an extensive study across 17 countries in Europe on the emotions of at least 2000 soccer fans. Fieldwork was done in 6 countries (Britain, Germany, France, Spain, Netherlands, and Italy), and online surveys and telephonic interviews were conducted with fans of the other 11 countries. This survey found that ninety-three percent of fans agreed that soccer is associated with excitement and emotion. The sense of emotional attachment to soccer in Europe is so extreme that sixty percent of the fans regard soccer as a religion. The most passionate fans were the Portuguese, Belgian, and Norwegian fans respectively. Most

soccer fans shouted, screamed, hugged, and some kissed during soccer matches. More than half of all fans were found to have cried at soccer matches and the Portuguese and German fans appeared to be the most emotional of the countries surveyed. For more than sixty percent of fans, away matches led to fans being very emotional, maybe because of the match being in a different setting than which they are used to, and to negate the home advantage of the opposition. For a soccer fan the feeling, energy and preoccupation with the game seems to extend beyond match day and frequently channels into the weekly schedules. A former Kaizer Chiefs, Ajax Cape Town, and Orlando Pirates coach, stated that soccer fans in Turkey 'live and die' for their clubs. This illustrates the passion that is present within soccer fans through various countries (Soccer Laduma, 2017).

Research in Japan on 333 Japanese soccer fans stated that, while being a fan has benefits such as improved social connections, it also has negative aspects, which are associated with the loss of the favoured team. Fans of losing soccer teams were found to report lesser levels of positive emotions and higher levels of negative emotions than fans of winning clubs. More specifically, the fans of the losing teams often felt humiliated, frustrated, angry and resentful after matches (Kerr et al., 2005). Research with fans in the UK revealed clinical levels of post-traumatic distress within two weeks of their club being relegated from the EPL (Barnyard & Shevlin, 2001).

Jones, Coffee, Sheffield, Yanguéz and Barker (2012) followed English and Spanish National Team soccer fans before, during and after the 2010 FIFA World Cup in South Africa. Their study revealed that a positive emotional state following victory lasted longer than the negative emotional state following a defeat. More specifically, the Spanish fans were found to be joyful for a longer time period than the English fans, who were distressed following the early exit of their team.

2.1.3. Behavioural factors

Since the mid-1980s, attention has been given to sports fan behaviour in research (Funk & James, 2006; Melnick & Wann, 2004). However, there is no clear definition of fan behaviour. Behaviour is defined by the way a person acts or conducts oneself (English Oxford Living Dictionary, 2016). Hence, sports fan behaviour can be defined as the way in which sports fans act and conduct themselves in relation to their favourite athlete or team.

The behaviour of soccer fans is affected by the atmosphere created by the media and/or importance of the match, the behaviour of the referee, players or opposition fans, and perhaps other social or political events occurring during the same day. Fans attend sports matches in large numbers to inspire their sports clubs towards a positive result (SIRC, 2008). Brierly (1995) found that the numbers of people who attend church on Sunday is approximately the same as people who attend a big soccer game on a Saturday. Sports fan behaviour is most apparent and observed when fans attempt to influence the referee, when fans wear club colours, taunt and boo the supporters of the away club, and when they remind the opposition that they are not playing in their stadium (Wolfson et al., 2005).

2.1.3.1. Positive Behaviour

Wolfson et al. (2005) found, in their study conducted in England, that crowd support was the most likely explanation for home ground advantage. Even though crowd support was found to be a major contribution towards good home advantage, fans did not perceive higher levels of support as a guarantee for a victory. Supporters are reported to take significantly more responsibility for the victory than they do for the defeat. Remarkably, season ticket holders were found to take more responsibility for the victory than the less regular match attenders; they also took more responsibility for a defeat if they were not present at the match. The

overwhelming home ground advantages that used to exist seem to be less of a norm nowadays as stadium attendance in many countries is steadily decreasing.

Withey (2013) reported that attending sports matches is an important part of fandom, and that fans across the globe attend in large numbers. However, attendance rates seem to have been decreasing slightly in some countries, such as the USA, as fans are finding other means to watch live matches. Technological advancements in sports have been very useful worldwide but the broadcasting of live matches on television may have a very expensive cost to sports clubs.

Soccer stadium attendance was found to drop in Norway (Solberg & Mehus, 2014) and Saudi Arabia (Binjwaied, et al., 2015) when games are broadcast live on free-of-charge television channels. These findings are consistent with a study done in Spain which stated that attendance had decreased significantly even though only twenty percent of the games were shown on television (Garcia & Rodriguez, 2002). Allan and Roy (2008) revealed that there was a thirty percent match day attendance in Scotland when matches were broadcast on television. Fans who buy one ticket at a time are possibly more prone to watch soccer matches on television than season-ticket holders. Soccer fans in Scotland who are season-ticket holders continue to attend matches at stadiums irrespective of their clubs' form or whether the match is being broadcast on television (Solberg & Mehus, 2014). Research conducted with soccer fans in Ghana found, in contrast, that there is a positive relationship between television broadcasting of matches and stadium attendance. The fans felt that matches being broadcast on television improved their interest in domestic matches (Bashiru, 2013).

A study in Turkey (Karakus, Bisgin, Isik & Kayhan, 2015), with 678 soccer fans, revealed that fan attendance and purchasing of merchandise increased when the fans' favoured clubs did well. Soccer fans attended more matches at stadiums, watched more matches on television, and bought more club merchandise when their team was winning and this behaviour was found to decrease when the club was failing to perform at the expected rate. However, the soccer fans reported that they still followed soccer news even when their favoured club performed poorly.

Melnick and Wann (2004) found that sports match attendance in Norway is common practice but that listening to the radio is quite rare. Research found that males watched sports on television and listened to sports on the radio more than females. Interestingly, it was found that 60.9% of the male fans listened to a sporting event at least once per week on the radio (Theodorakis & Wann, 2008). There is a lack of literature regarding the usage of radio to follow sporting events.

Research conducted internationally has found gender differences in fans' behaviour. It was revealed that American (Burk, 2000) and Australian (Melnick & Wann, 2004) male students are significantly more likely than females to listen to, watch, read, and speak about sports events daily. A study with 351 university students in Greece showed that compared to female fans, male fans attended more matches, watched more matches on television, listened to the radio more, and discussed sports more frequently (Theodorakis & Wann, 2008). Fan behaviour also appears to be influenced by educational level and the monthly income of the fans.

Cohen and Avrahami (2005) found that in Israel the more educated a person, the more likely the person was to watch soccer matches at home on television instead of attending stadiums. These findings are consistent with research that was done in Norway (Solberg & Mehus, 2014). In relation to monthly income, fans who earned significantly more money per month attended more live matches than the fans who do not earn as much (Cohen & Avrahami, 2005).

2.1.3.2. Negative Behaviour

Soccer fans play an essential role in the success of sports teams. Fans can cheer and sing during a sporting event, often assisting the athletes' performance. However, there is also a negative effect that goes with such support. Specifically, in soccer it has been found that fans can act as a 12th man and hence feel like they should influence the atmosphere and outcome of matches. This sense of belonging and passion may be reflected in their participation in negative and violent behaviour (Giulianotti, 1999).

Spaaij (2005) noted that negative fan behaviour has occurred in North America since the 1900's. It was found that sixty-five percent of all violent incidents that occurred in the 1980's were linked to basketball, baseball and soccer matches. Research indicated that sports fans are likely to participate in aggressive behaviour either with the intent of harming people or to help their team win. Sports fans that closely identify with their teams show higher levels of aggression towards match officials, players, security guards or opposition fans than fans that identified less with their team. Aggression towards officials is more to harm the officials whereas the aggression towards the opposition players is to also help their team to win by intimidating them. On most occasions, violence and aggression is often triggered by decisions by the officials that the fans believe to be incorrect and unfair for their favoured team. The

violence is not meant to change the decisions or outcome of the match, but to serve as retaliation for the perceived injustice (Wann, Carlson & Schrader, 1999).

Research conducted in Europe has reported that soccer hooliganism occurs about ten percent of the time in soccer matches in countries, such as Britain, Germany, Belgium, Holland, and Italy (Marsh, Fox, Carnibella, McCann, & Marsh, 1996). Other countries where fan violence is prevalent are Argentina, Yugoslavia, Croatia, and Austria (Ward Jnr, 2002).

Alcohol is an imperative part of soccer fans' match-day experience and has been so for many years. It has been found, however, that the number of arrests at/or outside stadiums, due to alcohol-related disorder, have decreased (Home Office, 2013). Some of the fans indicated that they felt unbeatable during confrontation once they consumed alcohol (Cleland & Cashmere, 2016). The authors also found that most fan violence is committed by younger soccer fans. Furthermore, it was observed that soccer fans in foreign countries, particularly in South America, can be more violent due to poverty, corruption, and poor policing. In the UK, improved policing and banning orders have led to a decrease in fan violence.

There is research that indicates instances of violence in Zimbabwe and other African countries. Daimon (2010) states that soccer stadiums in Zimbabwe are very intimidating; opposition fans and women often find themselves as victims of violence if they pass through or sit at the wrong side of the stadium. It is common for opposition fans, coaches, referees, and players to feel threatened by such an intense atmosphere. Females are generally on the receiving end of some of the worst verbal and physical (including sexual) abuse if they are seen in stadiums; many men believe that women who attend live soccer matches have a poor moral code. In 2009 an incident of a man molesting a girl during a match was caught on

camera. The fans that saw her getting molested blamed her for this and labelled her a *prostitute*.

Daimon (2010) further writes that one of the most violent matches in Africa occur when Ghanaian local team Heart of Oaks plays against rivals Asante Kotoko. The intensity and violence of this rivalry is caused by the links that these teams have with politics; namely the two dominant and opposing parties, the National Democratic Congress (NDC) and the New Patriotic Party (NPP), respectively. In 2001 the worst soccer disaster in African history occurred during a match between these two clubs when 130 fans died in a stampede following police officials firing teargas canisters into the crowd.

An example of fan violence in South Africa occurred in February 2017 when Orlando Pirates suffered their worst ever defeat, losing 6-0 to Mamelodi Sundowns. The Orlando Pirates fans' frustration showed as they invaded the Loftus Versfeld Stadium and engaged in a brawl with officials and Mamelodi Sundowns fans (Soccer Laduma, 2017). For more history of negative fan behaviour in Africa, refer to Alegi (2004) and Darby (2005).

2.1.4. Fan Behavioural and Motivational Factors

Wann et al. (1999) found that *attendance* in the USA had a positive relationship with *group affiliation, aesthetics, self-esteem, family* and *economic* motives. This suggests that fans' decisions to attend live sports events were linked to the beauty of the game, the need to enhance their self-esteem, gambling gains, and the desire to socialize with friends and family. In European countries, such as Portugal, Norway and Poland, the main motivational factors for fans attending sporting events are *entertainment* (Correia & Esteves, 2007), *eustress* (Solberg & Mehus, 2014), and *aesthetics* (Zembura, 2015; Zembura & Zysko, 2015).

Cohen and Avrahami (2005) examined the motivational factors of soccer fans in Israel in relation to active and passive participation. They defined active fans as fans who attend live matches at stadiums and passive fans as those who watch soccer matches on television. The results revealed that *eustress*, *self-esteem*, *aesthetics* and *escape* motives have a positive relationship with active participation, whereas *group-affiliation* has a negative relationship with active participation. Moreover, *self-esteem* and *entertainment* have a positive relationship with passive participation, whereas the *economic* motive has a negative relationship with passive participation. All these relationships are significant. These results imply that the primary reasons that motivated Israeli fans to attend live soccer matches were: to appreciate the art of soccer, to feel good about themselves and to escape from their daily life hassles. Furthermore, the fans watched television at home to enjoy themselves and not because there were any *economic* gains to be obtained through doing so.

A study completed in Taiwan determined that *entertainment* and *aesthetics* were the main motives for live sports attendance. The *family* motive was found not to be an important factor for match attendance (Chien & Ross, 2012). This suggests that fans in Taiwan attend matches because they enjoy the experiences and performances of sports matches, and not for spending time with their families. In South Africa, six out of the eight motivational factors were found to influence soccer match attendance. South African PSL fans attended matches at the stadiums due to *aesthetics*, *escape*, *eustress* (Dubihlela et al., 2009), *group affiliation*, *entertainment*, and *economic* reasons (Isabirye & Surujlal, 2012). These local findings are similar to those in North America and Europe. Moreover, just as in the study by Chien and Ross (2012), the *family* factor was not perceived as one of the main factors that influenced fans' decisions to attend live events. There have been studies that have investigated soccer in

relation to motivation and behaviour but there has been a lack of attention with regard to its role in relation to other life components.

2.2. Theoretical Framework

Various models and theories have been used to describe fan motivation and behaviour as the variables investigated in this study. The current study adopted a theoretical approach that aided in understanding the concepts of fan motivation and behaviour. The Psychological Continuum Model has been used to understand sports fans' motivation and behaviour and how fans transition from being aware of soccer to being allegiant soccer fans (Funk & James, 2001).

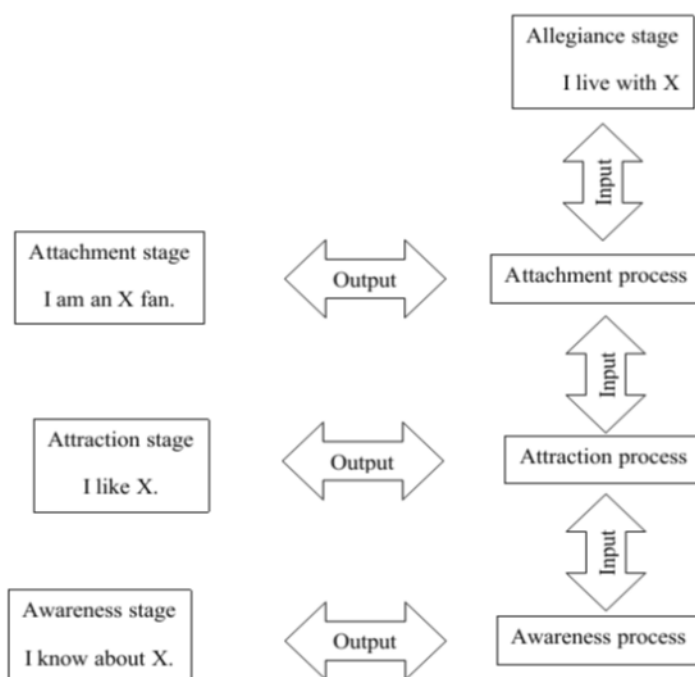


Figure 1: Psychological Continuum Model (D. Funk, 2008)

2.2.1. The Psychological Continuum Model

The Psychological Continuum Model (PCM) describes the association amongst the spectator, fan and a club or sport occasion. Furthermore, the PCM depicts the connection amongst individual and social factors that increase participation in sport (Taghizadeh et al., 2015). The sport and the sports team are generally deemed interchangeable in the PCM framework (Funk & James, 2001).

The PCM was developed using the hierarchy of effects theory (Palda, 1966) and the escalating commitment theory (Staw, 1981). It looks at a person's development from a low to a high psychological connection related to a particular sport activity or club (Jung-Hwan, 2012).

The basic 'hierarchy of effects' model comprises of a grouping of mental stages that a person is supposed to experience throughout a communication process. It was believed that each step is an essential but inadequate condition for its following step (Palda, 1966). The 'escalation of commitment' alludes to a pattern of behaviour in which a person or group, when faced with progressively negative results from some choice, action, and investment, will proceed instead of altering their course. The individual's current actions are aligned with previous decisions and actions (Staw, 1981). The main stages of the PCM are awareness, attraction, attachment, and allegiance. This current study is mainly concerned with only two of the four stages; namely the attraction and attachment stages.

The PCM provides a framework that explains the psychological process involved in a person turning into an allegiant fan. This model aids to comprehend a person's psychosocial development from awareness to allegiance (de Groot & Robinson, 2008). In the first stage, awareness occurs when an individual initially discovers that specific sports exist, yet does not have a particular most loved team. The process of forming a psychological connection to a

sport begins with the notion of awareness. In the second stage, attraction occurs when a person recognizes having a most loved club or sport in light of different psychosocial motives. In the third stage, attachment happens when a psychological links start to develop, making many degrees of association amongst the person and the sport object (e.g. a favourite team). In the last stage, allegiance occurs when a person has turned into a committed sports or club fan. Allegiance results in influential attitudes and behaviour that manifests in fans (Funk & James, 2001).

Awareness

During the first stage, awareness occurs when a person recognises that a particular sport and/or sports team exists but is yet to form an interest in any. Many people tend to find out or learn of soccer through close friends, family, school, and/or friends in their environment (Funk & James, 2006). Family, in particular, has been found to be a very important factor in raising initial awareness to people. Past and present literature shows that fathers generally play a major role in introducing their children to sports (Kelly & Tian, 2004; Lewko & Greendorfer, 1977; Theodorakis & Wann, 2008).

An introduction to soccer may happen early in life when parents dress their children in clothes with soccer symbols, or purchase soccer products such as gloves, kit, balls, etc. Younger people may also find out about soccer through school, from playing with friends, and other social exercises. While a youngster might become aware of soccer and the clubs early in life, they may not move higher up the continuum. This is because they may not find out more about soccer and the clubs, until a later point in adolescence or adulthood (Funk & James, 2001).

Awareness can happen at various points in life and it denotes the initial introduction to soccer as a sport. Adults generally experience the initial level of awareness when new soccer teams and rules emerge during their lifetime. Enhancing awareness would incorporate comprehending how soccer is played (the basic rules) and being able to differentiate between various soccer leagues and clubs (Funk & James, 2001). Many experiences may occur during this awareness stage, and some of them are a fans first exposure to a soccer team, their first live match that they attend, their heroes, their socialisation process, etc. The socialisation process is also found in the attraction stage yet gradually decreases as other variables become significant in the attraction stage (de Groot & Robinson, 2008).

Attraction

To know that different soccer clubs exist but not having any interest in them, indicates that an individual has reached a level of awareness, but not a level of attraction. Movement from the awareness to attraction stage is seen when people recall a significant team (i.e. Kaizer Chiefs) when cued by a word (i.e. soccer). As an individual starts to differentiate amongst different soccer teams, studies the rules of play, and comprehends the different levels of soccer (i.e. high school, regional and professional soccer), they start experiencing an increased level of awareness and become more likely to move towards attraction (Funk & James, 2001).

Choosing a favourite soccer club suggests that an individual has reached the attraction level. The selection of a team is driven by some form of motivation (i.e. *entertainment, aesthetics, self-esteem*, etc.). A key characteristic of this stage of the PCM framework is that a person may still stop following soccer and a soccer team if more meaningful options to be entertained or of escape present themselves (Funk & James, 2001). People may support a soccer club due to family interests, success of the team, its locality, the amount of coverage

the team gets, or its aesthetic value (Funk & James, 2006; Murrell & Dietz, 1992). Attraction is the result of a person enthusiastically comparing and assessing soccer clubs, and then admitting that they now have a team that they support and follow (Funk & James, 2001).

Attachment

Attachment often alludes to the internal psychological meaning that a person has with regard to something. With regard to soccer, this attachment may present itself through certain attributes and advantages associated with a club. A person reaches the level of attachment when s/he forms a constant psychological connection to a soccer club. Unlike awareness and attraction, attachment is based more on intrinsic than extrinsic processes (Gladden & Funk, 2001). Soccer fans tend to form a self-concept through their team and get emotionally attached to it. The more attached they are to their team, the more likely will their motivational and behavioural levels be affected (Funk & James, 2006). The development from attraction to attachment is accounted for by the level of psychological importance and value connected to a club. Hence, the attachment to a soccer team will be as strong as the internal psychological meaning that the team has to the fan (Funk & James, 2001).

Soccer fans tend to use soccer to attain individual value. Likewise, the advantages and chances to express themselves through their behaviour create a powerful psychological bond between the club and fan. A key characteristic of this stage is that fans tend to be motivated towards resisting any alternative options to be entertained, preserve or increase their self-esteem, and meet people.

For many years, researchers have tried to find what motivates sport fans and spectators.

Theories of motivation from numerous sociological and psychological perspectives have been

suggested by scientists wanting to comprehend sports fans' motivation and behaviour, as well as to develop sport motivation and behaviour scales.

Some of the early work was done on sports fans' identification with particular clubs and their motives for being involved in sports (Wann & Branscombe, 1993). Wann and his colleagues developed and used the Sport Spectator Identification Scale (SSIS) (Wann & Branscombe, 1993), which was a 7-item scale. However, this measure did not sufficiently assess the motivations of sports fans, which led to Wann (1995) developing the Sports Fan Motivation Scale (SFMS). Among all the current existing scales that have been used by researchers, the most commonly used is Wann's (1995) SFMS (Yoo & Hsiao, 2015). According to Wann (1995), even though only four percent of the research conducted was on sports motivation, there were existing hypotheses during the time on sports fan motivation. These categories were usually separated into certain factors (i.e. *eustress*, *economic*, etc.).

The SFMS scale has been criticised by some theorists (Trail & James, 2001) for having poor content validity. Content validity refers to the degree to which the items in the scale precisely characterize the selected concepts (Neuman, 2014). Trail and James (2001) contend that Wann recognized the likely motivations of sports fans from earlier research, but no indication was given as to how the scale items were created, whether or not a panel of experts was used, or how the final list of items was chosen. However, research has shown this to be a reliable scale in more than one study, and it has been used as one of the main measures of sports fan motivation (Wann, 1995; Wann et al., 1999).

Soccer fans move to the level of allegiance when a powerful psychological bond is created and soccer (specifically their club) takes a significant place in a person's life (Funk & James, 2001).

Allegiance

The final stage, allegiance, occurs when fans become loyal to soccer as a sport and a specific team. Allegiant fans have created powerful attitudes towards a soccer club and these outlooks reinforce psychological links. Moreover, these attitudes towards the club are internally reliable with other core attitudes, values, and behaviour. A psychological connection which is possibly long-lasting will most likely be created when an individual reaches the level of allegiance. A powerful sense of loyalty has been formed and will not change regardless of the results of their team. Allegiance therefore is more stable and stronger than attachment (Funk & James, 2001).

2.3. Chapter summary

Sports fans are described as very enthusiastic, interested, and/or devoted to their favourite teams (Wann, et al., 2001). They are oftentimes influenced by motivational, emotional and behavioural factors. For many eras, researchers have tried to find the motivations of sport fans and spectators (Smith & Stewart, 2007). Research in North America found that sports fans support teams for various reasons, the duration of their support varies among individuals, and their motivations can depend on the strength of an individual's psychological commitment to a team (Chien & Ross, 2012).

Studies in Australia (Melnick & Wann, 2010), Greece (Theodorakis & Wann, 2008) and the USA (Wann, et al., 2001) have shown that the main reason that people start supporting sports is their friends. Just as there are reasons for fans initially starting to support sports teams, there are various factors that lead to fans being continuously motivated to be involved in sports. Some of the motivational factors that keep fans involved in sports in general and

soccer in particular, are *eustress*, *aesthetics*, *group affiliation*, *self-esteem*, *escape*, *economic*, *entertainment*, and *family* (Wann et al., 1999).

Watching sports events can evoke a variety of emotions in sports fans. Emotions were observed to shift from excitement, to happiness, to joy and/or to despair. With specific reference to soccer matches, Kerr et al. (2005) noted that these feelings are largely dependent on the outcome. SIRC's (2008) survey, conducted in Europe, found that ninety-three percent of fans agreed that soccer is associated with excitement and emotion. The emotions that fans feel are generally associated with behaviour. The behaviour that the fans present with can be both positive and negative.

Withey (2013) reported that attending sports matches is an important part of fandom, and that fans across the globe attend in large numbers. A study conducted in England by Wolfson, et al. (2005) found that crowd support was the most likely explanation for home ground advantage. Positive behaviour can further be observed when fans watch television or listen to matches on the radio (Binjwaied et al., 2015; Melnick & Wann, 2004). Negative behaviour is associated with fans causing disruptions at matches. One of the latest occurrences of hooliganism happened in February 2017 in a PSL match between Orlando Pirates and Mamelodi Sundowns (Soccer Laduma, 2017).

The literature review ends with a discussion of a theoretical framework that can aid in understanding fan motivation and behaviour. The Psychological Continuum Model (PCM) has been used to understand sports fans' motivation and behaviour and how fans transition from being aware of soccer to being allegiant soccer fans (Funk & James, 2001). The PCM depicts the association amongst the spectator, fan, and a club or sports occasion, as well as

the relationship amongst individual and social factors that enhance participation in sport (Taghizadeh et al., 2015). The main stages of this framework are awareness, attraction, attachment, and allegiance.

CHAPTER THREE: METHODOLOGY

3.1. Research Design

This research study used a quantitative approach which, according to Cresswell (2003) allows for the examination of relationships among measurable variables, and the analysis of numbered data using statistics. Quantitative methods are often used in experimental as well as survey research. Survey research is a method that systematically asks a large number of people the same questions and then records the responses. Surveys have many forms, such as telephone interviews, opinion polls, and questionnaires. Moreover, they can be used for exploratory, explanatory, and descriptive research (Neuman, 2014).

The exact design that was utilized is the cross-sectional survey whereby a sample is collected at any one point in time. The study aimed to investigate interrelationships between constructs, making a cross-sectional design appropriate (Shaughnessy & Zechmeister, 1997).

3.2. Sampling technique

Sampling, in social science, is an arrangement of strategies used to choose a subset of units of examination from a chosen group of individuals (Balnaves & Caputi, 2001). A non-probability sampling method, including convenience and purposive sampling were used in this study.

According to Neuman (2014), a convenience sampling method is used when a sample that is easy to access, convenient, and readily available is needed. This method was used when data was collected from a gym because the participants were easy to reach and available. The purposive sampling method was used because it is a very useful method for exploratory research. The purposive sampling method uses a range of methods to locate highly specific cases with a certain purpose in mind. Purposive sampling was used at the stadiums because

the target was PSL fans and the setting of the soccer (stadiums) made it possible. In both convenience and purposive samplings, the cases do not represent the entire population.

3.3. Participants

Participants selected for the study were drawn from the Harry Gwala Stadium in Pietermaritzburg, and the Virgin Active Gym at the Workshop (Durban) and the Moses Mabhida Stadium, both in Durban. Two hundred and thirty three soccer fans were interviewed, but 12 had to be excluded due to incorrect responses (11) and incomplete information (1). The final sample of 221 comprised 153 males and 68 females. All the participants were over the age of 18, and most of the participants (91.4%) fell within the 18-28 years age category. Furthermore, 212 of the overall sample were of the Black African race, and 83.7% were IsiZulu speaking. It was found that just over half of the sample (51.1%) had a tertiary education and the rest (48.9%) had a secondary education. Most of the participants (72.4%) had a monthly income that was less R2000. It was found that 48.4% of the sample supported Kaizer Chiefs and 43.9% of the participants supported their clubs due to family influence. Many soccer fans (41.2%) only attended 1-4 live matches per season, whereas 41.6% of the overall sample watched over 14 live matches on television per season.

3.4. Research Instruments

The survey instruments included a short demographic questionnaire, the Sports Fan Motivation Scale (SFMS) (Wann, 1995), and the Fan Behaviour Questionnaire (FBQ) (Capella, 2002).

3.4.1. Short Demographic Questionnaire

The demographic section dealt with background information of the participants. The important factors that were considered were gender, income, and education. In addition, PSL fans were required to rank important components of their lives: nationality, health, relationships, education, home language, occupation, soccer, and religion. Measures of behaviour that soccer fans exhibit, such as the influence for fans to support soccer, and the number of times they attend, watch or listen to live soccer matches, were also included.

3.4.2. The Sport Fan Motivation Scale (SFMS)

The SFMS was based on Wann's (1995) 23-item Likert-type scale which assesses eight different motives of sport fans. The eight constructs and examples of each are listed below:

- Family (2 items) – *“I like to watch, read, and/or discuss soccer because doing so gives me an opportunity to be with my family”*.
- Self-esteem (3 items) – *“I enjoy watching soccer because it increases my self-esteem”*.
- Group affiliation (3 items) - *“I enjoy watching soccer more when I am with a large group of people”*.
- Eustress (3 items) – *“I like the stimulation I get from watching soccer”*.
- Aesthetics (3 items) – *“I enjoy watching soccer events because to me soccer is a form of art”*.
- Entertainment (3 items) – *“Soccer spectating is simply a form of recreation”*.
- Economic (3 items) – *“Soccer is enjoyable only if you can bet on the outcome”*.
- Escape (3 items) – *“I watch, read, and/or discuss soccer as doing so allows me to forget about my problems”*.

The SFMS uses an 8-point Likert Format, ranging from 1= "This is not very descriptive of me" to 8= "This is descriptive of me"). This means that all the subscales in the SFMS can have scores that range from '3-24', except the family subscale which can have a range of '2-16' due to it only having two items.

Wann, Schrader and Wilson (1999) found that the Cronbach's reliability alpha for the total SFMS was 0.96. In their study, the subscales alphas were 0.80 (family), 0.85 (self-esteem), 0.86 (group affiliation), 0.92 (eustress, aesthetic, and entertainment), 0.93 (economic), and 0.94 (escape).

Furthermore, a study done by Cohen and Avrahami (2005), which used the SFMS in a soccer setting, found that the total Cronbach's reliability alpha was 0.93. As in the Cohen and Avrahami study, in the current study, items were adjusted in the SFMS to measure soccer fan motivation instead of sport fan motivation by changing the phrasing of the items, replacing the word 'sport' with 'soccer'.

3.4.3. The Fan Behaviour Questionnaire (FBQ)

The FBQ developed by Capella (2002) measures sport spectatorship motives of the subjects in terms of positive and negative behaviors and emotional responses. The instrument has 3 constructs and 31 items. Examples of the constructs are as follows:

- Emotionality – *"Is your fan involvement with the team the most exciting thing in your life?"*
- Positive Behaviour – *"Do you buy season tickets to home games?"*
- Negative Behaviour – *"Do you taunt opponent's fans if they lose?"*

The FBQ uses a 5-point Likert format, ranging from 1= "Never" to 5= "Always"). The constructs are Emotionality (14 items), Negative Behaviour (11 items), and Positive

Behaviour (6 items). The reliability of the 3 subscales was .89, .80, and .77 respectively (Capella, 2002).

For the purpose of this study, some of the items were reverse coded due to them being positively stated. An example of this is found in item 12 which is under the Negative Behaviour category, “*Do you feel better about yourself when your team is winning?*”

3.5. Data Collection

Ethical clearance was provided by the Humanities and Social Sciences Research Ethics Committee (Appendix 3). Permission to collect data from the Virgin Active Gym (Appendix 4), the Moses Mabhida Stadium (Appendix 5), and the Harry Gwala Stadium (Appendix 6) was obtained. Only when approval was granted by the necessary gatekeepers did the study commence. Gym members and fans at the stadiums were approached individually; the purpose of the study was explained to them before they were invited to participate. Those who volunteered were given a copy of the informed consent form (Appendix 1) and the questionnaire (Appendix 2), which they were asked to hand back once completed. The fans at the stadiums were interviewed outside the stadium for two reasons. Firstly, they were interviewed at the entrance of the stadiums to avoid distracting them during the match. Secondly, for security reasons the fans were not allowed to take the energy drinks that they were to receive (to thank them for their participation) into the stadium.

3.6. Data Analysis

Data analysis was conducted using SPSS, version 24 (IBM SPSS Inc., 2016). The following statistical analyses were done:

1. Descriptive statistics such as frequencies, means and standard deviations.

2. Cronbach's Alpha coefficients were used to assess the internal consistency of all the scales and subscales.

3. Tests of difference (t-test) were computed to examine gender differences on select demographic variables.

3.7 Ethical concerns

Participants were informed about the purpose of the investigation. This incorporated a short description of the study and the likely advantages of the results on Psychology and Sports Science. They were informed of their rights as participants and how the information produced from the investigation would be used and put away. In addition, participants were made mindful that their participation in the research was on a voluntary basis and that they could withdraw from the study whenever they wanted. All participants were also given the names and contact details of the researcher and the supervisor so that they could get in touch with them if necessary.

3.8. Chapter summary

The section offers information concerning the research methodology used in doing the study. This research study used a quantitative approach and the cross-sectional survey design. A non-probability sampling method, both convenience and purposive sampling, was utilised. Two hundred and twenty-two participants were selected for the study from the Harry Gwala Stadium in Pietermaritzburg, and the Virgin Active Gym at the Workshop (Durban) and the Moses Mabhida Stadium, both in Durban. Participants were given a survey instrument that included a short demographic questionnaire, the SFMS, and the FBQ. Data analysis was conducted using SPSS, version 24.

CHAPTER FOUR: RESULTS

This section covers the results from the statistical investigation of the data relating to fan involvement, motivation and behaviour. This information gathered from the questionnaires was entered onto SPSS and the results are presented in this section.

4.1. Fan Involvement

One of the questions was designed to understand what PSL fans in South Africa perceive as most important to them.

Table 1

Mean Rankings and Standard Deviations of various aspects of fans lives (by gender) and t-test results; N=221 (Males: 153; Females: 68)

Variable	Overall Mean (SD)	Mean (SD) M	Mean (SD) F	T
Nationality	5.20 (2.36)	5.08 (2.44)	5.46 (2.19)	-1.08
Health	3.09 (2.08)	3.31 (2.21)	2.57 (1.69)	2.72**
Relationship	4.87 (2.10)	4.59 (2.10)	5.50 (1.97)	-3.01**
Education	2.83 (1.94)	3.04 (1.93)	2.37 (1.90)	2.40**
H. Language	5.05 (1.91)	5.12 (1.95)	4.90 (1.83)	.81
Occupation	5.26 (1.98)	5.15 (2.06)	5.50 (1.77)	-1.22
Soccer	4.89 (2.15)	4.50 (2.19)	5.76 (1.78)	-4.52**
Religion	4.78 (2.29)	5.15 (2.28)	3.94 (2.10)	3.73**

Note. SD = Standard Deviation, Alpha = Internal Consistency, * = $p < .05$, ** = $p < .01$

Higher means represent the variables that were least important and lower means represent what fans perceived as most important (“the higher the mean, the less important the variable”). The results show that education and health were viewed as the most important factors, with occupation and nationality being the least important out of the list. Soccer ranked as the 5th most important factor.

An independent sample t-test was conducted and it showed that females regarded health, education and religion significantly more important than males did, whereas compared to females, males believed that relationships were more important. In relation to soccer, it was found that males ($M=4.50$; $SD= 2.19$) regarded soccer to be significantly more important in relation to other life aspects than females ($M=5.76$; $SD=1.78$).

In addition to basic demographic questions, Part 1 of the questionnaire covered questions about teams supported, influence of this support, etc. The following table contains the results.

Table 2
Characteristics of the sample (N= 221)

Characteristics	Frequency	Percentage
Team Supported		
Kaizer Chiefs	107	48.4
Maritzburg United	14	6.3
Orlando Pirates	71	32.1
Other	29	13.1
Period of support (Years)		
1-5	39	17.6
5-10	64	29.0
10-15	46	20.8
15-20	46	20.8
Over 20	26	11.8
Influence that led to support		
Locality	22	10.0
Family	97	43.9
Coverage	12	5.4
Success	86	38.9
Other	4	1.8
Matches Attended Per Season		
None	45	20.4
1-4	91	41.2
5-9	43	19.5
10-14	16	7.2
Over 14	26	11.8
Matches watched on TV per season		
None	6	2.7
1-4	47	21.3
5-9	33	14.9
10-14	43	19.5

Over 14	92	41.6
Matches listened to on the radio per season		
None	58	26.2
1-4	66	29.2
5-9	36	16.3
10-14	13	5.9
Over 14	48	21.7

Note. N = Number of participants

The results show that the most supported PSL clubs in the sample were Kaizer Chiefs and then Orlando Pirates. The main reasons that influenced the sample to initially support their favourite clubs were family and team success. The majority of the fans reported that they attended and listened to fewer than 4 matches per season. However, the majority of the fans were found to watch more than 10 PSL matches on television per season.

In response to the question about the influences on the choice of soccer as a sport to follow, gender differences were investigated.

Table 3

Factors influencing support of soccer

Variables	Males	Females	Total
Locality	15 (9.8%)	7 (10.3%)	22 (10%)
Family	54 (35.3%)	43 (63.2%)	97 (43.9%)
Coverage	7 (4.6%)	5 (7.4%)	12 (5.4%)
Success	73 (47.7%)	13 (19.1%)	86 (38.9%)
Other	4 (2.6%)	0 (0%)	4 (1.8%)
TOTAL	153	68	221 (100%)

Table 3 indicates that most PSL fans were influenced by family reasons and team success when they initially chose to support their team. Males tended to be influenced more by team success and females more by family reasons. Factors such as locality of the team and coverage on television or radio did not appear as important influential factors.

The relationship between the period of support, matches attended at the stadium, and those followed on television and radio are shown below.

Table 4

Intercorrelations between the period of support and live match support through; attendance, television and radio.

	Period (1)	Attendance (2)	TV (3)	Radio (4)
1	-	.03	.22	.20**
2	-	-	.18**	.13
3	-	-	-	.18**
4	-	-	-	-

Note. * = $p < .05$, ** = $p < .01$

The relationships between the period of support, the number of matches attended at the stadium, watched on television and listened to on the radio was investigated using Pearson correlation coefficient. The results found that there are weak positive relationships between live match attendance and watching matches on television ($r = .18$, $n = 221$, $p < .01$), between number of matches listened to on the radio and period of support ($r = .20$, $n = 221$, $p < .01$), as well as between television viewing and matches listened to on the radio ($r = .18$, $n = 221$, $p < .01$).

Moreover, the relationships between; the motivational factors, the number of matches attended at the stadium, watched on television and listened to on the radio was investigated using the Pearson correlation coefficient. The results, which are found in Appendix 6 (Additional tables), found that there are weak positive relationships between matches listened to on the radio and escape ($r = .19$, $n = 221$, $p < .01$), between matches listened to on the radio and economics ($r = .18$, $n = 221$, $p < .01$), and between matches viewed on television and aesthetics ($r = .16$, $n = 221$, $p < .05$).

4.2. Descriptive Statistics of SFMS and FBQ

The reliability means, standard deviations, and co-efficients for the SFMS, FBQ, and their respective subscales are shown below. The SFMS uses an 8-point Likert format, ranging from 1=’ This is not very descriptive of me’ to 8= ‘This is descriptive of me’). This means that all the subscales which have 3 items each in the SFMS can have scores that range from ‘3-24’, except the family subscale which can have a range of ‘2-16’ due to it only having two items.

Table 5

Gender Differences on the; SFMS, FBQ, and respective subscales

	N	Alpha	Overall Mean	Mean(SD) M	Mean(SD) F	T
<u>SFMS</u>	23	.82				
Escape	3	.66	14.64 (5.59)	14.87 (5.86)	14.41 (5.32)	.55
Economic	3	.51	11.80 (5.63)	11.54 (5.78)	11.97 (5.48)	- .52
Eustress	3	.48	15.43 (5.01)	15.33 (4.67)	15.53 (5.35)	- .28
Aesthetics	3	.55	16.28 (5.03)	16.13 (4.96)	16.43 (5.09)	- .41
Self-Esteem	3	.52	16.09 (5.44)	16.12 (5.32)	16.06 (5.55)	.08
Family	2	.62	9.57 (4.31)	8.79 (4.03)	10.35 (4.59)	-2.55*
Group Affiliation	3	.47	15.93 (5.16)	15.95 (5.09)	15.91 (5.23)	.05
Entertainment	3	.64	16.91 (5.13)	16.82 (5.16)	16.99 (5.09)	- .22

FBO	31	.86				
Emotionality	14	.79	38.98 (9.75)	40.80 (9.40)	37.15 (10.09)	2.61**
Negative Behaviour	11	.67	34.74 (7.31)	35.63 (7.32)	33.84 (7.29)	1.68
Positive Behaviour	6	.69	18.38 (5.62)	18.29 (5.11)	18.46 (6.13)	-.20

Note. SD = Standard Deviation, Alpha = Internal Consistency, * = $p < .05$, ** = $p < .01$

Internal consistency is the extent to which a group of items or variables measure the same construct (BrckaLorenz & Nelson, 2013).

DeVellis (2012) suggests that values above .7 are considered acceptable and those over .80 are preferable. Cortina (1993) provides the following guidelines:

- Alpha less than .5 = Unacceptable
- Alpha .5- .6 = Poor
- Alpha .6- .7 = Questionable
- Alpha .7- .8 = Acceptable
- Alpha .8- .9 = Good
- Alpha more than .9 = Excellent

In this study, there were some concerns regarding the internal consistency of the subscales especially of the SFMS (i.e. most were either questionable or poor). Cortina (1993) reported that it is worth noting that smaller items in a scale or subscale can lead to low alpha coefficient values. Due to these low Cronbach's alpha values, it is extremely important to treat the findings in this study with caution. For this reason a breakdown of the responses to individual items is also presented. The categories were collapsed for easier analysis and understanding

In relation to the motivational factors of the overall sample, it was found that PSL fans are motivated primarily by entertainment, aesthetics, self-esteem, and group affiliation. When it comes to gender differences, an independent sample t-test was conducted and it suggests that the only significant difference in relation to the motivational factors between the genders lies in the family motive. Females (M=10.35; SD=4.59) are significantly more motivated by family reasons than males (M=8.79; SD=4.03).

In relation to fan behaviour in the sample, an independent sample t-test had to be done and it found that males (M=40.80; SD=9.40) have significantly higher levels of emotions during matches than females.

The monthly incomes and level of education of fans can be an important aspect to investigate as they may be associated with their motivations and behaviour.

Table 6:

Income and Education differences on the SFMS and FBQ subscales

Variables	Income			Education		
	Mean (SD)	Mean (SD)	T	Mean (SD)	Mean (SD)	T
	Less than R2000	R2000+		Secondary	Tertiary	
<u>SFMS</u>						
Escape	14.36(5.63)	15.69(5.78)	-1.55	14.71(6.02)	14.74(5.38)	-.04
Economic	11.46(5.43)	12.23(6.30)	-.90	11.51(5.54)	11.83(5.84)	-.42
Eustress	15.19(4.58)	15.93(5.59)	-1.02	15.65(4.62)	15.15(5.12)	.76
Aesthetics	15.97(5.00)	16.89(4.96)	-1.22	16.69(4.69)	15.78(5.25)	1.35
Self-Esteem	15.78(5.34)	16.97(5.44)	-1.48	16.64(4.88)	15.59(5.79)	1.45
Family	9.16(4.22)	9.57(4.40)	-.65	9.20(4.17)	9.34(4.26)	-.23
Group-	15.61(5.08)	16.80(5.19)	-1.56	15.89(4.94)	15.98(5.32)	-.14

Affiliation

Entertainment	16.25(5.09)	18.51(4.89)	-2.98**	16.76(4.66)	16.98(5.56)	- .32
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FBQ

Emotionality	39.34(9.30)	40.57(10.85)	- .84	41.26(9.98)	38.17(9.31)	2.38*
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Positive	18.33(5.62)	18.38(4.95)	- .06	18.56(5.04)	18.12(5.79)	.60
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Behaviour

Negative	34.98(7.22)	35.33(7.72)	- .31	35.46(7.70)	34.71(7.00)	.76
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Behaviour

NOTE: * = $p < .05$; ** = $p < .01$

An independent-samples t-test was conducted to explore the income and educational differences in relation to motivation. The results showed that fans who earned more than R2000 (M = 18.51; SD = 4.89) were significantly more motivated to follow soccer for entertainment reasons than fans who earned R2000 or less (M = 16.25; SD = 5.09).

An independent-sample t-test was conducted to explore gender and education in relation to behaviour. The results revealed that males (M = 1.10; SD = 0.66) attended significantly more live matches than females (M = 0.74; SD = 0.48). Moreover, it was found that males (M = 1.65; SD = 0.52) viewed significantly more matches on television than females (M = 1.44; SD = 0.58). In relation to educational level, results showed that fans with a secondary level education (M = 1.17; SD = 0.70) attended significantly more live matches than fans with a tertiary education (M = 0.81; SD = 0.49). These results are available in table 10.

The categories were collapsed for easier analysis and understanding. Frequency tables are presented for the SFMS. The table for the FBQ is found in the appendices.

Table 7

Frequency table of SFMS subscales (cumulative frequencies).

Variable	Not descriptive of me	Neutral	Descriptive of me	Chi-Square
Escape				
One of the main reasons that I watch, read, and/or discuss soccer is that doing so gives me the opportunity to temporarily escape life's problems	66 (29.9%)	46 (20.8%)	109 (49.3%)	28.14
One of the main reasons that I watch, read, and/or discuss soccer is that doing so allows me to forget about my problems	78 (35.3%)	32 (14.5%)	111 (50.2%)	42.74
To me, watching, reading, and/or discussing soccer is like daydreaming because it takes me away from life's hassles	70 (31.7%)	50 (22.6%)	101 (41.7%)	17.93
			AVERAGE:	
			47.07	
Economic				
One of the main reasons that I watch, read, and/or discuss soccer is so I can bet on the soccer events	118 (53.4%)	41 (18.6%)	62 (28.1%)	43.01
Soccer is enjoyable only if you can bet on the outcome	108 (48.9%)	33 (14.9%)	80 (36.2%)	39.00
Making wagers is the most enjoyable aspect of being a soccer fan	110 (49.8%)	49 (22.2%)	62 (28.1%)	28.03
			AVERAGE:	
			25.05	
Eustress				
One of the main reasons that I watch, read, and/or discuss soccer is that I get pumped up when I am watching my favorite teams	63 (28.5%)	32 (14.5%)	126 (57%)	62.29
One of the main reasons that I watch, read, and/or discuss soccer is that I enjoy being	58 (26.2%)	59 (26.7%)	104 (47.1%)	18.74

physiologically aroused by the competition.

I like the stimulation I get from watching soccer	58 (26.2%)	55 (24.9%)	108 (48.9%)	24.06
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**AVERAGE:
51.00**

Aesthetics

One of the main reasons that I watch, read, and/or discuss soccer is for its artistic value	71 (32.1%)	52 (23.5%)	98 (43.3%)	14.51
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One of the main reasons that I watch, read, and/or discuss soccer is that I enjoy the beauty and grace of sports	39 (17.6%)	32 (14.5%)	150 (67.9%)	118.98
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I enjoy watching soccer events because to me soccer is a form of art	59 (26.7%)	29 (13.9%)	133 (60.2%)	77.79
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**AVERAGE:
57.13**

Self-Esteem

One of the main reasons that I watch, read, and/or discuss soccer is that doing so makes me feel good when my team wins	48 (21.7%)	21 (9.5%)	151 (68.3%)	1238.36
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I enjoy watching soccer because it increases my self-esteem	80 (36.2%)	39 (17.6%)	102 (46.2%)	27.76
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To me, my favourite team's successes are my successes and their losses are my losses	61 (27.6%)	38 (17.2%)	122 (55.2%)	51.16
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**AVERAGE:
56.56**

Family

I like to watch, read, and/or discuss soccer because doing so gives me an opportunity to be with my significant other (e.g., spouse, partner)	80 (36.2%)	55 (24.9%)	86 (38.9%)	7.34
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I like to watch, read, and/or discuss soccer because doing so gives me an opportunity to be with my family	79 (35.7%)	46 (20.8%)	96 (43.4%)	17.55
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**AVERAGE:
41.15**

Group-Affiliation

One of the main reasons that I watch, read,	72	45	104	23.68
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and/or discuss soccer is because most of my friends are soccer fans	(32.6%)	(20.4%)	(47.1%)	
One of the main reasons that I watch, read, and/or discuss soccer is I am the kind of person who likes to be with other people	45 (20.4%)	45 (20.4%)	131 (59.3%)	66.93
I enjoy watching soccer more when I am with a large group of people	55 (24.9%)	41 (18.6%)	125 (56.6%)	54.99
AVERAGE:				
54.33				
Entertainment				
I enjoy soccer because of their entertainment value	39 (17.6%)	27 (12.2%)	155 (70.1%)	135.67
I enjoy watching, reading, and/or discussing sports simply because it is a good time	51 (23.1%)	42 (19%)	128 (57.9%)	60.66
To me, soccer spectating is simply a form of recreation	48 (21.7%)	50 (22.6%)	123 (55.7%)	49.58
AVERAGE:				
61.23				

Inspection of the frequencies indicates that the items that the sample deemed as more descriptive of them as motivational factors for their supporting the PSL were entertainment followed by aesthetics, self-esteem, and group-affiliation. Moreover, it was found that the economic motive was viewed as not descriptive of the fans in relation to their supporting the PSL.

4.3. Chapter summary:

Descriptive statistics and frequency tables were done to examine fan behaviour and motivations. Due to the low internal consistency of the SFMS subscales, frequency tables were used as they give a better indication of trends/patterns. The results indicated that male PSL fans were initially influenced by team success and that female fans were influenced by family members. Weak positive relationships were found between the period of support, live

match attendance, matches watched on television, and those followed on the radio. The fans viewed soccer as the 5th most important factor in their lives, with males seeing soccer as more important to them than females did. In relation to motivation, the results show that PSL fans in South Africa were motivated primarily by entertainment, aesthetics, self-esteem, and group-affiliation reasons. The entertainment subscale appeared to be endorsed more often than any other subscale. The economic motive was found not to be descriptive of PSL fans. In relation to emotions and behaviour, males PSL fans, compared to female fans, were found to be more emotionally invested and portrayed more negative behaviour.

CHAPTER FIVE: DISCUSSION

This research study examined the motivation and behavioural factors of a sample of South African Premier Soccer League (PSL) fans. Furthermore, it investigated the relationship between select demographic factors (especially gender differences), motivation, and behaviour of the sample. In this chapter there will be a discussion that pertains to whether the results of this study are similar to or contradict the literature presented in this study.

In an attempt to gauge the importance of soccer in the lives of this sample of fans, they were requested to rank the following importance of various aspects of their lives: *nationality, health, relationships, education, home language, occupation, soccer, and religion.*

Education and health were given top priority across the sample, although there were important gender differences on the mean scores with the female sample consistently attaching higher importance to both than the male sample. Whereas soccer was ranked third for the male sample, for the female sample it was seen as the least important of the eight issues listed. This finding is not surprising given that in this country, soccer is marketed as a male sport and it enjoys a significantly larger male following than a female one. This is consistent with previous research in South Africa (Burnett & Wessels, 2012; Dubihlela, et al., 2009), Israel (Cohen & Avrahami, 2012) and Saudi Arabia (Binjwaied et al., 2015).

5.1. Motivation

Fan motivation alludes to the reasons that make fans support sports clubs, be faithful to them, and watch and attend their live matches (Al Thabiti, 2004). Wann (1995) developed the Sport Fans Motivation Scale (SFMS) and found eight different motivations that drive sport fans to follow their favoured sports teams or athletes: *eustress, self-esteem, entertainment, escape, economic, aesthetics, group-affiliation, and family.* Studies have shown varying patterns of

motivation internationally, but the South African context provided a different setting for examination.

Analysis of the findings revealed that the soccer fans rated *entertainment, aesthetics, and self-esteem* as the top three factors that motivated them to follow the PSL. Yoo and Hsiao (2015) found the same trend in their study of American and Non-American soccer fans. The significance of the *entertainment* aspect as a primary motivation for following sport appears to be a consistent finding in the literature (Chien & Ross, 2012; Wann et al., 2008; Pugh, 2015). Using a different instrument to measure motivation, Jere and Mathidza's (2014) study of PSL fans yielded similar results.

In a country with high levels of unemployment, it can be expected that people would seek ways to fill their time through *entertainment*. According to 2014 statistics sixty-seven percent of people aged 15-35 were unemployed (Statistics South Africa, 2014). Levinson, Rankin, Roberts, and Schoer (2014) found that two-thirds of the unemployed people belonged to the African race (Cloete, 2015). It is possible that people could be using soccer to detach and seek fulfilment elsewhere, albeit temporarily. Since most of the participants in this study were aged 18 to 28, soccer is probably seen as a welcome diversion providing *entertainment* to fill a void that they may be experiencing.

Other researchers like Maxwell (2005), using a sample of basketball fans, Yousaf et al., (2015) using general sports fans, and Zembura's (2015) mixed martial arts spectators have also found *aesthetics* to be a key motivational factor. In the context of soccer being popularly known as the *beautiful game*, it is not surprising to find that the fans rated *aesthetics* as the second most important motivational factor. Soccer has been referred to as the *beautiful game*

due to its ability to be a source of obsession for fans, and its *aesthetic* qualities. These attributes that give soccer its aesthetics appeal are on display through star player and team performances (Hughson & Inglis, 2002).

The finding that *self-esteem* rated quite high as a reason for fan involvement in soccer can be explained using the behavioural pattern known as Basking in Reflected Glory (BIRGing). BIRGing refers to the feeling that sports fans have when their team wins. They tend to feel like they have won, and this has the ability to increase their *self-esteem* (Cialdini et al., 1976; Sloan, 1989). Just over eighty percent of the sample supported either Kaizer Chiefs or Orlando Pirates, which are the most popular and successful clubs in PSL history. Almost forty percent of the sample cited ‘team success’ as a factor influencing their support of their team. The importance attached to *self-esteem* as a motive for fan involvement is understandable as the team successes instil a feeling of euphoria in its followers. Jere and Mathidza (2004, p. 567) refer to this as “vicarious achievement”.

It was found that *group affiliation* was also an important motivational factor among these PSL fans. It is likely that they prefer to socialise with friends and other fans during a match instead of watching it on their own. A study, conducted by Dubihlela et al. (2009) with 500 PSL fans in South Africa, found that a similar motivational factor for fans being involved in soccer was social interaction. While this motive was scored quite high in relation to the other factors in their study, it was not the main issue driving fan involvement in the current study. Further analysis revealed that social interaction was subsumed under the theme *soccer subculture* in the 2009 study of PSL fans.

In relation to gender differences, it was found that the female PSL fans were significantly more motivated by *family* than were the males. This is consistent with a study conducted by Wiid and Cant (2015) who found that female fans in South Africa supported and followed sports, specifically rugby, for family reasons, and that male fans did not perceive this as an important motive.

As in the present study *economic* reasons were the least important motive in other studies, for example, Yoo and Hsaio (2015) and Yousaf et al. (2015).

The findings on soccer fan motivations in this study are largely consistent with previous literature both internationally and locally.

The PCM explains how soccer fans move from initial awareness to forming an attraction to a team. There are many motivations, as discussed throughout this study, which could lead to fans becoming attracted to a specific soccer club. Findings on PSL fans' motivational factors can be explained by the second level of the continuum which is *attraction*. A level of attraction can be seen by an individual selecting a favourite PSL team. The model states that the selection of a team is driven by some form of motivation. This study found that the most supported teams were Kaizer Chiefs and Orlando Pirates, which are the two biggest and arguably most historically successful soccer teams in the country. The motivational factors such as *entertainment*, *aesthetics*, *self-esteem*, and *group affiliation* can all easily lead to attraction to clubs. Kaizer Chiefs and Orlando Pirates have a history of playing entertaining and beautiful soccer, winning league and cup titles, and attracting a huge following even during match-day. Once this attraction is formed, not only do soccer fans become attached to their team but they also get attached to the sport (Funk & James, 2001).

Attachment often refers to the internal psychological meaning that a person has with regard to something (Gladden & Funk, 2001). The development of attraction into attachment can be accounted for by the level of psychological importance and value connected to soccer. Hence, the attachment to soccer as a sport and a soccer team will be as strong as the internal psychological meaning to the fan (Funk & James, 2001).

5.2. Emotions

Emotion can be defined as a response to a stimulus event and it comprises subjective experiences, physiological changes and action tendencies (Scherer, 2005). Watching soccer can induce a variety of emotions which may shift from excitement, to joy, to anger, and/or to despair. Capella's (2002) Fan Behaviour Questionnaire (FBQ) explores the emotions of sports fans.

The present findings show that emotionality was higher than in Capella's (2002) American study which possibly suggests that PSL fans feel higher levels of passion and emotions than American fans. It was also found that male fans have higher levels of soccer related emotional reactions than females. This finding is particularly interesting considering that females are generally perceived to be more emotionally expressive than males. Females are expected to exhibit their emotions much more overtly than males (Hess, et al., 2000). The result in this present study highlights how important soccer is to men in this sample. As soccer is a sport predominantly supported by males, overt expression of emotions may be deemed acceptable in this context.

The motivational factor, *eustress*, is a construct worth noting when discussing emotions of soccer fans. Eustress has to do with positive stress, energy, and excitement that a soccer fan would likely feel before or during a match. Eustress was found to be the 5th most important

motivational factor for fans being involved in PSL matches. It is significant that approximately half of this sample of fans felt that they got excited and enjoyed the physiological reactions that are brought about by soccer matches.

It was found that more than half (52.5%) of PSL fans in the sample do not 'Boo' opposition fans and a majority (72.4%) of fans do not threaten violence against opposition fans. Another finding was that most (63.8%) of the fans felt euphoria and "high" when their team won. This is consistent with literature that states that even though fans' emotions may shift during matches, their emotions are largely dependent on the outcome (Kerr, et al., 2005).

5.3. Behaviour

Behaviour can be defined by the way a person acts or conducts oneself (Oxford Living Dictionary, 2016). Hence sports fan behaviour can be defined as the way in which sport fans act or conduct themselves in relation to their favourite athlete or team. Capella (2002) developed the FBQ and it stated 3 constructs that measure fan behaviour; namely *emotionality*, *negative behaviour* and *positive behaviour*. A few additional questions were added to investigate issues that were not being covered in the FBQ.

In relation to the influences that lead to fans becoming fans, it was found that family and team success are the leading reasons that influence fans to support the PSL and a team participating in this league. Research done in Australian (Melnick & Wann, 2010), Greece (Theodorakis & Wann, 2008) and the USA (Wann et al., 2001) reported that the main reasons that people start supporting sports are friends, community, family and their schools. However, these studies did not investigate the gender differences in these reasons. The present study found that females tend to be heavily influenced into supporting their team by

their family. The Psychological Continuum Model (Funk & James, 2001) explains these findings through the first stage of the framework known as awareness. Female fans tend to learn about soccer and PSL teams through their families. Family, in particular, has been found to be a very important factor in raising initial awareness for people. Literature shows that fathers generally play a major role in introducing their children to sports (Kelly & Tian, 2004; Theodorakis & Wann, 2008)

Almost forty-eight percent of male fans cited team success as the main influencing factor in their choice of team. Young males in South Africa tend to spend time playing soccer with their peers and hence possibly learn about, and become attracted to, the team that wins matches. The behavioural pattern known as Basking in Reflected Glory (BIRGing) referred to earlier, may be applied to the male sample in that the feeling of euphoria that they experienced after the team success could be the reason for their continued support.

It was found that 56.1 % of the fans in the sample reported wearing team colours during match days and 52.9% make attempts to attend at least two matches per season. Karakus et al. (2015) found in their study in Turkey that fan attendance and purchasing of merchandise (i.e. team colours) increased if the favoured team did well. The number of fans who wear team colours was low considering that the majority of fans in the sample supported Kaizer Chiefs and Orlando Pirates. This may be explained by these two clubs' struggles to win competitions recently; Orlando Pirates last won a major competition in 2014 (Nedbank Cup) and Kaizer Chiefs last won a major trophy in 2015 (Premier Soccer League) (Premier Soccer League, 2016). Karakus et al. (2015) found that match attendance and purchasing of merchandise decreased when teams did not perform at the expected level.

This study revealed that there is a positive relationship between television viewing and live match attendance. Research in Norway (Solberg & Mehus, 2014), Scotland (Allan & Roy, 2008), Spain (Garcia & Rodriguez, 2002), and Saudi Arabia (Binjwaied et al., 2015) found that increased television broadcasting of soccer matches led to decreased levels of live match attendance. However, a study conducted in Ghana by Bashiru (2013) found that increased television broadcasting led to increased match attendance. The increased live match attendance and viewing could be also associated with the unemployment and poverty situation in Africa. People in Africa likely watch the soccer matches and feel the desire to be more entertained, which leads them to stadiums where they can feel the atmosphere more intensely.

A positive correlation was found between listening to the radio and television viewing and duration in which team has been supported. This suggests that the longer an individual has supported their team, the more likely they are to listening to the match over the radio. The fact that television viewing and listening to the radio had a positive association could suggest that PSL fans who are more attached with their teams follow their teams using any means available.

In relation to demographic factors, males were found to attend and watch more soccer matches on television than females. These results are consistent with previous research studies on sports in general (Burk, 2000; Melnick & Wann, 2004; Theodorakis & Wann, 2008). Moreover, fans with a secondary level education attended more matches at stadiums than fans with a tertiary level education. This is consistent with previous work by Israel (Cohen & Avrahami, 2005) and Norway (Solberg & Merhus, 2015) that states that more educated fans tend to watch soccer matches from home.

Using the item means of Capella's (2002) subscales in the fan behaviour questionnaire, Negative Behaviour (Item mean = 3.15) seemed more characteristic of the sample than Positive Behaviour (Item mean = 3.06) or Emotionality (Item mean = 2.78). Premier Soccer League fans have had a history of negative behaviour, even though this is not common. The brawl in February 2017 between Pirates and Sundowns fans highlights the chaos that can occur when fans get emotionally charged during matches. In Zimbabwe and Ghana, for example, it is very common for opposition fans, coaches, referees and players to feel threatened due to the high levels of violence during matches. This violence or fan hooliganism is at its peak when Ghanaian rivals Heart of Oaks play against Asante Kotoko (Daimon, 2010).

5.4. Chapter summary

This chapter covered the findings of the motivational, emotional and behavioural factors were discussed in relation to the literature and theoretical framework. Most of the results were consistent with previous literature.

CHAPTER SIX: CONCLUSIONS

This section discusses the results and conclusions that were found in the present study. Furthermore, the study had a few limitations that will be discussed here along with the recommendations for future research in this area of study.

6.1. Summary and Conclusion

Sports fans are described as very enthusiastic, interested, and/or devoted to their favourite teams (Wann et al., 2001). They are oftentimes influenced by motivational, emotional and behavioural factors. Some of the motivational factors that keep fans involved in sports in general, and soccer in particular are eustress, aesthetics, group affiliation, self-esteem, escape, economic, entertainment, and family (Wann et al., 1999).

Sports fans' emotions and behaviour were also covered looking at literature locally and internationally.

The literature review ended with a description of a theoretical framework that can aid in understanding fan motivation and behaviour. Funk & James' (2001) Psychological Continuum Model (PCM) was used to understand sports fans' motivation and behaviour, and how fans transition from being aware of soccer to being allegiant soccer fans.

This research study included two hundred and twenty-two participants who were selected from the Harry Gwala Stadium in Pietermaritzburg, and the Virgin Active Gym at the Workshop (Durban) and the Moses Mabhida Stadium in Durban, both in Durban. They were given a survey instrument that included a short demographic questionnaire, the SFMS, and the FBQ.

Descriptive statistics and frequency tables were done to examine fan behaviour and motivations. Due to the low internal consistency of the SFMS subscales, frequency tables which give a better indication of trends/patterns were used.

In this discussion section, the results of the motivational, emotional and behavioural factors were discussed in relation to the literature and theoretical framework. Most of the results were consistent with previous literature.

The subsequent conclusions were found from the discussion section and are in line with the research objectives and questions. The internal consistency of the subscales was low so the results need to be treated with caution

Motivation

This current study revealed that this particular sample of PSL fans were found to be motivated primarily by *entertainment, aesthetics, self-esteem, and group affiliation* reasons. Both the international and local studies suggested that these were the common important motivations for soccer fans to be involved in soccer. The lowest motivational factors in this sample were *economic* and *family* factors.

Emotions

Compared to females, males were more emotionally invested in soccer. There was literature on the emotions of soccer fans internationally but no literature was found on the gender differences between the emotional investment of males and females.

Behaviour

The current study revealed that females were likely to display positive behaviour whereas males were likely to portray negative behaviour when their PSL teams are involved. Furthermore, it was found that most fans attended 4 or fewer live matches at the stadium per season, but watched 10 or more live matches on television.

Overall the aims and questions of this study were answered. The factors that primarily motivate soccer fans to attend and follow South African PSL fans are entertainment, aesthetics and self-esteem. In relation to the behaviour of a sample of PSL fans, it was found that family reasons and team success are the leading reasons that influence fans to support the PSL and its teams. Furthermore, positive relationships were found between TV viewing, and live match attendance and duration of team support. In relation to demographic differences, it was found that male fans rate soccer as more important in their lives than females do. Male fans are primarily influenced by team success when initially supporting a team whereas females are influenced by the family. It was also found that fans with a secondary level education attended more live matches than fans with a tertiary level education. These results highlight the aims and objectives being answered.

6.2. Limitations

One of the main limitations of this study was the sample size. While 233 questionnaires were handed out, only 221 questionnaires were completed correctly. Another challenge related to the sample comprising of much more males than females. This over-representation of males could have made the overall results skewed. The researcher made many attempts to appeal to more fans to participate in the study. Many fans were not interested as they complained about the length of the questionnaire and its being in English. In the questionnaire, there was no *unemployed* option but an option for people who had a monthly income of 'less than R2000'. The logic behind this was that the researcher felt that even a fan that is unemployed might have some source of income, whether it be through social grant or family assistance. However, the researcher acknowledged that an *unemployed* option would have been useful. Another limitation was that the results of the current study depended on the participants' being honest and cooperate when answering the questions, and understanding of the items of

the questionnaire. There were some clear language difficulties that were observed, leading to the necessity of intervening and assisting the participants to understand items with which they struggled. It is possible that there were some participants who did not understand certain items and guessed an answer or responded as neutral. One of the other limitations has to do with how unclear some of the items were in the FBQ. Possibly the main limitation has to do with the low internal consistency of the subscales. This has led to these results needing to be treated with caution.

6.3 Recommendations

Future research needs to adopt a larger sample to explore fan motivation and behaviour. This is likely to improve the internal consistency of the subscales and allow for other assessments such as factor analysis to be done. Research should also find synonyms to certain terminology in the scales that would be easier for the participants to understand. It is recommended that a future study has an *unemployed* option in the employment status so that more information can be drawn from the research. Finally, it is recommended that future research on fan behaviour use a revised version of the FBQ.

Notwithstanding the limitations mentioned above, the empirical results of this study of PSL fans' motivations and behaviour in South Africa are informative and meaningful. The findings of this study can be used by sports scientists and management of PSL clubs to enhance their understanding of South African fans. This could be useful due to the lack of literature in this country of the motivation and behaviour of PSL fans, and the need to increase attendance at stadiums.

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APPENDICES

Appendix 1: Informed Consent Form

Understanding the Motivational factors behind PSL Fans in South Africa.

Dear Participant

I am conducting research as part of my Clinical Psychology Master's Degree. The study will aim to investigate the factors that motivate PSL fans in South Africa to watch, attend, and follow soccer

The data collection involves the single administration of a questionnaire which consists of a section on biographical information and two questionnaires, namely The Sport Fan Motivation Scale, The Fan Behaviour Questionnaire. The survey should take about 10 to 30 minutes to complete. Participation in the study is completely **voluntary** and you are allowed to withdraw from the study at any time. Participants will not be asked to provide their name. All information you provide will be kept **confidential and anonymous**. When working with the information provided, participants will be assigned numbers to ensure that confidentiality and anonymity is upheld. The researcher will be available to discuss any issues or concerns that you may have as they arise. You will receive an energy drink after completing the questionnaire as compensation for time spent being involved in this study.

For any further information please feel free to contact the researcher or supervisor of the study Mrs Cynthia Patel. If you have any queries about the rights of research respondents, please contact Ms. Phumelele Ximba in the Humanities and Social Science Research Ethics Office.

Contact Details:

Mrs Cynthia Patel
Supervisor
Tel: 031 260 7619

Ms. Phumelele Ximba
Ethics Officer
Tel: 031 260 3587

Mr Ahmed Adam
Researcher
Cell: 079 394 6076

Kind regards,
Ahmed Adam

Declaration of Informed Consent

I have been informed about the nature, purpose and procedures for the study: Understanding the Motivational factors behind South African PSL Fans participating in Soccer. I have also received, read and understood the written information about the study. I understand everything that has been explained to me and I consent to take part in the study.

I understand that I am at liberty to withdraw from the project at any time, should I so desire and that the information that I provide will be anonymous and confidential and only be used for research purposes.

Participant:

Signature

Date

Witness/ Research Assistant:

Signature

Date

**APPENDIX 2
RESEARCH SURVEY INSTRUMENT**

BIOGRAPHICAL QUESTIONS

Please mark with an X

1. Sex

Male	
Female	

2. How old are you? (In years)

18-28	
29-39	
40-50	
51-61	
Over 61	

3. How would you describe yourself?

African		White	
Coloured		Other (Please specify)	
Asian/Indian		_____	

4. What is your home language?

Tswana		Pedi	
Sotho		Tsonga	
Zulu		Venda	
Xhosa		English	
Siswati		Afrikaans	
Ndebele		Other (Please specify)	

5. What is your highest level of education?

Never been to school	
Primary level	
Secondary level	
Tertiary level	
Other	

6. What is your monthly financial income?

Less than R2 000	
------------------	--

R2 000- R6 000	
R7 000- R10 000	
R11 000- R14 000	
Over R14 000	

7. Which team do you support?

Mamelodi Sundowns		Orlando Pirates	
Bidvest Wits		Golden Arrows	
Platinum Stars		Supersport United	
Kaizer Chiefs		Bloemfontein Celtics	
Black Aces		Ajax Cape Town	
Maritzburg United		Other (Please specify) _____	

8. How long have you supported your team?

1-5 Years	
6-10 Years	
11-15 Years	
16-20 Years	
Over 20 Years	

9. What influenced you to support your team?

I started supporting my team because it is a local team in my town	
I started supporting my team because of my family	
I started supporting my team because of the amount of coverage it gets	
I started supporting my team because it is successful	
Other (Specify):	

10. In a season, how often do you attend PSL matches?

Never	
1-4 matches	
5-9 matches	
10-14 matches	
Over 14 matches	

11. In a season, how often do you watch PSL matches on TV?

Never	
1-4 times	
5-9 times	
10-14 times	
Over 14 times	

12. In a season, how often do you listen to PSL matches on the radio?

Never	
1-4 times	
5-9 times	
10-14 times	
Over 14 times	

13. If the answer is ‘Never’ for the last three questions, how do you get PSL news and match results?

--

14. Rank from 1-8 (with ‘1’ being most important and ‘8’ being least important) the things you view as important to you.

Nationality		Home language	
Health		Occupation	
Relationships		Soccer	
Education		Religion	

15. The Sports Fan Motivation Scale

Instructions: Please answer EACH of the following questions about sport spectating using the 1 to 8 scale below. In the space next to each item, simply indicate (by writing a number) how well each item describes you. There are no right or wrong answers, we simply ask that you be completely honest in your responses. Remember, these questions are about sports spectating, not sports participation.

THIS IS NOT DESCRIPTIVE OF ME 1 2 3 4 5 6 7 8 THIS IS DESCRIPTIVE OF ME

- _____1. One of the main reasons that I watch, read, and/or discuss soccer is that doing so gives me the opportunity to temporarily escape life's problems.
- _____2. One of the main reasons that I watch, read, and/or discuss soccer is so I can bet on the soccer events.
- _____3. One of the main reasons that I watch, read, and/or discuss soccer is that I get pumped up when I am watching my favorite teams.
- _____4. One of the main reasons that I watch, read, and/or discuss soccer is for its artistic value.

- _____5. One of the main reasons that I watch, read, and/or discuss soccer is that I enjoy the beauty and grace of sports.
- _____6. One of the main reasons that I watch, read, and/or discuss soccer is that I enjoy being physiologically aroused by the competition.
- _____7. Soccer is enjoyable only if you can bet on the outcome.
- _____8. One of the main reasons that I watch, read, and/or discuss soccer is that doing so makes me feel good when my team wins.
- _____9. One of the main reasons that I watch, read, and/or discuss soccer is that doing so allows me to forget about my problems.
- _____10. Making wagers is the most enjoyable aspect of being a soccer fan.
- _____11. One of the main reasons that I watch, read, and/or discuss soccer is because most of my friends are soccer fans. (group affiliation)
- _____12. I enjoy watching soccer events because to me soccer is a form of art.
- _____13. To me, watching, reading, and/or discussing soccer is like daydreaming because it takes me away from life's hassles.
- _____14. One of the main reasons that I watch, read, and/or discuss soccer is I am the kind of person who likes to be with other people.
- _____15. I enjoy soccer because of their entertainment value.
- _____16. I enjoy watching soccer more when I am with a large group of people.
- _____17. I enjoy watching soccer because it increases my self-esteem.
- _____18. I like the stimulation I get from watching soccer.
- _____19. I enjoy watching, reading, and/or discussing sports simply because it is a good time.
- _____20. To me, soccer spectating is simply a form of recreation.
- _____21. To me, my favorite team's successes are my successes and their losses are my losses.
- _____22. I like to watch, read, and/or discuss soccer because doing so gives me an opportunity to be with my significant other (e.g., spouse, partner).
- _____23. I like to watch, read, and/or discuss soccer because doing so gives me an opportunity to be with my family.

16. FAN BEHAVIOR QUESTIONNAIRE

Please answer questions 1 through 26 in relationship to your favourite team, using the following scale:

1 = Never 2 = Rarely 3 = Sometimes 4 = Frequently 5 = Always

1 2 3 4 5 (1) Do you buy season tickets to home games?

1 2 3 4 5 (2) Do you wear your team colours to games?

1 2 3 4 5 (3) Do you talk to friends/family/co-workers about your team and/or specific games?

1 2 3 4 5 (4) Have you lost sleep prior to a game due to anxiety or excitement?

1 2 3 4 5 (5) Do you "boo" your team's players when they are performing poorly?

1 2 3 4 5 (6) Have you painted your face, made a sign, or "dressed up" for a game?

1 2 3 4 5 (7) Do you normally drink before and/or during your team's games?

1 2 3 4 5 (8) Do you neglect work, family, or other responsibilities because of team interests?

1 2 3 4 5 (9) Have you done something you later regretted during the excitement of a game?

1 2 3 4 5 (10) Do you get in fights with fans from the opposing team?

1 2 3 4 5 (11) Does your involvement as a fan for your favourite team cause you stress?

1 2 3 4 5 (12) Do you feel better about yourself when your team is winning?

1 2 3 4 5 (13) Do you have your team's name or mascot on your vehicle (i.e. license plate, stickers, "game day" flags, etc.)?

1 2 3 4 5 (14) Do you cheer for your team, whether they are doing well or not?

1 2 3 4 5 (15) Do you taunt opponent's fans if they lose?

1 2 3 4 5 (16) Does your behaviour change during a game (i.e. do you do things you normally would not do)?

1 2 3 4 5 (17) Do you watch games until the end, even if your team is losing and playing poorly?

1 2 3 4 5 (18) Do you attend at least two games a season?

1 2 3 4 5 (19) Do you shout at players or coaches or yell obscenities during a game?

1 2 3 4 5 (20) Do you feel hatred toward another team or its players?

1 2 3 4 5 (21) Have you ever been reprimanded for your behaviour associated with a sporting event (such as being arrested or asked to leave a game or establishment)?

1 2 3 4 5 (22) Is your fan involvement with the team the most exciting thing in your life?

1 2 3 4 5 (23) Have you threatened violence against the other team or their fans?

1 2 3 4 5 (24) Do you find yourself getting angry over a loss by your team?

1 2 3 4 5 (25) Do you feel euphoria or a "high" after your team wins?

1 2 3 4 5 (26) Do you become depressed after your team loses?

1 2 3 4 5 (27) How long do you experience feelings of euphoria, anger, or depression related to how your team has performed? **Options:** 1 = don't have, 2 = less than 2 hrs., 3 = 2 to 12 hrs., 4 = 12 to 24 hrs.,
5 = more than 24 hrs.

For the remaining items, please use the following scale:

1 = 0% 2 = 1 to 25% 3 = 26 to 50% 4 = 51 to 75% 5 = 76 to 100%

1 2 3 4 5 (28) Do you know your team's cheers and/or fight songs?

1 2 3 4 5 (29) Do you know the names of the starters for your team?

1 2 3 4 5 (30) How much of your extra money do you spend on team interests?

1 2 3 4 5 (31) How much of your leisure time do you spend on team interests?



Appendix 3

12 October 2016

Mr Ahmed Adam 210501802
School of Applied Human Sciences
Howard College Campus

Dear Mr Adam

Protocol reference number: HSS/1489/016M

Project title: Understanding the Motivational factors behind PSL fans in South Africa

Full Approval – Expedited Application

In response to your application received 8 September 2016, the Humanities & Social Sciences Research Ethics Committee has considered the abovementioned application and the protocol has been granted **FULL APPROVAL**.

Any alteration/s to the approved research protocol i.e. Questionnaire/Interview Schedule, Informed Consent Form, Title of the Project, Location of the Study, Research Approach and Methods must be reviewed and approved through the amendment /modification prior to its implementation. In case you have further queries, please quote the above reference number.

PLEASE NOTE: Research data should be securely stored in the discipline/department for a period of 5 years.

The ethical clearance certificate is only valid for a period of 3 years from the date of issue. Thereafter Recertification must be applied for on an annual basis.

I take this opportunity of wishing you everything of the best with your study.

Yours faithfully

.....
Dr Shenuka Singh (Chair)
Humanities & Social Science Research Ethics Committee

/pm

cc Supervisor: Mrs CJ Patel
cc Academic Leader: Dr Jean Steyn
cc School Admin: Ms Ayanda Ntuli



3 November 2016

Mr Ahmed Adam 210501802
School of Applied Human Sciences
Howard College Campus

Dear Mr Adam

Protocol reference number: HSS/1489/016M
Project title: Understanding the Motivational factors behind PSL fans in South Africa

Approval notification – Amendment Application

This letter serves to notify you that your application for an amendment dated 1 November 2016 has now been granted **Full Approval**.

- **Inclusion of New Site- Moses Mabhida Stadium**

Any alterations to the approved research protocol i.e. Questionnaire/Interview Schedule, Informed Consent Form, Title of the Project, Location of the Study must be reviewed and approved through an amendment /modification prior to its implementation. In case you have further queries, please quote the above reference number. PLEASE NOTE: Research data should be securely stored in the discipline/department for a period of 5 years

The ethical clearance certificate is only valid for a period of 3 years from the date of issue. Thereafter Recertification must be applied for on an annual basis.

Best wishes for the successful completion of your research protocol.

Yours faithfully

Dr Shamila Naidoo (Deputy Chair)
HumanitiesSocial Sciences Research Ethics

/pm

cc Supervisor: Mrs CJ Patel
cc Academic Leader: Dr Jean Steyn
cc School Admin: Ms Ayanda Ntuli

Humanities & Social Sciences Research Ethics Committee

Dr Shenuka Singh (Chair)

Westville Campus, Govan Mbeki Building

Postal Address: Private Bag X54001, Durban 4000

Telephone: +27 (0) 31 260 3587/8350/4557 Facsimile: +27 (0) 31 260 4609 Email: ximbap@ukzn.ac.za / snvmanm@ukzn.ac.za / mohuno@ukzn.ac.za

Website: www.ukzn.ac.za



Founding Campuses: Edgewood Howard College Medical School Pietermaritzburg Westville

10 November 2017

Mr Ahmed Adam 210501802
School of Applied Human Sciences
Howard College Campus

Dear Mr Adam

Protocol reference number: HSS/1489/016M

New Project Title: 'Understanding the Motivational and Behavioural factors behind PSL fans in South Africa'.

Approval notification – Amendment Application

This letter serves to notify you that your application for an amendment dated 7 November 2017 has now been granted Full Approval.


- Change in Title

Any alterations to the approved research protocol i.e. Questionnaire/Interview Schedule, Informed Consent Form, Title of the Project, Location of the Study must be reviewed and approved through an amendment /modification prior to its implementation. In case you have further queries, please quote the above reference number. PLEASE NOTE: Research data should be securely stored in the discipline/department for a period of 5 years

The ethical clearance certificate is only valid for a period of 3 years from the date of issue. Thereafter Recertification must be applied for on an annual basis.

Best wishes for the successful completion of your research protocol.

Yours faithfully



Dr Shenuka Singh (Chair)
Humanities & Social Sciences Research Ethics Committee

/pm

cc Supervisor: Mrs CJ Patel
cc Academic Leader: Dr Jean Steyn
cc School Admin: Ms Ayanda Ntuli

Humanities & Social Sciences Research Ethics Committee

Dr Shenuka Singh (Chair)

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Website: www.ukzn.ac.za



Appendix 4



VIRGIN ACTIVE HEALTH CLUBS

Virgin Active South Africa (Pty) Ltd
3rd Floor, MontClare Place, cnr Main & Campground Rd, Claremont, 7708, Cape Town, South Africa
P.O. Box 379, Rondebosch, 7701
tel: +27 (0)21 684 3000 • fax: +27 (0)21 684 3030 • web: www.virginactive.co.za

Durban Virgin Active
2 Soldiers Way
Durban
4000
031 304 1191

20 July 2016

To Whom It May Concern

This letter is to confirm that the student below has been granted permission to conduct his research within the club with club members on the topic specified below.

Name : Ahmed Adam
ID Number : 911030 5351 080
Student Number : 210501802
Institution : University of KwaZulu Natal (Howard College Campus)
Degree : Masters Degree in Clinical Psychology
Research Area : Understanding Motivational factors behind PSL fans in South Africa

Yours sincerely

Mzomuhle Sithole

Club General Manager

Signature: *Mzomuhle Sithole*



Appendix 5



44 Isaiah Ntshangase Rd, Durban, 4001 | Private Bag X2010, Greyville, 4023
t +27(0)31 582 8222 | f +27(0)86 531 4812 | w mmstadium.com

20 October 2016

University of KZN
Mazisi Kunene Road
Glenwood
Durban
4041

Dear Sir/Madam

This letter serves as notice that Ahmed Adam, a Clinical Psychology Masters student at the University of KZN, has been granted permission to conduct his/her research study at the Moses Mabhida Stadium.

The research study is an assessment of understanding the 'Motivational Factors behind PSL Fans in South Africa'.

Should you have any queries please contact Asanda Ntshingila on 031 582 8222 or via e-mail at AsandaN@mmsdurban.co.za

Sincerely

Vusi Mazibuko
General Manager

A handwritten signature in black ink, appearing to read "Vusi Mazibuko", is written over a horizontal line. A vertical line extends downwards from the end of the signature.

Moses Mabhida Stadium

Appendix 6



PMB MARITZBURG FOOTBALL CLUB CC
TRADING AS

MARITZBURG UNITED F.C.

ADDRESS: 397 Victoria Road • Pietermaritzburg • KwaZulu Natal
Tel: 033 345 5666/7 • Fax: 033 345 5672
CK No.: 2005/117886/23

POSTAL: P.O.Box 397 • Msunduzi • 3231
e-mail: info@maritzburgunited.co.za
www.maritzburgunited.co.za
VAT NO.: 4560249502

16 August 2016

To : Ahmed Adam
UKZN Howard College

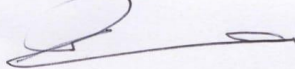
RE : **RESEARCH WITH FANS**

Your request to have access to Harry Gwala stadium in to interview and or hand out questionnaires to fans for purposes of the research you will be conducting as part of your studies, is acknowledged.

You are herein granted permission to attend three games at Harry Gwala Stadium between now and December 2016. Once you are ready to commence, i will then give you dates to choose from to attend.

I hope you will find this in order.

Kind Regards

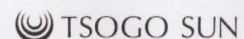


Brian Zuma

Manager: Marketing and Communications

brian@maritzburgunited.co.za

0813752565



Appendix 6
ADDITIONAL TABLES

Table 8

Frequency table of important aspects of fans lives (cumulative frequencies), N=221 (Males: 153; Females: 68)

Variable	1	2	3	4	5	6	7	8
Nationality	27	13	15	24	28	32	33	49
M	22(81.5%)	11(84.6)	6(40)	19(79.2)	19(67.9)	20(62.5)	23(69.7)	33(67.3)
F	5(18.5%)	2(15.4)	9(60)	5(20.8)	9(32.1)	12(37.5)	10(30.3)	16(32.7)
Health	63	51	31	24	14	19	8	11
M	42(66.7%)	31(60.8)	20(64.5)	16(66.7)	10(71.4)	18(94.7)	7(87.5)	9(81.8)
F	21(33.3%)	20(39.2)	11(35.5)	8(33.3)	4(28.6)	1(5.3)	1(12.5)	2(18.2)
Relationships	10	20	44	25	30	31	29	32
M	8(80%)	18(90)	36(81.2)	15(60)	18(60)	21(67.7)	21(72.4)	16(50)
F	2(20%)	2(10)	8(18.8)	10(40)	12(40)	10(32.2)	8(27.6)	16(50)
Education	68	59	31	21	11	13	14	4
M	37(54.4%)	41(69.5)	25(80.6)	18(85.7)	9(81.8)	10(76.9)	10(71.4)	3(75)
F	31(45.6%)	18(30.5)	6(19.4)	3(14.3)	2(18.2)	3(23.1)	4(28.6)	1(25)
Home	7	19	20	42	39	35	33	26
Language								
M	5(71.4%)	12(63.2)	15(75)	27(64.3)	28(71.8)	21(60)	24(72.7)	21(80.8)
F	2(28.6%)	7(36.8)	5(25)	15(35.7)	11(28.2)	14(40)	9(27.3)	5(19.2)
Occupation	8	18	18	32	37	36	41	31
M	7(87.5%)	14(77.8)	13(72.2)	24(75)	23(62.2)	25(69.4)	23(56.1)	24(77.4)
F	1(12.5%)	4(22.2)	5(27.8)	8(25)	14(37.8)	11(30.6)	18(43.9)	7(22.6)
Soccer	17	18	33	28	27	33	37	28
M	17(100%)	17(94.4)	23(69.7)	20(71.4)	19(70.4)	20(60.6)	23(62.2)	14(50)
F	0	1(5.6)	10(30.3)	8(28.6)	8(29.6)	13(39.4)	14(37.8)	14(50)
Religion	21	23	30	26	44	33	25	39
M	15(71.4%)	9(39.9)	16(53.2)	15(57.7)	26(76.5)	19(82.6)	21(84)	32(82.1)
F	6(28.6%)	14(60.1)	14(46.8)	11(42.2)	8(23.5)	4(17.4)	4(16)	7(17.9)

Table 9

Frequency table of FBQ subscales (cumulative frequencies).

Variable	Not descriptive of me	Neutral	Descriptive of me	Chi-Square
Negative Behaviour				
Do you talk to friends/family/co-workers about your team and/or specific games?	25 (11.3%)	46 (20.8)	150 (67.9%)	121.64
Do you normally drink before and/or during your team's games?	134 (60.6%)	35 (15.8%)	51 (23.1%)	77.03
Do you feel better about yourself when your team is winning?	19 (8.6%)	30 (13.6%)	171 (77.4%)	195.94
Do you cheer for your team, whether they are doing well or not?	36 (16.3%)	44 (19.9%)	141 (63.8%)	92.75
Do you taunt opponent's fans if they lose?	76 (34.4%)	53 (24%)	92 (41.6%)	10.43
Does your behaviour change during a game (i.e. do you do things you normally would not do)?	77 (34.8%)	50 (22.6%)	94 (42.5%)	13.37
Do you shout at players or coaches or yell obscenities during a game?	88 (39.8%)	48 (21.7%)	85 (38.5%)	13.48
Do you feel hatred toward another team or its players?	101 (45.7%)	48 (21.7%)	72 (32.6%)	19.12
Have you ever been reprimanded for your behaviour associated with a sporting event (such a being arrested or asked to leave a game or establishment)?	148 (67%)	26 (11.8%)	47 (21.3%)	115.50
Do you find yourself getting angry over a loss by your team?	72 (32.6%)	47 (21.3%)	102 (46.2%)	20.51
Do you know the names of the starters for your team?	46 (20.8%)	39 (17.6%)	136 (61.5%)	79.45
Positive Behaviour				
Do you buy season tickets to home games?	102 (46.2%)	50 (22.6%)	61 (31.2%)	18.80
Do you wear your team colours to games?	47 (21.3%)	50 (22.6%)	124 (56.1%)	51.65
Have you painted your face, made a sign, or "dressed up" for a game?	115 (52%)	42 (19%)	64 (29%)	38.52
Do you have your team's name or mascot on your vehicle (i.e. license plate, stickers, "game day" flags, etc.)?	111 (50.2%)	30 (13.6%)	80 (36.2%)	45.35

Do you attend at least two games a season?	57 (25.8%)	47 (21.8%)	117 (52.9%)	38.91
Do you know your team's cheers and/or fight songs?	59 (26.7%)	52 (23.5%)	110 (49.8%)	27.21

Emotionality

Have you lost sleep prior to a game due to anxiety or excitement?	117 (52.9%)	43 (19.5%)	61 (27.6%)	40.43
Do you "boo" your team's players when they are performing poorly?	116 (52.5%)	46 (20.8%)	59 (26.7%)	37.64
Do you neglect work, family, or other responsibilities because of team interests?	121 (54.8%)	49 (22.2%)	51 (23%)	46.48
Have you done something you later regretted during the excitement of a game?	121 (54.8%)	46 (20.8%)	54 (24.4%)	46.05
Do you get in fights with fans from the opposing team?	145 (65.6%)	33 (14.9%)	43 (19.5%)	104.29
Does your involvement as a fan for your favourite team cause you stress?	111 (50.2%)	44 (19.9%)	66 (29.9%)	31.67
Do you watch games until the end, even if your team is losing and playing poorly?	36 (16.3%)	34 (15.4)	151 (68.3%)	114.68
Is your fan involvement with the team the most exciting thing in your life?	52 (23.5%)	65 (29.5%)	104 (47.1%)	32.10
Have you threatened violence against the other team or their fans?	160 (72.4%)	27 (12.2%)	34 (15.4%)	152.10
Do you feel euphoria or a "high" after your team wins?	36 (16.3%)	44 (19.9%)	141 (63.8%)	96.35
Do you become depressed after your team loses?	47 (21.3%)	60 (27.1%)	114 (51.6%)	34.27
How long do you experience feelings of euphoria, anger, or depression related to how your team has performed?	103 (46.6%)	57 (25.8%)	61 (27.6%)	17.63
How much of your extra money do you spend on team interests?	102 (46.2%)	67 (30.3%)	52 (23.5%)	17.87
How much of your leisure time do you spend on team interests?	64 (29%)	49 (26.7%)	98 (44.8%)	12.23

Table 10:

Gender and Education differences of fan behaviour

Variables	Gender			Education		
	Mean (SD) Male	Mean (SD) Female	t	Mean (SD) Secondary	Mean (SD) Tertiary	t
Attendance	1.10(0.66)	0.74(0.48)	4.10**	1.17(0.70)	0.81(0.49)	4.30**
TV Viewing	1.65(0.52)	1.44(0.58)	2.51*	1.56(0.55)	1.60(0.54)	- .50
Radio	1.03(0.79)	0.97(0.60)	.64	1.07(0.78)	0.96(0.69)	1.19

NOTE: * = $p < .05$; ** = $p < .01$

Table 11:

Intercorrelations between the motivational factors and attendance, television viewing and listening to the radio.

	Radio(1)	Attend(2)	TV(3)	Escape(4)	Economic(5)	Eustress(6)	Aesthet(7)	S- Est(8)	Family(9)	G.Affil(10)	Entertain(11)
1	-	-	-	-	-	-	-	-	-	-	-
2	.13	-	-	-	-	-	-	-	-	-	-
3	.18**	.18**	-	-	-	-	-	-	-	-	-
4	.19**	-.02	.01	-	-	-	-	-	-	-	-
5	.18**	-.09	.06	.17*	-	-	-	-	-	-	-
6	.08	-.05	.03	.34**	.07	-	-	-	-	-	-
7	.10	.07	.16*	.24**	-.06	.48**	-	-	-	-	-
8	.11	.10	.02	.46**	-.01	.58**	.51**	-	-	-	-
9	.12	-.02	.05	.20**	.16*	.24**	.13	.18**	-	-	-
10	.09	.02	.04	.25**	.01	.31**	.34**	.42**	.24**	-	-
11	-.02	.06	-.01	.32**	-.09	.45**	.50**	.60**	.19**	.48**	-

