Drivers of football fan engagement in Qatar: The impact of local and international football support

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Abstract

This case study considers the range of factors which research has identified as being important in the formation of support for football clubs and leagues. In particular, the case looks at similarities and differences in how international fans form emotional attachment.

The case then considers the factors that influence football fan support in Qatar and MENA. Having first identified the key drivers of football support in the region, the case then looks at factors such as the influence of supporting both a local and an international club on the way in which fans engage with football. The case then asks students to reflect on the possible impact of this twin team support and its impact on fan engagement in MENA.

1. Introduction

Fans are important to football for a number of reasons. Fans create atmosphere in a stadium which enhances the experience for those attending, and playing in, matches. Fans are also important in creating a sustainable game of football. The global game of football has a number of debates which surround football fans. These range from attracting a new generation of younger fans to football, social distancing of fans or the feasibility of match attendance in the face of the COVID-19 pandemic, to drivers of global and local fan engagement with specific teams and leagues.

Fans contribute to the sustainability of football in a number of ways. Fan numbers do not just provide revenue through ticket sales and in stadium spend, but also through merchandise and corporate hospitality. Fan attendances and viewership of football matches via digital and broadcast channels, drive the value of football broadcast rights – how much a broadcaster is prepared to pay to show a live football match or highlights – because these, in turn, drive the market for advertising and sponsorship. So, the local and global "reach" of football, the number of people who engage with a club or a league, are important for the football organisation's ability to support itself.

A majority of the studies looking at fan engagement look, however, at engagement with one club, or perhaps by fans from the local market. In reality, however, fan engagement in the global game and the business of football is more complex than this.

2.   Levels and type of fan engagement

Fan engagement literature discusses the relationship between fans and sports clubs and leagues in terms of loyalty, but also sometimes looks at the level of identification between a fan and a club. These concepts are broadly similar, in that they variously discuss:

Motives for fan engagement Research identifies a range of motivations for engagement with sport from Eustress: the positive stress of watching an exciting sporting contest, to social: attendance with friends or family, or aesthetic: that there is a beauty in a particular sport – we might associate this more with gymnastics or ice skating but imagine also a wonderful overhead scissor kick or perhaps an incredible feat of technical ability of a goal assist or save.

Different levels of engagement, from occasional, mild interest and attendance through to frequent, committed engagement with a club or league.

Different types of loyalty to a club or league Sports marketing research has its roots in a number of disciplines including broader marketing. From this, the concept of brand loyalty (Day 1969) is used by authors such as Tapp in studies of football fans.

Day (1969) divides loyalty into:

- *Behavioural* – patterns of repeat behavior, for example someone who regularly attends matches

- ***Attitudinal*** – someone with a psychological, or emotional attachment. This last is seen as a stronger, higher type of loyalty.

In addition to marketing studies, sociology of sport literature also studies fan behavior. Authors such as Baumann (2007) who discusses the "liquid" or fast-moving pace of modern society, Maffesoli who identifies a sense of belonging as a driver for football fandom and Best (2013) discuss broader societal drivers of sports and football fandom.

As well as being a source of linking with fans of their own club, football fans can demonstrate "in group" and "out of group" behaviour. In this, they feel themselves similar to and linked with fans of their own club, but this identity is reinforced by feeling themselves to be rivals of another team. These patterns of intense rivalry can sometimes be very emotionally important to fans. Such rivalries can sometimes go beyond football, perhaps where teams from different countries, regions or cities have a broader history, for example Catalan FC Barcelona and Real Madrid from Castile.

On the other hand, in some countries, this fierce rivalry is not seen and fans might support other countries' national teams, or perhaps more than one team. Given the diverse range of studies and disciplines which look at fan relationships with the clubs and leagues that they support, this case study summarises some of the key dimensions of fan engagement below:

Social: Predominantly from sociological studies, the social aspect of sport is that of

a sense of identity and belonging which a fan might gain from their involvement with a sport, or with a sports club or league. Tajfel and Turner (1982) discuss the "linking value" of belonging to a group in a society where technology and other drivers might result in individuals being more isolated. Sports fandom might be influenced by peer groups, family groups being involved in support or football as entertainment (Pease and Zhang 2001). The influence of a family member, for example a parent who supported that team, has also been seen to be an important driver or football fandom (Bridgewater 2010).

Among the aspects of social engagement with fans are aspects such as pre-, interval and post-match entertainments surrounding the sporting fixture.

Emotional: Related to the above, the value of sport is seen, particularly from a psychological perspective, to go beyond the sport, or the match or tournament itself. Identification with a sports club or league can relate to the self-esteem of fans. Cialdini describes the concepts of BIRG (Bask in Reflected Glory) in which fans of successful teams believe themselves to have played an important role in this: "the fans were the 12th player today" but conversely can CORF (Cut off Rejected Failure) and distance themselves from teams who are performing less well: "It was the referees fault;" "what was the coach thinking with the team selection?"

Place: Fan support can sometimes be linked to a particular city or country. Football fans vary in different parts of the world, but for example in Europe, football fans often support a "home" or local team. Their identification for that place, perhaps somewhere they live, or where a family member lives or lived creates an affiliation

which extends to sports clubs in that place (Williams et al 1992).

In addition to a home city or place with which the fan feels connection, place might also be a home stadium. Camp Nou, Anfield, Old Trafford, San Siro are global attractions in their own right. They are also beloved of fans of the clubs who play there.

The sense of place can be reinforced for fans by attention to the servicescape, or physical attributes, of stadia. The seating, distance from the pitch, location of hospitality outlets, quality of the digital screens, use of club colours for seats and so on, can all play a part in creating an atmosphere in which fans feel comfortable (Wakefield and Blodgett 1996, Fernandes and Neves 2014).

History / nostalgia: This may be linked to parents or grandparents who supported a club but also to famous players and memorable victories. A sense of the tradition of the club can both provide positive memories among older fans and also an education and induction into the stories and culture of a club.

Star Players: Whilst it is often club which is the main attraction for fans, irrespective of who plays for the club, fans have favourite and less favourite players. Whether a local hero, or a marquee signing, fans of football clubs will often cite particular star players as the reason for the support of a particular club. In some cultures, for example in East Asia, there is anecdotal support for fans engaging more with particular players than clubs. Sometimes even that fans will transfer allegiance to different clubs as a player moves between them.

Performance: Usually, higher performance allows high prices to be charged and might attract more customers. In sport, however, performance on the pitch can be unpredictable – if leagues have balanced quality of players and finances, either team should stand a chance of winning. If the same team play each other more than once in a season, the result will not always be the same. This is part of the attraction of sport. At the same time, perceptions of fans are subjective. For example, the year after Manchester United won the triple of UEFA Champions League, Premier League and FA Cup in 1998-99, its fans were unhappy that they were "only" Premier League Champions. Fans of newly promoted Ipswich Town were delighted to be fifth placed.

A number of different models have been proposed to understand the relationship between fans and sports teams. Among these, the most well-known are:

Sports Spectator Identification Scale (SSIS) (Wann and Branscombe 1993, Wann 1995)

Psychological Commitment to Team Scale (PCT) (Mahony, Madrigal 2000)

Connection to Team Scale (CTS) James and Ross (2004).

These tend to work on averaging scores across items covering issues such as those listed above and where higher scores are equated with higher identification, that is, higher levels of loyalty and engagement with the sports team.

3.   Differing cultural models and patterns of engagement

Fans in different contexts may not engage with football in the same way (Lascu et al 1995, Bilyeu and Wann 2002, Won and Kitamura 2007). There are a small, but growing number of studies which look at fan engagement with football in different cultures. Studies divide football fans, for example, by local and international (Choi 2016), by ethnicity, nationality (Choi 2016) and gender (James and Ridinger 2002) to see what impact these have on whether and how fans engage with football.

Understanding such differences can help football clubs and football marketers in a number of ways:

- How to attract different types of football fans

- How to achieve specific marketing objectives, such as boosting attendance, creating more regular attendance, attracting younger fans

- Whether different marketing strategies might be more effective in different countries.

4.   Satellite football fans

A growing area of football research is that of global football fans. With the development of the internet, digital football coverage, global broadcast rights deals, fans from around the world might watch matches in Spain's La Liga or Germany's Bundesliga. Increased travel and better communications have also resulted in

greater numbers of fans of football teams who do not live in the same country as their team.

These global football fans are sometimes referred to as "satellite" or "dislocated" fans. This means that they are located in a different country to the team they support. As a result, they consume football content in different ways. It is hard, and often impossible, for these international fans to regularly attend matches of their favourite teams, but they can show their loyalty by watching matches on television or via the Internet.

Among fans, there is sometimes a wish to determine who are the "true" fans. So, perhaps fans with a strong link to a "place" cannot imagine that satellite fans can be as highly identified and passionate in their support. Yet research which compares both types of fans (Choi 2016) shows that both are equally loyal. Perhaps though this high score for loyalty is based on high scores on different dimensions for fans from different countries.

Behavioural loyalty will certainly look different depending on whether fans can regularly attend their favourite team's matches, but what of attitudinal loyalty, the passionate psychological connection with a team?

This can be high for satellite fans based in other countries, particularly in terms of motivations to do with self-image and belonging to a peer group. It is less related to place, nostalgia etc.

5.   **Global football fandom**

In studying similarities and differences between the engagement of football fans and clubs or leagues, one distinction which is made is that of the age and maturity of the leagues in different countries (Mahony et al 2002, Trecker 1998).

Building a loyal fanbase for a more recently established or developing league, for example, is a different challenge to further growing and maintaining a loyal fanbase for a longer established or mature league (Olson & Jacoby, 1971). Whilst the Chinese Super League is growing in its global appeal and has attracted big-name players from around the world, it does not as yet have the same level of support among global fans as, for example, some of the European football leagues.

This is partly a function of time. Research suggests that loyalty tends to increase over time, but that this is not a certainty. For example, looking at the pattern of growth of support for the J-League, an initial interest was followed by a decline in attendances for four years (Nakazawa, 1998). So which factors help to develop fan loyalty in developing football markets?

Analysis of MENA football fan support

In Josoor Institute's research study on football fans in the MENA region, 2133 football fans were surveyed. These fans were split between the following MENA countries:

		Frequency	Percent
Valid	Bahrain	14	0.7
	Egypt	305	14.3
	Jordan	180	8.4
	Kuwait	55	2.6
	Lebanon	60	2.8
	Oman	31	1.5
	Qatar	70	3.3
	KSA	456	21.4
	UAE	577	27.1
	Turkey	385	18.0
	Total	2133	100.0

Table 1: Sample by Country
Source: Josoor Institute

The largest number of respondents come from United Arab Emirates (UAE) (577), followed by the Kingdom of Saudi Arabia (KSA) with 456 respondents and Turkey with 385 respondents. Not all of those who took part in the research were local citizens of the country from which they responded (See Tables 3 and 4). Just over half (52.3%) of the response was from local citizens of the respective countries, with expatriate respondents coming mainly from Asia (18.6%) or Levant Arabic (10.3%)[1].

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[1] Levant Arabic is a term sometimes used to describe citizens of Cyprus, Egypt, Iraq, Israel, Jordan, Lebanon, Palestine, Syria or Turkey.

6. **Football engagement in the MENA region**

The Josoor Institute Deloitte research study (2016) identified a range of factors which impact on fan engagement in the MENA region (See Appendix 1) based on Cockayne et al (2016):

Fan motivation

    o   **Personal**

These factors include people who consider football to be important and perhaps who played football themselves. They see winning and success of their football team as a reflection on themselves.

    o   **Identity**

Being a football fan gives MENA fans pride, as though they had personally achieved each win. They consider it to be important to be a football fan and consider themselves to be loyal football fans.

    o   **Community**

For MENA fans, the community role of their football clubs is important. They consider the clubs they support to have prestige in their communities and to be considered to be outstanding.

Football match intensity

      o   **Pre-game incentives**

For the fans in this study, the period before, as well as during, the match is important. It is important that fans can access tickets, reach the stadium easily and to have a positive experience. Specific factors that are considered important include options for VIP parking, offers on VIP Box tickets, availability of Majilis Style seating and the way in which tickets are promoted and advertised.

      o   **Satisfaction with the matchday live experience**

During the match, a range of servicescape aspects add value to the fan experience. Cleanliness, safety and having a good quality stadium are all seen to be important. I addition, it is important that it does not take too long to get in and out of the stadium. It is also important that there are food and beverage options available during the match. Some of the suggestions are for additional added value entertainment options such as stadium tour and family entertainment options and competitions, and of course to have a competitive team, to see the team do well and to experience a good football match are important.

Twin-support of local and global teams

      Many of the MENA football fans support both an overseas and a local side. Some fans listed more than one favourite club, or rank ordered their preferences of

up to three overseas and three local sides they follow. Only 20 of 2133 MENA football fans did not support an overseas club or national team.

Rank	Overseas	Frequency Count
1	FC Barcelona	862
2	Real Madrid	543
3	Manchester United	142
4	Brazil	121
5	Bayern Munchen	71
6	Germany	44
7	Argentina	39
8	Arsenal	37
9	Chelsea	35
10	Inter Milan	31
10	Liverpool FC	31
12	Juventus	23
13	AC Milan	22
14	Fenerbace	20
15	Spain	15
16	AS Roma	13
17	England	12
18	Galatasaray	12
19	Turkey	11

20	Italy	10

Table 2: Favourite Overseas Club or National Team
Source: Josoor Institute

Although respondents were not prompted to choose a club or country and could decline to identify an overseas team they supported, favourite teams included both foreign club and national teams. FC Barcelona had by far the most support, with Real Madrid second. Manchester United and Bayern Munich also ranked highly. Interestingly, the fourth most popular international team was Brazil, the sixth, Germany and the seventh. Argentina. This reflects the importance of national team football to MENA football fans.

Figure 1 shows the countries and regions in which these favourite national and club sides are based, with European team support dominating (88.7%). Figure 2 shows the split of the support for leagues and national teams within Europe. Support for teams in Spain's La Liga, predominantly for FC Barcelona and Real Madrid, is markedly higher than for England's Premier League and Germany's Bundesliga.
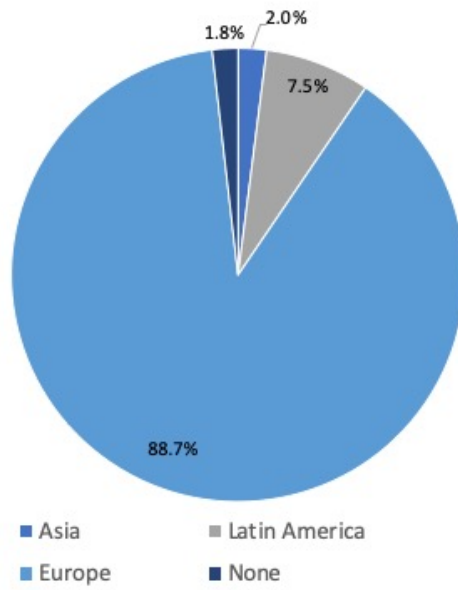
Figure 1: MENA Fans Favourite International Teams by Region
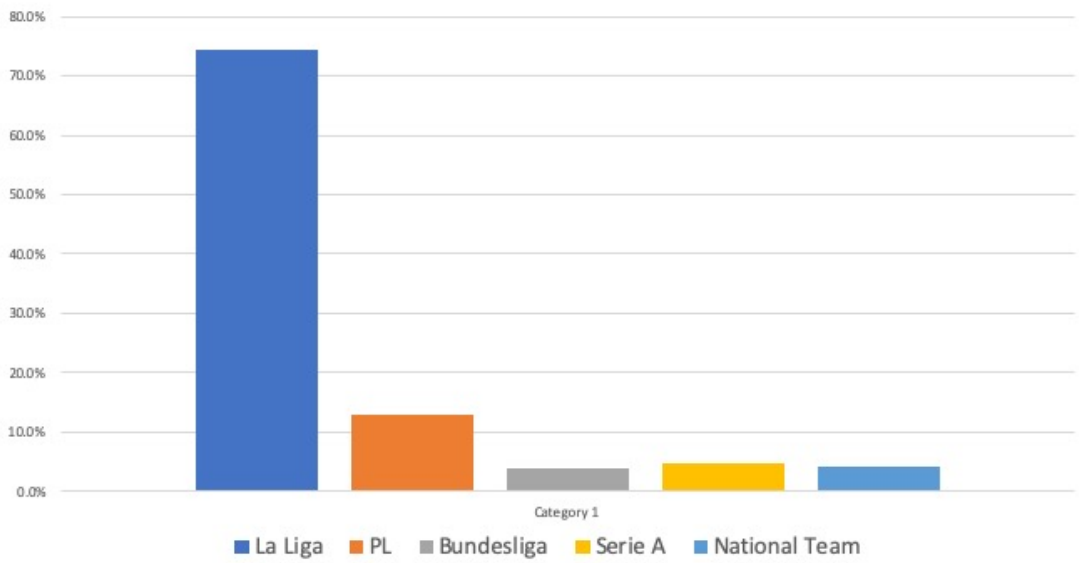*Source: Josoor Institute*

Figure 2: Split of MENA Fans support of European Teams
Source: Josoor Institute

The popularity of the various local club sides is influenced by the number of respondents from the respective countries. The respondents also differ with respect to whether they are expatriate or local citizens of the countries in which they live.

		Frequency	Percent
Valid	Local Citizen	1116	52.3
	Expat Citizen EU	25	1.2
	Expat Citizen GCC	79	3.7
	Expat Citizen the Levant	219	10.3
	Expat Citizen North America	3	0.1
	Expat Citizen South America	5	0.2
	Expat Citizen Asia	397	18.6
	Expat Citizen Oceania	4	0.2
	Expat Citizen Africa	285	13.4
	Total	2133	100.0

Table 3: Expatriate Status of MENA study respondents
Source: Josoor Institute

The percentages of these differs between countries. For example, of the 14 respondents from Bahrain, six are expatriate (42.9%) and eight local citizens (57.1%). For the sample of 305 respondents from Egypt, however, only ten (3.3%) are expatriate and the remaining 295 (96.7%) are local residents.

Table 4 shows the study's respondents split by country and expatriate status.

		Expatriate	Local Citizen
Valid	Bahrain	42.9%	.57.1%
	Egypt	3.3%	96.7%
	Jordan	14.4%	85.6%
	Kuwait	90.9%	9.1%
	Lebanon	21.7%	88.3%
	Oman	67.7%	32.3%
	Qatar	90%	10%
	KSA	60.7%	39.3%
	UAE	96.4%	3.6%
	Turkey	1%	99%
	Total	2133	100.0

Table 4: Expatriate Status of MENA study respondents by Country
Source: Josoor Institute

To gain insights into the clubs which are most popular in the respective MENA countries, the most popular clubs for each country are listed in Table 5, which shows the percentage of first choice votes they received from the respondents for that country.

Local Team	Country	% of Country Sample
Bahrain	Al Ahly	21.4%
Bahrain	Muharraq	21.4%
Egypt	Al Ahly Egypt	65.6%
Egypt	Ismaily	2.3%
Jordan	Al Wehdat	38.9%
Jordan	Al Faisaly	24.4%
Jordan	Zamalek	22.6%
KSA	Al Hilal	22.6%
KSA	Al Ahly	21.9%
KSA	Al Itihad	13.2%
KSA	Al Nassr	11.8%
Kuwait	Al Ahly	27.3%
Kuwait	Qadsia	20.0%
Kuwait	Al Araby	7.3%
Lebanon	Nejmeh	25.0%
Lebanon	Ansar/Medina	21.2%
Oman	Al Ahly	12.9%
Qatar	Al Rayyan	29.1%
Qatar	Al Sadd	27.3%
Qatar	Zamalek	12.7%
Turkey	Galatasaray	31.2%

Turkey	Fenerbahce	30.4%
Turkey	Besiktas	15.6%
UAE	Al Ahli Dubai	16.8%
UAE	Al Ain	7.6%
UAE	Al Wasl	5.7%
UAE	UAE	4.1%

Table 5: Favourite Local Club or National Team [2]
Source: Josoor Institute

In some MENA countries, support is centred around a dominant team, for example in Egypt, but in others it is much more evenly spread, for example in Turkey. In Qatar, the highest-ranking locally supported teams are Al Rayyan (29.1% of the Qatar sample) and then Al Sadd (27.3% of the Qatar sample).

One phenomenon which arises in the MENA region is that support for some clubs is often more regional than specifically local. Whereas intense rivalry in regions such as Europe can sometimes limit support for other teams, within MENA favourite local teams have been defined by respondents as being from across the MENA region.

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[2] As respondents use the name Al Ahly for Al Ahly Egypt, Al Ahli Saudi and sometimes for Al Shabbab Al Ahly Dubai, the assumption has been made that Egyptian respondents mean Al Ahly Egypt, KSA respondents mean Al Ahly Saudi and UAE respondents mean Al Shabbab Al Ahly. Some assumptions have also had to be made for other country responses where this is not clearly specified.

Table 6 shows the most popular MENA football teams if votes for favourite local teams are added together across countries.

Rank	Country	Team	% of Country Sample
1	Egypt	Al Ahly Egypt	248
2	KSA	Al Hilal	125
3	Turkey	Galatasaray	120
4	Jordan	Zamalek	117
5	Turkey	Fenerbahce	117
6	Jordan	Al Wehdat	101
7	KSA	Al Ahly Saudi	100
8	UAE	Al Shabbab	99
9	KSA	Al Nassr	78
10	KSA	Al Itihad	66
11	Turkey	Besiktas	60
12	Jordan	Al Faisaly	50
13	UAE	Al Ain	44
14	UAE	Al Wasl	33
15	UAE	UAE	23
16	Qatar	Al Rayyan	20
17	Lebanon	Nejmeh	16

18	Qatar	Al Sadd	15
19	Lebanon	Ansar/Medina	14
20	Kuwait	Qadsia	11

Table 6: MENA football fans' favourite Local Club or National Team
Source: Josoor Institute

Challenges and reflections

A majority of football fans within MENA follow both a local and international club or national team. It is clear that European football is of interest to MENA fans.

In terms of international fan support, La Liga teams dominate with support for FC Barcelona and Real Madrid a long way ahead of support for Bundesliga, Serie A and Premier League teams.

Local support shows differing patterns, sometimes with strong support for one team, as for Al Ahly in Egypt but is sometimes more distributed across a range of teams, for example in Turkey where Galatasaray, Fenerbahce and Besiktas all have strong support. In Qatar, the rivalry and strong support for both Al Rayyan and Al Sadd comes out strongly.

Whilst this gives us some interesting insights into who fans support and into what is important to create fan engagement in MENA, this initial research raises a number of additional questions.

These relate to the way in which fan behavior can be understood and also on the impact of support for international clubs on support for local teams. These ongoing challenges and questions relate to some key debates:

How fans from different cultures and clubs engage with football: this is sometimes based on support for a specific place e.g.: a home city or country, but can also be motivated socially – to enjoy sport with friends and family – or emotionally – perhaps this is a team which was supported by parents or other family.

How and why fans support a particular team. The motivations identified above are among a large number identified in research. Also identified are the success of the team, star players, a famous head coach and the style of football played. Given the range of different motivations, it is not clear that support for an international and a local club will always be for the same reason. Perhaps one is based on a home town or country, another perhaps on somewhere the person has lived, on a particular player or style of play. It would seem that enjoying football and supporting an international club would identify these fans as being high potential as fans of local clubs and teams. Research, however, is not clear on the nature of the interaction between the two. Perhaps supporting a top international team might make the person critical of any teams who do not play at this level or with such star players.

It would help to develop football fan engagement if the above questions could be studied in further detail.

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Teaching notes

Case Study Questions

• Some countries have a high proportion of expatriates among the respondents whilst others have high proportion of local football fans and fewer expatriates. We know that football fans around the world differ in their motives for and process of engagement with football.

Would you expect local citizens and expatriate fans in the region to have similar interest and reasons for engaging with MENA football teams? What, if any, might be differences in why they engage?

• MENA fans often support both local and other teams around the world. Would you expect their motives and process of engagement with football to be different for the local MENA and other international teams they support? If so in what ways?

• Fans with an interest in international football might be expected to be a good target market for MENA clubs looking to build their fanbase and to attract new fans. Are there any possible disadvantages for MENA football in targeting fans of

international football to support their clubs and leagues?

- You have been asked to write a report on how to attract new fans to MENA football matches. Which parts of the data in this case might help you and what other data might you need to collect to complete your report's analysis and recommendations?

Case study guide answers

1. Some countries have a high proportion of expatriates among the respondents whilst others have high proportion of local football fans and fewer expatriates. We know that football fans around the world differ in their motives for and process of engagement with football.

Would you expect local citizens and expatriate fans to have similar interest and reasons for engaging with MENA football teams? What, if any, might be differences in why they engage?

In answering this question, students might refer to some of the early discussion of whether the nature and motivations for football fan engagement might differ for fans from different countries. For example, they might refer back to the idea that some fans support only one club and are fiercely competitive with fans of rival clubs or countries. In other countries, however, fans might support more than one team. Students might also discuss the different levels of importance which football

fans attach to "place" in choosing the teams they support. It might seem obvious that expatriate football fans would like to attend football matches whilst working in MENA, but students might discuss the availability of live football coverage via broadcast channels. Given global coverage of international club and national team football, might expatriate fans just become satellite fans of their home country or another team?

2.   MENA fans are also often satellite fans of other international teams from around the world.

Would you expect their motives and process of engagement with football to be different for the international and MENA teams they support?

If so, in what ways? If not, why not?

The second question returns to the question of satellite fans. The definition of satellite fans is given in the text. These are fans who do not live in the same country as the team they support and, therefore, engage with these teams remotely. The last question asked students to compare and contrast fan engagement by local citizens and MENA football fans. This question focuses on MENA fans who often support international club or national football teams. Students might identify a number of similarities and differences including, for example:

Social: In what way do fans engage with MENA football compared with international teams? A key part of this might be physically attending football matches for MENA

teams. Fan support within MENA might also involve fans attending matches with family or friends.

Supporting international teams, might involve fans in virtual or digital support. Students might discuss how this differs socially.

Students might also compare on the basis of emotional differences in how or why they engage with a MENA team compared with an international team. Differences might exist in the nature of these teams, their players, head coach etc. and students would be expected to compare and contrast on a range of bases. These is no right or wrong answer, but students should provide examples and evidence to support their points.

3. Fans with an interest in international football might be expected to be a good target market for MENA fans looking to build their fanbase and to attract new fans.

Do you think that the two are related? Are there any possible disadvantages for MENA football in targeting fans of international football to support their clubs and leagues?

The key point which students might be expected to raise is that being a fan of another team might not necessarily make someone interested in becoming a fan of a second team. As highlighted in the case study, fans from different cultures might see support of a second team as a form of disloyalty. On the other hand, fans might have

different motivations and levels of engagement with two teams. Fans might be intensely loyal fans of one team, but still engage with another team, perhaps for social reasons, because their friends attend matches, or because they enjoy football matches as a form of entertainment.

Students might also discuss practical difficulties. For example, if live televised football matches clash with local MENA matches, or if the quality of global football superstars might give fans of top global teams unrealistic expectations and make them less appreciative of local matches.

4. You have been asked to write a report on how to attract new fans to MENA football matches.

Which parts of the data in this case might help you and what other data might you need to support your analysis and recommendations?

The case study provides some data which might help students in this hypothetical scenario. For example, students might point to the sample of data from across a range of MENA countries, which shows engaged football fans. Data might provide an initial indication of the proportion of local citizens and expatriates who engage with football. It tells us something about which clubs fans support. It is unlikely, however, that the information in the case study would be sufficient to write an evidenced report on how to attract new fans to MENA football matches.

There are a number of challenges with the limited range of data. For example:

(i) There is a small sample from some countries. Whilst there is a large sample from countries such as Turkey, there are much smaller amounts from Bahrain and Oman. This might make it difficult to make recommendations with confidence.

ii) Whilst we know about broad motivations of football fans, and that these can differ for fans from different cultures, we have limited information in the case study on what motivates these particular fans. We know what matters to them about MENA football (Section 6, page 7), but we only have overall, aggregate data. We do not know, therefore, whether there are differences in what matters to fans from different countries in the MENA region. We know that there are both local citizens and expatriates within the sample. For some countries there are more of one or the other in the sample. It would be helpful, however, to be able to compare and contrast more to understand the ways in which fans and similar and different in their motivations and process of engagement.

Students might usefully discuss what types of questions they would need to research to produce their report and also what types of data they would need to find or gather.

Appendices

Appendix 1: What Motivates MENA Football Fans?

Fan Element	Factor Variables
Personal	Q1 – Importance of Football
	Q2 – Played Football
	Q8 – Winning / Success
	Q9 – Personal Achievement
	Q9(3) – Pride
Identity	Q8 – Importance of 'being a fan'
	Q8(3) – Perceived strength of fandom
Community	Q9(4) Community perception
	Q9(5) Community prestige of club
	Q9(6) Outstanding reputation in community
Satisfaction (Live Experience)	Q25(1) – Team Performance
	Q25(2) – Game Quality
	Q25(3) – Food and Beverage
	Q25(4) – Customer Service
	Q25(5) – Cleanliness of Facilities
	Q25(6) – Safety and Security
	Q25(7) – General condition of venue

	Q25(8) - Entertainment
	Q25(9) – Ease of Access / Exit
Pre-Game Incentives	Q26(1) – Reduced Ticket Prices
	Q26(2) – Reduced Price of VIP Box
	Q26(3) – Future purchase incentive
	Q26(4) – VIP Parking
	Q26(5) – Majlis Style Seating*
	Q26(6) – At seat hospitality
	Q26(7) – Discounts
	Q26(8) – Promotion / advertising
	Q26(9) – Partial Season Tickets
	Q26(10) – Pre/Post game events
Match-day Factors	Q27 (1) – Live Seat Change / Upgrade
	Q27(2) Wi-Fi
	Q27(3) Stadium Tour
	Q27(4) Meet players / coach
	Q27(5) Special Viewing Area
	Q27(6) Giveaways
	Q27(7) Competitive Team
	Q27(8) Family Entertainment Options

	Q27(9) Discount Concessions
	Q27(10) Demographic Seating Options
	Q27 (11) Sponsor Experience

*Majlis style seating - A unique seating layout within the middle-east region similar to a regional council or court design