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DETERMINANTS OF FOOTBALL FANS STADIUM ATTENDANCE: PERSPECTIVES FROM GHANA**SHANI BASHIRU****LECTURER****DEPARTMENT OF MARKETING****SCHOOL OF BUSINESS AND MANAGEMENT STUDIES****ACCRA POLYTECHNIC****ACCRA****ABSTRACT**

The study capitalized on quantitative techniques tailored at identifying pull factors that spurs stadium attendees. Hundred football fans were targeted and responses were elicited via questionnaires. Informants were selected based on convenience sampling. SPSS was used in data analysis. The study pinpointed the availability of stars as a dominant factor that attracts fans to stadium. Factors such as banning of live broadcast of foreign football matches, marketing of matches in media, My favorite team performance improved, and Reduction of ticket prices are found to be peripheral in fans consideration to attend football matches. Therefore, if the current steep slump in fans attendance to football matches is to be halted and fans made to rediscover the routes to stadiums and fill the stands during premier league matches in Ghana, there is the need for football clubs to nurture and retain talented footballers in the league. Sports administrators have a task to retain their budding stars to spice the league in order for fans to make the stadium their habitats during football matches.

KEYWORDS

football, fans, stadium, factors, influence, matches.

1. INTRODUCTION

An exciting pastime and recreation for most people across the globe is to get glued to their seats watching competitive sports. One arch attraction of sports events that fascinates fans is its unique attribute of athletic manoeuvrings by competing athletes and contestants. Besides, the element of surprise in which outcomes of sports events defy bookmaker's predictions make fans expectant regardless of the potency of their contestants. Emotions run sky high during the contests by both contestants and fans in the hope that, the pendulum of success will swing in their favour.

Football has mostly been adjudged as having massive following worldwide. It is one of sports disciples whose following is enjoying an upward mobility in fan addiction and permeating certain parts of the world in which football was a peripheral sport (Fallahi, Asadi and Khabiri, 2011). The groundswell of spectators at various stadia watching football matches, amid anxiety and excitement in local, national and international contests makes sports analysts point to the dominance of football in the arena of sporting events. Beside, the large crowds of audiences viewing football matches live on television in cities, towns, villages and cottages lends credence to the growing acknowledgement of football as the sports disciplines with widespread following.

The role of spectators in boosting the morale and hence the performance of players during football matches has been emphasized by football pundits. Kelly, Allyn and Bacon (1996) posit that players performing in a football match give their all when their supporters are at full voice. The cheers and round of applause that greet a sublime touch of the ball provides players with the adrenalin to exhibit more superlative performances in the field of play during competitive matches.

The level of spectating can also positively influence the performance of games. Players display fine form during the big stage which is often characterized by large stadium attendance. Consequently, Cheng, Chen and Yao (2004) espouses the view that massive spectating during football matches can inspire scintillating performances. Spectators are therefore an integral part of football because they contribute to a charged atmosphere which breeds competition and colour during matches. In the explanation of Cheng (2007), football and sports development can only be deemed successful only when fans follow the game.

According to James and Ridinger (2002), people who develop interest in the sport of football consider themselves fans. These fans part with hard earned money to watch games, ready to celebrate dramatic victories and groan and moan unexpected losses. Figuring what are the motivational factors that spur on fans to troop to football stadia and stay rooted behind television screens during football matches has engaged the attention of sport researchers and stakeholders in the world (Armstrong, 2002). As a result, many studies have dwelled on factors that ginger fans to exhibit immense passion for football with some fans subscribing to season long tickets to enable them attend almost all matches played by their idol clubs (Cohen & Avrahami, 2005).

Such studies are exemplified by the works of Skourtis, Zafeiropoulou & Assiouras (2011), Wann, Grieve, Zapalac & Pease (2008), Won & Kitamura (2007), Correia & Esteves (2007), Robinson & Trail (2005) and Funk, Ridinger & Moorman (2004) whose research detailed the factors that pull football fans to fill the stands in stadia across Europe. Researchers in U.S.A, Japan and Australia joined the fray and conducted studies into the underlying forces of huge fans patronage of football competitions (Kim, Greenwell, Andrew, Lee & Mahony, 2008; Won & Kitamura 2007; Pederson, Kiil & Kjaer, 2011). However, these researches have been far removed from the dynamics of football spectating in West Africa, prompting the need to investigate the motivations which underpin fans attendance or the lack of it to various stadia in the sub region of West Africa especially Ghana.

Whilst football matches across Europe and other parts of the world record massive crowds, the story in Ghana is different. Premier league matches, the flagship football competition in Ghana has seen dwindling crowd numbers during football matches. This has set tongues wagging about the reasons why football fans, once crazy about the game have shied away from the stands during football matches. Near empty stands now greet football matches generating heated debates amongst stakeholders. The President of the Ghana Football Association (GFA) who was re-elected on 11th August, 2015 has made the need to find answers to the lethargic attitude of fans towards stadium attendance a top priority (Ghanaian Times, 12th August, 2015).

Factors determining attendance to football matches and football patronage has gained attention amongst researchers and their findings have found auspicious space in extant literature. Football crazy nations such as Spain, Britain, and Australia and to a moderate extent America and Japan have been the focus of researchers (e.g. Wann et al., 2007; Won & Kitamura, 2007; Correia & Esteves, 2007; Robinson & Trail, 2005; Funk, Ridinger & Moorman, 2004). Skourtis et al. (2011) analyzed the underlying forces driving attendance at competitive sports such as football in Greece whilst Fallahi et al. (2011) drew sharp comparisons between the motivations behind people belonging to different age brackets attending football contest in Iran. Cohen and Avrahami (2005) made important observations in their study and concludes that, variations exist in the factors that inspires attendance to football matches. In their outline of such varying factors, they note economic, social to psychological factors. The findings of some researchers suggest there is no single overriding factor determines spectator patronage of football matches or the lack of it (Cohen & Avrahami, 2005; Kim et al., 2008; Won & Kitamura, 2007). Therefore the motivations of football fans in Europe may for instance, reveal similarities and stark differences to what turns football fans in Africa to troop to various stadia or turn their backs to stadium attendance. By extension, contextual analysis should be factored into determining the factors influencing or discouraging fans to make their presence felt at football stadia during matches. The existence of studies tailored to factors influencing football patronage in Europe and America notwithstanding; there has been a dearth of empirical work focusing on factors that driving football fans demand to attend or not to attend live football matches in Ghana. McDonald, Milne, and Hong, (2002) reveal that a considerable number of empirical research in sport marketing have failed to find answers to many critical many critical questions in relation to sport events, such as what factors determine and explain spectator participation. This current study is dedicated to filling the gap and is aimed at investigating determinants of the low turnout by football fans during premier league matches in Ghana. The arch aim of this work is to determine the factors that influence football fans attendance to the stadium during premier league matches. Comprehending such factors will guide and assist stakeholders in the football fraternity in Ghana to

come to terms with the forces driving football attendance. Decision makers will find the outcome of this study quite useful as they navigate the path of trying to undertake plausible measures that can arrest and reverse the nosedive in stadium attendance in during Ghana premier league matches across the country.

2. LITERATURE REVIEW

Souza and Angelo (2004) conduct a study into fans attendance during Brazilian championship matches in the 2002 football season. The study relied on economic factors, expected match quality, demographic profiles and competitive imbalance to determine the agents of stadium attendance during football matches. On the other hand, Villar and Madalozzo (2007), adopt an approach close to that of Garcia and Rodriguez (2001), covering football contest for the Brazilian Championship covering a three year period. They adopted variables which were grouped in accordance with Structure, Expected quality, Performance and Uncertainty

Borland and Macdonald (2003) concentrated on consumer preferences, economic factors, utility derived from watching association football, and supply capacity in their study of factors determining the level of fans attendance to football matches.

Shank (2005) detects major factors that shape decisions to attend football matches and mentions match attractiveness, economic factors, competitive factors, value attached to sport in the community, demographic profiles, stadium facilities and fan identification.

TEAM AFFILIATION

Fans attachment to a team largely defines the emotions they experience during competitive football matches (Madrigal, 1995). Fans attachment aside, various studies have made inroads into issues connected to fans decisions to attend football matches at various stadia.

Dhurup, Dubihlela & Surujal (2010) indicate that attachment to a football club constitutes a major factor in a football fans decision to attend a football contest. A team was rated the most important factor in a fan's decision to attend a soccer match. When the attachment is intense, it breeds a never die attitude in the fan which pushes the fan to the stadium to watch his club. Fans attachment to a team assumes some endurance when the team exhibits quality performances. Fallahi et al. (2011) and Brokaw, Stone, & Jones (2012) disclose that team affiliation more often is a product of the team engaged in superlative play during football matches in order to attract fans to the stadium adding that if the team displays sub-par performances, the attendance will spiral downwards.

STADIUM FACILITIES

Amenities at a stadium have been widely acknowledged as an important factor in drawing crowds to the stadium. In a study conducted by Pederson et al. (2011), they found that stadium amenities, personnel, maintenance regime and ease and speed of access are highly rated by football fans in their quest to attend football matches at stadia. When fans go through trauma to secure tickets and endure long queues to enter stadiums, it serves as a disincentive for stadium attendance. Greenwell, Fink, and Pastore (2002) investigated the link between fans satisfaction and the architecture of stadiums and depicted that fans are more attracted to state of the art stadiums with lorry parks and tidy facilities. Aminuddin and Lee (2008) studied how stadium facilities influence stadium attendance in Malaysia Super League and concluded that sports cape has a significant influence on fans intention to patronize subsequent football competition.

Miloch (2005) adds that the idea of stadium facilities dovetails into Wakefield, Blodgett and Sloan's (1996) "sportscape" model and posits that there is value addition to fans overall experience and entertainment feelings when physical facilities at a stadium pleases the eye. Hill and Green (2000) adopted the position that facilities at a stadium represent an important element in the marketing mix. They contend that football is dependent on the stadium to render an experience that creates value and delight for its clients. Many studies have dealt with the connection between stadium facilities or sport capes and fans disposition towards repeat buy of football matches (Wakefield & Blodgett, 1994; Wakefield & Sloan 1995; Wakefield & Blodgett, 1996; Wakefield et al., 1996, Hill & Green, 2000; Westerbeek, 2000; Chang, 2000; and Lee, Ryder & Shin, 2003) and reveal that stadium facilities is a major variable in a spectator's decision to attend football matches at stadiums.

TEAM QUALITY

Football fans gather at a stadium to watch their teams play quality football that can keep them cheering. Fans are not enthused with drab shows. The quality of a team is one of the main forces that boost stadium attendance (De Schriver and Jensen, 2002). The ingredients of team quality, in the view of Parkhouse (1996) are winning ratios whilst Plunket (2008) puts team quality to just how much a team is star studded. However, the intensity of rivalry also shapes team quality (Robinson, Trail and Dick, 2005). Perhaps, Zhang, Pease, Smith, Lee, Lam and Jambor (1995) portray a comprehensive scale of team quality outlining home team quality, star players, win to loss ratio, ability to entertain crowds with skillful play, history of team, strength of the opposition and quantum of spectators as the essential elements of team quality (Huang, 2009).

Researchers have established a strong link between stadium attendance and team quality. When a team is perceived to have a star studded team, it baits fans to the stadium in anticipation of quality performance on the pitch. Numerous studies have therefore established a positive link between team quality (team performance, strength of opponents, intense rivalry and star players) and fans' attendance to stadiums (Baade & Tiehen, 1990; Welki & Zlatoper, 1994; Madrigal, 1995; Zhang et al., 1997; Pan, Gabert, McGaugh, & Branvold, 1997; Bernthal & Graham, 1999; and DeSchriver & Jensen; 2002).

Zhang et al. (1997) identify the ability of a home team as the key factor in drawing crowds to stadiums during football matches adding that a team that is accustomed to winning matches will serve as an impetus for fans to repeat stadium attendance. Branvold, Pan and Gabert (1997) also indicate that proportion of victories to losses can be used to predict spectators' attendance.

In the same vein, a collection of studies masterminded by Welki and Zlatoper (1994), Madrigal (1995) and DeSchriver and Jensen (2002), also opines that the quality of the game during matches have a considerable influence on spectators' motivation to attend a sporting contest. Hill and Green (2000) hint that teams on a winning spree are the destination of most fans arguing that teams noted for losing matches will record scant attendance during football matches. This is corroborated by Leeuwen, Quick and Daniel (2002) who maintain that spectator satisfaction hinges on win/lose ratio this is factored in the decision to attend or boycott football matches. If spectators are dissatisfied with the outcome of the game, it is common to hear them murmur about their intentions not to repeat attendance and this will diminish attendance rates.

ECONOMIC FACTORS

Competitive matches attract gate fees. Attendance at football matches depends on ticket rates at the venue of the football match (Feehan, 2006). The cost of tickets and transportation to and from the venue form part of the cost incurred to attend football matches. Isabirye and Surujal (2012) find that football fans consider cost of tickets and transport fares when deciding to attend football matches at stadiums. Feehan, Forrest and Simmons (2003); Brokaw et al. (2012) draw parallel between a football match and normal goods asserting that football matches are subjected to the forces of demand and supply. They explain that in the eyes of football fans, low ticket prices provide fans with the incentive to attend football matches whilst exorbitant ticket rates discourage attendance. However, there are some fans that religiously follow their teams and will attend football matches at the stadium regardless of ticket prices (Isabirye and Surujal, 2012).

Terry, Corland, and Houghey, (2002) noted economic factors, as a major determinant of football fans attendance. Simmons (1996) reveals a positive correlation between wage levels in an economy and stadium attendance but Dobson and Goddard (2011) disagree emphasizing that the using income as a factor in determining stadium attendance does not stand on firm grounds.

TV BROADCASTING

Baimbridge, Cameron, and Dawson (1996) analyzed the English Premiership and realized that matches beamed live on television results in significant decline in attendance during weeknights. Televised matches however do not impact negatively on fan attendance during weekends. Garcia and Rodriguez (2002) detected a sharp drop in spectator attendance especially for free to air matches. Focusing on English soccer, Forrest, Simmons, and Szymanski (2004) find mixed results regarding the link between live television broadcast of matches and stadium attendance. Forrest and Simmons (2006) assessed the effect of televised broadcast of Union of European Football Associations (UEFA) Champions League matches on fans patronage at concurrent matches in the English Football league. They report a drop in stadium attendance but the negative effect is more pronounced when matches were telecast on free-to-air rather than pay-TV channels.

In Ghana, the Communications Director to the G.F.A has called for the banning of live broadcast of the English premier league citing it as the reason why premier league matches are played in Ghana in near empty stadium. This call is not underpinned by research. The current study will use empirical findings to corroborate or reject this call.

Several works have dealt with the subject of fans preference for television viewing of live football matches at the expense of stadium attendance. Allan and Roy (2008) find a fall of 30% attendance amongst home team fans in the in the Scottish Premier League once matches were broadcast live.

3. METHODOLOGY

3.0 INTRODUCTION

This section covers the research design, the study population and sample, sampling plan, sample size, and sampling procedure as well as the data collection and data analysis techniques utilized in this work.

3.1 RESEARCH DESIGN

According to Babbie (2002), research design is the process of focusing your perspective for the purposes of particular study. Research design involves a set of decisions regarding what topic is to be studied among what population with what research methods for that purpose.

The Research method employed for this study was descriptive survey. According to Aggarwal (2008) descriptive survey research is devoted to the gathering of information about prevailing conditions or situations for the purpose of description and interpretation. The main informants of this research were football fans, coaches and the players within the football industry.

Questionnaire was used for the study. The rationale for using questionnaire was that, it provided an efficient means for obtaining raw data; moreover many respondents could be reached within a short span of time.

3.2 THE STUDY POPULATION

The study population is an aggregate of all cases that conformed to some set of specifications (Sorenson, 1999). The study population was that element from which the sample was actually selected. In this case, the study population were the football fans, coaches and the players within the football industry. Indeed, this population was too large for the research as would be very difficult to study them all. However, a fraction or a sample of the population was carefully chosen as the representative sample of the study population.

3.5 SAMPLING PLAN

A sampling plan is a detailed outline of which measurements will be taken at what times, on which material, in what manner, and by whom (Dodge 1943). Sampling plans should be designed such a way that the resulting data will contain a representative sample of the parameters of interest and allow for all questions, as stated in the goals; to be answered, (Mason's, 1953). The researcher must also design a sampling plan. This plan calls plan three decisions which are the sampling unit, sampling size and the sampling procedure. The survey method will be we the students to obtain facts and opinion from a representative selection of the population and to enable the researchers present findings as a true representation of the population of football fans using a carefully prepared set of questionnaires. Survey research is often used to assess thoughts, opinion, and feelings of the population of the research.

3.5.1 SAMPLING SIZE

The sampling size of a research sample is the number of objects, set of individuals or scores that constitute it (Lwanga, 1991). Basically, large samples give reliable results than small samples. However, it is not necessary to sample the entire target population or even a substantial portion to achieve reliable results. The sample size for this study is hundred (100) participants. This consists of football fans, coaches and the players of the football industry.

3.5.2 SAMPLING PROCEDURE

Sampling is taken to be any portion of a population or universe as a representative of that population or universe (Osuala, 2005). There are two main types of sampling. These are probability sampling method and non-probability sampling method.

Non-probability sampling method: Non-probability sampling method is a method of sampling whereby the chance of selection for each member in a population is unknown and for some elements is zero (Osuala, 2005). Probability sampling method: Probability sampling is where each element in a population is chosen at random and has a known non-zero chances of selection (Osuala, 2005). This is used for all large scale surveys. The basic idea behind probability sampling is to provide useful description of the total population; hence a sample of individuals from a population must contain essentially the same variations that exist in the population. This method provides an excellent way of selecting representative samples from large known populations. The probability method contains the problems of conscious and non-conscious sampling bias by giving each element in the population a known (non-zero) probability. The sample of this research was chosen from football fans, coaches and the players of the football industry using convenience (judgment) sampling. This method is suitable because it is accessible to the researcher, cheaper to use and less time consuming. Also the essence of using the convenience sampling method is based on the fact that not all the coaches and players in Ghana premier league will get equal opportunity to be selected. However this method is subject to some level of bias.

3.6 DATA COLLECTION METHODS

In view of the purpose of this study, the researcher depends mainly on primary data as a source of data collection.

Primary data for the purpose of this study were obtained through close ended questionnaires. The structured questionnaire was the major instrument for data collection in this research.

The questionnaires were structured carefully to ensure clarity. Simple words were therefore used so that respondents will easily understand as well as answer questions appropriately. The questionnaire contained four sections which are football, football fans and Accra sports stadium and Ghana premier league. Most of the questions required binary (Yes/No) responses. In all, a total of hundred (100) questionnaires were distributed as follows, 10 to coaches, 20 to players, 60 to football fans and 10 to football journalist.

3.7 DATA ANALYSIS

The research questions were broken down into various sets of questions in the questionnaires. The questionnaires were coded into SPSS statistical software according to the available response sets to generate tables and graphs for analysis.

The study used both descriptive and inferential statistics for the data analysis. The descriptive statistics were mainly tables and charts to explore the pattern of the data. The variables of interest to the researchers were Banning of live broadcast of foreign foot ball matches, marketing of matches in media, My favorite team performance improved, Reduction of ticket prices and Quality players which the researchers used for the inferential analysis. The inferential analysis was done using the SPSS software.

The study used the SPSS software to run multiple Regression analysis by examining the inter-relationship between **Factors that attract fans to stadium (Dependent variable)** and a number of **explanatory (Independent) variables** such as Banning of live broadcast of foreign foot ball matches (X_1), marketing of matches in media (X_2), My favorite team performance improved (X_3), Reduction of ticket prices (X_4) and Quality players (X_5).

Mathematically:

$$Y = b_0 + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5 + \epsilon;$$

Where Y is the **Factors that attract fans to stadium**, the dependent variable,

X1 is the Banning of live broadcast of foreign foot ball matches

X2 is the marketing of matches in media

X3 is the My favorite team performance improved

X4 is the Reduction of ticket prices

X5 is the Quality players

Where $b_0, b_1, b_2, b_3, b_4, b_5$, are unknown constants whose values are estimated by the regression analysis from the SPSS output

ϵ is the random error term

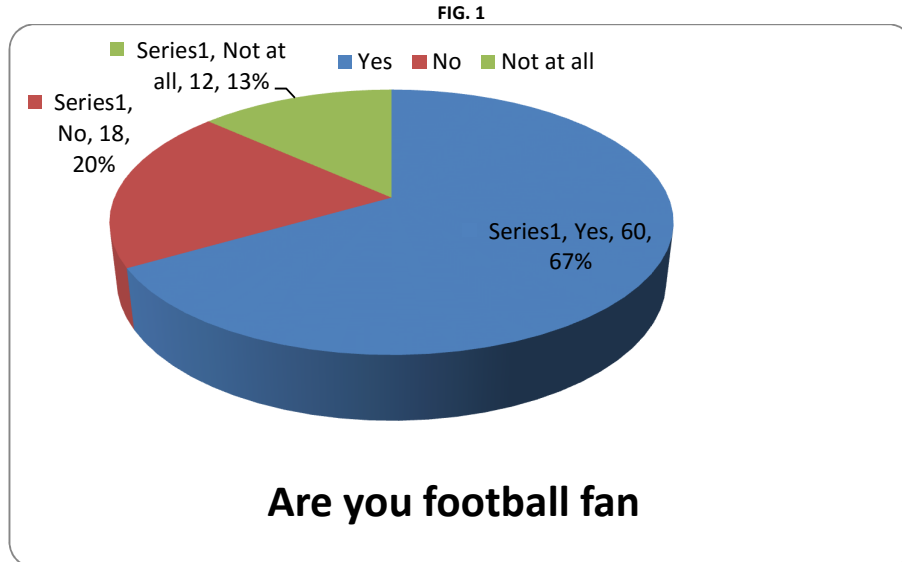
4. DATA ANALYSIS AND DISCUSSIONS

4.0 INTRODUCTION

This section revealed the outcomes or the results of the study. The outcomes were expressed in the form of tables, graph and statistical analysis.

In all a total of 100 people were surveyed out of which 60 were football fans, 20 were players, 10 were Coaches and 10 were football journalist. 90% of the questionnaire was retrieved; implies only 10%. The survey spanned across the football industry with the following responses from the respondents.

4.1 ARE YOU FOOTBALL FAN?



A number of people were asked whether there were football fans. There was mixed response from the respondents. Out of the 90 respondents who participated in the exercise 67% of the respondents answered Yes, 20% said No and 13% said that they are Not at all football fan.

4.2 WHICH LEAGUE DO YOU LIKE WATCHING?

TABLE: 1

Details	Frequency	Percentage %
Europe	54	60
Africa	36	40
Total	90	100

The fans were asked about the kind of football they watch – European or African. Out of the respondents, 60% revealed that they watch European football and the remaining 40% stated that they watch African football. This implies that the fans watch more European football than African even though they reside in Africa.

4.4 HOW OFTEN DO YOU GO TO WATCH MATCHES DURING THE SEASON?

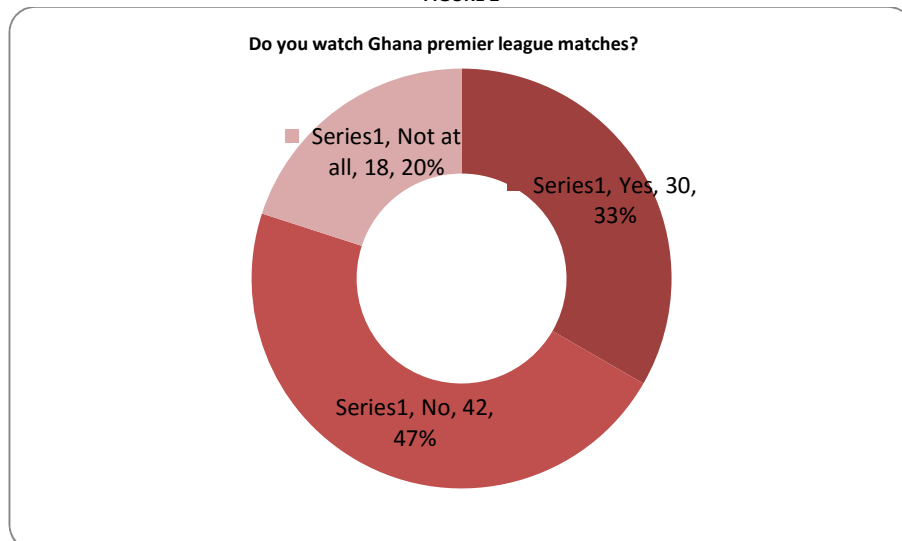
TABLE 2

Details	Frequency	Percentage %
Once a month	60	67
Twice a month	18	20
Thrice a month	0	0
Not at all	12	13
Total	90	100

The respondents were further asked to mention the number of times they watch matches during the season. 67% stated that they watch matches once a month, 20% indicated twice a month, 0% stated thrice a month and the remaining 13% stated Not at all as shown in table 2.

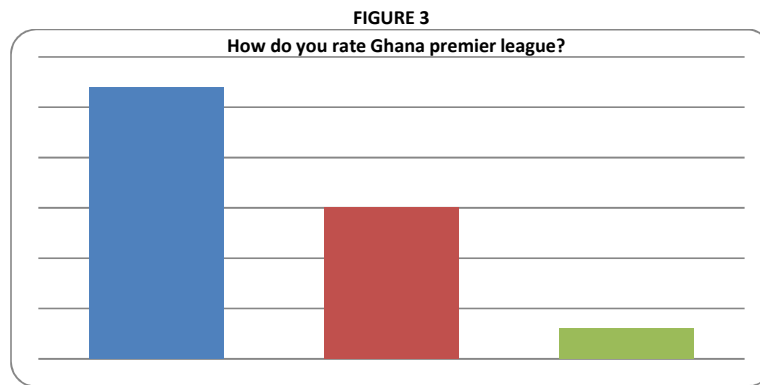
4.5 DO YOU WATCH GHANA PREMIER LEAGUE MATCHES?

FIGURE 2



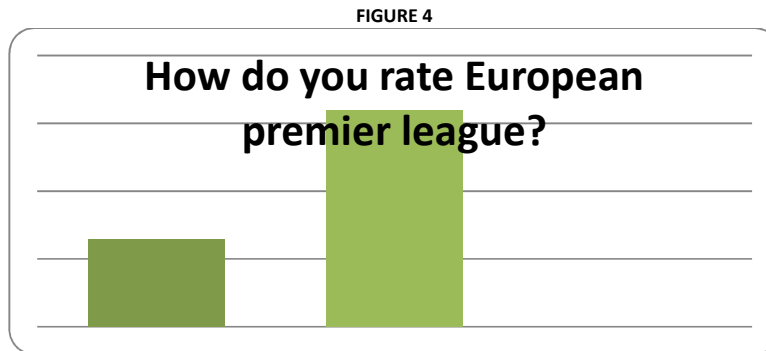
The respondents were asked whether they watch Ghana premier league. A mix response was given. 33 % answered Yes, 47% No and 20% said Not at all.

4.6 HOW DO YOU RATE GHANA PREMIER LEAGUE?



The participants were again asked to rate the Ghana premier league. 54 (60%) said is boring, 30 (33%) said it is exciting and 6 (7%) said they don't know.

4.7 HOW DO YOU RATE EUROPEAN PREMIER LEAGUE?



A similar question was asked to rate the European premier league. Majority (64) of the respondents stated that it is so exciting and a few (26) stated that it is boring and none of the respondent indicated that they don't know.

MODELING FACTORS THAT ATTRACT FANS TO SPORTS STADIUM

The respondents were asked to rate the following factors: Banning of live broadcast of foreign foot ball matches, marketing of matches in media, My favorite team performance improved, Reduction of ticket prices and Quality players in terms of its ability to attract fans to the sports stadiums?

To unravel this issue, the researcher used the SPSS software to run multiple Regression analysis by examining the inter-relationship between Factors that attract fans to stadium (Dependent variable) and a number of explanatory (Independent) variables such as Banning of live broadcast of foreign foot ball matches (X₁), marketing of matches in media (X₂), My favorite team performance improved (X₃), Reduction of ticket prices (X₄) and Quality players (X₅).

Mathematically:

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + \epsilon;$$

Where Y is the Factors that attract fans to stadium, the dependent variable,

X₁ is the Banning of live broadcast of foreign foot ball matches

X₂ is the marketing of matches in media

X₃ is the My favorite team performance improved

X₄ is the Reduction of ticket prices

X₅ is the Quality players

Where b₀, b₁, b₂, b₃, b₄, b₅, are unknown constants whose values are estimated by the regression analysis from the SPSS output

ε is the random error term

In the quest of the researcher to determine the factors that attract fans to stadium, multiple regression analysis was performed to determine whether there is a linear relationship between the dependent variable, Y, and the independent variables(s), X₁, X₂,...X_{p-1} as in table 3.

TABLE 3: COEFFICIENTS^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		
	B	Std. Error	Beta			Lower Bound	Upper Bound	
1	(Constant)	2.163	.197		10.964	.000	1.771	2.556
	Quality players	-.239	.106	-.234	-2.249	.027	-.451	-.028

a. Dependent Variable: Factors that attract fans to stadium

The regression model was developed based on the STEPWISE method for all the explanatory variables. This method is preferred to other methods in the sense that it adds the explanatory variables into the model one after the other at a time. It begins with the variable that has or exhibits the highest correlation with the predicted variable, in our case: Factors that attract fans to stadium.

If an explanatory variable is found not to be contributing significantly to the dependent or predicted variable, it can be removed. The STEPWISE method is especially useful if the independent variables are very large and the motive is to include only those contributing significantly to the model.

After critically examining the SPSS output for the regression model, the study has considered model 1 on the STEPWISE regression model table as the best models. To start with the SPSS package begins selecting explanatory variables that contribute highly to the dependent variable. Hence, the package identified only Quality Players.

Mathematically the final and best model is:

$$Y \text{ Factors that attract fans to stadium} = 2.163 - 0.239X_5$$

The SPSS output also produces no-significant factors contributing to fans attraction to the stadium. Based on this study, the study found out that Banning of live broadcast of foreign foot ball matches, marketing of matches in media, my favourite team performance improved and Reduction of ticket prices are factors not helping to attract fans to the stadium as in table 4.

TABLE 4: EXCLUDED VARIABLES^a

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Banning of live broadcast of foreign foot ball matches	-.191 ^b	-1.627	.107	-.173	.772
	marketing of matches in media	-.067 ^b	-.634	.528	-.068	.988
	My favorite team performance improved	.062 ^b	.348	.729	.037	.351
	Reduction of ticket prices	-.067 ^b	-.634	.528	-.068	.988

a. Dependent Variable: Factors that attract fans to stadium

b. Predictors in the Model: (Constant), Quality players

CONCLUSIONS AND RECOMMENDATIONS

Quality of players emerged as the most dominant contributor to fans attending football stadium. Star players contribute largely to team success and become a magnetic force that pulls fans to stadiums. As players assume stardom, they become celebrities and fans are prepared to pay to watch such talented star exhibit their qualities.

This work therefore strongly recommends that teams should invest in building talents and retaining them in the domestic league to serve as an attraction to fans. The early exodus of budding stars to Europe is a drain on the league in terms of quality stars and needs to be nib in the bud to ensure that they mature before they set sail to Europe.

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