WHY VISIT THE ARENA?

A QUANTITATIVE STUDY OF SWEDISH CONSUMERS INTENTIONS TO ATTEND THE ARENA TO WATCH FOOTBALL IN ALLSVENSKAN

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Why visit the arena? – A quantitative study of Swedish consumers intentions to attend the arena to watch football in Allsvenskan

Abstract:

To succeed as a sport organization the ability to draw spectators to the arena is vital. This thesis takes a closer look at Swedish football fans and investigates which factors that affects their intention to attend the arena to watch a football game in Allsvenskan. The data was collected through a self-completion questionnaire distributed mainly in Swedish Facebook groups for fans of Allsvenskan football teams. The results indicate that higher team identification, higher expectations, and higher importance of a game have a positive impact on the intention to visit the arena to attend a game in Allsvenskan. There is also a proven difference regarding the intention to visit the arena dependent on the respondents' gender as well as historical performance of the team that respondents are considered being fans of.

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Definitions

Allsvenskan: The highest level Swedish professional league for men's association football clubs (Allsvenskan.se, 2022).

COVID-19: An infectious disease and a global pandemic. The virus was first identified in December 2019 (WHO, 2022).

Football: Also known as soccer in the United States.

Hooliganism: Disruptive behaviour such as vandalism and rioting, usually in connection with crowd at sporting events (Cleland & Cashmore, 2016).

Intention: What one intends to accomplish or attain (Chen-Yueh Chen & Yi-Hsiu Lin, 2021).

Superettan: The second highest league in the league system of Swedish men's football (Allsvenskan.se, 2022).

Contents

1. Introduction

The attendance at the arena in Allsvenskan has been lower than ever due to the COVID-19 pandemic[1] and the associated restrictions (Allsvenskan.se, 2022). With entrance ticket sales as one of the most important revenue posts for Swedish men's football clubs in Allsvenskan attendance is crucial. Hence, ticket sales have become a high priority issue for many Swedish football clubs and a high focus is put on getting people back to the arena after the pandemic (EY, 2022).

Figure 1. Audience average in Allsvenskan during the years 2012-2021
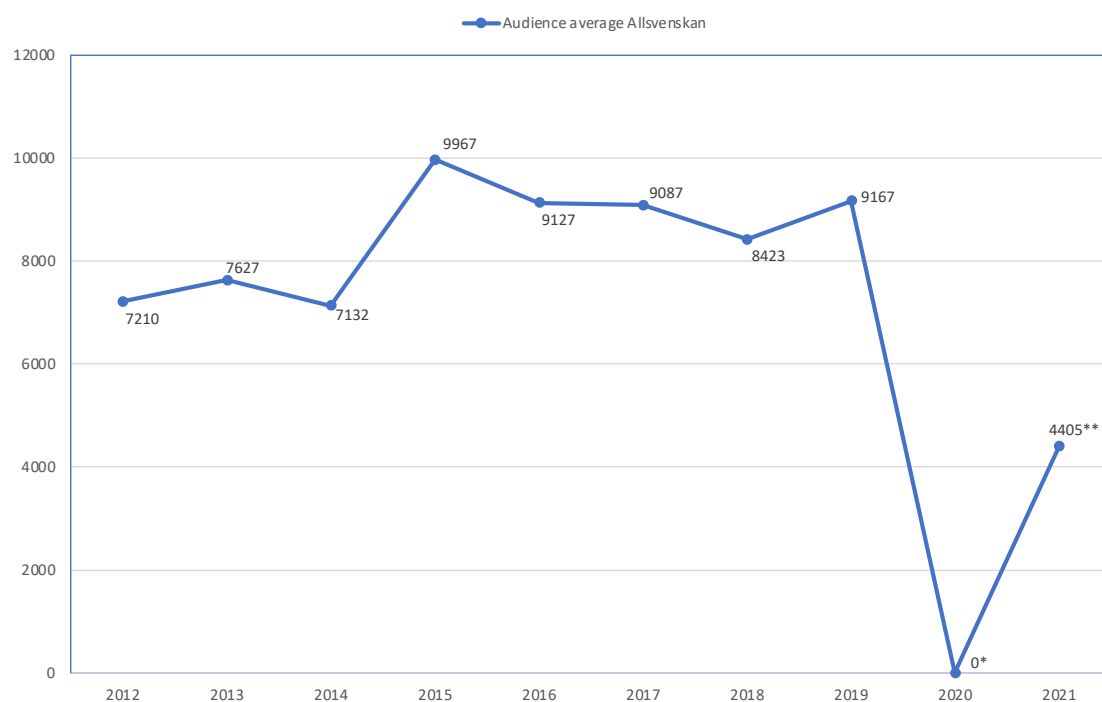
* No audience due to the pandemic ** Audience only partly during the league due to the pandemic
Source: Allsvenskan.se (2021)

As seen in Figure 1, the average audience attendance in Allsvenskan during the latest 10 years reached one of its peaks in 2015. This peak can mainly be explained by the fact that Hammarby IF, a club known for attracting audience to the arena, gained a spot in Allsvenskan again after five seasons in Superettan (Allsvenskan.se, 2022). The fluctuating average attendance numbers seen in figure 1 during the years 2020 and 2021 reflects the effects that the restrictions connected to the pandemic had on the ability to visit the arena. In 2021, the total net sales in Allsvenskan increased compared to 2020 with the explanation that the restrictions due to the pandemic eased which made it possible to have an audience at the games again (EY, 2022).

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[1] Later referred to as "pandemic"

However, since the audience numbers have not increased since 2015 it would be of interest for the clubs in Allsvenskan to know what factors that are affecting customers intentions to attend the arena to watch a game.

This topic is also interesting from a marketing perspective as the topic previously have been given attention from researchers within sports marketing. Sports marketing is said to be something that should include both the marketing *of* sports but also *through* sports (Fullerton, 2010) and principles from marketing is said to be suitable to apply on sports as well as used through association within sports (Shank, 2002).

A football game in Allsvenskan, compared to other types of entertainment such as attending the cinema or a live concert, is hard to predict and some of the excitement lies in that you can never fully know what to expect of a game (Shank, 2002). This type of uncertainty of the product and what is purchased as a consumer will also influence the expectations that the consumers have. As a marketer you cannot guarantee that your customer will feel satisfied after a game since the outcome and result in a game might be different to what the customer wished for (Shank, 2002).

This thesis will aim to study which factors that affect Swedish consumers intentions to attend the arena to watch a game played in Allsvenskan and thus explore what factors that are interpreted to be the most important ones for customers. By knowing these factors, football clubs in Allsvenskan could get a guess on what they should focus on when it comes to their target market and attract more people to attend the arena.

To transform consumers that currently are non-consumers or low-interest consumers to instead being loyal customers is important for the clubs in Allsvenskan. The audience that visits the arena is not exclusivity contributing to the net sales through ticket sales but also other incomes such as club souvenirs and food and drinks in the arena (Mullin et al., 2014). By having higher audience numbers, the clubs do also receive a higher advertising income and higher sponsorship rates (Dale et al., 2005) that contributes to their overall revenue.

1.1. Background

1.1.1. Overview of Allsvenskan

Allsvenskan is a Swedish professional league for men's association football clubs. The league was founded in 1924 with a season running from late March or early April to the beginning of November. Allsvenskan consists of 16 different clubs that all meet each other twice, resulting in a season with 30 games and a total of 240 games league wide. Including the season of 2021 during the pandemic, Allsvenskan has been running for a completely unbroken streak of 96 seasons. Unlike many other football leagues in Europe Allsvenskan was not interrupted to play either during the World War II or during the recent COVID-19 pandemic. Allsvenskan is ranked 23rd in the UEFA coefficients of leagues and ranked second highest of the leagues in Scandinavia after Denmark (Allsvenskan.se, 2022)

1.2.　Problem statement

Football is by far the biggest sport in Sweden and the sport that drives the most interest in the country, meaning that the football clubs in Sweden has a big audience to turn to (Riksidrottsförbundet, 2022). However, even though football is given a lot of attention in Sweden and around the world it is currently facing more competition than ever. Not only does Allsvenskan have to compete with other higher leagues around the world such as Bundesliga and Premier League but are also facing competition from other entertainment products and online streaming services (*C Mores Sportbarometer 2015_rapporten*). Not getting people to attend the arena will most probably result in a loss in net sales for the football clubs which in the long run could have dramatic effects on their whole economic status leading to a negative downward spiral. If the economy gets worse for the clubs so will also the product that they deliver.

However, it is not only in the individual clubs' interest in how they can increase their audience at the arena, but also in the league's interest. The distance between Allsvenskan and other European leagues are growing which makes it harder for the clubs in Allsvenskan to be able to compete against other teams in the world (UEFA, 2022). If Swedish football were to lose incomes it could also lead to a loss in interest, reputation and that people instead seek for other entertainment than football.

1.3.　Research purpose, expected contribution and research question

The primary purpose of this study is to gain better insights to why customers choose to attend or not attend the arena to watch a game of football in Allsvenskan and which factors that are influencing this. This is examined with a focus on the degree of fandom and sporting, as well as the economical-, internal-, and external factors and how they affect the customers intention. The primary research question to be examined in this report is:

What factors are affecting football fans intentions to attend the arena to watch a game in Allsvenskan?

The expected contribution with this thesis is to discover which factors that are affecting the intention to attend the arena in Allsvenskan. By investigating the role of team identification as well as the four other factors that are believed to influence the intention to attend the arena, the aim is to provide valuable information regarding the customers preferences.

This could provide the clubs in Allsvenskan with valuable insights of the behaviour and expectations of the customers and if adjusted accordingly, possibly provide a better product for the market. In the long run, this could increase the attendance numbers of audience at the arena in Allsvenskan.

As mentioned in the introduction of chapter 1, customers attending the arena is a significant source of income for the clubs (Dale et al., 2005) and it would thus be

profitable for clubs to know what it is that influences people's intention to attend the arena and set up strategies after that.

1.4.   Delimitations

We have chosen to only examine the Swedish football league Allsvenskan, this was done to keep the work within the scope of a Bachelor thesis. Allsvenskan is the highest level Swedish professional league for men's association football clubs and is the football league with the highest interest and most engaged fans in Sweden (Upplevelseinstitutet, 2019). Within sports marketing this thesis is delimitated to explore which factors there are that affect the average attendance at the arena on Swedish football games in Allsvenskan.

All the data that has been collected for this thesis have been handled according to the General Data Protection Regulation (GDPR; European Union, 2016). Due to this confidentially handling we made sure to only collect personal data that was necessary to make in-depth analyses such as the age and gender of the respondent. All the respondents were also required to give their consent to participate in the survey after being provided with the GDPR terms.

1.5.   Thesis outline

To answer the research question, the thesis will be divided into five sections consisting of 1) Introduction, 2) Theory, 3) Methodology, 4) Results and analysis and 5) Discussion. Initially, the existing studies and reports within the area will be presented followed by a presentation of the theory that this study and its hypothesis are founded on. In the methodology chapter the course of action of the thesis will be presented. In the results and analysis chapter the data will be presented along with a test of the hypotheses and other results. Lastly, the thesis will be wrapped up by a discussion regarding the results found in the previous chapter as well as proposals for future studies on the subject.

2. Literature review and theoretical foundation

The purpose of this thesis is to examine what factors that are affecting customers intention to attend the arena in Allsvenskan. To gain a deeper understanding regarding the subject and football fans in Sweden the authors of this thesis considered previous work that had been written on similar subjects within the frames of sports marketing. Literature regarding attendance at sport events, sport consumers, sports marketing as well as the fandom scale[2] that measures how much of a fan to a team the customer is, were considered relevant for this thesis and will be reviewed in this chapter.

2.1. Previous research on sport consumers

A sport consumer that is really engaged with a sport or a specific team is proposed by Hunt, Bristol and Bashaw (1999) to be defined as a "fan". This term could then be categorized into five different sub-groups: 1) temporary fans, 2) local fans, 3) devoted fans, 4) fanatical fans and 5) dysfunctional fans. This grouping of customers is done for the purpose of offering specific segmentation strategies and target marketing for each classification (Hunt et al., 1999). Fans who attend more games are also believed to not only spend more money on tickets to the games but also on merchandise from the club (Tapp & Clowes, 2002).

Another study made by Sutton, McDonald, Milne and Cimperman (1997) are placing fans into three specific levels of identification: 1) social fans, 2) focused fans and 3) vested fans which instead touches up on the commitment and emotional involvement the individual customer has with the team or sport organization. They suggest that the higher level of identification as a fan the higher loyalty the fan will have alongside with a lower sensitivity to the team's performance or price (Sutton et al., 1997).

Previous research indicates that the identification with a sport team as a fan, had a significant positive influence on older adults in the way that they felt a sense of belonging when attending games. They found it meaningful to attend the arena due to the wellbeing they felt and to be with fellow fans (Inoue et al., 2020).

2.2. Previous research on attendance during sport events

Previous studies on the subject regarding attendance with the focus on sport events emerges from two different point of views, one that is more used and looks at attendance through an economic lens and the other one is more focusing on consumer behaviour. The more prominent one of the two is suggesting that the demand to attend an arena to watch a game is influenced by different factors such as the preferences of the customer, other substitutes, price of the tickets and income (Andreff, Wladimir & Szymanski, 2006). This category is looking at the individuals as a homogenous group and the method that is used to analyse this is often to use attendance numbers as a

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[2] Referring to PCM measuring fandom in this thesis, read more about the scale in 3.3.3.

dependent variable and then use external factors as independent variables to examine their impact on attendance.

2.2.1. Motives to attend the arena

Previous studies suggest that the motives for a customer to attend an arena to watch a game could be categorized into either being utilitarian or hedonic (Hirschman & Holbrook, 1982). In this thesis the factors that will be examined that are seen as utilitarian are *Economical* and *External factors* since a utilitarian motive is seen as tangible and functional aspects (Funk et al., 2009). The hedonic motives in this thesis are seen as *Team identification, Internal factors/experience at the arena* and *Sports* due to that the nature of a hedonic motive is more abstract with a focus on feelings and experiences (Funk et al., 2009).

2.3.   Intention factors and research propositions

2.3.1. Team identification and fan loyalty in sports

Team identification and fan loyalty has most of its foundation in the social identity theory that explores to what extent a social context is important for the individual (Davis et al., 2019). To apply social identity on sport the identification with a team could be said to create a psychological connection, where the individual feels meaning and a boost of their self-esteem in connection to the team's performances which is viewed as self-relevant and carries a sense of meaning (Thomas et al., 2017). Team identification is argued to be a factor that is remaining stable over the season (Lock et al., 2014) and something that should remain stable over the course of many seasons in the future as well (Wann, 2001).

Previous research also argues that loyalty between the customer and the team could play a vital role when it comes to attendance.

Loyalty could be divided into two sub-groups whereas one is about behaviour and the other is regarding attitudes. Behavioural loyalty is described as customers showing their loyalty as a fan through actions such as watching games at the arena or online, while attitudinal loyalty focuses on the fan's affection to the team and touches upon their intention of future attendance at games (Mahony, 2000). Of these two, the behavioural loyalty related to the consumption connected to fandom is the most used in research and the one that implies that fans are showing their loyalty to their club through watching games.

Research also exists on significant direct effects of the intention to revisit the arena and team loyalty, higher loyalty led to a higher revisit intention (Cho et al., 2019). We hypothesize the following:

> **H1:** Fandom and a high identification with a football team have a positive impact on the intention to visit the arena to watch a game.

2.3.2. Economic factors, price for tickets

Previous studies on the subject regarding how the economic factors, mainly the price for the tickets, affect the demand for the tickets are differing in their results. Some of the research made on the area conducts that demand for tickets to a sporting event is not affected by the price on the tickets. They rather argue that it only has a small or no effect at all on the demand (Andreff, W. & Szymanski, 2006).

However, research exist regarding pricing and the affect it has on demand for other entertainment areas than football. A study by Snowball J.D (2008) regarding university live theatre concludes that a higher price on tickets will result in less people buying the tickets and vice versa (Snowball, 2008) just as the law of demand predicts (Charles Davenant 1699). Consequently, given that the tickets to the games are seen as a normal commodity a higher price will have a negative effect on the expected willingness to cheer among the spectators at the arena. If a club were to put higher prices on their tickets it would result in less people attending the arena, meaning that the atmosphere will be deteriorated with the consequence of less revenue for the clubs (Eichhorn & Sahm, 2010).

It is also found that by having discounts based on observable characteristics a company could profit from the price dispersion. A type of simple price discrimination practices would improve profitability (de Roos & McKenzie, 2014).

Due to the nature of this thesis and the focus on finding what factors that affect the customers intention to attend the arena these two sides of the pricing of tickets have been examined. Clubs could benefit from selling tickets to customers that are having a lower willingness to pay but instead a higher expected willingness to cheer (Eichhorn & Sahm, 2010) to fill the arena and create a great atmosphere that could increase people's willingness to come back to the arena. Since the demand for football tickets have not increased during the latest years (EY, 2022) and that research is disunited in the conclusions, we would like to examine how Swedish football fans are experiencing ticket prices and what effect it has on their intention to attend a game, thus we could hypothesize the following:

> **H2:** Perceived cheap tickets to the games have a positive impact on the intention to visit the arena to watch a game.

2.3.3. Internal factors and the experience at the arena

Studies show that football fans historically have a background of violence at the arena, and that for some, this violence remains as an important variable to receive the excitement at the arena (Elias & Dunning, 2008). A specific segment of football fans, often referred to as football hooligans, finds pleasure in the excitement of violence and rivalry between the teams and its supporters in a football game. This segment often consists of young male adolescents and is based in the demonstration of hyper-masculinity (Cleland & Cashmore, 2016).

Previous research regarding the perceived bad atmosphere at the arena talks about that there is a loss in attendance at the arena when hooliganism is present (Tapp & Clowes, 2002). The perceived safety at the arena is important for many attendees, especially those who would like to bring their children to the game (Day, 1990), and the presence of security guards has been shown to contribute to a greater perceived total view of the experience at the arena (Mullin et al., 2014). Attendance is said to be correlated with how safe the atmosphere is experienced and it has been found that football arenas are perceived as more violent and less safe than other sport arenas such as ice hockey arenas (Crawford & Gosling, 2004).

Due to the importance of safety at the arena and that it could affect the attendance numbers, it has been chosen as one of the factors that could affect the intention to whether attend the arena or not. Mullin et al. (2014), observed that since sports is something that is consumed in public the satisfaction of the consumer is affected by social facilitation. Suggestions has been made that one of the main reasons for a sport consumer to not attend the arena to watch a game is due to the lack of security or violence at the arena (Canter et al., 1989). We could hypothesize the following:

> **H3:** A perceived bad atmosphere and violence at or around the arena have a negative impact on the intention to visit the arena to watch a game.

2.3.4. External factors, physical evidence

In the situation of a football game, the customer does not fully know what the end-product will be since the result could differ from expectations, thus the customer will create their own perception by analysing the surroundings (Lovelock, 2000). A variable that could be included in this analyse would be the localization of the arena and with that how easy it is to access the arena since studies show that it is important with a quick and easy access to the arena (Mullin et al., 2014). Customers are more prone to visit the arena if they are satisfied with the condition of the arena and associated areas (Hall et al., 2010). This could include accessibility at the arena, parking spots nearby and/or public transport alternatives to the arena.

Previous studies observes that social media is playing a role to popularize sports leagues and teams and that the involvement with an online community could result in higher attendance at the games (Trivedi et al., 2020). This also suggest that it would work the other way around as well, a low engagement on social media would result in lower attendance at the games.

External factors such as weather has also in previous studies been found to have an impact on attendance, with sunny days being more popular days to attend sporting events than rainy days. There was also a significantly higher number of attendees at games that were played on Fridays or Saturdays than on regular weekdays (Anthony et al., 2011). This could be argued to be an effect of that the customer's opportunity cost of time is less on weekends compared to weekdays where they could also have work and/or school.

Previous research has found that it exists a significant association between customers attending the arena and was dissatisfied with the experience and their intention to visit the arena again (Hall et al., 2010). Due to the 'negativity bias' which implicates that people tend to weigh negative factors more heavily than the positive ones (Kanouse, 1984) the choice to make two different hypothesises have been made. One of them have a closer look at if the external factors are perceived as positive and the other if they are perceived as troublesome. We could hypothesize the following regarding our external factors[3]:

> **H4a:** A positive perception of the external factors in connection to the game have a positive impact on the intention to visit the arena to watch a game.
>
> **H4b:** A negative perception of the external factors in connection to the game have a negative impact on the intention to visit the arena to watch a game.

2.3.5. Consumer expectations and importance of the game

Studies show that if the opposing team has a worse position in the league ranking than the home playing team, more supporters of the home team would attend the arena than if the situation would have been the opposite (Hart et al., 1975). There is also said to be a positive correlation between the expectation that the home team is going to win the game and attendance numbers (Lemke et al., 2010), and that a team that has performed well in their latest games will attract more people to the arena (Buraimo, B. et al., 2009b).

The importance of the game that is going to be played could also be a factor that influences the intention to attend the arena. In games that was not definitive for a possible upgrade or downward in the league ranking the attendance of people at the arena was usually lower than to the games that were seen as more definitive and important (Lahvička, 2010). This could then be interpreted to also be applicable if the situation would be the opposite, that important games supposedly would attract more people to attend the arena.

Within entertainment events, such as a game in Allsvenskan, the theory regarding 'emotional state' by Lars Sörqvist could be used. The theory proposes that how the customer is feeling when the product or service is consumed will also be the feeling that dominates the evaluation of it (Sörqvist, 2000). This could impose that if the team performed well the last game the customer attended, they will leave the game with a good feeling and be more prone to attend the arena again with excitement.

Fans are said to prefer to see the team they are rooting for play against a much more inferior team, and that their team win, rather than attending a game that is expected to end up with either a loss or a draw (Buraimo, Babatunde & Simmons, 2008). We could hypothesize the following:

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[3] See "3.3.3" for an overview of what factors that are considered as external for this thesis.

> **H5:** A higher degree of excitement to watch football and higher importance of the game being played have a positive impact on the intention to visit the arena to watch a game.

2.4.   Overview of hypotheses
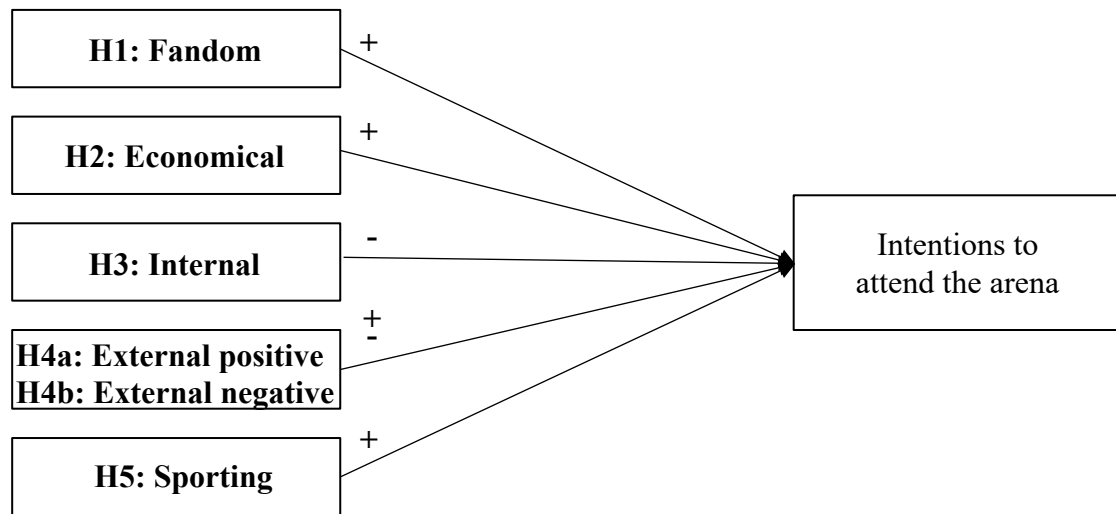
Figure 2: Visualization of the different hypotheses and their impact on the dependent variable 'intentions to attend the arena'[4].

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[4] A "+" indicates that the hypotheses suggest a positive impact on the dependent variable and a "-" indicates that the hypotheses suggest a negative impact on the dependent variable.

3. Methodology

In this part of the thesis the chosen method to investigate the research question mentioned in chapter 1 will be described. To gain a better understanding regarding what factors that were affecting the intention to attend the arena in Allsvenskan, a study in the form of a questionnaire[5] was conducted to explore peoples' intentions and attitudes.

3.1. Scientific approach and research design

The purpose of this thesis has its foundation in previous research in sports marketing, fandom and attendance at events as mentioned in Chapter 2. This study follows a cross-sectional quantitative method for the purpose to collect data on football fans.

Since the purpose of this thesis is to examine which factors that are influencing customers intentions to attend the arena a quantitative method was chosen. The choice was made since the approach facilitates a broad collection of data, cheapness, and the ability to draw generalizing conclusions (Bell et al., 2019a). The quantitative method was also an approach to treat and examine the differences between individuals and to treat them as a heterogeneous group.

A deductive approach was chosen as the theories and models that has been used has formed the foundation for further collection of data (Bell et al., 2019b). Thereafter, the research question and the hypothesis has been researched and analysed quantitively with the help of primary data.

3.2. Preparatory studies

Prior to building and formatting the survey, introductory interviews were conducted with people interested in football (pre-study 1). They were conducted to gain deeper understanding of the research subject and the behaviour of Swedish football fans, the knowledge gained during these interviews were valuable in the creation of the Qualtrics survey draft (pre-study 2).

The preparatory studies were made with the purpose of quality assurance, so that the survey could optimally capture fandom behaviour and minimize the risk of errors in the survey. The questionnaire draft was distributed to a randomized set of 10 people and the respondents were asked to give honest feedback regarding the content of the survey and their experience of undergoing the survey. By running a pilot-test of the survey we could prevent mistakes from occurring when conducting the main study. See Appendix 1 for the pre-study and pilot test.

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[5] Also referred to as "survey"

3.3.   Main study

3.3.1. Questionnaire

The questionnaire was constructed as an anonymous survey in the program Qualtrics. In total, the survey consisted of 25 questions of different length and structure in eight different blocks with the following focus areas: 1) Introduction, 2) Favourite team and fandom scale, 3) Frequency of watching football, 4) Intentions, 5) Perception of Allsvenskan, 6) Reasons to watch football at the arena, 7) Demographics and general interest in football, 8) End of survey. For the complete survey in Swedish, see Appendix 4.

In the introduction of the survey the purpose of the questionnaire, estimated time to complete the survey as well as contact information to the creators of the questionnaire (also authors of this thesis) were presented. The respondent was then provided with the terms for GDPR and were given information regarding how their personal data would be handled. Participants had to agree to the terms and give their consent to participate in the study, if they did not agree to the terms, they were not able to continue, and the respondent was automatically transferred to a closure of the questionnaire.

An instructional manipulation check was included in the questionnaire, which is a special question inserted among the ordinary questions with the design to see if the respondent is paying attention (Oppenheimer et al., 2009). By discarding the responses who failed to answer the control question correctly, the statistical power of the data could be argued to have been improved.

3.3.2. Survey flow

Figure 3: Survey flow illustrated

Introduction	
Introduction n = 2037	
Consent to GDPR n = 1873	Number of questions: 1
Block 1: Favourite team + fandomscale n = 1407	Number of questions: 12
Block 2: Frequency of watching football n = 1404	Number of questions: 3
Block 3: Intentions n = 1340	Number of questions: 1
Block 4: Perception of Allsvenskan n = 1264	Number of questions: 1
Block 5: Reasons to watch football at the arena n = 1244	Number of questions: 2
Block 6: Demographics n = 1242	Number of questions: 3
Block 7: Interest in football + survey evaluation n = 1242	Number of questions: 2
Block 8: End of survey n = 1242	

Note: "n" = number of respondents that completed that specific block of the survey.

3.3.3. Variables

In this section follows a presentation of the different variables in the study and the scales used to measure them. The intention variable was used as the dependent variable and the other variables [fandom, economic, internal, external positive, external negative, sporting] were independent variables. The 7-point Likert scale used for all indexed variables was ranging from *Strongly disagree* (1) to *Entirely agree* (7) with a neutral mid-option of *Neither of* (4).

Indexed dependent variable

Intention
The intention variable, also the dependent variable in this study, was created as a mean of three statements measured using a 7-point Likert-scale. These were: "My intention is to visit the arena to watch Allsvenskan football", "I intend to visit the arena to watch Allsvenskan football", and "I will visit the arena to watch Allsvenskan football". The construction of this variable is inspired from a previous study in which attendance intention were investigated on professional baseball, and in which intention were measured using a 7-point Likert-scale on three items regarding intention tendency (Chen-Yueh Chen & Yi-Hsiu Lin, 2021). The items were rephrased to fit this study. Cronbach's Alpha for these three items was 0.95, and the measure was subsequently indexed.

Table 1 show an overview of mean and standard deviation for each question regarding the respondents' intention to attend the arena to watch a game.

Table 1: Descriptive statistics regarding the respondents' intention (dependent variable) to attend the arena to watch Allsvenskan football, per question and index

Question	Mean	Standard deviation	n
My intention is to visit the arena to watch Allsvenskan football.	6.15	1.41	1184
I intend to visit the arena to watch Allsvenskan football.	6.22	1.38	1184
I will visit the arena to watch Allsvenskan football.	6.27	1.36	1184

Indexed independent variables

Fandom
Fandom, team identification, and the teams' connection to Allsvenskan was measured using the Psychological Continuum Model, PCM. Earlier operationalization in studies of the PCM measure it through three different constructs: pleasure, centrality, and sign. Studies have shown that the PCM is a suitable model to analyse fan development on both team and league level, and since fans constitutes heterogenous consumer bases, understanding the segmentation of spectators is important for sports marketers to make the correct marketing decisions (Doyle et al., 2013). Inspiration for using the PCM was taken from a previous study done on fandom in e-sports, in which Cronbach's alpha was

measured to 0.83, 0.80 and 0.73 respectively for the three constructs, consisting of three items each (Hammarskjöld, 2020). In this study of Allsvenskan, Cronbach's alpha was measured to 0.78, 0.89 and 0.63 respectively, but since the three constructs would not be analyzed separately in this study, all nine items could collectively represent the fandom variable.

The PCM is measured on a 7-point Likert-scale, which aligns with the other variables in this study consisting of: Asses to what extent you agree on the following statements: "Watching my favourite team is one of the most joyful things I know", "I enjoy watching my favourite team play", "Compared to other activities, I prefer watching my favourite team play", "My life is organized around following my favourite team", "My time is organized around following my favourite team in Allsvenskan", "To follow my favourite team is a central role of my life", "To follow my favourite team says much about who I am", "Knowing one's favourite team says much about that person", and "When I watch my favourite team I can be myself".

Cronbach's Alpha for the nine items included in this variable together was 0.84, and the measure was subsequently indexed.

Economical
To explore how economic factors affect the respondents' tendency to visit the arena, a variable of economic motives was added and grouped to an index consisting of; "When I choose to visit the arena to watch an Allsvenskan football game the decision to go is due to cheap tickets" and "When I choose to NOT visit the arena to watch an Allsvenskan football game the decision not to go is due to expensive tickets". Due to irregularities in previous studies examining the impact of ticket prices as mentioned in 2.3.2., these factors were constructed to investigate if ticket prices influence the intention to watch a game in Allsvenskan.
Both items included in this variable were measured using a 7-point Likert-scale. Cronbach's Alpha for these two items was 0.54, and the measure was subsequently indexed.

Internal
The factors forming this variable consists of inner perceptions, and emotions that the respondent experience when being present at the arena to watch a game. The variable was constructed to capture the psychic income, which refers to the emotional and psychological benefits derived from a sporting event (Auld et al., 2015), and could be applied on watching a game in Allsvenskan. A seven-dimension scale have earlier been used to measure psychic income (Chen & Lin, 2021), and by that enable an investigation of the aspects mentioned in 2.3.3, which underlies the H3 hypothesis. Consisting of: When I choose to see a game in Allsvenskan at the arena the reasons are: "I wish to experience the great atmosphere at the arena", "I wish to feel the adrenaline of watching the game live", and the main reasons for NOT visiting the arena to watch a game in Allsvenskan are: "There is bad atmosphere at the arena" and "There is violence at or around the arena".
The items included in this variable were measured using a 7-point Likert-scale. Cronbach's Alpha for these four items was 0.65, and the measure was subsequently

indexed. The internal positive factors were reversed to be indexed with the negative ones and thus align with H3.

External
Factors that were classified as external regards outer conditions such as arena accessibility, surroundings, weather, etc. Similar items were investigated in a study on student attendance at campus sporting events (Castleberry & Espel, 2018) with a 4-items scale. In this thesis a 7-items scale were used instead for a more precise measuring and coherence throughout the survey. The external factors were split into two indexed variables as it respectively resulted in higher values of Cronbach's alpha as well as being adjusted for the 'negativity bias' mentioned in 2.3.4. The split was done for; external positive- and external negative factors.

External positive
Consisting of: When I choose to see a game in Allsvenskan at the arena the reasons are: "It's easy to get to/from the arena", "It fits my schedule", "The weather conditions are good", "There is entertainment in the half-time break", and "Clear communication regarding upcoming games through the team's social media channels". The items included in this variable were measured using a 7-point Likert-scale. Cronbach's Alpha for these five items was 0.72, and the measure was subsequently indexed.

External negative
Consisting of: The main reasons for NOT visiting the arena to watch a game in Allsvenskan are: "I rather watch the game online", "I rather spend the money to see other sports or entertainment", "I don't have the time", "The day or time for the game doesn't fit my schedule", "It's a high risk of spread of diseases", "It's bad weather conditions", "It's hard to get to/from the arena", and "No communication regarding upcoming games has been made on the team's social media channels". The items included in this variable were measured using a 7-point Likert-scale. Cronbach's Alpha for these eight items was 0.74, and the measure was subsequently indexed.

Sporting
The sporting factors consists of items that treats sporting driving forces to visit the arena to watch a game in Allsvenskan. This variable was created to measure the entertainment of competition and uncertainty of game outcome, inspired by a study in which the impact of game satisfaction on behavioural intentions to attend future sporting events was investigated using Funk, Ridinger, and Moorman's (2003) excitement scale (Yoshida & James, 2010).
Consisting of: When I choose to see a game in Allsvenskan at the arena the reasons are: "Socialize with friends and family", "It's an important game", "To be present to support my favourite team", "I prefer to watch football live", and "Allsvenskan football is entertaining". The items included in this variable were measured using a 7-point Likert-scale. Cronbach's Alpha for these five items was 0.71, and the measure was subsequently indexed.

Other variables

Favourite team in Allsvenskan
In the beginning of block 1 in the questionnaire the respondents were asked if they had a favourite team amongst the ones playing in Allsvenskan 2022. If answered yes, a list of all sixteen teams was displayed and the respondents were able to choose one of the teams. This question functioned as a screening question for the questions on fandom and other variables related to the favourite team. The team affiliation was also used to analyse differences in the sample depending on favourite team.

General interest in football
A list of seven different statements regarding the respondents' general interest in football, in which several alternatives could be chosen, was used to investigate if the overall interest could have any connection with the extent to which the respondents follow Allsvenskan. Thus, general interest was measured binarily. The respondents also had the option to add additional information regarding their football interest in a free-text option named "other".

Demographics
The demographic variable in the study includes gender, age, and occupation. These were used to analyse the sample composition and to see if there were any interesting differences in the intentions to visit the arena depending on the category to which the respondent belong.

3.4. Data collection and statistical methods

3.4.1. Data collection

The online survey was distributed through different online channels (Instagram, LinkedIn, Facebook + fan groups on Facebook) between April 5, 2022, and May 3, 2022. It was mainly shared in Facebook fan groups for each of the respective teams playing in Allsvenskan 2022. Permission was not given to share the questionnaire in groups for all the respective teams which explains the skewed division of answers collected. A detailed overview of the survey distribution is to be found in the appendices (see Appendix 2).

Since the survey was intended to be answered by people regularly watching Allsvenskan it was carried out in Swedish, as it was assumed that most of these respondents would have Swedish as their native language. Translating the survey from Swedish into English when analysing the results impose a risk of affecting the reliability and validity of the survey, however the risk of the questions being misinterpreted if the survey was conducted in English was considered being larger.

The descriptive statistics in Table 2 represents the number of respondents and their gender (see Appendix 3 for age distribution).

Table 2: Descriptive statistics regarding the respondents' gender

	Total, n = 1186	Percentage = 100%
Male	846	71.3%
Female	333	28.1%
Non-binary/Other	7	0.6%

Note: For further analysis the sample collected from the option "Non-binary/Others" will be excluded since the sample representing that group is too small to be representative.

3.4.2. Data quality

The total number of individuals that began the survey resulted in 2037 and the average time it took for them to answer was 10 minutes. A requirement for the answer to be regarded as valid was that the respondents had to a) agree to the GDPR terms that were stated, as well as b) carry out the survey to 100%. Of the 2037 individuals who opened the survey 1873 continued past the introduction and agreed to the GDPR terms. There were 1242 individuals who completed the survey to a 100% progress, meaning that there were 631 individuals who did not complete the survey. 56 participants did not answer the attention control question mentioned in 3.3.1 correctly and was thus deleted from the sample. In total, 1186 individual responses were correctly collected and accepted to be used in the sample.

3.4.3. Data selection

Worth to note is that one of the questions in the questionnaire (Q4.1.) was answered by the respondents but later not included in the results or discussion. The choice to not use the data collected from that question was because it measured similar variables as another question (Q1.12.) regarding fandom and team identification in the questionnaire. This question (Q1.12) was based on the Psychological Continuum Model (Doyle et al., 2013) that was discussed in 3.3.3., which was considered to measure the fandom and team identification in a credible way. The question removed from further analysis (Q4.1.) did not have the same scientific foundation and was thus excluded. For both questions in Swedish, see Appendix 4.

3.4.4. Data analysis

The collected data from the questionnaire was exported to IBM SPSS Statistics 27 where analyses were made by the authors of this thesis. Except descriptive statistics such as standard deviations and mean values, a test for Cronbach's alpha was made to analyse the internal reliability for the variables (Söderlund, 2005a). To explore what potential factors that influence the intention to attend a game at the arena and to test the hypotheses, several multiple linear regressions were made.

Linear regressions were made for the whole sample as well as some segmentated groups. A segmentation of consumer groups, also called market segmentation, is defined as a process where those with similar traits are identified and grouped together (Jobber & Ellis-Chadwick, 2020). Previous research shows that there are differences

between men's and women's driving factors to attend the arena (Tapp & Clowes, 2002) and thus the segmentation based on gender was made.

Another segmentation was based on previous performance of the teams. The groups are based on if they are fans of teams who performed well (placed in top eight of the league table in Allsvenskan for 2021) and those who performed worse (placed in the lower eight of the league table in Allsvenskan for 2021).

For all the statistical tests a significance level of ($p = 0.05$) has been used as a measure of an acceptable level of significance.

3.4.5. Reliability and validity

The concerns regarding data quality within quantitative research are assessed through the following two constructs a) reliability, b) validity (Bell et al., 2019), which are stated and discussed below.

Reliability
Reliability refers to how a method measures something consistently, i.e., to what extent several repeatedly performed measurements give the same result (Bell et al., 2019). As mentioned in 3.4.4, to assess the reliability of the different indexed variables in this study, the commonly used measure Cronbach's alpha was applied (Bonett & Wright, 2015). For this study it was used for testing the internal reliability of the multiple questionnaire/test items that constituted the different indexed variables that represented each of the hypotheses; fandom, economical, internal, external positive, external negative, and sporting. Cronbach's alpha takes on a value between 0 to 1, where 1 indicates perfect internal reliability and 0 no internal reliability, and values of 0.7 or larger was considered acceptable levels for this study (Bell et al., 2019).

The factors that are expected to have an impact on the customers intention to attend the arena to watch a game are accounted for in Table 3. Mean, standard deviation, number of items, and a summary of Cronbach's alpha are presented for each variable. The Cronbach's alpha for all indexed variables in this thesis exceed 0.7 except the variables for economic factors and internal factors.

Table 3: Summary of Cronbach's alpha, mean and standard deviation for each of the indexed variables

Variable	Cronbach's alpha.	No. of items.	Mean	Standard deviation
Intentional	0.95	3	6.22	1.32
Fandom	0.84	8	5.72	0.96
Economical	0.54*	2	4.37	1.45
Internal	0.65**	4	1.96	1.04
External positive	0.72	5	4.00	1.29
External negative	0.74	8	2.38	0.97
Sporting	0.71	5	5.98	0.95

*Does not reach the set acceptable level for this thesis, might be explained by that the factor has only been constructed by two questions, hence included for further analysis and regression.

**Does not reach the set acceptable level for this thesis, might be due to that the questions that construct this factor have been formulated in a way that they do not conceptually correlate. Included for further analysis and regression but with attention to the low Cronbach's alpha.

Validity

It was of high importance that the respondents of the questionnaire understood all the questions and answered thereafter. When it comes to validity it is crucial that the survey is measuring what it is supposed to measure (Bell et al., 2019) which in this case was football and more specifically, Allsvenskan. To avoid any confusion, it was thus clearly stated in every question that it was regarding football in Allsvenskan.

Considering the external validity, referring to whether the results from the study are generalizable beyond the studied context (Bell et al., 2019), the sample size is large which indicates trustworthy result. The degree of generalizability (Söderlund, 2005b), was achieved since the collection of data was made from the supporters to 15[6] different teams in Allsvenskan with a high geographical spread in Sweden.

3.4.6. Survey evaluation

To evaluate how the respondent experienced the survey, some questions regarding the overall perception of the questionnaire were asked at the end of the survey. The evaluation contained four questions and were answered on a 6-point Likert scale and this step was added to the survey to further assess validity. Of those who responded to the entire survey and whose response meets all the criteria for inclusion in the analysis, 94% found the questions to be clearly formulated, 93% found the answers to be clearly formulated, 91% found the study to be meaningful and 88% found that the questions didn't influence the respondent to answer in a specific direction.

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[6] Note: No answers from respondents considered fans of BK Häcken were collected

4. Results and analysis

In this part of the thesis the results from the study will be presented and divided into two parts: one part with descriptive statistics of the respondents including age, club affiliation, consumption of football, and other behavioural findings, which is then followed by the second part with multiple linear regressions and lastly a part of testing the hypotheses.

4.1. Descriptive statistics

For an overview of the respondents' age see Appendix 3, and for an overview of their gender distribution see Table 2 in 3.4.1. Out of the respondents, 64.48% were working, 20.8% were students, 6.24% were pensioners and 4.48% answered 'other' with the most common descriptions that they were on parental leave, unemployed or on sick leave. 1136 (95.8%) of the respondents answered that they had a favourite team in Allsvenskan, 44 (3.7%) said that they did not have a favourite team in Allsvenskan and 6 (0.5%) people answered that they did not know if they had a favourite team in Allsvenskan or not.

Table 4: Descriptive statistics regarding the respondents' purchase of season pass, per team preference

	Total n=1136	Season pass, yes n=496	Season pass, no n=392	Season pass, had before n =248
AIK	364 (30.7%)	151	108	105
Degerfors IF	67 (5.6%)	14	45	8
Djurgårdens IF	273 (23.0%)	95	116	62
GIF Sundsvall	58 (4.9%)	33	13	12
Hammarby IF	113 (9.5%)	49	49	15
IF Elfsborg	2 (0.2%)	1	0	1
IFK Göteborg	6 (0.5%)	0	4	2
IFK Norrköping	31 (2.6%)	17	8	6
IFK Värnamo	6 (0.5%)	3	2	1
IK Sirius	1 (0.1%)	0	1	0
Kalmar FF	1 (0.1%)	0	0	1
Malmö FF	200 (16.9%)	127	41	32
Mjällby AIF	1 (0.1%)	0	1	0
Varbergs BoIS	13 (1.1%)	6	4	3
No favourite team	50 (4.2%)	-	-	-

Note: BK Häcken is not mentioned in this table since there were no respondents of the questionnaire that choose BK Häcken as their favourite team.

Even though most of the respondents answered that they had a favourite team, only 43.7% of them had a season pass. Regarding the question of the reason to why they bought a season pass to their favourite team multiple answers were possible, and the most frequent ones where 'I want to attend many games' and 'I want to support my club'. The factors concerning 'it is worth the price' and 'for social reasons' were not

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seen as strong motives to buy season pass. For the reasons to why customers did not buy a season pass, the very main explanation was that they 'lived too far away from the arena', but other prominent reasons were also that it was 'too expensive' and that they 'did not have time'.

Table 5: Descriptive statistics regarding the respondents' frequency of watching games

Question	Mean	Standard deviation	Median
How many games in Allsvenskan do you watch online per season?	23.58	20.95	20.00
How many times do you attend the arena for a home game?	9.40	5.30	10.00
How many times do you attend the arena for an away game?	2.80	2.98	2.00

When it comes to what media channels the respondents are using to follow their favourite team, the most frequent answer was Facebook (86.7%), Instagram (72.3%) and the clubs own webpage (79.9%) whereas the least frequent answers were local newspaper (25.3%), football magazines (34.7%) and Twitter (38%).

The respondents were also asked if a clear communication about upcoming games through the team's social media channels affect their choice to see a game in Allsvenskan at the arena. Exactly one third (33.3%) of the respondents agreed entirely to this statement and more than half of them (53.8%) agreed to a fairly high extent, a very high extent, or entirely. Only 12.6% strongly disagreed to this statement.

When the respondents were asked if they would continue supporting their favourite team even if they were relocated to Superettan, 95% answered they still would do so, which indicates loyalty to the team they support.

Table 6: Descriptive statistics regarding the respondent's general interest in football

Question	Total n = 1186	Percentage 100%
I follow several Swedish teams	230	19.4%
I follow football to a great extent, even leagues outside of Sweden	684	57.7%
I only follow my favourite football team in Sweden	488	41.1%
I only watch male football	353	29.8%
I only watch female football	3	0.3%
I watch both male- and female football	472	39.8%
I have no interest in football	25	2.1%

Note: The respondents also had the option to type in additional information regarding their interest in football in free text. A frequent answer was that they were only fans of the Swedish national teams. This question had a multiple choice structure.

A note regarding if 'a high risk of being contaminated by a disease at the arena will be one of the main reasons for not visiting the arena to watch a game in Allsvenskan' (see Appendix 4, Q5.2.) is that it does not seem to be a considerable reason not to go. More than half of the respondents (>50%) answered 'strongly disagree' to the statement, and 85% of the sample disagree to some or a high extent which indicates that most people do not fear the spread of diseases at the arena.

4.2. Regression analysis of independent variables

4.2.1. Analysis of independent variables

To examine the linear relationships between the intention to attend a game (dependent variable) and the independent variable, the following linear regression was made:

Intention to attend the arena = β_0 + β_1(Fandom) + β_2(Economic) + β_3(Internal) + β_4(External, positive) + β_5(External, negative) + β_6(Sports)+ u_i

The model has an adjusted R^2-value of 0.246 as well as a F-value of 62.73. In Table 7 the unstandardized beta coefficient for each of the variables is presented.

Table 7: Regression analysis between independent variables and intention (dependent variable)

	B	Standard error	Significance
Intercept	2.42		< 0.001
Fandom	0.13	0.04	< 0.001*
Economical	- 0.00	0.02	0.86
Internal	0.04	0.03	0.26
External, Positive	- 0.05	0.02	0.04*
External, Negative	- 0.11	0.04	0.004*
Sporting	0.59	0.04	< 0.001*

*p<0.05

Through the regression, the different factors and how they affect the intention to attend the arena can be investigated. The results show that sporting is the most prominent factor with an unstandardized beta coefficient of 0.59 meaning that for every unit increase of the sporting factor the intention to visit the arena increases by 0.59 units.

4.2.2. Segmentation of respondents depending on gender

To examine the linear relationships between the intention to attend the arena to watch a game (dependent variable), with the independent variables separated by gender, the following linear regression was made:

Intention to attend the arena = β_0 + β_1(Fandom) + β_2(Economic) + β_3(Internal) + β_4(External, positive) + β_5(External, negative) + β_6(Sports)+ u_i

The model has an adjusted R^2-value of 0.19 as well as a F-value of 34.02 for men, and an adjusted R^2-value of 0.41 as well as a F-value of 35.3 for women. In Table 8 the regression and unstandardized beta coefficient for each of the variables is presented, divided by the gender of the respondent.

Table 8: Unstandardized beta coefficient after a regression analysis between independent variables and intention (dependent variable), per gender

	Men n = 829	Women n = 299
Intercept	2.71*	1.96*
Fandom	0.08	0.22*
Economical	0.00	- 0.02
Internal	0.04	0.05
External, Positive	- 0.02	- 0.14*
External, Negative	- 0 .07	- 0.19*
Sporting	0.55*	0.68*

*p<0.05

Table 8 implies that the only factor that has a significant impact on the intention to watch a game at the arena for men is the sporting variable (measures excitement and importance of the game). This indicates that it is their main driver. The implication for women is that their intentions to visit the arena are more affected by the different factors, and the results show four significant variables. Worth to mention however, is that the external positive variable has a negative correlation with the intention variable, which is contradictory since aspects as easy access to the arena, and good weather conditions should intuitively correlate positively.

4.2.3. Segmentation depending on teams' previous performance

Respondents who were fans of the well-performing teams from last year of Allsvenskan were 87.1% of the respondents and 12.9% of the respondents were fans of the worse-performing teams.

To examine the linear relationship between the intention to attend the arena (dependent variable) and the independent variables dependent on teams' previous performance, the following linear regression was made:

Intention to attend the arena = β_0 + β_1(Fandom) + β_2(Economic) + β_3(Internal) + β_4(External, positive) + β_5(External, negative) + β_6(Sports)+ u_i

The model has an adjusted R^2-value of 0.26 as well as a F-value of 58.31 for the well-performing teams, and an adjusted R^2-value of 0.13 as well as a F-value of 4.62 for the worse-performing teams. In Table 9 the regression and unstandardized beta coefficient for each of the variables is presented, per the previous performance of the team.

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Table 9: Unstandardized beta coefficient after a regression analysis between independent variables and intention (dependent variable), per previous performance of team.

	Well-performing n = 983	Worse-performing n = 146
Intercept	2.32*	2.45*
Fandom	0.13*	0.17
Economical	- 0.01	0.09
Internal	0.04	0.05
External, Positive	- 0.06*	- 0.01
External, Negative	- 0.11*	- 0.06
Sporting	0.62*	0.41*

* $p < 0.05$

The data in Table 9 implies that the sporting excitement of the game is important for the fans of teams that usually are well-performing with an unstandardized beta coefficient of 0.62 compared to 0.41 of the fans of a worse-performing team. Worth to note, the sample constituting the fans of the worse-performing group is only 15% of the size of the sample constituting the fans of the well-performing group. This can affect statistical power which could have been improved by equal sample sizes.

4.2.4. Segmentation depending on season pass

To examine the linear relationships between the intention to attend a game (dependent variable) and the and the independent variable adjusted for if the respondent had a season pass or not, the following linear regression was made:

Intention to attend the arena = β_0 + β_1(Fandom) + β_2(Economic) + β_3(Internal) + β_4(External, positive) + β_5(External, negative) + β_6(Sports)+ u_i

The model has an adjusted R^2-value of 0.06 as well as a F-value of 6.64 for those who had a season pass and an adjusted R^2-value of 0.30 as well as a F-value of 45.26 for those that did not own a season pass. In Table 10 the regression and unstandardized beta coefficient for each of the variables is presented, per the four different teams.

Table 10: Unstandardized beta coefficient after a regression analysis between independent variables and intention (dependent variable), per season pass.

	Owns a season pass n=496	Do not own a season pass n=640
Intercept	4.45*	2.04*
Fandom	- 0.30	0.18*
Economical	- 0.01	- 0.01
Internal	0.01	0.03
External, Positive	0.02	- 0.07
External, Negative	0.01	- 0.12*
Sporting	0.46*	0.63*

* $p < 0.05$

The data implies, on a significant level, that the external negative factors seemed to have a greater impact on why those who did not own a season pass did not attend the arena, this with an unstandardized beta coefficient of – 0.12 compared to 0.01 for those who did own a season pass.

4.3. Analysis of the hypotheses

Analysis and implications made in this section are based on the data in Table 7.

4.3.1. Team identification and fan loyalty in sports

The results shows that the fandom factor was significant (p = <0.001). The unstandardized beta coefficient was $B = 0.13$ which mean that a higher team identification increases the attendance at the arena. Empirical evidence thus exists for H1.

H1	Fandom and a high identification with a football team have a positive impact on the intention to visit the arena to watch a game.	**Supported**

4.3.2. Economic factors, price for tickets

The results show that the economic factor was not significant ($p = 0.86$). Empirical evidence is thus missing for H2.

H2	Perceived cheap tickets to the games have a positive impact on the intention to visit the arena to watch a game.	**Not supported**

4.3.3. Internal factors and the experience at the arena

The results show that the internal factors, such as the experience at the arena, was not significant ($p = 0.26$). Empirical evidence is thus missing for H3.

H3	A perceived bad atmosphere and violence at or around the arena have a negative impact on the intention to visit the arena to watch a game.	**Not supported**

4.3.4. External factors, physical evidence

The results show that the external positive factors were significant ($p = 0.04$). The unstandardized beta coefficient was $B = - 0.05$ meaning that for every unit increase of

the external positive factors the dependent variable *decreases* by 0.05 units. Thus, this does not give us empirical evidence for our hypothesis H4a.

However, the results show that external negative factors were significant ($p = 0.004$). The unstandardized beta coefficient was $B = -0.11$ meaning that for every unit increase of the external negative factors the dependent variable *decreases* by 0.11 units. Thus, this gives us empirical evidence for our hypothesis H4b.

H4a	A positive perception of the external factors in connection to the game have a positive impact on the intention to visit the arena to watch a game.	**Not supported**
H4b	A negative perception of the external factors in connection to the game have a negative impact on the intention to visit the arena to watch a game.	**Supported**

4.3.5. Consumer expectations and importance of the game

The result show that the expectations of the consumer and the importance of the game were significant ($p = <0.001$). The unstandardized beta coefficient was $B = 0.59$. Empirical evidence thus exists for H5.

H5	A higher degree of excitement to watch football and higher importance of the game being played have a positive impact on the intention to visit the arena to watch a game.	**Supported**

5. Discussion

The purpose of this thesis has been to explore 'What factors are affecting football fans intentions to attend the arena to watch a game in Allsvenskan?'. In this section the results concluded from previous chapters will be discussed.

5.1.   Conclusions and implications

5.1.1. Descriptive, demographics

The respondents of the questionnaire were mostly men (71.3%), and the average age was 40 years (see Appendix 3 for detailed age data). Most of the respondents were working full time and almost everyone who answered the survey (95.8%) answered that they had a favourite team in Allsvenskan. It was shown that most games that the respondent's watched was online instead of at the arena. A mean of 23.58 was found for watching games in Allsvenskan online whereas attending the arena for home games had a mean of 9.40 and attending the arena for away games had a mean of 2.80.

It was also shown that many of the respondents had a general interest in football where 57.7% of them followed football to a great extent even in leagues outside of Sweden. Many were also fans of the Swedish national teams in football and 39.8% of the respondents watched both male and female football.

5.1.2. Overview, all respondents considered

As shown in Table 7, sporting is the most prominent factor and fandom is the second most prominent and important factor, implying that if a customer identifies as a fan to a club and feels a connection to the team, they will have a higher intention to attend the arena if the game is predicted to be exciting.

The third factor that has been prominent in the results is the negative effect that external factors have on the intention to watch a game where the respondents show that if the external factors that are perceived as negative are more prominent their intention to visit the arena will be lower.

The results regarding the economical factor and the internal factors were not significant, and this could be explained by that the economical variable was built on only two items with a Cronbach's alpha on 0.54 (see Table 3). The low significance for the internal factors may also have been caused by the low Cronbach's alpha on 0.65, meaning that the different statements might not correlate and thus the results will not be significant.

5.1.3. Segmentation based on gender

Based on gender, it does not seem to be any bigger difference between the economical and internal factors which is shown in Table 8. However, for women the intention to attend the arena to watch a game in Allsvenskan is more affected by fandom, external negative factors and the importance of the game being played.

That implication that women need stronger driving forces to attend the arena than men could be explained by that men, historically to a greater extent, have had a higher interest in sports than women and thus need lees incentives to attend the arena to watch a game (Miller et al., 2000).

5.1.4. Segmentation based on previous performance of the team

In Table 9, data implies that the sporting factor were more prominent for the fans of the teams who usually performed well compared to the teams who usually performed worse. This could be explained by the fact that a constant sport success can lead to an increased interest of a sport or team (Connell, 2018). Applying it on this scenario, a more prominent success of a team could increase the fans interest and expectations of the team's performance, thus making the sporting factor more important.

The effect of the external negative factors is also having a bigger effect on the fans of the well-performing teams than the worse-performing teams. Within the group of worse-performing teams one prominent factor is that they are from smaller cities around Sweden compared to those in the more well-performing group (SCB, 2020), which can explain this difference. Bigger cities have more substitutes when it comes to entertainment creating a smaller focus on one specific form of entertainment (Bjälesjö et al., 2007) such as football. In accordance with previous studies made from Shank and Lyberger (2015), teams in smaller cities usually receive more attention than the teams in bigger cities.

5.1.5. Segmentation based on season pass

The data in Table 10 indicates that those with a season pass were not as sensitive to the negative external factors as the ones who did not own a season pass. This could be explained by the theory of 'sunk cost' by Richard Thaler (1980) that implies that if a customer has bought a good, the rate at which the good will be utilized will increase (Arkes & Blumer, 1985). This could be connected to that the ones that already owns a season pass will attend games to a greater extent than those who do not own a season pass since they already have paid to watch the game.

5.2. Key findings

The sporting factor, including the consumers expectations of the game and the importance of the game being played, is the most prominent factor with all the respondents considered. This implies that the higher expectation the consumers have of the game to be a good and exciting game and the higher the importance of the game that is being played is the higher the intention to visit the arena to watch a game in Allsvenskan will be. Exciting games could be described as expected goals to be scored, promotion and relegation between the divisions and derby's (Simmons, 1996).

It is also found that the sporting factor was the most prominent factor when looking at what affected the intention to attend the arena for fans of well-performing teams. This

implies that the better the teams are and the more important the game is, the higher the intentions to visit the arena will be.

Women were less intrigued to visit the arena when there were negative external factors that complicated the process of attending than men were. Results also implies that women need stronger driving forces than men to attend the arena in the form of an exciting game with higher importance, and that they need to be fans of the team they are intending to watch to increase the intention to go. This correlates with previous studies that implies that men are said to have a higher knowledge and interest in sports compared to women (Dietz-Uhler et. al., 2000), which could make them less sensitive to negative external factors.

Another finding is that most of the games that the respondents watched was through an online streaming service and not by attending the arena. This correlates with previous findings that shows that broadcasting of football games diminishes the attendance at the arena for the games (Forrest & Simmons, 2006), as well as that attendance diminishes when a game is played simultaneously with a televised game (Buraimo, B. et al., 2009a).

Other findings show that communication regarding an upcoming game via the team's social media could be an efficient way to affect the intention to attend the arena. One third of the respondents agreed entirely to the statement that clear communication regarding a game in social media gave them a higher intention to attend the arena. This correlated with previous studies from Anton Bergman (2019) that conducts that a clear marketing strategy and communication with the fans could strengthen the feeling of team identification and affect attendance positively (Bergman, 2019). The most frequent channels amongst the respondents to follow their favourite team on was Facebook, Instagram, and the club's own webpage.

The risk of getting contaminated by a disease overall does not seem to affect people's intention to attend the arena. A reason for this could be that Sweden has not experienced severe consequences and restrictions due to the pandemic compared to other countries (Folkhälsomyndigheten, 2022) which suggest that the protective measure against diseases is not particularly perceived as important by the respondents (Peric et al., 2021).

5.3.   Limitations

The data for this thesis was collected through an online survey distributed via Instagram, LinkedIn, Facebook, and specific groups on Facebook for football fans. A limitation for the analysis, since not having a specific function for source tracking, is that it was not possible to identify from which of the channels the specific responses came from. The possibility to separate the sample of responses that are not collected from fan groups, which typically constitutes fans and thereby reflects a heterogenous consumer base (Doyle et al., 2013), could enable analyses on a more diversified group of people including both fans but specifically non-fans.

Questionnaires distributed like this, online without surveillance, are known for generating a low response and non-complete answers (Bell et al., 2019). This affected the sampling of the data for this thesis as described in 3.4.2. To encourage respondents to complete the survey, the chance of winning game tickets was only given to those who fulfilled the survey to 100%.

All data that has been collected is based on own-assessed behaviour reported by the respondents themselves, which impose a risk that the responses does not reflect reality and actual behaviour, something that could be done both intentionally or by mistake by the respondents when answering the survey.

Worth to note is also that the way that the data has been collected could be explained as a selection error, this due to the way that the survey was distributed. It was distributed through several Facebook groups where the members all were fans of specific football teams in Allsvenskan. Since the research question for this thesis is the following "*What factors are affecting football fans intentions to attend the arena to watch a game in Allsvenskan?*" it was convenient to distribute it where fans are present. However, it can be argued to be a heterogenous sample, that could have been supplemented by being distributed through other channels as well to reach the broader public.

An argue for the chosen distribution method and collected sample could be that it is important to nurture the already existing customers, as this is said to be more cost effective than attracting new customers. It can cost up to five times more to attract new customers than to take care of existing ones (Jobber & Ellis-Chadwick, 2020).

In addition, the data that was collected for this thesis has only been collected during one time period which makes it harder to generalize (Bell et al., 2019). A suggestion to make the data more significant could be to have collected the data several times, for instance after numerous games in Allsvenskan to see if the results would differ depending on the time it was collected.

5.4.   Suggestions for future research

For future research additional independent factors can be researched. A bigger focus on how COVID-19 have influenced attendance numbers would be encouraged to study further, since there most likely will be more information and studies on the impacts of the pandemic in the future. One could investigate if COVID-19 has increased people's intentions to visit the arena since they have been missing this type of social activity, or if less people have the intention to visit the arena due to the risk of being infected or due to the convenience of watching a game online. One could examine if factors such as distance, comfort or lack of team identification could be the reasons to stay home instead of attending the arena.

Further and more extensive studies on *why* people have chosen their favourite team is something that can be investigated. This thesis touched up on the reasons to why people liked their team but the interconnection between the factors could be more extensively elaborated. One could examine if fans would still have the same favourite team if the

team would not have a historical success, and for instance investigate if it is the players or the team people feel the most identification and belonging with.

Similar research that has been done in this thesis can also be done in the future, however, with a more diverse sample. The sample for further research could include both football fans as well as the broad mass, with better representation by people that has no interest in football or has never attended an arena to watch a game. This could be done to explore what factors that could be improved by the clubs to make more people attend the arena, including non-fans.

5.5.   Conclusion

The findings in this thesis can be examined by football clubs to better understand what factors that explain the customers intentions to attend the arena. What has been discussed could give suggestions for how the clubs could improve their customer retention (Jobber & Ellis-Chadwick, 2020) by adjusting for the most prominent factors that seems to be important for football consumers. If the clubs were to really nurture their already existing customers, those who have an interest in the sport and in the club, they could benefit in many ways. Not only by gathering their fans at the arena but also by the possibility of word-of-mouth (Allsop et al., 2007) to attract new fans of the sport to the arena. For whatever it is, the excitement of sports increase when watched with other people.

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7. Appendices

APPENDIX 1

Pre-study 1: Interviews
The interviews were conducted with the aim of understanding what factors that are the most determining for the person in the whether to attend a football game physically or not. They were made in relaxed settings and open-ended questions were asked to let the interviewee to answer freely. The following questions were asked:
1) "What are the main reasons for you to visit the arena to watch your favourite team play a game in Allsvenskan?"
2) "What are the main reasons for you to not visit the arena to watch your favourite team play a game in Allsvenskan?"
3) "Why did you become a fan of your favourite team and what potential reasons do you believe make people become a fan of a team in Allsvenskan?"

After the interviews, the most frequently mentioned reasons were identified and used in as alternatives in the survey for the pilot test survey (pre-study 2).

Table 11. Participants in the interviews (pre-study 1)

Age	Gender	Date
20	Female	2022-03-09
23	Male	2022-03-07
29	Male	2022-03-04
43	Male	2022-03-09
55	Female	2022-03-10

Note 60% male and 40% female

Pre-study 2: Survey pilot-test
From the feedback given by the people who participated in the questionnaire draft some adjustments were made for the main survey. Both minor changes such as clarifying the formulation of some phrases and ensuring all questions had the feature of forcing the respondent to answer all questions activated, to adding a survey flow for people who don't have a favourite team in Allsvenskan.

APPENDIX 2

Facebook fan-group distribution

Table 12. Name of group, number of members in the group and acceptance to post

Facebook group	No. of members	Post
AIK	26 800	Yes
Supporterklubben Änglarna (Officiell) – IFK Göteborg	21 000	Yes
Djurgårdens IF – Alltid Oavsett!	15 400	Yes
Sudra Divizione MMXI – Hammarby IF	9 690	No
Malmö FF supportrar	8 500	Yes
HIF – supporterforum – Helsingborgs IF	5 800	No
Guliganerna – IF Elfsborg	5 500	No
Hammarbyfamiljen	2 900	Yes
Degerfors IF FanClub Stockholm	2 400	Yes
Sillastrybarna – Mjällby AIF	2 100	Yes
Kalmar FF Supporterunion	1 900	No
Getingarna – BK Häcken	1 730	No
Klacksparken – Varbergs BoIS	1 400	Yes
Västra sidan supporters – IK Sirius FK	1 400	Yes
GIF Sundsvall – Supportersnack	675	Yes
IFK Norrköping Supportrar Sverige	650	Yes
Kamrat-12:an – IFK Värnamo	280	Yes

APPENDIX 3

Age descriptives

Table 13. Age specific data (mean, median, standard deviation etc.)

Sample size (N)		1186
Mean (years)		40
Median (years)		39
Standard deviation		15.7
Min. age		13
Max. age		82
Percentiles:	25	24
	50	39
	75	52

APPENDIX 4

Complete survey

This appendix represents the questionnaire that was given to the respondents in its original disposition. No changes have been made to the wording of the questions or the alternatives of answers, however, the layout of most of the questions has been altered. For instance, the layout of the matrix questions has been altered and is thus presented with the question first, followed by the scale points and the statements. The Likert scale that was used is noted with scale point numbers in parenthesis right after the statement. All questions are segmented into blocks with a collective name for the purpose of the block, this for clarity.

Introduction
Välkommen att delta i vår enkätundersökning,

Enkäten syftar till att undersöka vilka faktorer som påverkar publiknärvaron på allsvenska fotbollsmatcher och genomförs av Vilma Pettersson och Beatrice Lantz för en kandidatuppsats vid Handelshögskolan i Stockholm.

Det tar omkring 5-10 minuter att besvara webbenkäten. Frågorna i enkäten avser den svenska herrallsvenskan i fotboll. Kom ihåg att alla svar är anonyma!

Stort tack för att du bidrar till vår uppsats!

Om du har några frågor gällande studien är du välkommen att kontakta oss genom följande e-post: 24772@student.hhs.se (Vilma Pettersson)

Consent to GDPR
Consent to participation in student's survey

The student's project. As an integral part of the educational program at the Stockholm School of Economics, enrolled students complete an individual thesis. This work is sometimes based upon surveys connected to the subject. Participation is naturally entirely voluntary, and this text is intended to provide you with the necessary information that may concern your participation in the study or interview. You can at any time withdraw your consent and your data will thereafter be permanently erased.

Confidentiality. Anything you say or state in the survey will be held strictly confidential and will only be made available to supervisors, tutors, and the course management team.
Secured storage of data. All data will be stored and processed safely by the SSE and will be permanently deleted when the project is completed.
No personal data will be published. The thesis written by the students will not contain any information that may identify you as a participant in the survey subject.
Your rights under GDPR. You are welcome to visit https://www.hhs.se/en/about-us/data-protection/ to read more and obtain information on your rights related to personal data.

Consent: Jag har tagit del av informationen ovan och samtycker till att delta i denna studie.

- Ja
    - Skriv dagens datum (ÅÅÅÅMMDD) samt dina initialer. Detta för att vi ska kunna samla information enligt GDPR.
- Nej tack, jag samtycker inte till att delta i studien.

Block 1: Favourite team + fandom scale
I följande avsnitt av enkäten kommer vi ställa frågor kring ditt favoritlag samt i vilken utsträckning du följer dem.

Q1.1. Har du något favoritlag i allsvenskan?
- Ja
- Nej
- Vet ej

Om Ja → fråga Q1.2. till Q1.12.
Om svar Nej eller vet ej → respondenten slussas direkt till Block 2.

Q1.2. Vilket är ditt favoritlag i allsvenskan?
- AIK
- BK Häcken
- Degerfors IF
- Djurgårdens IF
- GIF Sundsvall
- Hammarby IF
- Helsingborgs IF
- IF Elfsborg
- IFK Göteborg
- IFK Norrköping
- IFK Värnamo
- IK Sirius
- Kalmar FF
- Malmö FF
- Mjällby AIF
- Varbergs BoIS

Q1.3. Varför är det ditt favoritlag?
- Mina vänner har dem som sitt favoritlag
- Folk i min släkt/familj har dem som sitt favoritlag
- Det är det lokala laget
- Laget har historiskt sett haft stor framgång
- *Annat: fritext*

Q1.4. Hur länge har det varit ditt favoritlag (svara i år)

- *Fritext*

Q1.5. Har du säsongskort till ditt favoritlag i allsvenskan?
- Ja
- Nej
- Nej, men har haft tidigare

Om Ja → Fråga Q1.6.A.
Om svar Nej eller Nej, men har haft tidigare → Fråga Q1.6.B.

Q1.6.A. Vänligen ange anledning(arna) till varför du väljer att köpa säsongskort till ditt favoritlag.
- Det är prisvärt
- Jag vet att jag vill gå på många matcher
- Mina bekanta har säsongskort
- För gemenskapen
- *Annat: Fritext*

Q1.6.B. Vänligen ange anledning(arna) till varför du inte har säsongskort till ditt favoritlag idag.
- Det kostar för mycket
- Jag vet att jag inte vill gå på så många matcher
- Jag känner inga som har säsongskort
- *Annat: Fritext*

Q1.7. Skulle du kunna tänka dig att se en allsvensk match sänd online även om ditt favoritlag inte spelar i den matchen?
- Ja
- Nej
- Vet ej

Q1.8. Skulle du kunna tänka dig att se en allsvensk match på en arena även om ditt favoritlag inte spelar i den matchen?
- Ja
- Nej
- Vet ej

Q1.9. Skulle du stötta ditt favoritlag även om de åkte ut ur allsvenskan?
- Ja
- Nej
- Vet ej

Q1.10. Vänligen ange vilka mediekanaler du använder för att följa ditt favoritlag i allsvenskan.
- Facebook
- Instagram

- Twitter
- Dagstidning (t.ex.Aftonbladet, Dagens nyheter etc.)
- Fotbollsmagasin
- Lokalpress
- Klubbens egen hemsida
- Fanforum (t.ex. Svenskafans)
- Podcast/Sportradio
- *Annat: fritext*

Q1.11. Hur frekvent följer du ditt favoritlag på sociala medier?
- Dagligen
- Veckovis
- Månadsvis
- Årsvis
- Jag följer inte mitt lag på sociala medier

Q1.12. Nedan följer ett antal påståenden om ditt favoritlag i allsvenskan. Vänligen välj det alternativ som bäst överensstämmer med varje påstående. Skala: Stämmer absolut inte (1), Stämmer i stort sett inte (2), Stämmer troligen inte (3), Osäker (4), Stämmer troligen (5), Stämmer i stort sett (6), Stämmer absolut (7)
- Att titta på mitt favoritlag är något av det mest glädjande jag vet
- Jag gillar att titta på mitt favoritlags matcher
- Jämfört med andra aktiviteter så är det intressant att titta på mitt favoritlag i allsvenskan
- Mycket av mitt liv är organiserat runt att följa mitt favoritlag
- Mycket av min tid organiseras runt att följa mitt favoritlag i Allsvenskan
- Att följa mitt favoritlag har en central roll i mitt liv
- Att följa mitt favoritlag säger mycket om vem jag är
- Man kan säga mycket om en person genom att veta vilket favoritlag hen har
- När jag tittar på mitt favoritlag kan jag vara mig själv

Block 2: Frequency of watching football
I följande avsnitt kommer vi ställa några frågor kring hur ofta du kollar på allsvensk fotboll (försök uppskatta baserat på en normal allsvensk fotbollssäsong)

Q2.1. Hur många allsvenska matcher ser du uppskattningsvis på online under en säsong?
- *Svara med en siffra: fritext*

Q2.2. Hur många gånger på en säsong besöker du ditt favoritlags hemarena för att kolla på en match i allsvenskan?
- *Svara med en siffra: fritext*
- Jag har inget favoritlag i Allsvenskan

Q2.3. Hur många gånger på en säsong besöker du en arena som inte tillhör ditt favoritlag (bortamatch) för att kolla på en match i allsvenskan?
- *Svara med en siffra: fritext*

- Jag har inget favoritlag i Allsvenskan

Block 3: Intentions
I följande avsnitt kommer vi be dig svara på påståenden kring dina intentioner att besöka en arena för att kolla på en allsvensk fotbollsmatch.

Q3.1. Hur väl stämmer följande påståenden om att se allsvensk fotboll på arenan in på dig? Skala: Instämmer inte alls (1), Instämmer i mycket liten grad (2), Instämmer i ganska liten grad (3), Varken eller (4), Instämmer i ganska hög grad (5), Instämmer i mycket hög grad (6), Instämmer helt (7)
- Min intention är att besöka arenan för att kolla på allsvensk fotboll
- Jag har för avsikt att besöka arenan för att kolla på allsvensk fotboll
- Jag kommer att besöka arenan för att kolla på allsvensk fotboll

Block 4: Perception of Allsvenskan
I följande avsnitt följer ett antal påståenden om din uppfattning av en allsvensk fotbollsmatch.

Q4.1. Vänligen ange i vilken grad som du instämmer i respektive påstående. Skala: Instämmer inte alls (1), Instämmer i mycket liten grad (2), Instämmer i ganska liten grad (3), Instämmer i ganska hög grad (4), Instämmer i mycket hög grad (5), Instämmer helt (6)
- Att gå på fotbollsmatch är en del av min livsstil
- Jag känner gemenskap med andra supportrar när jag ser en match på arenan
- Jag känner känsla av framgång när laget jag hejar på vinner
- Jag känner känsla av misslyckande när laget jag hejar på förlorar
- Jag kan ta en paus från vardagen när jag går på fotbollsmatch

Block 5: Reasons to watch football at the arena
Det finns flera skäl till att titta på fotboll på en arena. Nedan följer ett antal påståenden om att närvara på en match i allsvenskan live. Vänligen ange i vilken grad som du instämmer i respektive påstående.

Q5.1. När jag väljer att gå på en allsvensk-match är anledningarna till mitt beslut att gå för att... Skala: Instämmer inte alls (1), Instämmer i mycket liten grad (2), Instämmer i ganska liten grad (3), Varken eller (4), Instämmer i ganska hög grad (5), Instämmer i mycket hög grad (6), Instämmer helt (7)
- Det är smidigt att ta sig till och från arenan
- Jag vill uppleva den goda stämningen på arenan
- I halvtid finns det underhållning på arenan
- Jag vill känna adrenalinet av att vara på livematch
- Umgås med mina vänner och/eller familj
- Jag känner någon som spelar/har spelat i laget
- Det är en viktig match
- Jag föredrar att se fotboll live
- Allsvensk fotboll är underhållande
- Stödja mitt favoritlag på plats

- Biljetterna är billiga
- Det passar mitt schema
- Det är bra väder utomhus
- Information att det är match har kommunicerats via lagets sociala medier

Nedan följer ett antal påståenden gällande de främsta skälen till att inte gå på en allsvensk match på arenan. Vänligen ange i vilken grad du instämmer i respektive påstående.

Q5.2. De främsta skälen till att INTE gå och se en allsvensk fotbollsmatch på arenan är... Skala: Instämmer inte alls (1), Instämmer i mycket liten grad (2), Instämmer i ganska liten grad (3), Varken eller (4), Instämmer i ganska hög grad (5), Instämmer i mycket hög grad (6), Instämmer helt (7)
- Det är dålig stämning på arenan
- Det är våldsamt på/runt arenan
- Det finns ej bra mat/dryck på arenan
- Min familj och/eller vänner är inte intresserade av att gå på matchen
- Jag ser hellre matchen online än på arenan
- Jag går hellre på andra idrotter/bio/teater
- Här kommer en fråga för att testa din uppmärksamhet. Klicka i alternativet "varken eller"
- Mitt favoritlag har presterat dåligt de senaste matcherna
- Jag har inte tid
- Det är en opassande tid/dag
- Det är hög smittorisk
- Biljetterna är dyra
- Det är dåligt väder utomhus
- Det är svårt att ta sig till och från arenan
- Information att det är match har inte kommunicerats via sociala medier

Block 6: Demographics
Nedan följer några frågor om dig.

Q6.1. Jag identifierar mig som:
- Kvinna
- Man
- Ickebinär
- *Annat: fritext*

Q6.2. Min ålder är:
- *Svara med en siffra: fritext*

Q6.3. Min sysselsättning är:
- Studerande
- Arbetande
- Pensionär

- *Annat: fritext*

Block 7: Interest in football + survey evaluation

Q7.1. I vilken utsträckning har du intresse för fotboll? (Flera svarsalternativ möjliga)
- Jag följer många olika svenska lag
- Jag följer fotboll i stor utsträckning, även ligor utanför Sverige
- Jag följer enbart mitt favoritlag i Sverige
- Jag kollar enbart på herrfotboll
- Jag kollar enbart på damfotboll
- Jag kollar både på dam- och herrfotboll
- Jag har inget intresse av fotboll
- *Annat: fritext*

Q7.2. Vad tycker du om webbenkäten och undersökningen? Skala: Instämmer inte alls (1), Instämmer i mycket liten grad (2), Instämmer i ganska liten grad (3), Instämmer i ganska hög grad (4), Instämmer i mycket hög grad (5), Instämmer helt (6)
- Frågorna var klart formulerade
- Svarsalternativen var klart formulerade
- Undersökningen är meningsfull
- Enkätfrågorna försökte påverka mina svar i någon viss riktning

Block 8: End of survey
Tack för att du tog dig tiden att svara på vår enkät!

För att vara med i utlottningen av priser som tack kan du följa denna länk (TRYCK HÄR) och fylla i din mailadress så är du med och tävlar. Anledningen till att du måste följa en ny länk är för att vi ska kunna hålla din identitet anonym och inte kunna koppla dina svar i denna enkät med ditt namn/mailadress.

Tack för din förståelse och lycka till i utlottningen!