

FACTORS AFFECTING THAI FOOTBALL FANS' PURCHASE INTENTION TOWARDS THAILAND'S PREMIER LEAGUE CLUB JERSEYS

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Abstract: At this moment, Thai Premier League football becomes a fever in Thailand due to the development of league system, the increasing of Thai professional players, the incoming of popular foreign players, and the achievement of Thailand national team. The aim of this research was to study the factors affecting Thai football fans' purchase intention toward Thailand Premier League club jerseys. The results of the research showed that product quality, product design, team performance, perceived pride and social influence are the factors affecting Thai football fans' purchase intention on club jerseys. Marketing which combined price and promotion did not affect with Thai football fans' purchase intention on club jerseys.

Keywords: Club Jerseys, Purchase Intention, Thai Football Fans, Thailand Premier League.

I. GENERALITIES OF THE STUDY

In 2008, Thai Premier League Company Limited was founded. The mission is to set Thailand football league to have a good competition system and align with FIFA standard and Asia standard. The responsibility of this company is to manage Thailand football league competition, negotiate with sponsors and look after benefits for Thailand professional football club. Every club has to set their club in the form of company and provide financial statement to Thai Premier League Company Limited as well.

After the league management turned professional, Thailand football league became a fever among Thai football fans again. Attendance in each match is almost full capacity of the stadium. Each match, the home team can collect money from gate receives, club jerseys and souvenirs receipt around 100,000 baht. When fever comes, sponsors get in as well. Thailand football league is not just sport but it is football business right now.

Revenue from gate receives, club jerseys and souvenirs receive is a direct club's income which club receives from football fans. Revenue in this part can be referred to the club's popularity and the amount of fans and it attract sponsors to invest the tremendous money with the club as well. That is an indirect benefit to the club. Example of the big deal is SCG (Siam Cement Public Company) who supporting Muang Thong United football club 600 million baht in 5 years. Subsidy from sponsors is one of the vital parts to keep the club and make the profit to the club.

In the part of club jerseys selling, the fever of Thai Premier League affected with club jerseys sales. The amount and revenue increases every year. In 2014, Buriram United could sell 420,000 jerseys. In 2015, Buriram United could sell 200,000 jerseys after

issuing new designed jersey for only 2 months. The other clubs are following selling amount as well.

The above showed that revenue from gate receipt, club jerseys and souvenirs will result to direct and indirect benefits for the club. This research focuses on club jerseys because club jerseys have value in themselves. Clubs earned money from jersey's manufacturer and sponsorship on their jersey. Clubs earned money from jerseys selling. And the number of selling jerseys led to clubs' sponsorship coming. So it is very interesting to study factors affecting Thai football fans' purchase intention toward Thailand Premier League club jerseys.

Objectives

1. To study factors affecting Thai football fans' purchase intention toward Thailand Premier League club jerseys.
2. To investigate that each unit of perceived value which got from literature can affect Thai football fans' purchase intention toward Thailand Premier League club jerseys.

Scope of research

This research is scoped to collect data from 400 Thai football fans who have an experience in purchasing on Thai Premier League club jersey in Thailand area. The topic of research is scoped on club jerseys. Despite the fact that there are many revenue sources such as ticket, sponsorship, merchandises, broadcast etc., because club jerseys can make direct and indirect benefits to the clubs. Direct benefits are money from jerseys sold and money from sponsorship which show on the jerseys. Indirect benefit is fans wearing club jerseys are the reason attracting sponsor to invest with the club.

Significance of the study

This study would be benefits for:

1. Thailand football club they will know the factors that influence football fans to purchase their jersey and then they can improve their product and methods to approach customers' insight.
2. Thailand economic system will benefit when the purchase intention increased, it will be benefit for Thailand's GDP because the majority of Thai Premier League club jerseys were produced in Thailand.

II. REVIEW OF RELATED LITERATURE AND STUDIES

There are many research works related to this topic. The related researches can be separated in two categories. The first category is a research that mentioned about sports, football apparel or sport business. The second category is a research mentioned about purchase intention.

The first category researches always study about sponsorship, fan identification, team identification, perceived value and team loyalty.

For the sponsorship, nowadays the area on sport apparel is the place where sponsor used to advertise their products. It is a place where sport club earn revenues as well. Michael Chih-Hung Wang (2012) studied effect of Asian sport fans' purchase intention when sponsorships came from Western. The basic assumption is fans may have good feeling or bias with sponsors logo and perceived awareness of sponsors' products. The findings reveal that Asian fans' identification in teams increased their purchase intention for sponsorships' products. The result from Michael Chih-Hung Wang (2012) related with result from Heidi M.K.Ngan, Gerard P. Prendergast and Alex S.L.Tsang (2011). Beside team identification, team performance is the related factor that significantly influenced fans' purchase intention to purchase the sponsors' product. Winning teams with superstars are the powerful tools to generate fans' purchase intention.

For the team loyalty, there is an existing research concluded that firms should focus on brand loyalty because brand loyalty can help firms reduce the cost, barrier to competitors. Rodoula H. Tsotsou (2013) studied brand loyalty in football and used the term "Team loyalty". The team interest, achievement, excitement and player interest are the motivation factors raising fans' loyalty. It also showed that experience is the important factors to predict customers' loyalty. In addition, team trust is considered a factor related to customers' loyalty. When they trust on team, they will be committed and sustain to a relationship with the team.

For the team identification and perceived value, Team Identity was raised by theoretical social identity theory on the researches by Funk, Ridinger and

Mooreman (2003); Mahony (1995). Harry H.Kwon (2007) studied about Perceive value and purchase intention of Team-Licensed Apparel. That research defined "team identification" as the social identity that a group of people have in common to their favorite sport team. Zeithamal (1988) defined "Perceived value" as a consumers' assessment on products based on their perceptions. That research showed the result that team identity was included in Perceived Value and Perceived Value was significant to purchase intention on Team Licensed Apparel. The second category researches mentioned about the variety of factors affect with purchase intention to variety products.

For the product quality, Chiew Shi Wee (2014) studied about purchase intention on organic food (consumer products). Perception Health, Safety, Environmental friendliness and animal welfare are factors in hypotheses. Those factors came from consumers' behaviors. The result showed that consumers' perception of safety, health, environmental factors affect with purchase intention. But perceived quality did not affect with purchase intention. Although perceived quality did not affect with purchase intention on organic foods, this research considered perceived quality in hypothesis. This research wanted to prove that organic foods and club jerseys are not the same product group and the result may be different.

For marketing, Maoyan (2014) studied about the purchase intention on social media marketing. The research showed "marketing activities" as one of impact factors. Marketing activities can create value and attract customers' purchase intention that can applied to club jerseys' purchase intention as well. The result showed that social media marketing stimulate external factors and affect to perception factors and then customer purchase intention depend on perceived value and perceived risk. Perceived value in this research refers to perceived benefits and perceived cost that customers evaluated products. Perceived risk refers to the risk on the online shopping such as cash, logistics etc. Perceived risk was reduced from club jerseys because this research focused only face to face purchasing and there is no risk about cash and logistics.

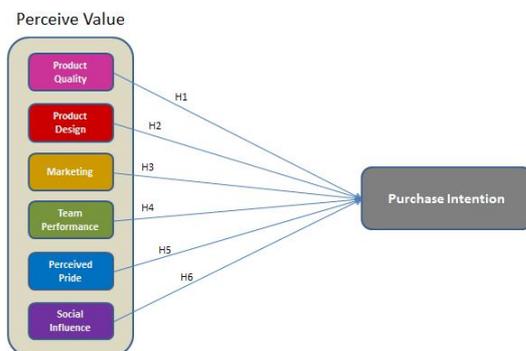
For product design, it is the truth that the customers' first looking on the products is product design. Product design can motivate customers' need and hierarchy of effects. Kambiz Heidarzadeh Hanzae and Mahvin Baghi (2011) studied and analyzed the hedonic and utilitarian dimensions of each product and proved that purchase intention was influenced by both dimensions of product design or not. Utilitarian is a design style concerning with utilize the products. Hedonic is a design style concerning on the good looking. They used cell phone and laptop computer as their samples. The result showed that purchase intention on cell phone is highly influenced by

hedonic benefits. And hedonic benefits did not influence so much in laptop computer.

For perceived pride, Brent McFerran, Karl Aquino, Jessica L. Tracy (2014) studied about "Pride" in the customers' consumption. They investigated that pride has influence to the customers to purchase luxury products or not. They separated pride in two facets as authentic pride and hubristic pride. The result showed that authentic pride was positively related to luxury brands. Hubristic pride did not positively relate to luxury brands. Both authentic pride and hubristic pride were not positively related to non-luxury products. This research assumed that pride can be applied to be a factor in purchasing club jerseys as well. Many football fans in Thailand cheer club that come from their hometown and they did not shy to tell other peoples.

For social influence, Chiao-Chen Chang (2013) studied users' behavioral intention of using library mobile applications in university. They mentioned wording "social influence" to the one of hypothesis that could affect to users' behavioral. The result showed that the Unified Theory of Acceptance And Usage of Technology (UTAUT) fit the data. Performance expectancy, effort expectancy, social influence and facilitating conditions determine users' have significant to users' behavioral. Thai Premier League which becomes fever now, a lot of fans come to stadium every week. Social influence might be happened.

III. CONCEPTUAL FRAMEWORK



From the conceptual framework above, Perceive Value might have influence on purchase intention toward club jersey. Perceive Value is the thing that customer receive from the products. In this research, Perceive Value can be separated to six minor groups. The first is product quality which related to fabric of club jersey. The second is product design which related to pattern, color and lay out of club jersey. The third is marketing which related to price and promotion of club jersey. The fourth is team performance which related to performance of team at that time and team's achievement. The fifth is perceiving pride which related fans' good feeling

with the club. The last one is social influence which related to the acting of crowd and affects the rest people to do the same. Product Quality, Product Design, Marketing, Team performance, Perceived Pride and Social Influence are independent variables. Purchase Intention is dependent variable.

Research Hypothesis

H1: Product Quality does not affect Thai football fans' purchase intention towards club jersey.

H2: Product Design does not affect Thai football fans' purchase intention towards club jersey.

H3: Marketing does not affect Thai football fans' purchase intention towards club jersey.

H4: Team Performance does not affect Thai football fans' purchase intention towards club jersey.

H5: Perceived Pride does not affect Thai football fans' purchase intention towards club jersey.

H6: Social Influence does not affect Thai football fans' purchase intention towards club jersey.

IV. RESEARCH METHODOLOGY

This research is a correlational study in nature. Methods used in this study include Descriptive statistics and inferential statistics.

Sampling size

This research considered the sampling size using Sloven's formula and Anderson's (1996) Table. Sloven's Formula calculation result was 400 respondents after placed value in formula below

$$n = \frac{N}{1 + Ne^2}$$

where

n = number of samples

N = numbers of population

e = tolerance error

For this research, N refers to attendances in Thai Premier League season 2014: 1,911,277 persons. [Hattrick Magazine, December 2014], and the tolerance error is 5%.

From Anderson's (1996) Table, sampling size was 384 respondents as this research uses attendances in Thai Premier League season 2014: 1,911,277 persons to be a population with 5% tolerable error.

Collection of data / Gathering procedures

Questionnaires were provided via google docs (online questionnaire source). Questionnaires were distributed to family members, friends and colleagues via Facebook and Instagram. In addition, questionnaires were posted on Thai football web board room of www.soccersuck.in.th (one of the most popular football website in Thailand). The target sampling size is 400 respondents. The calculate use 95% confidence interval at 5% significance level statistically.

Statistical Treatment of Data

This research tried to find the correlation between independent variables and dependent variable by Spearman method. Spearman method was used to analyze the data from Likert scale. Statistical Package for the Social Sciences (SPSS) is used for treat the data.

V. PRESENTATION OF DATA AND CRITICAL DISCUSSION OF RESULTS

The data collection process took four days to collect 422 respondents. But the data which can be used to analyze in SPSS is 410 respondents because there are 12 respondents whom did not have experience in purchasing Thailand football club jersey.

Product Quality

Correlations				
			Product_Quality	Purchase Intention [You will purchase Thai Premier League club jersey]
Spearman's rho	Product_Quality	Correlation Coefficient	1.000	.186**
		Sig. (2-tailed)	.	.000
		N	410	410
	Purchase Intention [You will purchase Thai Premier League club jersey]	Correlation Coefficient	.186**	1.000
		Sig. (2-tailed)	.000	.
		N	410	410

** Correlation is significant at the 0.01 level (2-tailed).

Figure 5.1: Spearman result for Product Quality

As ran by Spearman, The result showed that Product Quality affect significantly with Purchase Intention. Correlate coefficient value is 0.186 that is weak positive correlation.

Product Design

Correlations				
			Product_Design	Purchase Intention [You will purchase Thai Premier League club jersey]
Spearman's rho	Product_Design	Correlation Coefficient	1.000	.219**
		Sig. (2-tailed)	.	.000
		N	410	410
	Purchase Intention [You will purchase Thai Premier League club jersey]	Correlation Coefficient	.219**	1.000
		Sig. (2-tailed)	.000	.
		N	410	410

** Correlation is significant at the 0.01 level (2-tailed).

Figure 5.2: Spearman result for Product Design

As ran by Spearman, The result showed that Product Design affect significantly with Purchase Intention. Correlate coefficient value is 0.219 that is weak positive correlation.

Marketing

Correlations				
			Marketing	Purchase Intention [You will purchase Thai Premier League club jersey]
Spearman's rho	Marketing	Correlation Coefficient	1.000	.052
		Sig. (2-tailed)	.	.293
		N	410	410
	Purchase Intention [You will purchase Thai Premier League club jersey]	Correlation Coefficient	.052	1.000
		Sig. (2-tailed)	.293	.
		N	410	410

Figure 5.3: Spearman result for Marketing

As ran by Spearman, The result showed that Marketing did not affect significantly with Purchase Intention.

Team Performance

Correlations				
			Team_Performance	Purchase Intention [You will purchase Thai Premier League club jersey]
Spearman's rho	Team_Performance	Correlation Coefficient	1.000	.157**
		Sig. (2-tailed)	.	.001
		N	410	410
	Purchase Intention [You will purchase Thai Premier League club jersey]	Correlation Coefficient	.157**	1.000
		Sig. (2-tailed)	.001	.
		N	410	410

** Correlation is significant at the 0.01 level (2-tailed).

Figure 5.4: Spearman result for Team Performance

As ran by Spearman, The result showed that Team Performance affect significantly with Purchase Intention. Correlate coefficient value is 0.157 that is weak positive correlation.

Perceived Pride

Correlations				
			Perceived_Pride	Purchase Intention [You will purchase Thai Premier League club jersey]
Spearman's rho	Perceived_Pride	Correlation Coefficient	1.000	.469**
		Sig. (2-tailed)	.	.000
		N	410	410
	Purchase Intention [You will purchase Thai Premier League club jersey]	Correlation Coefficient	.469**	1.000
		Sig. (2-tailed)	.000	.
		N	410	410

** Correlation is significant at the 0.01 level (2-tailed).

Figure 5.5: Spearman result for Perceived Pride

As ran by Spearman, The result showed that Perceived Pride affect significantly with Purchase Intention. Correlate coefficient value is 0.469 that is weak positive correlation.

Social Influence

Correlations				
			Social_Influence	Purchase Intention [You will purchase Thai Premier League club jersey]
Spearman's rho	Social_Influence	Correlation Coefficient	1.000	.417**
		Sig. (2-tailed)	.	.000
		N	410	410
	Purchase Intention [You will purchase Thai Premier League club jersey]	Correlation Coefficient	.417**	1.000
		Sig. (2-tailed)	.000	.
		N	410	410

** Correlation is significant at the 0.01 level (2-tailed).

Figure 5.6: Spearman result for Social Influence

As ran by Spearman, The result showed that Social Influence affect significantly with Purchase Intention. Correlate coefficient value is 0.417 that is weak positive correlation.

VI. SUMMARY FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

Summary Findings

Product Quality is the factor that affect with Thai football fans' purchase intention towards club jersey.

The research's result proved that hypothesis H1: Product Quality does not affect Thai football fans' purchase intention towards club jersey is false.

Product Design is the factor that affect with Thai football fans' purchase intention towards club jersey.

The research's result proved that hypothesis H2: Product Design does not affect Thai football fans' purchase intention towards club jersey is false.

Marketing is the factor that not affect with Thai football fans' purchase intention towards club jersey.

The research's result proved that hypothesis H3: Marketing does not affect Thai football fans' purchase intention towards club jersey is true.

Team Performance is the factor that affect with Thai football fans' purchase intention towards club jersey.

The research's result proved that hypothesis H4: Team Performance does not affect Thai football fans' purchase intention towards club jersey is false.

Perceived Pride is the factor that affect with Thai football fans' purchase intention towards club jersey.

The research's result proved that hypothesis H5: Perceived Pride does not affect Thai football fans' purchase intention towards club jersey is false.

Social Influence is the factor that affect with Thai football fans' purchase intention towards club jersey.

The research's result proved that hypothesis H6: Social Influence does not affect Thai football fans' purchase intention towards club jersey is false.

Recommendations

For a part of Pride which has a highest correlation value, club store should be located near birthplace or workplace. An example of birthplace is the community. An example of workplaces can be the industrial zone. Club should promote importance of fans to make their pride with the club.

For a part of Social influence, if club want to launch new jerseys, they should do advertising media and try to create the words of mouth or talk of the town topic.

For a part of Team performance, clubs should focus on their performance in field intensively. Teams have to play with good tactics, attractive style and high spirit to make fans' feeling appreciate with team and head to purchase club jerseys.

For a part of Product design, to complete all customers' requirement, Jersey Manufacturing Company should use designer who have ability to design jerseys in fashion and the company must have technology knowledge to produce the good shape of jerseys.

For a part of Product quality, clubs should supply the good quality of fabric, discuss with jersey manufacturer to create club jersey in the new

innovation which matching both players' requirement and fans' requirement.

Further Research

The next research should expand scope to merchandise and club tickets that are the other clubs' revenue sources. The objective is to find what factors make customers purchase intention on them.

The further research can also be related about how to expand Thailand football fan club. If the fan club base grows, it means market will expand too and club will gain more revenue.

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