



Influence of Perceived Quality of a Jersey on Customer Satisfaction of a Football Team among Female Fans in Public Universities in Kenya.

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ABSTRACT

The increasing competition in the business sector requires that teams that are involved in developing the brands come up with brands that consumers can easily differentiate from those of the competitors to make their brand stand out. Football teams rely on fans for their success, providing income through ticket sales, television viewing from proceeds of advertisement and purchasing team branded products. Yet this area remains unexplored in Kenya hence the researchers desire to assess the influence of brand equity on customer satisfaction of football team among universities female fans in Public Universities in Kenya. The specific objective was to examine the influence of perceived quality of a team jersey on customer satisfaction of a football team among female fans in public universities in Kenya. The Ministry of Sports will recognize how the female fans benefit sports and justify higher budgetary allocations for female league. The research study was anchored on the economic theory of discrimination which stipulates that groups are collectively against each other. In this theory men hold a taste for discrimination meaning that there is a disamenity value to women watching football. Hence female fans feel inferior in stadiums to their male counterparts. The study adopted explanatory research design to determine the influence of brand equity on customer satisfaction of a football team. A target population of 1846 respondent was investigated. A sample of 319 was then used for the study. Stratified and snowball sampling techniques were employed. Semi-structured questionnaire was used as instrument of data collection. Content validity was measured through expert judgment while reliability was measured by use of Cronbach's Alpha coefficient method at $p < 0.05$. The data obtained was analyzed using descriptive and inferential statistics comprising of chi-statistic, multiple regression analysis and Anova. The first objective sought to examine the influence of perceived quality of a team jersey on customer satisfaction of a football team among female fans in public universities in Kenya. A hypothesis was formulated with the assumption of no significant effect. The result shows that the value of test statistic is 21.339. The p-value of the test statistic is $p = 0.046$ since the p-value is less than the chosen level of significance (0.05) null hypothesis was rejected.

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1.0 Introduction

Football has always been perceived to be men's affair but in the recent past, the number of female fans has been on the increase hence the reason to find out the influence of brand equity on customer satisfaction of a football team among female fans in public universities in Kenya.

Globally, the soccer sector is a booming business. There is evidence that fans are active with soccer as either viewers or watch football as a leisure activity, media not being left behind in airing of football related activities. For instance in Australia, in 2002, 801,900 attended football match, (Alexander and Mary 2009).

According to Jenna (2011), the male-dominated football scene is becoming a thing of the past. At least in Long Beach, more and more women have become football fans and frequent local bars to enjoy the Sunday games. Minnesota is a popular choice for hanging out and watching sports with its 18 flat screen televisions. In recent years, more female fans have come into the bar to enjoy the food and drink specials and while watching any National Football League game.

Lots of girls put on their jerseys and come to cheer for their favorite team. Women are comfortable here during football games. On Sundays, Minnesota's features a brunch menu with a number of options, including more unique and "upscale" choices from mere finger foods, and the drink specials are meant to appeal to women: half off Mimosas, Poinsettias and Sophia champagne that comes in a can and is served with a straw. There are definitely more girls around lately during football season.

Football stadiums in Africa have always been dominated by male fans by with the increase in female fans, their domination has begun to change, and this is so because cultural ties that restricted women to the kitchen by cooking for the family are fading away. In the past, female fan was considered important and appreciated and could attend live matches without paying admission fee, and now it's believed they add pomp to the football game. Keeping record of the female fan has been tricky because sometimes she's there other times she isn't there and this could be attributed to

vices such as hooliganism that could be keeping her away. (Kuusmanen, 2011).

Female market represents a market that has a high potential for growth and a market that has not been taken seriously by its various stakeholders. If football can position itself well in the mind of its female consumers definitely it's going to reap maximum benefit from this venture. Women can positively influence football industry to reap dividends by attending matches in stadium, sponsorship and merchandising. (Sara et al 2008).

1.1 Research hypotheses

H₀₁: There is no significant relationship between perceived quality of a team jersey and customer satisfaction among female fans in public universities in Kenya.

2.0 Literature Review

2.1 Perceived quality of a team jersey and Customer Satisfaction

Umer and Salman (2014) argue that University students pay so much attention to products that are branded with the team's colors and logo to show off. They believe that a brand should have all the characteristics to fulfill the need of its customers and organizations should therefore create a brand name which be accepted by all customers. They recommend that companies can make better their promotional and marketing tool to capture the customers and increase profits. Brand name has a strong positive relationship with consumer buying behavior.

Ahearne (2012) believe that customer-company identification is as a result of the image the firms have and how they are perceived by the target market. He believes that customers identify with firms that make quality products and is able to satisfy its customers. His findings are that the characteristics of the organizations and that of sales representatives greatly contribute to the growth of customer base.

Madrigal (2008) asserts that satisfaction in soccer is influenced by team performance, the type of game played by opposition, soccer schedules, all which may influence the rate at which the game is attended and fans are satisfied. His recommendations are that stakeholders should pay more attention on product extension services such as entertainment at the venue, teams branded merchandise for which should be supplied consistently to the place that can easily be accessed by its customers; this will ensure that many customers will be satisfied and are likely to make repeat purchase.

Vincent and Andre (2012) recommend that football team should come up with a brand and ensure firms realize profit for its soccer teams. They recommend that football managers need to build a strong brand since the performance on the field remains important in the development and growth of the brand. Soccer teams need to come up with a strong brand that they go through performance cycle and enable it to outsmart other teams.

Les Back and Crabbe (2008) argue that there are football giants like Brazil (Nike) or France (Adidas) who have been able to get corporate sponsorship as compared to Jamaican national team who may never get sponsorship from the famous sponsors because they are not that famous and good in football. They believe that this can be expressed in the way fans relate to their favorite teams.

Ian (2000) note that when fans feel that by them supporting a soccer team they get to interact more and acquire new friends, their commitment and identification goes higher. His findings are that for those fans that have not identified with the team, other factors such as quality of facilities at the stadium and performance of the team influence them to support a football team.

Nidhi (2012) believes that firms should build a strong relationship with its customers by ensuring there is a close connection on a given brand. He believes that consumer knowledge of a product demonstrates that consumers utilize the knowledge they have to differentiate brands attributes among the so many competitor attributes in the market.

Diana and Jacqueline (2007) study of influences on consumer choice asserts that it is relevant for managers to identify the things that make consumers select a certain product as compared to others and how they are willing to pay more for the same product. They recommend that great attention should be employed in ensuring that customers trust their brand since it influences them to purchase a company's product. In addition, it is also necessary to establish expectations with regard to creating quality product for consumers.

Rita (2012) asserts that a brand name affects teams' image. Her recommendations are teams ought to pay more efforts in advertising its products to be able to create awareness among its customers so that customers can consider that brand among the so many brands in the market. Teams should consider quality brand names that meet brand image. Her findings are that Perceived quality significantly affects firm performance and service personnel are involved in investment effort to seek a competitive advantage.

3.0 Findings

3.1 Perceived quality on customer satisfaction

The second objective of the study was to find out the influence of perceived quality of a team jersey on customer satisfaction among female fans in public universities in Kenya. As an objective it was guided by indicators that were studied to outline their influences on customer satisfaction.

3.1.1 Color of the jersey and customer satisfaction

The researcher sought to find out if the colors of the jersey influence the number of purchases, the response shows that;

Majority of fans strongly agree that colors of a team's jersey are attractive and they purchase it once in a while 66 (50.4%), 47 (50.0%) strongly agree that the colors of the

Table 3.1. Cross tabulation of customer satisfaction and repeat purchase.

		colors of the jersey is attractive					Total
		strongly disagree	disagree	neutral	agree	strongly agree	
how often do you purchase your team jersey	twice a year	0 0.0%	0 0.0%	4 15.4%	11 42.3%	11 42.3%	26 100.0%
	every time the league starts	2 2.1%	4 4.3%	12 12.8%	29 30.9%	47 50.0%	94 100.0%
		once in a while	0 0.0%	9 6.9%	18 13.7%	38 29.0%	66 50.4%
	never	0 0.0%	1 20.0%	1 20.0%	2 40.0%	1 20.0%	5 100.0%
		Total	2 0.8%	14 5.5%	35 13.7%	80 31.3%	125 48.8%

Source: Researcher (2017)

Table 3.2. Influence of fans in making a repeat purchase.

		when i see other fans with the teams jersey, it makes me love the team more					Total
		strongly disagree	disagree	neutral	agree	strongly agree	
how often do you purchase your team jersey	twice a year	1	1	3	6	15	26
		3.8%	3.8%	11.5%	23.1%	57.7%	100.0%
	every time the league starts	2	9	10	30	43	94
		2.1%	9.6%	10.6%	31.9%	45.7%	100.0%
	once in a while	2	5	17	51	56	131
1.5%		3.8%	13.0%	38.9%	42.7%	100.0%	
Never	0	0	3	1	1	5	
	0.0%	0.0%	60.0%	20.0%	20.0%	100.0%	
Total		5	15	33	88	115	256
		2.0%	5.9%	12.9%	34.4%	44.9%	100.0%

Source: Researcher (2017)

team jersey is attractive and they purchase it every time the league starts, 11 (42.3%) strongly agree that the colors of the team jersey is attractive and they purchase it twice a year, 1 (20.0%) strongly agree that the team jersey is attractive and they have never purchased it. Only 2 (2.1%) respondents strongly disagree that the team jersey is attractive but they purchase every time the league starts. This implies that colors of a team jersey are attractive and they will always purchase the jersey. This agrees with the study conducted by Umer and Salman (2014) who argue that University students pay so much attention to products that are branded with the team's colors and logo to show off. They believe that a brand should have all the characteristics to fulfill the need of its customers. The study also sought to find out if fans are also influenced by the colleagues to buy the jersey, the response show that;

Majority of fans strongly agree that they purchase the jersey once in a while when they see their colleagues in teams jersey 56 (42.7%), 43 (45.7%) says that they purchase the jersey every time the league starts because their colleagues have them, 15 (57.7%) purchase the jersey twice a year because they see other fans with it, and 2 strongly disagree that they will purchase a jersey once in a while because their colleagues have it.

This implies that majority of fans will purchase the jersey when they see their colleagues with it.

3.1.2 Logo of the jersey and customer satisfaction

The researcher sought to find out if the logo of the jersey influence the number of purchases, the response shows that; Majority of fans strongly agree that they love the logo of the team and they will purchase it once in a while 67 (51.1%), 50 (53.2%) say that they strongly agree that they love the teams logo and they will purchase the jersey every time the league starts because of it, 17 (65.4%) strongly agree that they purchase the jersey twice in a year because they love the teams logo, 4 (1.6%) strongly disagree that the logo of the jersey makes one purchase the jersey but they purchase it anyway. This implies that majority of fans will purchase a team's jersey because of the teams logo. This agrees with the study conducted by Umer and Salman (2014) who argue that University students pay so much attention to products that are branded with the team's colors and logo to show off. They believe that a brand should have all the characteristics to fulfill the need of its customers.

The researcher further wanted to find out if fans commitment leads to repeat purchase, results show that;

Table 3.3. Logo of the team and repeat purchase.

		i love the teams logo					Total
		strongly disagree	disagree	neutral	agree	strongly agree	
how often do you purchase your team jersey	twice a year	0	1	3	5	17	26
		0.0%	3.8%	11.5%	19.2%	65.4%	100.0%
	every time the league starts	3	3	8	30	50	94
		3.2%	3.2%	8.5%	31.9%	53.2%	100.0%
	once in a while	1	0	16	47	67	131
0.8%		0.0%	12.2%	35.9%	51.1%	100.0%	
Never	0	0	1	1	3	5	
	0.0%	0.0%	20.0%	20.0%	60.0%	100.0%	
Total		4	4	28	83	137	256
		1.6%	1.6%	10.9%	32.4%	53.5%	100.0%

Source: Researcher (2017)

Table 3.4. Fans commitment and repeat purchase.

		my commitment to the team is a significant aspect of my self-identity					Total
		strongly disagree	disagree	neutral	agree	strongly agree	
how often do you purchase your team jersey	twice a year	0	1	9	5	11	26
		0.0%	3.8%	34.6%	19.2%	42.3%	100.0%
	every time the league starts	4	13	19	34	24	94
		4.3%	13.8%	20.2%	36.2%	25.5%	100.0%
	once in a while	7	15	30	40	39	131
5.3%		11.5%	22.9%	30.5%	29.8%	100.0%	
Never	1	0	2	2	0	5	
	20.0%	0.0%	40.0%	40.0%	0.0%	100.0%	
Total		12	29	60	81	74	256
		4.7%	11.3%	23.4%	31.6%	28.9%	100.0%

Source: Researcher (2017)

Majority of fans agree that their commitment to the team is an aspect of their self-identity and will purchase the jersey once in a while 40 (30.5%), 34 (36.2%) believe that their commitment to the team is an aspect of their self-identity and will purchase the jersey every time the league starts, 5 19.2% agree their commitment to the team is an aspect of their self-identity and will purchase the jersey twice a year, only 12 (4.7%) strongly disagree that their commitment to the team is an aspect of their self-identity. This implies that fans agree that their commitment to the team is an aspect of their self-identity and will purchase the teams jersey.

3.1.3 Design of the jersey and customer satisfaction

The researcher sought to find out if the design of the jersey influence the number of purchases, the response shows that;

The findings show that 28 (21.4%) of fans strongly agree and agree that clubs related merchandise is attractive and they will purchase it once in a while, 28 (29.8%) say that the club related merchandise is attractive and they will purchase it every time the league starts. 20 (7.8%) strongly disagree that club merchandise is attractive and only 1 (20.0%) will never purchase it. This implies that many fans agree that clubs merchandise is attractive and will therefore purchase it.

This concurs with the study carried out by Mc Carthy and Rowley (2014) on female fans of the National Football League and believe that women are very loyal to their brand and stand out as the ambassadors of the team because they speak well of the game.

The results of the study are that women want more choices in terms of beverage selection, healthier food and merchandise. Participants in this study also emphasize the importance of restrooms and general stadium cleanliness.

The researcher further wanted to find out if the football is an entertaining game because of the jersey and if this will influence the fans to make a purchase, the results show that;

Majority of fans disagree that football is an entertaining game because of the teams jersey and fans will purchase the jersey once in a while 34 (26.0%), 39 (15.2%) strongly disagree that football is an entertaining game because of the teams jersey and will anyway purchase the teams jersey, 33 25.2% agree that football is an entertaining game because of the teams jersey and fans will purchase the jersey once in a while. This implies that most fans do not agree that football is an entertaining game because of the team's jersey.

The researcher further wanted to find out if the texture and design of the jersey leads to repeat purchase. The findings show that;

Table 3.5. Merchandise is fashionable and repeat purchase.

		one purchases club related merchandise because it is fashionable					Total
		strongly disagree	disagree	neutral	agree	strongly agree	
how often do you purchase your team jersey	twice a year	2 7.7%	2 7.7%	5 19.2%	8 30.8%	9 34.6%	26 100.0%
	every time the league starts	5 5.3%	14 14.9%	25 26.6%	28 29.8%	22 23.4%	94 100.0%
	once in a while	12 9.2%	19 14.5%	44 33.6%	28 21.4%	28 21.4%	131 100.0%
	Never	1 20.0%	1 20.0%	1 20.0%	2 40.0%	0 0.0%	5 100.0%
		20 7.8%	36 14.1%	75 29.3%	66 25.8%	59 23.0%	256 100.0%
Total							

Source: Researcher (2017)

Table 3.6. Teams jersey makes the football entertaining and repeat purchase.

		football is an entertaining game because of the teams jersey					Total
		strongly disagree	disagree	neutral	agree	strongly agree	
how often do you purchase your team jersey	twice a year	4 15.4%	5 19.2%	0 0.0%	8 30.8%	9 34.6%	26 100.0%
	every time the league starts	15 16.0%	14 14.9%	27 28.7%	23 24.5%	15 16.0%	94 100.0%
	once in a while	20 15.3%	34 26.0%	27 20.6%	33 25.2%	17 13.0%	131 100.0%
	never	0 0.0%	0 0.0%	4 80.0%	1 20.0%	0 0.0%	5 100.0%
		39 15.2%	53 20.7%	58 22.7%	65 25.4%	41 16.0%	256 100.0%
Total							

Source: Researcher (2017)

Table 3.7. Jersey texture and design and repeat purchase.

		Iam satisfied with texture and design of the teams jersey					Total
		strongly disagree	disagree	neutral	agree	strongly agree	
how often do you purchase your team jersey	twice a year	0 0.0%	3 11.5%	3 11.5%	8 30.8%	12 46.2%	26 100.0%
	every time the league starts	2 2.1%	3 3.2%	12 12.8%	37 39.4%	40 42.6%	94 100.0%
	once in a while	6 4.6%	6 4.6%	27 20.6%	51 38.9%	41 31.3%	131 100.0%
	never	0 0.0%	0 0.0%	2 40.0%	3 60.0%	0 0.0%	5 100.0%
		8 3.1%	12 4.7%	44 17.2%	99 38.7%	93 36.3%	256 100.0%
Total							

Source: Researcher (2017)

Majority of fans agree that the texture and design of the jersey would make them purchase a team's jersey once in a while 51 (38.9%), 40 (42.6%) strongly agree that they purchase a team jersey every time the league starts because of the design and texture of the teams jersey. 8 (3.1%) strongly disagree that they will purchase the team jersey because of the design and texture but they will still go ahead and purchase it. This implies that female fans are cautious about the design and texture of a jersey and it will influence them to make a purchase decision. This agrees with the study conducted by Madrigal (2008) who asserts that satisfaction in soccer should be enhanced by stakeholders paying more attention on product extension services such as entertainment at the venue, teams branded merchandise for which should be supplied consistently to the place that can easily be accessed by its customers; this will ensure that many customers will be satisfied and are likely to make repeat purchase.

Table 3.8. Chi-Square Tests.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.339 ^a	12	.046
Likelihood Ratio	23.068	12	.027
Linear-by-Linear Association	6.300		.012
N of Valid Cases	256		

Source: Researcher (2017)

The second objective sought to find out the influence of perceived quality of a team jersey on customer satisfaction among female football fans in public university. A hypothesis was formulated with the assumption of no significant effect. The result in table 4.24 shows that the value of test statistic is 21.339. The p-value of the test statistic is $p=0.046$ since the p-value is less than the chosen level of significance (0.05); we reject the null hypothesis that there is no significant relationship between perceived quality and customer satisfaction.

4. Recommendation

Football teams should design fitted jerseys for female fans with appealing colors as compared to the unisex jerseys they have.

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