

**Team identification and African Generation Y  
students' perceived brand personality of  
Premier Soccer League teams**

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**VAAL TRIANGLE CAMPUS**

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**2016**

## **DECLARATION**

**I, Nkosinamandla Erasmus Shezi** declare that Team identification and African Generation Y students' perceived brand personality of Premier Soccer League teams is my own work and that all the sources I have used or quoted have been indicated and acknowledged by means of complete references.

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**SIGNATURE**

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## DECLARATION OF LANGUAGE EDITING

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**21 November 2015**

To whom it may concern

This is to confirm that I, the undersigned, have language edited the **dissertation** of

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for the degree  
**Master of Commerce**

***Team identification and African Generation Y students' perceived  
brand personality of Premier Soccer League teams***

The responsibility of implementing the recommended language changes rests with the author of the dissertation.

Yours truly,



Linda Scott

## ACKNOWLEDGEMENTS

*"It always seems impossible until it's done"*

-Nelson Rolihlahla Mandela

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## ABSTRACT

**Key words:** Premier Soccer League (PSL), team identification, fan identification, brand personality, African Generation Y students, South Africa.

There has been a significant amount of growth in soccer game attendance and media coverage since the Premier Soccer League (PSL) in South Africa was established in 1996. However, match attendance started to decline from the 2013 season. PSL teams need to do something to get the fans back into the stadiums. A stable fan base is of vital importance for a team's competitive advantage since the growing commercialisation of sport. The South African PSL is no exception and teams need to comprehend the importance of loyal fans.

Team identification is linked to higher game attendance and more fans that are loyal and, therefore, it is relevant to the PSL teams. Higher game attendance will increase the teams' revenues through ticket sales. Highly identified fans are loyal fans and increase the likelihood of better sponsorship deals for a team. Higher levels of team identification with a team could be obtained through a unique brand personality. Brand personality is necessary for sport team managers in order to understand fans' perception regarding a team brand. As such, managers will be able to better position the teams' brand and reach the target market accordingly.

In South Africa, members of the Generation Y cohort made up 38 percent of the country's population in 2014 (Statistics South Africa, 2014:9), which in terms of its size, make this cohort a highly relevant market segment. Generation Y, specifically African Generation Y, represents an important current and future market segment for PSL teams. This study focuses on the student segment of the Generation Y cohort. Given that a tertiary qualification generally is associated with a higher future earning capacity and a greater role model status within a society, university students are likely to be of particular interest to marketers.

The main purpose of the study was to investigate the influence of African Generation Y students' perceived brand personality of South African PSL teams on their PSL team identification. The study used an adapted version of a team identification scale (Swanson *et al.*, 2003) and sport brand personality scale (Braunstein & Ross, 2010) to measure the perceptions.

The sampling frame for the study comprised the 26 public registered higher education institutions (HEIs) situated in South Africa. The study used one traditional university and one university of technology located in the Gauteng province. A non-probability convenience sample of 450 full time African Generation Y students was taken from the two HEIs. Of the questionnaires completed, 438 were usable. The statistical analysis of the collected data included exploratory factor analysis, descriptive statistical analysis, correlation analysis, regression analysis and independent sample t-tests.

The findings suggested that Generation Y students exhibit a positive level of team identification towards their favourite team. Generation Y students perceived their favourite PSL team more hard working, confident, respected, skilled and successful. The results also suggest that the level of team identification with the PSL teams could be predicted by two dimensions (successfulness and ruggedness) of brand personality. Generation Y male and female students only differ regarding the perception of two of the brand personality dimensions (successfulness and sophistication).

The findings of this study contribute to the limited literature available concerning the level of team identification and brand personality perceptions of sport teams in the South African context. The study shed light specifically on the level of team identification and brand personality perceptions of Orlando Pirates and Kaizer Chiefs. These were the top two teams identified by the respondents. These findings will assist these PSL teams to understand the brand personality perceptions of the team amongst African Generation Y fans better. The study also indicates some relationship between brand personality and team identification. The results suggest teams can use their brand personality to influence team identification amongst fans positively. These results can be used to assess and alter their current marketing strategies.

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# CHAPTER 1: INTRODUCTION

*“Education is the most powerful weapon which you can use to change the world.”*

-Nelson Rolihlahla Mandela

## 1.1 INTRODUCTION

The Premier Soccer League (PSL) in South Africa is a professional soccer league consisting of 16 teams, (PSL, 2015a). The PSL, originally known as National Professional Soccer League (NPSL), started in 1971 and Orlando Pirates, previously known as Amabhakabhaka, was the first team to be crowned as the national champion (Hlongwa, 2010:88). In 1996, the name of the league changed from NPSL to the PSL but its functionality remained the same (Darby & Solberg, 2010:119). The PSL was established to raise the standard of local football clubs by providing better media coverage and better sponsorships (Morgan, 2015b). The Manning Rangers team was the first to be crowned as champion of PSL in 1997 (PSL, 2015b).

According to a study conducted in South Africa by May *et al.* (2014:63), the majority of African (black) Generation Y university students indicated that they play soccer. The suggestion was made that African Generation Y students are likely to follow the country's PSL games. Mofokeng and Bevan-Dye (2014:340) support this and indicate that African Generation Y students are followers of the South African PSL. There are several definitions of Generation Y but this study makes use of Markert's (2004:21) definition, which states that the Generation Y cohort includes individuals born between 1986 and 2005. Generation Y individuals were aged between 10 and 29 years of age in 2015. According to Statistics South Africa, mid-year population estimates (Stats SA, 2014:9), black Africans accounted for approximately 84 percent of the country's Generation Y cohort in 2014 and made up about 32 percent of the total population of South Africa. This study focuses on the university student segment of the Generation Y cohort, which typically includes the 18 – 24 year old group. Given that the youth represent the future market and given the significant size of the African Generation Y cohort, the success of the PSL is dependent on the league's ability to remain relevant to this cohort (Roets *et al.*, 2013:974; Mofokeng & Bevan-Dye, 2014:339). The study focuses on African Generation Y university students because a tertiary qualification is generally connected with a higher future earning potential and higher social standing in

a community (Bevan-Dye, 2012:38), which renders them as potential trend setters and opinion leaders amongst the country's wider Generation Y cohort.

Team identification may be defined as a positive attitude that indicates that an individual strongly identifies with and feels a sense of oneness with the team (Trust Capital Institute, 2012). Similarly, team identification is the social identity that a group of fans has in relation to their favourite sport team (Know *et al.*, 2007:541). Solansky (2011:247) indicates that team identification is influenced by the performance of the team. Successful teams tend to encourage higher levels of team identification and higher team identification means more fans that are loyal, which potentially leads to profitable sponsorship deals (Hipperson, 2012). The literature suggests that team identification also is influenced strongly by the brand image of the team (Bauer *et al.*, 2008:217).

According to Panda (2005:132), brand image is the consumer's perception concerning the quality of a brand. Park and John (2010:665) argue that brand personality is one of the key elements of brand image. Since the concept of brand personality was introduced, it has become an important aspect for marketers (Tsiotsou, 2012:238). Brand personality refers to a set of human characteristics assigned to a brand (Aaker, 1997:347). Creating a brand personality for a specific brand is regarded as an important marketing strategy that aids in differentiating a brand from competing brands and creating a stronger brand image and higher brand preference, which ultimately leads to brand loyalty (Muller, 2014:540). The components of brand personality will provide marketers with an ability to examine how to reposition and improve the brand. In sport, the role of brand personality provides a deeper understanding on how fans perceive the brand of a team.

## **1.2 PROBLEM STATEMENT**

A stable fan base has become more and more important for a team's competitive advantage since the growing commercialisation of sport (Bauer *et al.*, 2008:205). The South African PSL is no exception and teams need to comprehend the importance of loyal fans. This emphasises the significance of understanding the extent to which fans identify with a team. Fans with a higher level of team identification are beneficial to the sport team (Chein & Ross, 2012:148; Fullerton, 2010:30). These fans frequently attend games and often purchase seasonal tickets and team merchandise (Bolye & Magnusson, 2007:597). This increase in ticket and merchandise sales will generate

additional revenue for the team. Teams with highly identified fans are also more likely to attract lucrative sponsorship deals (Gwinner & Swanson, 2003:286).

Team managers should note that team identification could be increased if the team exhibits a unique brand personality (Carlson, 2009:381). Braunstein and Ross (2010:13) emphasise that brand personality perceptions are important for sport teams to obtain a better understanding of their target market. Brand personality of a team is also important for the sponsor due to the brand image transfer through the sponsorship (Smith, 2004:469). Furthermore, if marketers have a brand personality fans like, the likelihood of gaining more fans and selling more game tickets and team merchandise is also higher. Tsiotsou (2012:238) indicates that marketers should use brand personality to examine how sport consumers perceive sport team brands. These results can facilitate marketing efforts aimed at repositioning the team brand or building on current perceptions of the brand.

There is limited published research regarding brand personality in South Africa and a dearth of research specifically regarding the brand personality of sport teams. There is also no research in South Africa measuring the brand personality and team identification of PSL teams. Knowing fans' level of team identification and their perceptions of the team's brand personality may be useful for marketing purposes and brand differentiation against competitors and repositioning strategies (Braunstein & Ross 2010:13). This study aims to measure the perceptions of African Generation Y students. Members of South Africa's Generation Y cohort, particularly black Africans, represent an important current and future target market for PSL teams.

### **1.3 OBJECTIVES OF THE STUDY**

The following objectives have been formulated for the study:

#### **1.3.1 Primary objective**

The main purpose of the study was to investigate the influence of African Generation Y students' perceived brand personality of South African PSL teams on their PSL team identification.

### **1.3.2 Theoretical objectives**

In order to achieve the primary objective, the following theoretical objectives are formulated for the study:

- Provide a review of the literature on the historical background of South Africa's PSL together with an overview of the characteristics and the growth in sponsorship and spectatorship of the league.
- Review the literature on team identification
- Provide a review of the literature on brand personality.
- Review the literature on sport team brand personality.
- Conduct a review of the literature pertaining to sport marketing.
- Conduct a review of the literature regarding Generation Y, the characteristics of its members and the importance of African Generation Y as a current and future target segment for PSL teams.

### **1.3.3 Empirical objectives**

In accordance with the primary objective of the study, the following empirical objectives are formulated:

- Determine African Generation Y students' level of team identification with their favourite PSL teams.
- Determine the African Generation Y students' perceived brand personality of their favourite PSL team.
- Determine the relationship between African Generation Y students' perceived brand personality of their favourite PSL team and their level of identification with their favourite PSL team.
- Determine the influence of African Generation Y students' perceived brand personality of their favourite PSL team on their level of identification with their favourite PSL team.

- Determine whether male and female African Generation Y students differ concerning their perceived brand personality of their favourite PSL team and/or their level of identification with their favourite PSL team.

## **1.4 HYPOTHESES TESTING**

In accordance with the empirical objectives, the following hypotheses will be tested and reported on in detail in Chapter 4.

H<sub>0</sub>1: African Generation Y students' brand personality perceptions of PSL teams do not have a significant direct influence on their level of team identification.

H<sub>a</sub>1: African Generation Y students' brand personality perceptions of PSL teams have a significant direct influence on their level of team identification.

H<sub>0</sub>2: African Generation Y students' team identification with PSL teams do not differ between males and females

H<sub>a</sub>2: African Generation Y students' team identification with PSL teams differ between males and females

H<sub>0</sub>3: African Generation Y students' brand personality perceptions of PSL teams do not differ between males and females

H<sub>a</sub>3: African Generation Y students' brand personality perceptions of PSL teams differ between males and females

The next section discusses the research design and methodology used in the study.

## **1.5 RESEARCH DESIGN AND METHODOLOGY**

The study comprises a literature review and empirical study. Quantitative research, using the survey method, was used for the empirical study.

### **1.5.1 Literature review**

In order to underpin the empirical study, a review of South African and international literature was conducted using secondary data. Secondary sources included the Internet, textbooks, academic journals, online academic databases and business journal.

## **1.5.2 Empirical study**

The empirical portion of this study comprised the following methodology dimensions:

### **1.5.2.1 Target population**

The target population for this study was African Generation Y students registered at public South African higher education institutions. Specifically, the target population is defined as follows:

- Elements: undergraduate male and female African Generation Y students aged between the ages of 18 and 24 years
- Sampling unit: South African public higher education institutions
- Extent: Gauteng
- Time: 2015.

### **1.5.2.2 Sampling frame**

The sampling frame focused on the registered higher education institutions in the Gauteng region. South Africa has 26 fully-operational, registered public higher education institutions, which include 11 traditional universities, six comprehensive universities and nine universities of technology (BusinessTech, 2015). The study used one traditional university and one university of technology located in the Gauteng province.

### **1.5.2.3 Sample method**

A non-probability sampling method was selected for this study. Therefore, a non-probability convenience sample of 450 African Generation Y students registered full time was conducted within two higher education institutions.

### **1.5.2.4 Sample size**

This study used the historical approach to determine the sample size of 500 respondents. Similar studies regarding the measurement of brand personality by Tsiotsou (2012:244), Braunstein and Ross (2010:11) Bosnjak *et al.* (2007:307) had sample sizes of 301, 449 and 385 respondents respectively. Therefore, a sample size of 500 was selected. This study focuses on African Generation Y students only (18 – 24 year old).

### **1.5.2.5 Measuring instrument and data collection method**

The measuring scale used in this study included the adapted scales used by Swanson *et al.*, (2003:155) and Braunstein and Ross (2010:11). The questionnaire consisted of a cover page and four sections. Section A requested demographical information from respondents. Section B included three screening questions to determine the sport interest of the respondents, Section C included five items measuring team identification (Swanson *et al.*, 2003:155) and Section D comprised 42 items designed to measure perceived brand personality (Braunstein & Ross, 2010:11). All scaled responses in the questionnaire were measured using a six-point Likert scale (1= strongly disagree to 6= strongly agree).

Before the questionnaire was administrated, a pre-test within academic was done by selecting three students to check if all instructions and the language used in the questionnaire are easily understandable. The questionnaire was also pilot tested on a convenience sample of 50 African Generation Y students, who did not form part of the sampling frame, in order to ascertain its reliability.

### **1.5.3 Statistical analysis**

The captured data were analysed using the Statistical Package for Social Sciences (SPSS), version 22.0 for Windows. The following statistical methods were used on the empirical data sets:

- Exploratory factor analysis
- Reliability and validity analysis
- Descriptive analysis
- Correlation analysis
- Two independent-sample t-tests.

## **1.6 ETHICAL CONSIDERATIONS**

The research project complied with ethical standards of academic research, which among other things protected the identities and interests of the respondents, guaranteeing confidentiality of the information provided by respondents. The correct procedure was followed in order to acquire approval to obtain information from African

Generation Y students; the approval was obtained from the directors and deans at the different higher education institutions in the Republic of South Africa, including North West University. Participation in the survey was voluntary. The survey was based on interest among African Generation Y student and no student was forced to participate.

In addition, the final questionnaire accompanied by the research proposal was submitted to the North-West University research Ethics Committee. The purpose was to ensure that participants who are classified as being vulnerable were not included in the sampling frame. The committee also evaluated the measurement instruments to ensure that no information of a sensitive nature will be requested. The study successfully passed the committee's standards and received the following ethical clearance number: **ECONIT-2015-019.**

## **1.7 CHAPTER CLASSIFICATION**

### **Chapter 2: Literature review**

Chapter 2, introduce and provide background regarding the South African PSL. A detailed literature review on team identification is provided. Furthermore, the chapter presents an in-depth literature review regarding brand personality as well as sport brand personality. In addition, Chapter 2 presents a discussion of sport marketing and the sport marketing mix. The chapter is concluded with a discussion of the Generation Y cohort.

### **Chapter 3: Research design and methodology**

Chapter 3 discussed the research methodology of the study. The sampling method including the target population, sample frame and sample size was addressed. Another crucial discussion in the research approach was the data collection method including the questionnaire design, format and layout. Pre-testing, administration, data presentation of the questionnaire and statistical analysis also was discussed within the chapter.

### **Chapter 4: Results and findings**

Chapter 4 indicated the findings and analyses of the empirical study. The data obtained from the questionnaire were analysed and interpreted and the data set was analysed using statistical methods. Reliability and validity were evaluated in this chapter.

## **Chapter 5: Conclusions and recommendations**

Chapter 5 was the last chapter of the study and provided a detailed summary and results of the entire study. Conclusions were made to provide recommendations as far as the study is concerned. Final suggestions and recommendations for future research were made.

### **1.8 SYNOPSIS**

In this chapter, the focus was on the historical background and the problem statement of the study, emphasising the importance of knowing the team identification and brand personality perceptions of Generation Y students by marketers of PSL teams. PSL marketers need to understand brand personality and how sport teams, as brands, are perceived by sport consumers in order to develop effective marketing campaigns. In addition, this chapter provided overviews of the study including research objectives, research design, research methodology, ethical considerations and chapter classification.

The next chapter reviews the literature that contributed to this study.

## **CHAPTER 2: Literature review**

### **2.1 INTRODUCTION**

This section focuses on the theoretical objectives mentioned in Chapter 1 to achieve the primary objectives. The main purpose of the primary objectives is to investigate the influence of team identification and African Generation Y student perceived brand personality of PSL teams. Section 2.2 introduces the PSL, by briefly highlighting PSL history, current operations and growth of the league. Section 2.3 briefly introduces and defines team identification. The levels of team identification development (Section 2.3.3) are outlined, as well as the various factors influencing team identification.

Section 2.4 defines and explains the concept of brand personality according to the literature, followed by Section 2.5 introducing sport brand personality. Section 2.6 briefly discusses sport marketing and marketing mix and the chapter concludes with a discussion about the Generation Y cohort.

### **2.2 THE PREMIER SOCCER LEAGUE (PSL)**

PSL is the trading name of NSL (National Soccer League), affiliated to the South African Football Association (SAFA) (National soccer League, 2015:7). SAFA is responsible for administrating the professional football league of the Republic Of South Africa. Dr Ivan Khoza, Kaizer Motaung, Raymond Hack and Jomo Sono founded the PSL organisation in 1996 (Nelson Mandela Bay Tourism, 2012). During the early years of the PSL, there were 18 registered soccer teams, but management decided to deregister two teams (Ria Stars and Free State Stars). This was done in order to avoid fixture congestion in the league that was beyond control of PSL management (Guil, 2014; PSL, 2015g).

The South African PSL currently consists of 16 teams (Morgan, 2015b). There are 30 games for each team per season and each PSL team is expected to have different soccer kits for home games and away games (PSL, 2015c). According to Mofokeng & Bevan-Dye (2014:331), each PSL team plays twice against each of the

other teams in the league. The team is rewarded three points for a win, one point is given to each of the two teams for a draw and no points are rewarded for a defeat (PSL, 2015c). According to Cooper (2015), only three teams have won the PSL championship titles more than three times, namely: Mamelodi Sundowns, Orlando Pirates and Kaizer Chiefs. Mamelodi Sundowns is the leading team in terms of winning the PSL championship six times (Morgan, 2015b), while Orlando Pirates and Kaizer Chiefs both won the championship four times.

**Table 2.1: PSL titles since 1997-2015**

<b>Year</b>	<b>Team name</b>
1997	Manning Rangers
1998	Mamelodi Sundowns
1999	Mamelodi Sundowns
2000	Mamelodi Sundowns
2001	Orlando Pirates
2002	Santos
2003	Orlando Pirates
2004	Kaizer Chiefs
2005	Kaizer Chiefs
2006	Mamelodi Sundowns
2007	Mamelodi Sundowns
2008	Super Sport United
2009	Super Sport United
2010	Super Sport United
2011	Orlando Pirates
2012	Orlando Pirates
2013	Kaizer Chiefs
2014	Mamelodi Sundowns
2015	Kaizer Chiefs

**Source:** Morgan (2015b)

Teams do not only compete for winning the PSL title, but also to compete in the Confederation of African Football (CAF) champions' league. The CAF is more prestigious because the teams compete for a better ranking within African football. For example Orlando Pirates is the only South African team to date that managed to win the CAF cup in 1995 (Orlando Pirates, 2015); this victory of the CAF champions league is indicated by a golden star above the club logo. CAF champions league consists of teams who finished within the top three in the national leagues across Africa (Confederation of African Football, 2015). Therefore, top three PSL teams each season automatically qualify for the CAF champions' league, to represent South Africa in the African Championship.

### **2.2.1 PSL growth**

The PSL has shown tremendous growth based on sponsorships, tournament size, media coverage and spectatorship since the tournament's origin in 1996.

#### **2.2.1.1 Sponsorship**

South African Breweries (SAB) was the first main PSL league sponsor from 1997 until 2007 under their brand Castle Lager (PSL, 2015e). According to Willy (2011), professional soccer in South Africa relied heavily on the SAB sponsorship to cover soccer expenses for all affiliated teams. The 2002 – 2007 sponsorship deal between PSL and SAB was worth R140 million (News24, 2002). On 26 September 2007, the PSL signed a new sponsorship deal with Absa as the main sponsor worth R500 million for a five-year period (Joseph, 2007). This was the largest sport sponsorship signed in South Africa at the time (Tlou, 2010a). Consequently, the name of the tournament changed from Castle Premiership to Absa Premiership. By the end of the five-year period, Absa announced that they have extended the sponsorship contract for another five years until the end of 2017 season (PSL, 2012a). In addition, professional teams also attract some sponsorship deals (Fullerton, 2007:373). Table 2.2 indicates each PSL team sponsor.

**Table 2.2: PSL Teams main sponsorships**

<b>Name of teams</b>	<b>Main sponsor</b>
1. Kaizer Chiefs	Vodacom
2. Mamelodi Sundowns	Ubuntu-Botho (S&E)
3. Wits University	Bidvest
4. Orlando Pirates	Vodacom
5. Ajax Cape-Town	Huawei
6. Super Sport	Engen
7. Bloemfontein Celtics	MTN
8. Maritzburg United	Umbro
9. Free State Stars	Bonita's
10. Mpumalanga Black Aces	ISPS HANDA
11. Platinum Stars	Acelli
12. Polokwane City	Team-talk media
13. University of Pretoria	Workerslife
14. Chippa United	Chippa holdings
15. Moroka Swallows	Hyundai
16. AmaZulu	Spar

**Source:** PSL (2015c)

According to Morgan (2009), the PSL should be proud for the above-mentioned sponsorships, because the PSL currently is ranked seventh on the list of leagues with the biggest sponsorship revenues worldwide. Sponsorship plays a crucial role in growing the PSL to improve professional soccer standards in South Africa. The PSL growth is also visible through the three additional tournament sponsorships, namely Nedbank, MTN and Telkom (PSL, 2015d).

### **2.2.1.2 Tournaments in the PSL**

The main PSL tournament expanded after 10 years of existence. In 2006 Telkom Knockout was introduced, then MTN 8 in 2007 and Nedbank Cup in 2008 (Nedbank, 2015; Ntloko, 2008; Lerman, 2006a). These additional tournaments present teams with an opportunity to win another league if they were not successful in winning the

main title of the PSL championship. Figure 2.1 illustrates these additional tournaments hosted by the PSL.



**Figure 2.1: The PSL sub tournaments**

**Source:** PSL (2015d)

### 2.2.1.2.1 The Nedbank Cup

In 2008, the financial group, Nedbank, announced the sponsorship of a knockout cup competition as part of the PSL and committed to run the contract until 2017 (Nedbank, 2015). This is the first competition that provides amateur teams and first division teams the opportunity to play with the premier league teams. The 16 PSL teams automatically qualify for the competition; while eight teams come from NFD (National First Division), the last eight teams are selected amateur teams from the SAFA structures such as Motsepe ABC and SAB league (Khan & September, 2015). The tournament also aims to promote young stars to professional teams by scouting

the talent around all nine provinces of South Africa. According to PSL (PSL, 2015f), the prize money for the tournament adds up to R20 million, which is rewarded based on knockout stages. The Nedbank Cup winner gets R7 million while the remaining prize money is distributed among the other teams based on their ranking (PSL, 2015f). The 2013/14 season champion for the Nedbank Cup was Orlando Pirates (Ditlhobolo, 2015).

#### **2.2.1.2.2 MTN 8 Cup**

On 4 August 2008, MTN launched the MTN 8 tournament hosted under the PSL (Ntloko, 2008). The competition is the richest cup competition on the African continent featuring the top eight PSL teams with the prize money of R8 million for the winner of the competition (Kwinika, 2014). According to PSL (2015g), only the top eight teams in the PSL league during the previous season are allowed to participate in the MTN eight Cup . Soccer fans best describe this tournament as Wafa-Wafa, meaning last man standing and Do or Die (Fakude, 2011). This term indicates that the teams must play until the final game as the winner takes all the prize money (Morgan, 2015d; Swanepoel, 2014). Kaizer Chiefs are the current champions of MTN 8 cup (Zondi, 2014).

#### **2.2.1.2.3 The Telkom knock out**

On 9 October 2006, South African telecommunication giant, Telkom, launched the tournament known as the Telkom Knockout, hosted under the PSL (Telkom, 2014; Lerman, 2006). All 16 PSL teams participate in this competition played only in the first half of PSL season. The competition kicks-off with 16 teams playing in knock-out rounds followed by quarterfinals, semi-finals and lastly the final. According to Morgan (2015b), the Telkom Knockout is the third richest domestic competition after the Nedbank Cup and MTN 8; Telkom pays R4-million to the winners. Kaizer Chiefs is the most successful team in the Telkom Knockout for eight times (Telkom, 2014).

#### **2.2.1.3 Media coverage**

SABC media (TV and radio) was the first broadcaster of the South African league, previously known as NFL, before it changed to PSL in 1996 (South African History

Online, 2015). Thereafter the contract continued from 1996 until 2006 (Funde, 2007). In 2007, SuperSport won the bid of the television rights for PSL games for five years (News24, 2011). In 2011, SuperSport won the bid for a second time (Majola, 2011). SuperSport is only available to DSTV subscribers. As SuperSport was granted rights, there was a lot of controversy as not everyone has DSTV to access PSL matches. Consequently, SuperSport outsourced some PSL matches to the SABC (Morgan, 2015e). In addition, PSL strengthened the media coverage by announcing the agreement with SABC radio in 2012 regarding the broadcasting rights featuring 11 radio stations (PSL, 2012b).

The South African PSL matches are broadcasted throughout Africa and in some European countries (Morgan, 2015b). Media coverage consists of SuperSport channels and SABC channels (TV and radio). This extended media coverage has strengthened the growth of the PSL from being ranked 30<sup>th</sup> league in the world, to being in the top 10 league (Hawkes, 2011).

#### **2.2.1.4 Spectatorship**

During the 1960s, league teams managed to attract only about 13 000 fans per game (Fletcher, 2012:107). The introduction of PSL in 1996 managed to attract more fans compared to previous league matches. According to PSL (PSL, 2013:31), the league had a total attendance of about 147 million for the 2012 season. PSL matches usually have a large number of spectators, as soccer is the dominating sport in South Africa (Urban Warriors, 2014; PSL, 2013:31). Spectators attend and watch soccer matches live to experience crowd atmosphere (Rough Guides Limited, 2015).

However, the match attendance started to decline from the 2013 season (Tomvil, 2014); only derby matches still have high attendance (Bafetane, 2015; Lekgetho, 2014). According to Nkosi (2010), derby matches such as those between the two Soweto giants, Orlando Pirates and Kaizer Chiefs, attract more spectators. During the derby matches, spectators manage fill up the stadiums to maximum capacity (Kaizer Chiefs, 2013: Mabasa, 2012). Since the game attendance has decreased, PSL teams need to do something to get the fans back in the stadiums. Dhurup *et al.*

(2010:474) suggest that fans with a higher level of team identification are more likely to attend the matches; hence, the importance of team identification for PSL teams.

## **2.3 TEAM IDENTIFICATION**

Mofokeng *et al.* (2015:133) argue that team identification is a manifestation of the social identity theory within sport consumer behaviour. Social identity theory is the social psychological analysis of the role of self-conception in group membership, group processes and intergroup relations (Burke, 2006:111). The theory also addresses phenomena such as stereotyping, group personalisation, crowd behaviour and group cohesiveness (Van Zomeren *et al.*, 2008:505). Furthermore, social identity refers in part to individuals' self-concept, which derives from their knowledge of their membership of a social group together with the value and emotional significance attached to that membership (Tajfel, 2010:2).

A team may be classified as a group, while a sport fan's sense of oneness with that group would be identified as social identity in the form of team identification (Gundlach *et al.*, 2006:1608). As such, social identity may also refer to a group of sport supporters' shared interest in their favourite sport team (Know *et al.*, 2007:541). Team identification reflects members' psychological attachment to a team and their desire to see the team succeed (Pearsall & Venkataramani, 2015:737; Madrigal & Chen, 2008:718). Therefore, team identification constitutes a central part of social identity (Fink *et al.*, 2009:143).

### **2.3.1 Concept of team identification**

Gundlach *et al.* (2006:1608) define team identification as the extent to which an individual identifies with a particular team and perceives a sense of unity with that team. Team identification is known as a phenomenon associated with sport consumption (Gau *et al.*, 2009:76). Smith *et al.* (2008:389) argue that team identification refers to supporters' perceived connectedness to a team and its performance. This is in line with the PSL supporters of Bloemfontein Celtics FC who are always united, passionate and connected to their team, regardless of the outcomes of the game (SABC Sport, 2014). These supporters boost their team's

strength during the game by singing traditional songs of the team featuring their number one team supporter, Botha Masilo (Doda, 2013).

### **2.3.2 Benefits of team identification**

A higher level of team identification has several benefits for both the sport team as well as the sport fans (Chein & Ross, 2012:148; Fullerton, 2010:30; Know *et al.*, 2007:551; Wann, 2006:271).

#### **2.3.2.1 Benefits of team identification for the sport team**

Recognising the importance of fan identification and developing strategies for enforcing the bond between the team and its fans can form the basis of a long-term successful course for a professional team (Zetou *et al.*, 2013:13). Teams benefit financially through team identification by higher game attendance, seasonal ticket purchases and team licence merchandise sales (Boyle & Magnusson, 2007:497).

According to Kwon *et al.* (2007:551), sport consumers with a higher level of team identification are willing to pay a premium price for team licensed merchandise. For example, soccer fans may purchase sport product for casual wear such as a shirt that displays the logo of their favourite team, as well as those who take part in sport-related activities (Fullerton, 2010:30). Furthermore, a study by Lee *et al.* (2015:70) revealed that team identification is the strongest predictor of game attendance. In addition, seasonal ticket sales can be used as a tool to establish psychological commitment for a sport fan to a team (Chein & Ross, 2012:148). Teams with a high level of team identification among their fans enjoy popularity status that leads to financial benefits.

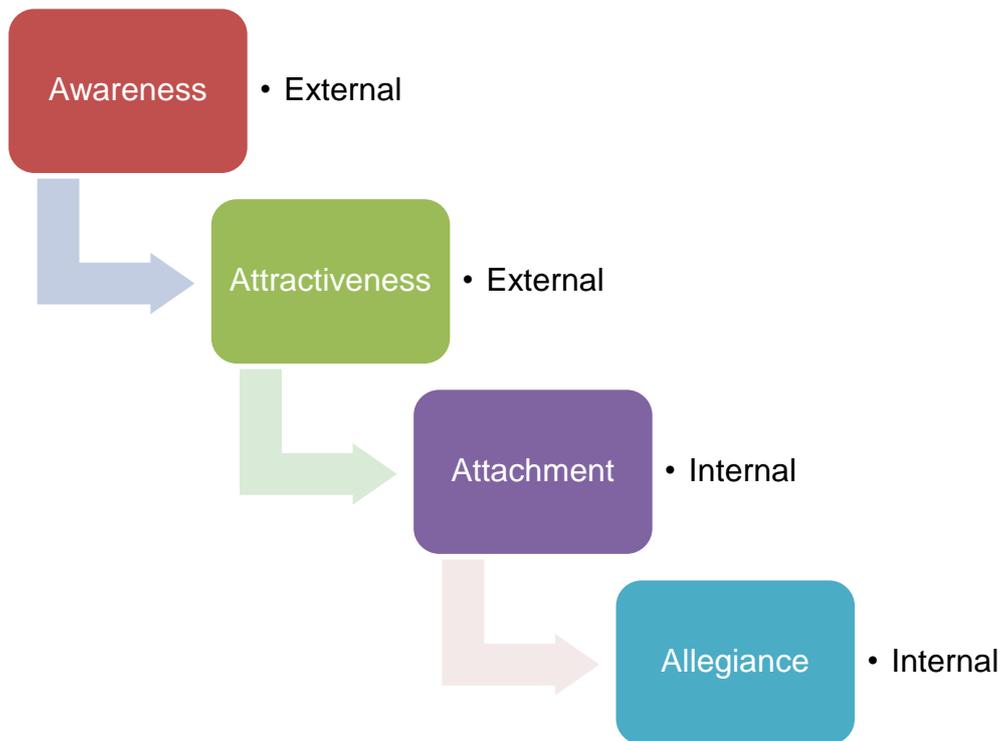
#### **2.3.2.2 Benefits of team identification for the sport fan**

Team identification also has several benefits for the sport fans. According to Kaynak *et al.* (2008:349), team identification provides symbolic benefits for a fan, such as group acceptance. Mofokeng *et al.* (2015:132) highlight that team identification may help sport fans to escape from their daily stress. Furthermore, team identification provides fans with positive psychological benefits such as an increase in self-

esteem, reduction in depression and decreases alienation (Branscombe & Wann, 1991:115-116). Identification with affiliated teams assists in developing social networks that provide psychological support and result in greater mental health of the fan by reducing anxiety and loneliness (Wann, 2006:271). Therefore, individuals with a higher level of team identification benefit through better psychological well-being.

### **2.3.3 Levels of development of team identification**

The literature outline four levels of development a fan goes through to reach team identification, namely awareness, attractiveness, attachment and allegiance (Spaij & Anderson, 2010:301; De Groot & Robinson, 2008:122; Funk & James, 2006:193). Awareness is developed when individuals notice that a team exists, and this awareness may be the result of interactions with close family members or friends about the team (De Groot & Robinson, 2008:122). Attraction is when an individual is willing to compare and evaluate the team against other teams (Goldman, 2014:25). Attachment refers to when an individual forms a psychological connection with a sport team (Goldman, 2014:25-26). Allegiance is the final step whereby the fan exhibits certain attitudes towards a specific team, and these attitudes strengthen the psychological connection between the individual fan and sport team (Wann, 2006:276). Figure 2.2 summarise the levels of development of team identification.



**Figure 2.2: Development of team identification**

**Source:** Lock *et al.* (2012:290)

According to Lock *et al.* (2012:287), attractiveness and awareness develop externally, as individuals identify with a sport team through media updates or referrals by existing fans. In contrast, allegiance and attachment develop internally, as the team identification relates to the individual's self-concept. External level attraction describes a notable interest or initial attitude towards a sport team and the interest derived from social factors such as family or friends' influence, while with internal levels of attachment and allegiance a stronger relationship between the individual and the team is reflected because of individual processes and social situational features (Funk & James, 2006:191). The external level awareness is considered as a key factor in developing team identification (Park & Dittmore, 2014:331). Foster and Hyatti (2008:270) highlight that attraction and awareness involve an individual development of feelings for a particular team, rather than a connection or bond with that team. Attachment involves the contribution of motives, satisfied when individuals' existing values appear and allegiance describes a loyalty existing over time (Filo *et al.*, 2014:248; Thomson & Williams, 2014:325).

### **2.3.4 Factors influencing team identification**

The literature highlights several important factors thought to influence fans' identification with their favourite sport teams. These factors include aspects such as team success, geographical location of a team, star players, group affiliation and brand image of the team (Shojaei *et al.*, 2011:199; Greenwood *et al.*, 2006:260; Bauer *et al.*, 2005:15). These factors are discussed in more detail in the following sections.

#### **2.3.4.1 Team success**

According to Mohan (2007:200), a successful season exerts a strong influence on the level of team identification among fans. Vella *et al.* (2013:549) explain that the number of games won during a specific season measures team success. Team success depends on continuous performance and commitment of players (Haas & Nuesch, 2012:3111). Shojaei *et al.* (2011:199) emphasise that team success influences team identification through win or lose records. Consequently, soccer fans are more likely to identify and associate themselves with a winning team and less likely to identify with a team that is losing many games (Wann, 2006:278). Team success is likely to create brand equity, attract many fans and increase the level of team identification (Kerr, 2008:2). Braunstein and Ross (2010:11) mention that the success of the team exerts perceptions of higher performance, superiority, reliability and accomplishment. Furthermore, team success improves status and perception of the team among fans (Carlson *et al.*, 2009:373). Chen (2007:28) emphasises that supporters are also more willing to associate themselves with a winning team to enhance their prestige in the eyes of others and increase their own self-esteem.

Kaizer Chiefs is considered as an extremely successful team – the team won numerous league championships and competition cup titles (Fletcher, 2010:81). According to Morgan (2007f), Kaizer Chiefs draw more fans at away games than their opposition. Therefore, Kaizer Chief's success leads to higher attendance to their games, which might be due to a higher level of team identification among fans.

#### **2.3.4.2 Geographical location**

Swayne and Dodds (2011:125) emphasised that the geographical location of a team influences team identification among the residence of an area. According to Mourao (2014:1479), sporting infrastructure often influences the geographical location of a sport team. This may lead to a situation whereby it is impossible for fans from other regions to attend the games of their favourite team not located in the same geographical area (Lock & Filo, 2012:193). According to Greenwood *et al.* (2006:261), teams located within an individual's hometown contribute a significant amount towards initial team identification. Consequently, most fans of a team would be based in the same geographical location as the team.

Bloemfontein Celtic is a PSL team based in the Free State province of South Africa. This team has a larger number of supporters within the Free State province than any other province (SABC, 2014). In South Africa, many of PSL teams are based in the Gauteng province such as Super Sport United, Mamelodi Sundowns and two Soweto rivalries Orlando Pirates and Kaizer Chiefs (Ndimande, 2010:90-92; Jacobs, 2010:78-101; Fletcher, 2010:81). The geographical location of these teams will have a direct influence on the team identification of soccer fans in the region. For example, fans located in Orlando Township might have higher team identification with Orlando Pirates; this is due to individuals who take pride in their township name, which also is found in the club logo.

#### **2.3.4.3 Star player**

In a professional team, there are key players called star players (Moosavian, 2015:14). These individuals have an ability to deliver an outstanding performance compared to other players in the team. Jane (2014:2) defines a star player as a player who is a top performer in the team. In addition, Moosavian and Roodsari (2014:17) define a star player as the most powerful individual player for a team on the field of play. A star player represents a team with his/her quality skills, which might increase fan identification with the team (Crema, 2008:11). According to Woratschek *et al.* (2008:9-11), players have a potential of establishing new styles in the game, thus soccer fans identify themselves not only with a team, but often, with

single players of a club. Högele *et al.* (2012:12) emphasised that a soccer fan might have strong team identification if his favourite star player is part of the team. Therefore, a team without a star player has fewer chances of team identification amongst the soccer fans.

Soccer fans often perceive star players as role models and, therefore, better relate to the team leading to higher team identification (Hoegel *et al.*, 2014:750). The current PSL champions, Kaizer Chiefs', star player, Tefo Mashamaite, was presented with an award for best outstanding performance as footballer of the 2015 season (Molefe, 2015). The award is given to only one PSL player per season, therefore, this reward could influence fans to view him as a successful role model. In addition star players relate positively to their role model status among Black Generation Y students (Bevan-Dye *et al.*, 2009:183). Therefore, it could be assumed that star players as role models might lead to a higher level of team identification among fans.

#### **2.3.4.4 Group affiliation**

Group affiliation is a group membership which indicates that specific people belong to a particular group or organisation (Tlhabano *et al.*, 2013:4). Affiliation is one of the most important aspects of the identification process. It is the process of viewing the group as a part of one's self-identity (Dionísio & Moutinho, 2008:20). Group affiliation, like a community, has a great influence on fans and increases the possibility of team identification by ensuring a long-term relationship (Chen, 2007:28). According to Gatbonton *et al.* (2005:492), group affiliation is a sense of belonging to a specific ethno-linguistic group. Soccer fans feel the sense of bonding and affiliation with other fellow fans by associating with a particular team (Chen, 2007:37). Furthermore, affiliation might provide psychological and social benefits to members of the team such as reducing social isolation (Cronin & Mandich, 2015:397). Many fans would identify with a team just to fit in with their peers or be affiliated with a specific group.

Group affiliation is promoted within the PSL teams through team branches that affiliate soccer fans all over the provinces. Kaizer Chiefs managed to establish more than 500 supporter branches across all nine South African provinces (North West

University, 2014). Branch members encourage others to be affiliated with the team and motivating fans to attend games.

#### **2.3.4.5 Brand image**

Bauer *et al.* (2005:15) state that the brand image of a team is a salient contributing factor towards fan identification. In addition, Chakraborty (2014) proposed that brand image influences team identification because sport teams strive to set a unique brand image to attract more fans. Danes *et al.* (2010:313) explain brand image as a mental construct where consumers form connections and associations with a brand. Keller (1993:3) formally defines brand image as perceptions about the brand as reflected by the brand in the consumers' memory. In professional sport, managers treat their teams as brands to be managed (Kunkel *et al.*, 2014:49).

According to Walsh *et al.* (2012:143), sport brand image is enhanced by a team's success and results in a higher level of team identification. Similarly, Bauer (2005:15) highlight that brand image of a sport team is related to fans' level of team identification. Mofokeng and Bevan-Dye (2015:138) suggest that PSL marketers need to brand their teams differently from other teams. A well-differentiated sport team can easily create a distinct brand image amongst fans. A study by Blumrod *et al.* (2012:485-487) shows that sport team brand image has a strong impact on spectator behaviour such as purchasing team merchandise, seasonal tickets and frequent game attendance. Correspondingly, Sims (2015:6) emphasises that brand image of a team is an important aspect for sport consumers. According to Bauer *et al.* (2005:15) sport team brand image is influenced by product related attributes (team performance); non-product related attributes (club history and tradition) and perceived consumer benefits (peer group acceptance and entertainment). Das and Ara (2014:54) highlight that brand image can be developed through a strong brand personality.

## **2.4 BRAND PERSONALITY**

Aaker (1997:347) defines brand personality as "a set of human characteristics assigned to a brand". Many authors accepted Aaker's definition as the most common

definition of brand personality (Kuma & Nayak, 2014:4; Tsiotsou, 2012:238; Valette-Florence *et al.*, 2011:24-25). Azoulay and Kapferer (2003:151) argue that a stricter definition is needed and this define brand personality as the set of human personality traits that are both applicable to and relevant for brands. Correspondingly, Louis and Lombart (2010:115) define brand personality as all personality traits used to characterise a person and which are associated with a brand.

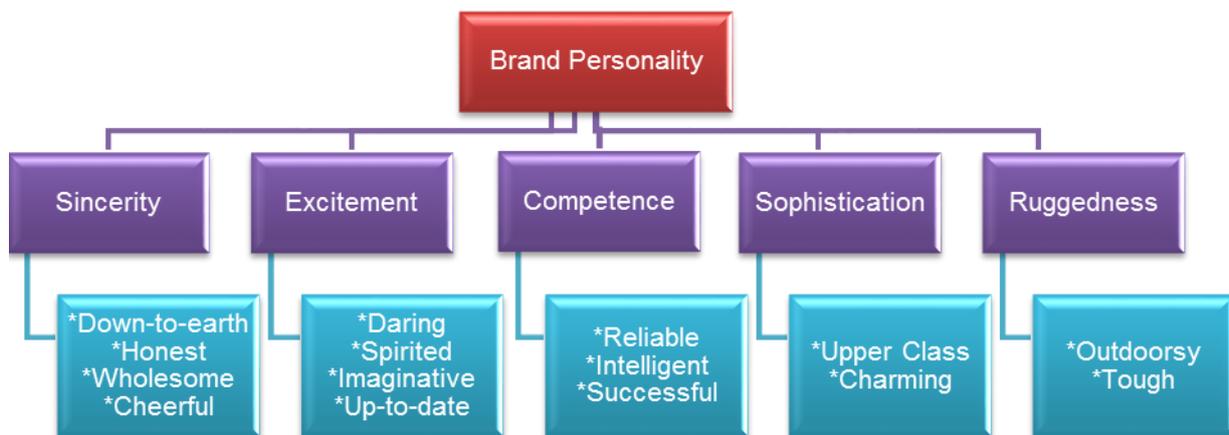
Brand personality has the ability to distinguish a brand from competitors. Kim and Zhao (2014:2) highlight that brand personality is an important part of brand image and brand equity, because the consumer builds a relationship that leads to brand loyalty. Maciel *et al.* (2013:141-142) emphasise that brand personality creates consumer preferences to a specific brand. Companies use brand personality in order to evaluate consumer perceptions of a given brand. For example brands like BMW are viewed as more sophisticated, upper class and charming, while Jeep and Hummer are perceived as rugged, outdoorsy and tough (Carlson *et al.*, 2009:373). This provides evidence that each brand in the market has its own unique personality traits (Lada & Sidin, 2012:2).

Consumers tend to select brands in compliance with their own personalities (Lin, 2010:5; Arora & Stoner, 2009:273). According to Keller and Richey (2006:76), consumers use brand personality as a means of expressing their actual or idealised self-image. Marketers should aim to present a brand to their target market that matches the consumer's personality. Strong brand personality can provide consumers with emotional fulfilment, image enhancement and willingness to remain loyal to the brand (Farhat & Khan, 2011:5).

Brand personality must be distinguishable and different from other brand personalities in the product category in order to influence consumer decisions (Calle Del Puente & Huipulco, 2008:3). Matching brand with consumer personality may be beneficial for marketers. Likewise, brand personality is beneficial to both marketers and consumers. Marketers use brand personality as an effective way to distinguish the brand from the competitors and enhance the marketing programmes, while consumers use brand personality to create and communicate their own personalities (Sung & Kim, 2010:641). Furthermore, Sung *et al.* (2009:7) emphasise that brand

personality assists marketers to better understand consumers who express themselves through the brand they purchase. The concept of brand personality helps marketers to compete by providing more competitive value propositions beyond functional benefits (Kum *et al.*, 2012:1293). As a result, brand personality is a key issue in today's marketing world. Therefore, it is very important for business to know how consumers perceive their brands, because it will assist business in positioning the brand in the market.

Aaker (1997:352) was the first author to develop a scale to measure brand personality perceptions. Aaker's (1997) brand personality trait scale is divided into five dimensions, namely sincerity, excitement, competence, sophistication and ruggedness, as illustrated in Figure 2.3.



**Figure 2.3: Brand personality dimensions**

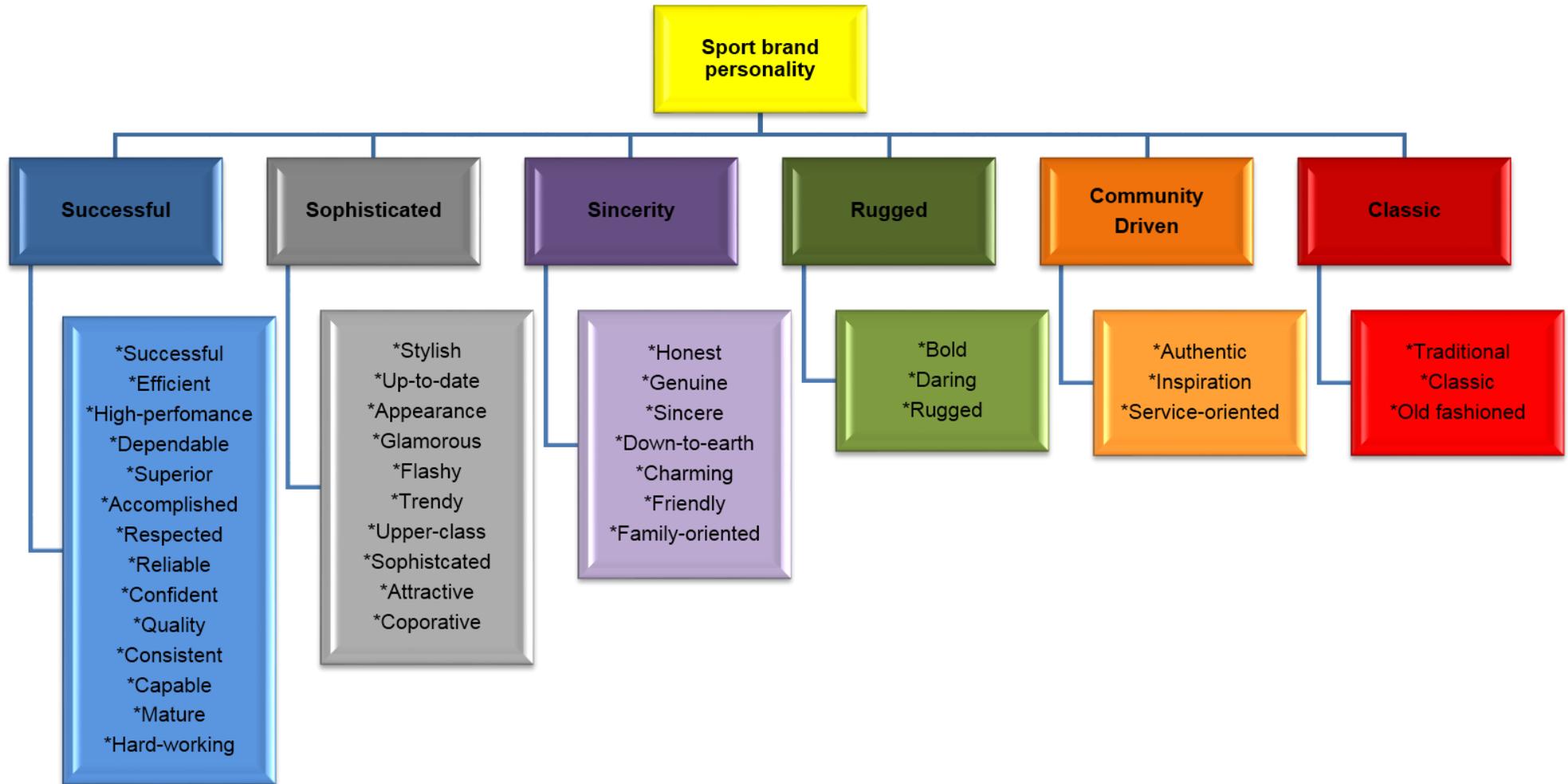
**Source:** Aaker (1997:352)

This is the most widely used brand personality trait scale but is not always applicable. However, this is not the only scale available, there are several other brand personality scales (Kumar & Venkatesakumar, 2015:57; Sung *et al.*, 2015:127; Romero *et al.*, 2012:40; Chu & Sung, 2011:176; Geuens *et al.*, 2009:103; Aaker, 1997:354). Furthermore, Aaker's scale has received various critiques (Geuens *et al.*,

2009:97; Bishnoi & Kumar, 2014:908). Nevertheless, there are other scales that were developed specifically to measure sport brand personality and were found applicable for measuring brand personality perceptions of sport teams (Tsiotsou, 2012:246; Braunstein & Ross, 2010:11).

## **2.5 SPORT BRAND PERSONALITY**

Sport teams also have very distinctive brand personalities. According to Tsiotsou, (2012:242) a sport team is a brand and as any other brand has a brand personality. There are scales specifically designed to measure the brand personality perceptions of sport teams (Braunstein & Ross, 2010:11-12; Tsiotsou, 2012:246). The scale developed by Tsiotsou (2012:245) was found inappropriate for the South African context due to difficult terms used in the construct. The scale was translated from Greek to English with terms such as triumphant and multitudinous (Tsiotsou, 2012:246). Therefore, the scale developed by Braunstein and Ross (2010:11) was deemed more appropriate. This scale (Braunstein & Ross, 2010) was developed to measure brand personality of sport teams using 40 personality traits subdivided into six constructs, namely successfulness, sophistication, sincerity, ruggedness, community driven and classic. The selected scale is similar to the scale developed by Aaker (1997). Both scales feature the dimensions of sincerity, sophistication and ruggedness. Figure 2.4 illustrates the sport brand personality trait scale as developed by Braunstein and Ross (2010).



**Figure 2.4: Sport brand personality**

**Source:** Braunstein & Ross (2010:11)

During the development of the scale, respondents were asked to identify any professional sport team. The next request was to ask students to rate the degree to which they perceive brand personality of a sport team. The measurement of brand personality traits was collected from 449 students at two different universities. The questionnaire was reduced to 40 personality traits from an initial 84 characteristic descriptors.

In PSL, a team has its own unique brand representing the team. For example, Orlando Pirates is associated with the following brand values, namely performance, innovation, resilience, accessibility, togetherness, elegance and spirit (Orlando Pirates, 2015a). Orlando Pirates understands the importance of sticking to its essential brand values to deliver excellent service to its consumers (soccer fans). While Mamelodi Sundowns and Kaizer Chiefs are perceived as successful, reliable and hard-working (PSL, 2015e; Fletcher, 2010:81). This study aims to shed further light regarding the brand personality perceptions of PSL teams. Sport brand personality trait scale is a useful tool for sport marketers (Kang, 2013:52). According to Terason (2012:46), brand personality is used in sport marketing for the purpose of positioning strategies.

## **2.6 SPORT MARKETING**

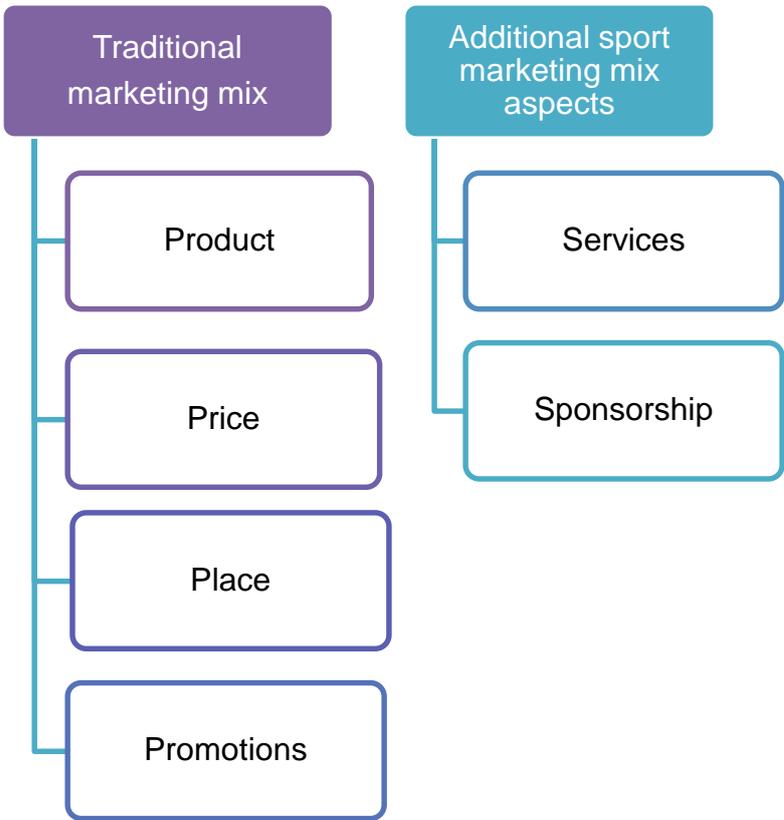
Sport marketing originated in the United States of America and was introduced first by Advertising Age in 1978 (Jinga, 2013:248). Recently marketers started to communicate their messages through sport marketing to reach the target segment. Sport marketers must understand which products are relevant to their target markets in order to develop strategies that will meet those needs (Fullerton & Merz, 2008:94). There are two major types of sport consumers, namely spectators and participants. Schwarz and Hunter (2008:106) define spectators as individuals who observe performance of sport teams and participants are individuals who take part in the sport activity. Mullin *et al.* (2007:56) emphasised that sport consumers are actively spending on sport goods and consuming sport through media.

Companies use sport widely as a tool for promotional strategies. Sport marketing is defined as an application of marketing concepts to sport products and services and marketing of non-sport products through sport association (Smith, 2008:3). However, marketers in non-sport products collaborate with sport associations and this is known as marketing through sport (Smith and Stewart, 2015:5). Marketers may use major sport events such as Olympic Games and FIFA world Cup in order to reach global market

consumers (Davis and Hilbert, 2013:2). In the same way, marketers recognise PSL as a reliable vehicle to reach consumers through media coverage such as television and radio (Khoza, 2012).

### 2.6.1 Sport marketing mix

Fullerton (2010:64) describes the traditional marketing mix as product, price, place and promotion. Smith (2008:171) extends the concept of the marketing mix to sport with the introduction of a sport marketing mix. The aspects of a sport marketing mix comprise product, price, place, promotion, services and sponsorship.



**Figure 2.5: The sport marketing mix**

**Source:** Smith (2008:171)

#### 2.6.1.1 Product

Product refers to what the organisation actually sells to satisfy consumer needs (Berndt & Petzer, 2011:12). Smith (2008:104) explains sport products as a physical good that has been manufactured and can be tangible, for example sport shoes. According to Fullerton (2010:30) a sport product may be sold for casual wear by sport fans as well as those who take part sport activities, for example sport fans wear jerseys displaying a

logo of their favourite team. Ha and Janda (2014:218) highlight that if the brand personality is related strongly to a product, then the product should be evaluated favourable by consumers. Likewise, various PSL teams' jerseys for different teams are available in sport retailers.

### **2.6.1.2 Price**

Cant *et al.* (2005:13) explains price as the amount of money charged for a product or services to the buyer. In sport marketing, the price is defined as the expression of the value of a sport product or event (Parkhouse, 2005:239). According to Pitts and Stotlar (2007:213), the typical sport consumer only budgets a limited amount of money to spend towards sport products/services. Therefore, sport marketers must consider price as one of the most sensitive elements to the sport consumer. According to McDonald and Kolsaker (2014:187), brand personality has an ability to convert commodity into something unique and allow the company to charge a higher price for it. Levet (2012:1) suggests that consumers are willing to pay a higher price, because of brand personality. Therefore, one may assume that price influences brand personality given that higher price leads to an expectation of higher quality.

Before 2010, spectators were paying R20 for admission to a PSL game (Mabasa, 2010a). In 2010 PSL Chairman, Dr I. Khoza, announced the new price tickets for attending the PSL games to be R40 per person. The increase of ticket prices resulted in low PSL games attendance (Mokoena & Kortjaas, 2010), while tickets for a derby is ranging from R60 to R150 (Laduma, 2015). The higher price charged by PSL for game admission included the provision of higher quality service, for example security, cleaning and entertainment (Mabasa, 2010b). However, a loyal PSL fan will be willing to pay any price to attend a PSL soccer match (Isabirye & Surujlal, 2012:65).

### **2.6.1.3 Place**

According to Berndt and Petzer (2011:21), place is the point of distribution, usually a retail outlet where consumers purchase products. In the case of sport marketing, this element of the marketing mix is linked with how and where sport consumer gain access to sport products or services. Therefore, place refers to the location of sport products such as the stadium, or the distribution point of the sport product, for example the game ticket or merchandise sales (Schwarz & Hunter, 2008:29). Parkhouse (2005:246) emphasises that the stadium is a place where most of the sport product is distributed.

The location of stadium has its own unique characteristics based on attractiveness of facilities and its location closer to fans (Mereu, 2014:4).

Sport consumers as spectators prefer to watch a soccer match in the manner that they feel comfortable. There are two aspects, namely the stadium and media channels. In PSL, each team uses a stadium as the home ground to host matches, where fans come to watch the match. For example, Kaizer Chiefs use Soccer City Stadium, Orlando Pirates use Orlando Stadium and Mamelodi Sundowns use Loftus Versfeld Stadium as their home grounds (Kaizer Chiefs, 2014; Orlando Pirates, 2015; Mamelodi Sundowns, 2015). Therefore, team identification is influenced by the geographical location of a team (Dodds, 2011:125). However, fans may also use media such as DSTV channels to access PSL matches (Mabasa, 2011). Other possible options available for fans to access PSL games are through the SABC channels (PSL, 2012b).

#### **2.6.1.4 Promotion**

Promotion consists of advertising, personal selling, sales promotion, public relations, product placement, virtual advertising and the Internet. (Futrell, 2013:7; Berndt & Petzer, 2011:12; Clow & Baack: 2014:21). Smith (2008:170) defines promotion as the way that sport marketers communicate with sport consumers to inform, persuade and remind them about sport product features and benefits. In the same way, Schwarz and Hunter (2008:29) emphasise that promoting sport products involve implementing a mix of activities that will communicate and educate the target audience about the sport product. Sport marketers may include personality of a brand to strengthen their promotional campaigns. Ahmad *et al.* (2015:183) opines that brand personality is the attractive idea in promotions and builds a good image of the product among the consumers.

In the sport industry, promotions constitute price-based promotions such as discounts, and non price-based promotions such as competitions and give-aways (Blakey, 2011:104). The purpose of sport promotion is to encourage game attendance among sport consumers that may lead to the purchase of products. According to Pitts and Stotlar (2007:90), sport marketers must develop promotional messages that serve three functions. First, to get more attention from sport consumers; secondly, to educate sport consumers about the product; and thirdly, to tempt consumers to purchase sport products. Understanding how consumers perceive sport brand personality would provide useful insights in implementing marketing strategies (Tsiotsou, 2012:243). PSL

teams use radio channels (SABC) for advertisement of their matches (PSL, 2014). The PSL team usually uses a specific sport show programme where sport-related questions are asked of soccer fans who receive rewards (team shirt or match tickets) for correct answers. Furthermore, PSL matches are advertised through SABC TV channels (Tlou, 2010b; Morgan, 2015g).

#### **2.6.1.5 Services**

Service is defined as intangible activity performed by a person or machine for the purpose of creating value perceptions among consumers (Rao, 2011:6). A service is intangible in nature as no one can taste and feel it and, therefore, can only be experienced (Hoye *et al.*, 2005:266). Service, as part of the sport marketing mix, is aimed at a specific target consumer in the market labelled as sport participants and spectators (Parkhouse, 2005:229). Furthermore, sport service is diverse and sport consumers can choose from different services offered by the sport industry such as fitness centres, participation in local competitions, professional sport matches and sport physiotherapist (Hoye *et al.*, 2012:218). In addition, the entertainment of the game played between two teams is regarded as a service rendered to the participants as well as the spectators (Smith, 2008:232).

The PSL render a service to consumers in the form of soccer entertainment. Therefore, entertainment is the main motivation factor for soccer fans to attend PSL games (Dubihlela *et al.*, 2009:167).

#### **2.6.1.6 Sponsorship**

Buttle (2009:335) defines sponsorship as the material or financial assistance for sport, art, or causes with which the business normally is not connected in the course of its daily operations. Similarly, sponsorship can be defined as supporting an event, activity or organisation by providing financial assistance or other resources that are of value to the sponsored event (Riley, 2012). In the academic literature, several authors (O'Reilly and Hornig, 2013:425; Trenberth & Hassan, 2012:267-8 Ngan *et al.*, 2011:551) adopted the sponsorship definition of Meeaghan (1991) who formally defines sponsorship as an investment, in cash or kind, in an activity in return for access to the exploitable commercial potential associated with that activity.

Sponsorship is an important aspect of marketing and can impact other marketing mix elements such as promotions; therefore, sponsorship fits naturally into the marketing mix and plays a vital role in achieving marketing objectives (Ludi *et al.*, 2005:461). Sponsorship is a promotional strategy that effectively is used in the marketing of sport products and may involve the marketing of non-sport products through association with sport property (Fullerton, 2007:373). For example, Absa is the main sponsor of PSL and this assists the business (Absa) to differentiate their brand and reach their customers locally, regionally and globally (Absa, 2015). Furthermore, Vodacom promotes its brand by sponsoring two highly supported PSL teams, namely Orlando Pirates and Kaizer chiefs (Times, 2015).

In addition, companies that want to market sport products can employ endorsement sponsorship whereby a famous athlete uses his/her fame to promote the companies' products (Smith, 2008:173). Athletes such as Tiger Woods, Serena Williams and Michael Jordan have effectively endorsed the Nike brand (Dwiveli *et al.*, 2015:450; Chung, 2013; Fullerton, 2010:320-327). According to Smith (2008:172), sponsorship is designed to benefit both parties – the sponsored benefiter and the sponsor. The benefiter receives money or products, while the sponsor receives publicity that builds good brand image. Therefore, sponsorship can be viewed as a highly useful marketing tool for companies (Buhler & Nufer, 2010:90).

Companies should consider sponsoring events or teams, which have a similar brand personality of their brands (Masterman, 2009:299). Tsiotsou (2012:242) highlights that sport brand personality may assist marketers in identifying appropriate sport teams that share the same personality with their brand for the purpose of sponsorship deals. Brands such as Jeep and Hummer are perceived as rugged (Carlson *et al.*, 2009:373); these brands are associated with sponsoring rugby match events (Chernatony *et al.*, 2011:137). Brand image transfer is a possibility with sponsorship deals (Smith, 2004:469); hence, brand personality of the team can be influenced by a company's sponsorship and vice versa.

## **2.7 GENERATION Y**

Some authors call them Millennial's, Nexters, Generation www, Digital Generation, Generation E, N-Gen and Eco Boomers (Martin, 2005:40; Adelina *et al.*, 2007:526), but the global label remains as Generation Y (McCrindle, 2006:8). The term Generation Y is a very broad concept and there is no widespread agreement on an exact definition for

the Generation Y cohort (Bolton *et al*, 2013:247). This study makes use of Markert's (2004:21) definition, which states that the Generation Y includes individuals born between 1986 and 2005. Generation Y individuals were between 10 and 29 years of age in 2015.

### 2.7.1 Characteristics of Generation Y

Generation Y individuals are members of the most educated and technological-sophisticated generation (Crampton & Hodge, 2009:3). There are several characteristics associated with Generation Y. For example Generation Y are characterised by their communication styles such email; text messaging and social media usage. Table 2.3 summarises some of the most prominent Generation Y characteristics.

**Table 2.3: Characteristics of Generation Y**

<b>Characteristics</b>	<b>Description</b>
Brand conscious	Value brands that are in line with their friends
Peer acceptance and sense of belonging	Interested in social networking and take advice from friends
Personality driven	Value honesty, humour and uniqueness
Image driven	They make personal statements reflecting individual image
Technological adopters	Adaption to change in new digital communications
Tech-savvy/Communication styles	Email, text messaging and social media are effective, preferable methods of communication
On-line community dwellers	Invest their time through online entertainment channels e.g. YouTube.
Attention craving	Seek immediate feedback
Lower interest in mass marketing	More open to viral marketing campaigns.
Information oriented	Quickly search for detailed information

**Sources:** (Kane, 2015; Kuchárová & Balážová, 2011; Williams and Page, 2011: 8; O'Neill, 2010:3; Euromonitor International, 2007; Kuhn *et al.*, 2007:1185)

Generation Y individuals are technologically literate with the usage of Facebook, twitter and e-mails (Cabral, 2011:8). Social media is an effective communication tool to

conduct online meetings, accessing online news, receiving daily updates and group chat opportunities (Hambrick *et al.*, 2010:455). As indicated by Bevan-Dye (2012:45), African Generation Y students are heavy users of Facebook. Sport teams can take advantage of Facebook to communicate their brand personality that might increase their level of team identification (Pronschinske *et al.*, 2012:229). Generation Y also use technology to purchase sport event tickets easily (Ha *et al.*, 2013:71), while, others prefer watching soccer through online streaming channels (PSL, 2013:31). Soccer fans use the Internet for various reasons, not only for the purchase of sport products but also for sport-related information and enjoyment, leading to many sport organisations using the Internet as an important marketing tool (Hur *et al.*, 2007:522). Digital marketing tools such as text messages, emails, weblinks, audio clips, blogging, Facebook, My Space and LinkedIn are more effective tools than traditional mass marketing to reach this segment (Erragcha & Romdhane, 2014:6-7; Bevan-Dye, 2012:45; Sharp & Bevan-Dye, 2014:85). African Generation Y has a positive attitude toward web marketing (Bevan-Dye, 2013:162).

According to Kane (2015), Generation Y is actively interested in sport. An interest in sport can be two-fold in meaning, either participating or as a spectator. The results of soccer involvement and team identification amongst Generation Y lead to positive psychological commitment with their favourite teams (Mofokeng *et al.*, 2015:138).

Williams and Page, (2011:8) mentioned that Generation Y are characterised as personality driven; image driven; geared towards peer acceptance and a need for belonging. Personality and image driven reveal similar meaning, Generation Y value personality traits such as honesty and uniqueness. According to Gladden and Funk (2002:59), peer acceptance is individual benefit of identifying a particular sport team. Isabirye (2012:67) opines that team affiliation influences the sense of belonging among the members who support the same team. In order for Generation Y to belong to a certain team, they need to be affiliated and results to initial team identification.

### **2.7.2 Importance of African Generation Y as a current and future target segment for PSL teams**

In South Africa, members of the Generation Y cohort made up 38 percent of the country's population in 2014 (Statistics South Africa, 2014:9), which in terms of its size, make this cohort a highly relevant market segment. Many members of the Generation Y

cohort have been working for quite some time now and are beginning to exhibit their economic power (Weidauer, 2012). This generation has more disposable income available than any previous generation (Kanchanapibul, 2014:528) making them a very lucrative market for companies to target.

Given that a tertiary qualification generally is associated with a higher future earning capacity and a greater role model status within a society, university students are likely to be of particular interest to marketers (Bevan-Dye, 2012:38). The importance of African Generation Y students is that some of them amongst the group have a higher possibility to form part of the so-called Black Diamonds in the near future (Herman, 2006; Bevan-Dye *et al.*, 2012:5585). Black Diamonds refer to African consumers who are well educated, have well-paying jobs and are credit worthy (Sharp & Bevan-Dye, 2014:88). The Black Diamond segment has increased and has an extremely large spending power (Radebe, 2013; Goyal, 2010). As such, African Generation Y students as future Black Diamonds constitute an important segment for South African marketers (Sharp & Bevan-Dye, 2014:88).

Individuals from the Generation Y cohort represent an emerging market audience for major sports (Bednall *et al.*, 2012:80). Correspondingly, Generation Y, specifically African Generation Y, represents an important current and future market segment for PSL teams (Mofokeng & Bevan-Dye, 2014:330). Isabirye and Surujlal (2012: 65) highlight that South African residents are willing to attend PSL soccer matches regardless of economic factors such as higher tickets price. Soccer is the most widely supported sport based in the African communities (Morgan, 2015b). Amongst these African communities are African Generation Y students, therefore, making them a definite future target market for PSL teams.

## **2.8 SYNOPSIS**

This chapter has provided and discussed the literature contributing to the study. The PSL league was introduced followed by a discussion on team identification. In addition, the development of team identification as well as the factors influencing team identification was explored. The chapter also outlined the concept of brand personality as well as sport brand personality. The chapter concluded with a discussion on the Generation Y segment. The next chapter briefly discusses research design and methodology. Research design and methodology concerns the analysis and interpretation of the collected data.

## CHAPTER 3: RESEARCH METHODOLOGY

### 3.1 INTRODUCTION

The primary reason for conducting marketing research is to use data to improve management decision making concerning marketing-related problems and opportunities (Malhotra, 2010:39). The marketing research process entails the planning, collecting, analysing and interpretation data on an identified marketing phenomenon (McDaniel & Gates, 2007:7; Kotler & Armstrong, 2012:127). It involves the application of scientific methods to uncover marketing opportunities and/or solve marketing problems (Zikmund & Babin, 2010:5). As such, marketing research serves to link consumers to marketers in that it enables marketers to understand consumer needs better, thereby enhancing their ability to remain competitive in the market (American Marketing Association, 2015).

The primary objective of this study was to investigate the influence of African Generation Y students' perceived brand personality of South African PSL teams on their PSL team identification. The following aspects were investigated from the literature:

- The establishment of South African Premier Soccer League (PSL)
- The concept of team identification
- The definition of brand personality according to the literature
- A literature review based on brand personality
- A literature review based on sport brand personality
- A discussion of sport marketing and the marketing mix according to the literature
- A discussion of the Generation Y cohort.

This chapter describes the research methodology employed in collecting and analysing the data in this study. The sampling and data collection method are discussed. Furthermore, questionnaire administration and data preparation is outlined. This chapter also outlines the statistical techniques used to analyse the data. The following section examines the research design selected for the study.

## **3.2 RESEARCH DESIGN**

Berndt and Petzer (2011:31) state that research design is a plan followed by researchers in order to reach research objectives. According to Nargundkar (2008:22), there are three different types of research designs, namely exploratory, descriptive and causal research designs. Exploratory research is conducted to obtain greater understanding about a concept and help to solve a problem (McDaniel & Gates, 2007:65). Shui *et al.* (2009:62) explain descriptive research as a set of scientific methods to collect raw information and create data structures that describe the existing characteristics such as attitude, intention, preference, purchasing behaviour and evaluating the current marketing mix strategies. Finally, causal research design is the research design recommended to obtain evidence of a cause and effect relationship (Malhotra, 2010:113).

The major focus of this study was to gather data regarding team identification and African Generation Y students' perceived brand personality of South African PSL teams. Therefore, a descriptive research design was selected as the most appropriate research design for this study. The following section describes a single cross sectional approach as the research approach used in this study.

## **3.3 RESEARCH APPROACH**

There are two different research approaches, namely qualitative and quantitative (Berndt & Petzer, 2011:45). In order to collect data in qualitative research the researcher may use personal interviews and photographs among others (Belk, 2006:3). McDaniel and Gates (2007:128) state that qualitative research is made of a small sample. According to Malhotra (2010:171), quantitative research applies some form of statistical analysis to quantify data. Quantitative research may use questionnaires in analysing data (Leedy & Ormrod, 2010:94). These two types of research differ substantially and McDaniel and Gates (2009:128) outline the main differences between qualitative and quantitative research as set out in Table 3.1.

**Table 3.1: Summary of qualitative and quantitative research**

	<b>QUALITATIVE RESEARCH</b>	<b>QUANTITATIVE RESEARCH</b>
<b>Types of questions</b>	Probing	Limited probing
<b>Sample size</b>	Small	Large
<b>Amount of information from each respondent</b>	Substantial	Varies
<b>Requirement for administration</b>	Interviewer with special skills	Interviewer with fewer special skills or no interviewer
<b>Types of analysis</b>	Subjective, interpretive	Statistical, summation
<b>Hardware</b>	Tape recorder and pictures	Questionnaire, computers and print outs
<b>Degree of replication</b>	Low	High
<b>Researcher training</b>	Consumer behaviour, marketing and marketing research	Statistics, decision model, computer programming, marketing and marketing research
<b>Types of research</b>	Exploratory	Descriptive and casual

**Source:** McDaniel and Gates (2007:128)

This study made use of a quantitative research approach as the distributed questionnaires required statistical analysis. Data will be gathered regarding team identification and African Generation Y students' perceived brand personality of South African PSL teams.

### **3.4 SAMPLING STRATEGY**

The following aspects of sampling procedure were followed as strategy in this research study:

#### **3.4.1 Target population**

The first task for marketers is to select the group of people that should be investigated to solve marketing research problems. Target population refers to a specific group of people or objects for which research questions can be asked (Shiu *et al.*, 2009:63). Malhotra (2010: 372) defines target population as the collection of elements or objects that possess the information sought by the researcher about which inferences are to be made. In defining the target population, the researcher should clearly identify inclusive

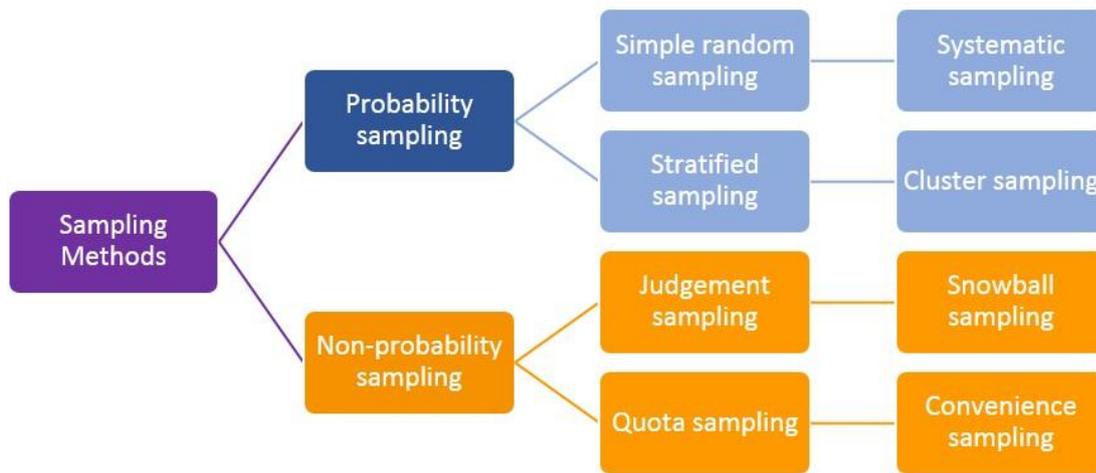
and exclusive criteria for participation in the study (Daniel, 2012:9) and thereafter include nature of sampling, sampling units containing the element to be selected, geographic location of the element and time period under consideration; therefore, population should be defined carefully (Cant *et al.*, 2008:164). The target population for this study is full-time African Generation Y students ranging between the ages of 18 and 24 years, enrolled at South African HEIs in 2015.

### **3.4.2 Sampling frame**

A sampling frame consists of elements representing the target population (Parasuraman *et al.*, 2007:333; Cant *et al.*, 2005:164). The sampling frame is related closely to population; it is a list of all sample units available for selection at sampling process stage (Berndt & Petzer, 2011:171). For example, the list of sample frame may include geographical areas, households and universities (Wiid & Diggins, 2009:194). The sampling frame of the proposed study consists of 26 HEIs in South Africa, as listed by the Department of Higher Education and Training (Business Tech, 2015). The institutions are divided into three categories, namely traditional universities, comprehensive universities and universities of technology. This study selected two universities from the Gauteng province. Of the two universities, one was a traditional university and one a university of technology. Therefore, the two universities was selected using convenience sampling.

### **3.4.3 Method of sampling**

According to Bradley (2010:160), there are two types of sampling methods available for researchers, namely probability sampling (popular as random sampling) and non-probability sampling (also known as non-random sampling). Non-probability sampling is subjective, while probability sampling focuses on the concept of random selection (Berndt & Petzer, 2011:173-175). Furthermore, in the non-probability sampling method, members from the population being selected are unknown while the population element is known when using the probability sampling method (Zikmund & Babin, 2013:322). Figure 3.1 shows the different types of non-probability and probability sampling.



**Figure 3.1: Sampling methods**

**Source:** Berndt and Petzer (2011:174)

The probability sampling method includes simple random, systematic, stratified and cluster sampling. In simple random sampling, each element in the population has an equal probability of selection, while the systematic sampling researcher assumes that all elements of the population are in an ordered form such as alphabetical order on a list (Malhotra, 2010:383-4). Stratified sampling is whereby the defined target population is divided into groups or strata (Burns & Bush, 2010:116). The cluster sampling method is when the population is divided into mutually exclusive and collectively exhaustive clusters or subgroups of population, after which certain clusters are selected in the sample (Mike *et al.*, 2008:174). Wiid and Diggins (2009:207) advise that conducting cluster sampling might be difficult because respondents are located in different places such as cities, provinces or countries.

Non-probability sampling methods include convenience sampling, judgement sampling, quota sampling and snowball sampling method. According to Sekaran and Bougie (2013:252), convenience sampling is the process of collecting information from members of the population who conveniently are available. The quota sampling method consists of a minimum number of the population from a specified subgroup based on geographical location, age, sex, education and income (Aaker *et al.*, 2011:351; Cant *et al.*, 2005:167). In judgemental sampling, elements are selected based on the judgement of the researcher that is believed to be suitable for the study (Parasuraman *et al.*, 2007:345). Cant *et al.* (2005:168) highlight that with snowball sampling an initial group

of respondents are selected, these respondents are then asked to identify others who belong to the target population. Leedy and Ormrod (2010:211) emphasise that it is not possible for a researcher to guarantee that each element of population will be represented in non-probability sampling.

For the purpose of this study, a non-probability convenience sample of 450 respondents was drawn from the target population. Convenience sampling was selected based on the cost effectiveness of the sampling method. The sampling frame consists of African Generation Y undergraduate students from two HEI campuses based in the Gauteng province of South Africa.

#### **3.4.4 Sample size**

Sample size is the total number of respondents selected to participate in the study (Malhotra, 2010:374). The sample size also is influenced by other sample sizes of comparable studies conducted previously. Tsotsou (2012:244) had a similar study on sport brand personality with a sample of 301 respondents. Furthermore, Braunstein and Ross (2010:8) conducted a similar study on brand personality in sport and used a sample of 449 students from two different universities. In addition, Bosnjak *et al.* (2007:307) had a similar study with 385 sample size of respondents measuring brand personality. Likewise, the current study will use a similar approach as the previous studies, using a sample of 500 students.

### **3.5 DATA COLLECTION METHOD**

According to Creswell (2013:146), data collection is a series of interrelated activities by marketers aimed in gathering information in order to answer research questions. Researchers can choose from various forms of data collection methods. Researchers may either use field methods such as personal interviews or office methods using telephone and emails (Malhotra, 2010:42). Electronic methods use online surveys such as email through computers to collect required information (Aaker *et al.*, 2011:224). The last method is known as self-administrated method making use of a questionnaire (Hair *et al.*, 2008:111). The questionnaire is simple and clear so that a respondent can complete it without any assistance (Burns & Bush, 2010:91). A self-administrated questionnaire to gather the data was utilised in this study.

During the data collection, lecturers from the two selected campuses were contacted to ask permission for distributing the questionnaire to their students. The questionnaires were distributed after each of the class sessions.

### **3.5.1 Questionnaire design**

A questionnaire is a valuable instrument for the quantitative researcher and is designed to be answered by respondents (Bradley, 2010:187). According to McDaniel and Gates (2007:330), a questionnaire is defined as a set of questions designed to generate the information necessary to achieve the objectives of the research. According to Cant *et al.* (2005:147), a questionnaire has three objectives. First, it should translate the required information into specific questions that are easy to be answered by respondents. Secondly, it should encourage respondents to participate in the research. Thirdly, it should reduce response errors. Therefore, marketers must develop a good questionnaire that will meet research objectives of the study (Berndt & Petzer, 2011:198). A questionnaire is also known as a schedule that is formalised for collecting information from the respondent group (Cant, 2008:147).

Sekaran and Bougie (2013:154) emphasise that a questionnaire with the right introduction, instructions and well-arranged set of questions with alternative responses will make it easier for respondents to answer. There are two types of question formats available, namely unstructured questions and structured questions. Unstructured questions allow respondents to respond in their own words, while structured questions allow respondents to select given options available on the questionnaire, commonly used in quantitative research (Shiu *et al.*, 2009:330). This study made use of a structured questionnaire. If the researcher pays close attention while designing the questionnaire, it will result in the best possible feedback from the selected sample group. During the planning and development of the questionnaire, researchers must avoid possible omissions such as spelling errors (Zikmund & Babin, 2010:360). Connaway and Powell (2010:164) advise that the questionnaire should be accompanied by a cover letter that explains the purpose of the study.

The above-mentioned research guidelines were used in order to design the questionnaire. The questions were designed in accordance with the empirical research objectives introduced in Chapter 1. A formal cover letter explaining the aims of the research study accompanied the questionnaire. To achieve research objectives the language used in the questionnaire was very simple and straightforward.

### **3.5.2 Questionnaire content**

The researcher must select an appropriate scale that is in line with research objectives to develop a questionnaire in order to obtain the required data. This study used an adapted scale of Swanson *et al.* (2003:155) that measures team identification and the Braunstein and Ross (2010:11) scale that determines brand personality perceptions of sport teams.

According to Wiid and Diggins (2009:162), scales in marketing research are divided into two groups, namely comparative scales and non-comparative scales. Gupta and Gupta (2011:100) indicate that a comparative scale is whereby respondents directly compare two or more objects and make a choice; however, with a non-comparative scale the respondents are asked to evaluate only a single object such as a brand (Reddy & Acharyulu, 2008:100). This study utilised a non-comparative scale. The scale responses were measured using a six-point Likert scale (1= strongly disagree to 6= strongly agree). A Likert scale is a set of statements expressing favourable or unfavourable attitude toward the concept under study (McDaniel and Gates, 2007:307); respondents are asked to indicate the level of his or her agreement or disagreement with each statement by assigning it a numerical score.

The two adapted scales were combined to form a Likert scale in order to determine team identification and African Generation Y perceived brand personality of PSL teams. Shiu *et al.* (2009:421) state that the Likert-scale asks respondents to indicate the extent to which they either agree or disagree with the given statements from the questionnaire.

### **3.5.3 Questionnaire layout**

The designed questionnaire in this study consists of four sections. The first section, Section A, requests demographical information from the respondents. Section B determines sport interest, followed by Section C that measures team identification, while Section D measures the perceived brand personality of sport teams. Sections C and D requested respondents to indicate their level of agreement and disagreement on team identification and sport brand personality using a six-point Likert scale.

**Table 3.2: Items answering the empirical research objectives**

<b>EMPIRICAL RESEARCH OBJECTIVES</b>	<b>ITEMS</b>
Determining African Generation-Y students' level of team identification with favourite PSL teams	Section C Item 1 - 5
Determining the perceived brand personality of African Generation Y students' favourite PSL team	Section D Item 1 - 43

### **3.5.4 Pilot testing of the questionnaire**

Before piloting the questionnaire, it should undergo a pre-test (Malhotra, 2010:354). Pre-testing is administering a questionnaire to a limited number of potential respondents in order to point out mistakes and anything that is difficult to follow or understand from the designed questionnaire (Parasuraman *et al.*, 2007:303; Hair *et al.*, 2008:180). The pre-test was done using three students that do not form part of the sample. The purpose of pre-testing is to improve the content, phrasing, sequence, layout, intuitiveness and instructions within the questionnaire (Cant *et al.*, 2005:157). As such, terms that were difficult to comprehend (corporate, honest, authentic and service orientated) were rephrased in the questionnaire to improve the readability of respondents. Additional items (adventurous, tough and hard) were added to enhance the comprehension of the ruggedness dimension.

After the questionnaire was successfully pre-tested, the next step was to pilot the questionnaire. Ary *et al.* (2010:95) referred to a pilot study as a method that assists the researcher to decide whether the study is feasible or worthwhile to continue. Tripodi and Potocky-Tripodi (2007:69) highlight that the pilot test enables the researcher to detect possible problems in the collection and analysis of data. The questionnaire was distributed to 58 participants to test internal reliability; not all of these respondents were included in the main study. This study calculated the Cronbach alpha for each of the constructs to determine the reliability. Cronbach alpha above 0.6 is considered reliable (Malhotra, 2010:319).

## **3.6 ADMINISTRATION OF THE QUESTIONNAIRE**

In July 2015, the formal survey of this study was conducted using a sample of 500 students. One standardised questionnaire was used to insure that all information obtained for the research from students was provided in the same format.

Two public HEIs were used to reach the target population in order to administer the questionnaire. The study was only interested to gather data from African undergraduate students aged between 18 and 24 from South Africa. A self-administrated questionnaire was distributed to and completed by Generation Y students after their formal classes. All distributed questionnaires were collected back after the students were done.

## **3.7 DATA PREPARATION**

According to Malhotra (2010:42), data preparation is the process of editing, coding and validation of data; each questionnaire is inspected, edited and corrected if necessary.

### **3.7.1 Editing**

Hair *et al.* (2008:224) define editing as the process of checking the data for mistakes made by the respondents. Furthermore, editing inspecting data carefully and taking corrective actions to ensure the data are of higher quality (Parasuraman *et al.*, 2007:368; Iacobucci & Churchill, 2010:350; Wiid & Diggins, 2009:229).

All questionnaires falling outside the non-African, determined age bracket (18 – 24 years of age) and non-PSL were discarded. In addition, any questionnaires that had more than 10% missing values were discarded.

### **3.7.2 Coding**

Coding is the process of assigning a code to each possible response for each question (Malhotra, 2010:454). Coding allows data to flow and be captured easily. Likewise, coding is the statistical procedure whereby raw data are transformed into symbols (Iacobucci & Churchill, 2010:351). The questionnaire consisted of four sections; Section A collected data regarding participants' demographics, Section B gathered data regarding sport interest; Section C gathered data regarding participants' team identification and behavioural intentions and Section D gathered data regarding brand personality perception of PSL teams. Various codes were assigned to different variables

and participants. Data concerning this study were coded accordingly as per the construct as presented in Table 3.4.

**Table 3.3: Coding information**

<b>TYPE OF DATA</b>	<b>VARIABLE</b>	<b>QUESTION NUMBER</b>
<b>Demographic data</b>	<b>A1 to A7</b>	<b>Section A, Questions A1 to A7</b>
<b>Sport interest</b>	<b>B1 to B3</b>	<b>Section B, Questions B1 to B3</b>
<b>Team identification</b>	<b>C1-C5</b>	<b>Section C: Items C1-C5</b>
<b>Brand personality</b>	<b>D1-D43</b>	<b>Section D: Items D1-D43</b>
Successfulness	D1-D14	Section D, Items D1-D14
Sophisticated	D15-D25	Section D, Items D15-D25
Sincerity	D26-D31	Section D, Items D26-31
Ruggedness	D32-D37	Section D, Items D32-D37
Community driven	D38-D40	Section D, Items D38-D40
Classic	D41-D43	Section D, Items D41-D43

### 3.7.3 Tabulation

The final step of data preparation is tabulation. Hair *et al.* (2008:233) define tabulation as the process of counting the observations that are categorised into certain groups. As such, tabulation may be viewed according to different categories in the data sets.

The data are presented in the statistical table, which is arranged according to different sections. This is done by calculating the number of responses assigned to each question (Iacobucci & Churchill, 2010:32). According to Malhotra (2010:467), tables take on various forms such as, univariate tabulation and multivariate tabulation. This study made use of univariate tabulation, whereby the data were calculated and tabulated in the manner that requested one response per question.

The statistical analysis of the data was done after the completion of the tabulation step. The following sections describe the statistical methods employed on the empirical data set.

## **3.8 STATISTICAL ANALYSIS**

Statistical Package for Social Science (version 22.0 for Windows) was used to analyse the captured data. The statistical methods applied on the empirical data set are described as follows.

### **3.8.1 Descriptive statistics**

Descriptive analysis is the elementary transformation of data in the way that describes the basic characteristics such as central tendency, distribution and variability (Zikmund & Babin, 2010:516). Burns and Bush (2010:138) state that mean, median, mode, variance and range are applied to descriptive statistics. Therefore, the above mentioned statistics were used in this study.

#### **3.8.1.1 Mean**

Mean is calculated by adding all observed values and dividing the sum by the number of observations. The mean is also known as an average (Sekaran & Bougie, 2013:285). According to McDaniel and Gates (2007:300), mean is an index, a reductionist device to compress a set of data values into one single number.

#### **3.8.1.2 Median**

The median is normally found in the middle of the data arranged in ascending order (Hair *et al.*, 2008:248). In case of even numbers, median is estimated as the midpoint between the two middle values by adding both middle numbers and divide the sum by two (Malhotra, 2010:486).

#### **3.8.1.3 Mode**

The mode is the number in the data set that repeats itself more than any other numbers. According to Nykeil (2007:104), mode is the number that appears most frequently in the data set.

#### **3.8.1.4 Frequency distribution**

A frequency distribution is the most popular construct in marketing research used to summarise a set of data. It is counting the different ways respondents answered a

question and arranging questions in a simple table form called a frequency table (Zikmund & Babin, 2010:519; Hair *et al.*, 2008:154).

### **3.8.1.5 Range**

According to Parasuraman *at al.* (2007:384) and Arora & Mahankale (2013:166), range is the measurement of distance between the smallest and largest values of the data set in the frequency table.

### **3.8.1.6 Variance**

Nykiel (2007:106) defines variance as the sum of squares of differences between data points and the mean. Malhotra (2010:487) emphasises that when the data points are clustered around the mean the variance is smaller and when the data points are scattered wider around the mean the variance is larger.

### **3.8.1.7 Standard deviation**

Standard deviation is used to eliminate the drawbacks of having the measure of dispersion in squared units rather than original measurement units (Zikmund and Babin, 2013:343). Standard deviation is the square root of variance (Malhotra, 2010: 487). According to Shiu *et al.*, (2009:533), standard deviation tells the researcher about the level of agreement among respondents when they have answered a given question. The aim of standard deviation is to determine how much the responses vary from the mean of the selected population of the study.

### **3.8.1.8 Skewness**

Skewness is defined as a distribution where mean, median and mode is symmetrical (Beri, 2010:158; Shenoy & Rivastava, 2005:182). Malhotra (2010, 488) highlights that skewness can be either symmetric or skewed. In symmetric distribution mean, mode and median are equal, while skewed distribution of positive and negative deviation from the mean are equal.

### **3.8.1.9 Kurtosis**

According to Jain and Sandhu (2007:3.21), kurtosis is defined as the extent to which a distribution of the curve is more peaked or flat. A normal distribution occurs when the kurtosis value equals zero. A positive kurtosis value indicates a distribution that is more

peaked and a negative kurtosis value indicates that the distribution is more flat (Malhotra, 2010:488).

### **3.9 RELIABILITY**

Wiid and Diggins (2009:7) define reliability as the form of repeating almost the same research conducted by other researchers, which yields similar results. Reliability is used commonly in every form of research (Cant *et al.*, 2005:235). There are three ways of assessing the reliability, namely test-retest, equivalent forms and internal reliability. Test-retest is a process whereby respondents are arranged in the same way using the set of scale at two different times (Malhotra, 2010:318). Thereafter results of two tests compared to determine if the results can be replicated. Split-half is the method used to assess the reliability of the scale by dividing the total set of measurement items in half and correlating the results (McDaniel & Gates, 2009:278). Internal consistency is used to assess the reliability of summated scale where several items are summed to form a total score (Malhotra, 2010:319; Cant *et al.*, 2005:235). This study made use of internal consistency reliability to determine if the scale measurement was appropriate. According to McDaniels and Gates (2007:277), internal consistency is the ability of an instrument to produce the same results when used on different samples during the same period of time to measure a success. Cronbach alpha coefficient is used to measure internal consistency and values of 0.6 or less obtained from the Cronbach alpha coefficient indicates unsatisfactory internal consistency reliability (Malhotra, 2010:319).

### **3.10 VALIDITY**

Hair *et al.* (2008:116) define validity as the extent to which the conclusions drawn from the experiment are true. Furthermore, Malhotra (2010:320) defines validity as the differences obtained in observed scale scores among objects being measured and reflect true differences. Validity indicates the issue of what the researcher was trying to measure and what was actually measured (McDaniel & Gates, 2007:278). According to Shiu *et al.* (2009:278), validity refers to the extent to which the conclusion drawn from the experiment is correct. Therefore, if the experiment reflects true outcomes then the results are concluded as a valid experiment. Zikmund and Babin (2013:258) identified the three basic aspects of validity as face or content validity, criterion validity and construct validity.

Content validity is the evaluation of how well the content of the scale represents the measurements and covers the entire domain of the construct being measured (Malhotra, 2010:320). It is the responsibility of the researcher to have a valid instrument of measurement; this can be done by consulting an experienced researcher to evaluate the scale. For the purpose of this study two experienced researchers in the field of marketing were asked to check the content validity of the questionnaire.

According to Cooper and Schindler (2006:350), criterion validity reflects the success of measures used for predictions or estimations. Criterion validity is the reflection of whether the scale performs as expected in the relation to other variables selected as meaningful criteria (Malhotra, 2010:320).

Construct validity assesses the nature of the underlying variable or construct measured by the scale (Parasuraman *et al.*, 2007:269). Furthermore, the construct validity is the extent to which the construct measure human behaviours in theoretical manner (Cant *et al.*, 2005:236; Leedy & Ormrod, 2010:92). The amount of variance extracted should be greater than 0.50 to insure the validity of the scale under the investigation (Glynn & Woodside, 2009:161). Construct validity consists of three measures, namely convergent, discriminant and nomological validity. Convergent validity reflects the degree of correlation among different measures being measured in the same construct, while discriminant validity reveals the lack of, weak or low correlation among constructs that are supposed to be different (McDaniel & Gates, 2007:282). Nomological validity refers to the extent that the scale correlates in a theoretical manner as was predicted with different measures in related constructs (Malhotra, 2010:321). The discriminant validity uses the variance explained (Jais, 2007:153).

This study made use of content validity (two experienced researchers examined the questionnaire) and construct validity (variance explained were assessed). The purpose was to insure that the study has a valid measurement instrument. Therefore, field experts agreed that the measuring instrument would provide a satisfactory report regarding the current research.

### **3.11 FACTOR ANALYSIS**

Factor analysis refers to a statistical technique used by researchers to uncover underlying factors by summarising the information contained in larger numbers of variables into a smaller number of subset (Shui *et al.*, 2009:630).

Factor analysis consists of two methods, namely exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). According to Harrington (2009:10), EFA is a data driven approach to identify the smaller number of underlying factors or latent variables. CFA consists of techniques used later in the research stage to confirm theories and the structure of variables (Pallant, 2013:188). This study made use of EFA to uncover the underlying factors of brand personality perceptions of PSL teams.

It is important to establish whether the sample data is appropriate for factor analysis before the EFA commence. This can be done by Bartlett's test of sphericity and Kaiser-Meyer-Olkin (KMO). The Bartlett's test of sphericity is perfect if the value is equal to one and zero indicates no correlation (Malhotra, 2010: 638). KMO is an index used to examine the appropriateness of factor analysis and any value between 0.5 and 1.0 shows that the factor analysis is appropriate and satisfactory (Lee, 2007:121; Reddy & Acharyulu, 2008:328).

Once it has been determined that the factor analysis is suitable for analysing the data, an appropriate method must be used to derive the weights and factor scores (Malhotra, 2010:643). Extraction method is the process to find a set of factors that are linear combinations of the variables in the correlation matrix and the computer produces the successive factors automatically (Feinberg *et al.*, 2013:485). The two most commonly used extraction methods are principal component analysis and common factor analysis (Nargundkar, 2007:313; Sean, 2009:180). Principal component analysis assumes that each variable's variance is common variance, meaning variance shared with all other variables in the analysis, which can be explained through factor extraction (Sarstedt & Mooi, 2014:246). Common factor analysis uncovers a latent structure of observed variables by identifying common factors that influence the measured variables (Swanson & Holton, 2005:188). The extraction method employed in this study was principal component analysis. The reason for this was the fact that all the brand personality factors contributed to the overall brand personality perceptions.

Factor rotation is the method used to aid interpretation in factor analysis by making the correlations between the factors and the original variables as close to -1 or one as possible (Feinberg *et al.*, 2013:485). There are two main categories of rotation methods, namely oblique rotation and orthogonal rotation (Brown, 2015:27). Oblique rotation includes direct oblimin and promax rotation techniques while orthogonal rotation methods consist of varimax, equamax and quartimax rotation techniques. The rotation

method most commonly used is the varimax procedure; this method of rotation reduces the number of variables with higher loading factors in order to produce interpretable results (Reddy & Acharyulu, 2008:37). In this study, the varimax approach was used.

### **3.12 HYPOTHESES TESTING**

Hair *et al.* (2008:56) refers to a hypothesis as a statement about the relationship between variables. Hypothesis testing is the procedure used for making assumptions about a phenomenon of interest and thereafter testing that assumption (Berndt & Petzer, 2011:253). This study set the significance level for testing the hypotheses at the conventional  $\alpha=0.05$  (McDaniels & Gates, 2007:479; Berndt & Petzer, 2011:255). Consequently, the decision rule for the hypotheses was applied as follows:

- If P-value is  $< \alpha$ , conclude  $H_a$
- If P-value is  $\geq \alpha$ , conclude  $H_0$

An alternate hypothesis ( $H_a$ ) suggests that there is a difference or relationship between the variables; while a null hypothesis ( $H_0$ ) states that, there is not a difference or relationship between the variables.

### **3.13 CORRELATION ANALYSIS**

Correlation analysis consist of the measurement of joint variation or closeness of the relationship between two variables (Iacobucci & Churchill, 2010:441). In order to see how two variables correspond in the data set and how strongly they relate with each other across the different observations (Berndt & Petzer, 2011:239).

A correlation analysis that can provide quantitative measures of correlation between two variables is Pearson's correlation analysis (Shiu *et al.*, 2009:554). McDaniel and Gate (2007:530) emphasise that Pearson's product moment correlation may be used with metric data. The values range between -1.00 and +1.00, while zero indicates that there is no association between the two variables. A value of -1.00 and +1.00 indicate a perfect link between two variables (Shiu *et al.*, 2007:554). Therefore, results of correlation can be either positive or negative (Hair *et al.*, 2008:286). Perfectly positive correlation is an increase in X variables that determines exactly an increase in Y variables (Iacobucci & Churchill, 2010:452). While perfectly negative correlation is an increase in X variables determining a decrease in Y variables (Wiid & Diggins, 2009:248).

### **3.14 REGRESSION ANALYSIS**

Regression analysis is utilised for analysing associative relationships between a metric dependant variable and one or more independent variables (Bradley, 2010:322; Aaker *et al.*, 2011:440). Chatterje and Hadi (2012:1) suggest that regression analysis can be used for investigating whether a relationship exists among variables. Furthermore, regression analysis predicts the values of dependent variables and controlling independent variables when evaluating the contributions of specific variables (Malhotra, 2010:568).

Shiu *et al.* (2009:564) assume that regression analysis results in a good representation of the relationship between two variables. Wiid and Diggins (2009:249) mention that the method of regression deals with a cause and effect relationship between given variables. Regression analysis consists of simple (bivariate) regression and multiple regression analysis (Field *et al.*, 2012:246; Field, 2009:198).

#### **3.14.1 Simple regression analysis**

Simple regression is the procedure that generates a mathematical relationship called the regression equation between one variable designated as the dependent variable (Y) and another variable designated as the independent variable (X) (Parasuraman, 2007:444). According to Shiu *et al.* (2009:564), simple regression analysis uses data and a linear relationship between an independent variable and a dependent variable, and finally combines it with an algebraic equation for a straight line in order to make predictions. Therefore, it becomes impossible to analyse more than two variables in simple regression analysis.

#### **3.14.2 Multiple regression analysis**

Zikmund and Babin (2013:403) state that multiple regression analysis is the extension of simple regression analysis that allows independent variables for a multiple predictions to predict dependent variables. Multiple regression is the analysis of one dependent variable and two or more independent variables (Malhotra, 2010:577). The name 'multiple' indicates that there are several variables analysed in this method. In the situation where researchers use two or more independent variables to predict dependant variables, multiple regression is the most appropriate method to follow (McDaniel & Gates, 2007:518).

In this study, multiple regression analysis method was used in order to achieve the fourth empirical objective: Determine the influence of African Generation Y students' perceived brand personality of their favourite PSL team on their level of identification with their favourite PSL team.

### **3.15 TWO INDEPENDENT-SAMPLES T-TEST**

Test of significance is used to decide whether to accept or reject hypotheses concerning the sample data that have been collected (Esomar World Research Publication, 2007:532). This can be done by using ANOVA or a t-test technique. The purpose of ANOVA is to test the difference among the means of two or more independent samples (McDaniel and Gates, 2007:502). The t-test is simple test comparing two variables of the sample to determine if any significant differences exist (Urdan, 2005:106). There are three different t-tests, namely one sample t-test, two independent-samples t-test and paired sample t-test.

One sample t-test is used to test if the mean of a sample distribution is different from a test mean (Clow & James, 2014:409). The two independent-samples t-test is the parametric statistical hypotheses test that compares whether the means of two normally distributed independent samples are equal (Coussement *et al.*, 2011:127). Paired sample t-test is an appropriate test for comparing the scores of two interval variables drawn from a related population (Zikmund & Babin, 2013:394). In addition, the t-test provides a mathematical difference between the means divided by the variability of the means (Hair *et al*, 2008:259). This study made use of the two independent-samples t-test, including practical significance to determine differences between male and female respondents.

### **3.16 PRACTICAL SIGNIFICANCE**

Practical significance is defined as a procedure used to judge whether the difference in values is large enough in a practical sense (Matheson, 2008:1). Practical significance can be discovered by means of Cohen's D-statistics. According to Frederick (2013:237), Cohen's D-statistics is calculated as followed.

$$d = \frac{M_1 - M_2}{\sqrt{\frac{S_1^2 + S_2^2}{2}}}$$

d	=	Cohen's D
M <sub>1</sub>	=	Mean of first observation
M <sub>2</sub>	=	Mean of second observation
S <sub>1</sub>	=	Standard deviation of first observation
S <sub>2</sub>	=	Standard deviation of second observation

Navarro (2015:415) suggests that Cohen's D-statistics should be interpreted as follows.

- D values between 0.2 and 0.5 indicate a small effect, relatively non-significant
- D values between 0.5 and 0.8 indicate moderate effect moving towards practical significance
- D values above 0.8 indicate larger effect that is practically significant.

This study will use Cohen's D statistics to determine whether the differences between male and female respondents are significant.

### 3.17 SYNOPSIS

The chapter described the research methodology selected for this study. The methodology briefly outlined the methods used to gather, prepare and analyse the data. Sampling strategies were discussed; a non-probability convenience method was selected. In addition, the statistical method used under this study comprised of descriptive statistics, reliability, validity, factor analysis, correlation analysis, regression analysis and tests of significance.

In the following chapter, the data that were obtained during the study is explained in the form of analyses and interpretation.

## **CHAPTER 4: DATA ANALYSIS AND INTERPRETATION**

### **4.1 INTRODUCTION**

This chapter provides a report regarding the analysis and interpretation of the empirical findings of this study. This chapter includes a discussion about the data gathering process (Section 4.2). Section 4.3 provides a framework of the data analysis. This chapter comprises many sections, providing the reader with findings of the study in full detail. Section 4.4 is the analysis of the demographics of the participants and Section 4.5 reviews exploratory factor analysis of the study. Section 4.6 discusses the reliability and validity of the results. Section 4.7 provides descriptive statistics and Section 4.8 discusses team identification and perceived brand personality of PSL teams, followed by Section 4.9 addressing correlation analyses. Section 4.10 provides hypotheses testing, followed by Section 4.11 that explains regression analysis. The last section, Section 4.12, discusses the two independent-samples t-test. The chapter is summarised in Section 4.13.

### **4.2 PILOT TESTING RESULTS**

After the questionnaire was pretested to determine content validity, the questionnaire was piloted on a convenience sample of 60 African Generation Y students that formed no part of the sampling frame in the main study. The purpose of the pilot study was to determine the internal-consistency reliability of the scales employed in the questionnaire. The original 60 questionnaires were cleaned, which left 58 viable questionnaires. The results gathered from the pilot study, as presented in Table 4.1, indicated satisfactory reliability.

**Table 4.1: Pilot test results**

Items	Number of variables	N	Cronbach alpha
<b>Section C:</b>			
C1-C5	5	58	0.781
<b>Section D:</b>			
D1-D14	14	58	0.946
D15-D25	11	58	0.914
D26-D31	6	58	0.868
D32-D37	6	58	0.730
D38-D40	3	58	0.747
D41-D43	3	58	0.556

A Cronbach alpha above 0.6 is considered reliable (Malhotra, 2010:319). All the dimensions had a Cronbach alpha value above 0.7 except for brand personality: classic construct (D41-43). However, the construct is approaching 0.6 and as this is a pilot the small sample could influence the results. The dimension was therefore included in the final study.

### **4.3 DATA GATHERING PROCESS**

The data gathering process is an important step in order to achieve research objectives of the study. During this stage, 450 questionnaires were distributed at two HEI campuses that were selected for this study, in order to cover the target population as indicated in Chapter 1. The questionnaire consisted of 53 items divided into four sections. Section A consisted of seven items designed to gather demographic data of participants, while Section B consisted of three items for sport interest among participants. Section C consisted of five items designed to measure team identification of participants and Section D comprised an adapted version of Braunstein and Ross' (2010:11-12) sport team brand personality trait scale of the participants.

### **4.4 PRELIMINARY DATA ANALYSIS**

The preliminary data analysis conducted included coding, data cleaning and tabulation.

#### 4.4.1 Coding

The questionnaire utilised in this study contained four sections, namely Section A, Section B, Section C and Section D. Section A collected data regarding participants' demographics, Section B gather data regarding sport interest; Section C gathered data regarding participants' team identification and Section D gather data regarding brand personality perception of PSL teams. All participating respondents received the same questionnaire. Table 4.2 presents the variable codes and assigned values.

**Table 4.2: Coding information**

<b>Section A: Demographic information</b>			
<b>Question</b>	<b>Code</b>	<b>Construct measured</b>	<b>Value assigned to response</b>
Question 1	A 1	Country of origin	(1) South Africa, (2) Other
Question 2	A 2	Province of origin	(1) Eastern Cape, (2) Free State, (3) Gauteng,(4) KwaZulu-Natal, (5) Limpopo,(6) Mpumalanga,(7) Northern Cape,(8) North West,(9) Western Cape.
Question 3	A 3	Current year of study	(1) 1 <sup>st</sup> year, (2) 2 <sup>nd</sup> year,(3) 3 <sup>rd</sup> year,(4) 4 <sup>th</sup> year ,(5) post graduate
Question 4	A 4	Gender	(1) Male, (2) Female
Question 5	A 5	Ethic group	(1) African/Black, (2) Asian/Indian (3) Coloured, (4) White, (5) Other
Question 6	A 6	Mother tongue	(1) Afrikaans, (2) English, (3) IsiNdebele, (4) IsiXhosa, (5) IsiZulu, (6) Sesotho, (7) Sepedi, (8) Setswana, (9) SiSwati, (10) Tshivenda, (11) Xitsonga, (12) Other.
Question 7	A 7	Age	(1) 18, (2) 19, (3) 20, (4) 21, (5) 22, (6) 23, (7) 24, (8) 24>
<b>SECTION B: SPORT INTEREST</b>			
<b>Question</b>	<b>Code</b>	<b>Construct measured</b>	<b>Value assigned to response</b>
Question 1	B 1	Sporting league interest	(1) PSL, (2) Rugby
<b>Question</b>	<b>Code</b>	<b>Qualitative measure</b>	
Question 2	B 2	Favourite team	
Question 3	B 3	Main sponsor of favourite team	

<b>SECTION C: TEAM IDENTIFICATION</b>			
<b>Question</b>	<b>Code</b>	<b>Construct measured</b>	<b>Value assigned to response</b>
1 - 5	C1 – C5	Team Identification	(1) Strongly disagree, (2) Disagree, (3) Slightly disagree, (4) Slightly agree, (5) Agree, (6) Strongly agree
<b>SECTION D: BRAND PERSONALITY TRAIT RATING</b>			
<b>Question</b>	<b>Code</b>	<b>Construct measured</b>	<b>Value assigned to response</b>
Question 1- 14	D1-D14	Successfulness	(1) Strongly disagree, (2) Disagree, (3) Slightly disagree, (4) Slightly agree, (5) Agree, (6) Strongly agree
Question 15-25	D15-D25	Sophisticated	(1) Strongly disagree, (2) Disagree, (3) Slightly disagree, (4) Slightly agree, (5) Agree, (6) Strongly agree
Question 26-31	D26-D31	Sincerity	(1) Strongly disagree, (2) Disagree, (3) Slightly disagree, (4) Slightly agree, (5) Agree, (6) Strongly agree
Question 32-37	D32-D37	Ruggedness	(1) Strongly disagree, (2) Disagree, (3) Slightly disagree, (4) Slightly agree, (5) Agree, (6) Strongly agree
Question 38-40	D38-D40	Community driven	(1) Strongly disagree, (2) Disagree, (3) Slightly disagree, (4) Slightly agree, (5) Agree, (6) Strongly agree
Question 41-43	D41-D43	Classic	(1) Strongly disagree, (2) Disagree, (3) Slightly disagree, (4) Slightly agree, (5) Agree, (6) Strongly agree

#### **4.4.2 Data cleaning**

During the data-cleaning step, questionnaires completed by participants falling outside of the defined target population were discarded. Furthermore, questionnaires not completed for PSL teams were also discarded. Additionally, questionnaires where less than 90 percent of the values were completed were discarded and those scaled-responses within questionnaires with missing values of less than 10 percent were estimated, based on the mode.

#### **4.4.3 Tabulation of variables**

Out of 450 questionnaires only 435 questionnaires were viable for this study after the data cleaning process. All the data were tabulated after it had been coded and cleaned. Table 4.3 shows the frequency table of scaled-responses recorded in this study.

**Table 4.3: Frequency table of responses**

<b>Section C</b>						
<b>Scale item</b>	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Slightly agree</b>	<b>Slightly agree</b>	<b>Agree</b>	<b>Strongly agree</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
C1	67	69	56	101	85	57
C2	68	61	51	88	112	55
C3	62	70	56	99	77	71
C4	37	36	44	115	109	94
C5	70	74	70	101	79	41
<b>Section D</b>						
D1	12	5	8	37	154	219
D2	5	5	15	64	205	141
D3	5	6	21	54	174	175
D4	10	28	37	105	153	102
D5	8	15	24	82	159	147
D6	3	8	8	57	155	204
D7	5	5	14	42	149	220
D8	4	14	21	88	169	139
D9	2	4	12	54	141	222
D10	2	5	15	48	150	215
D11	4	17	29	111	145	129
D12	6	3	10	45	184	187
D13	1	7	12	76	157	182
D14	1	4	9	53	145	223
D15	3	9	11	71	152	189
D16	4	1	14	47	189	180
D17	2	4	10	42	165	212
D18	4	6	21	68	145	191
D19	4	18	24	105	170	114
D20	1	6	20	72	164	172
D21	3	7	19	66	148	192
D22	3	11	29	80	163	149
D23	5	7	18	57	168	180
D24	8	3	9	46	125	244
D25	4	4	9	43	142	233

**Table 4.3: Frequency table of responses (continued...)**

<b>Section D</b>						
<b>Scale item</b>	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Slightly agree</b>	<b>Slightly agree</b>	<b>Agree</b>	<b>Strongly agree</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
D26	3	5	13	66	157	191
D27	4	4	20	81	171	155
D28	10	17	47	94	147	120
D29	6	9	28	92	150	150
D30	5	6	13	79	153	179
D31	8	9	25	96	154	143
D32	4	8	20	99	186	118
D33	0	7	20	66	179	163
D34	0	10	26	95	167	137
D35	7	19	47	128	164	70
D36	4	5	18	71	163	174
D37	4	14	25	78	171	143
D38	3	3	16	62	154	197
D39	3	5	15	58	147	207
D40	3	11	15	53	143	210
D41	9	20	35	101	144	126
D42	3	9	20	73	160	170
D43	107	71	50	67	67	73

The following section provides the demographic information of the participants.

## **4.5 DEMOGRAPHIC ANALYSIS**

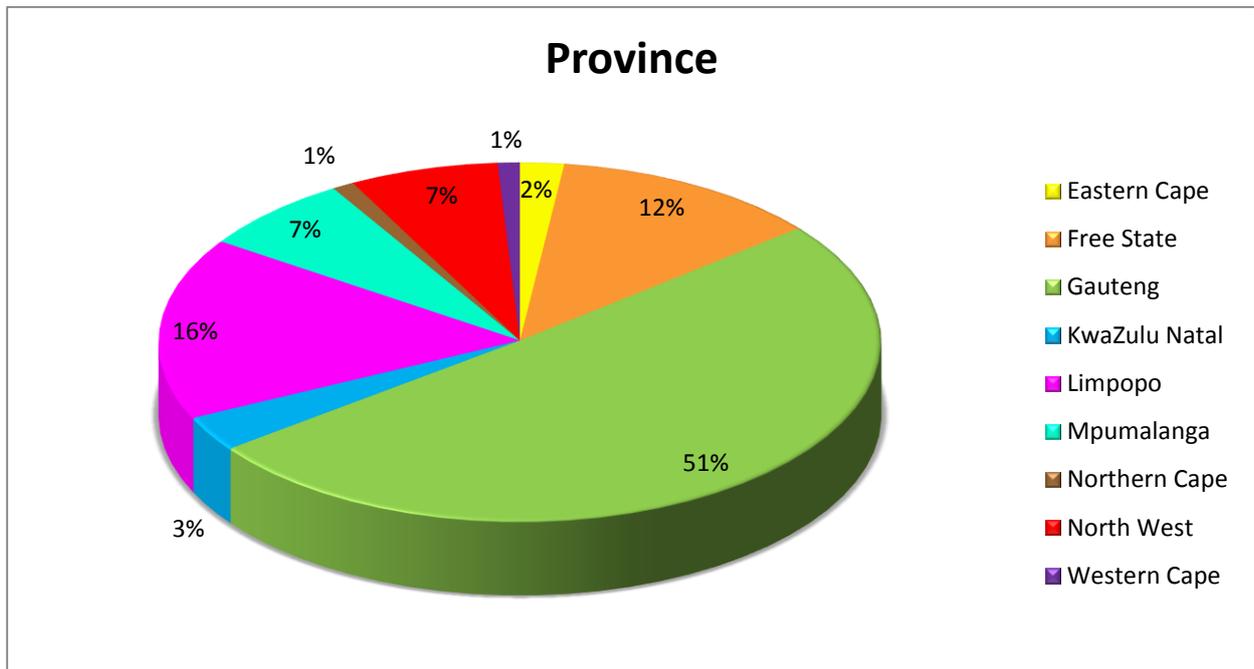
A detailed description of demographic profile of the participants follows.

### **4.5.1 Sample description of participants**

The study included a section made out of seven questions regarding the demographics of the participants. The aim of these questions was to obtain respondents' country of origin, province, year of study, gender, ethnic group, mother tongue and age.

Furthermore, the section aimed to profile the group of participants. The first question of the questionnaire was about the country of origin. The study was based only on the population of South Africa. However, participants from outside the South African

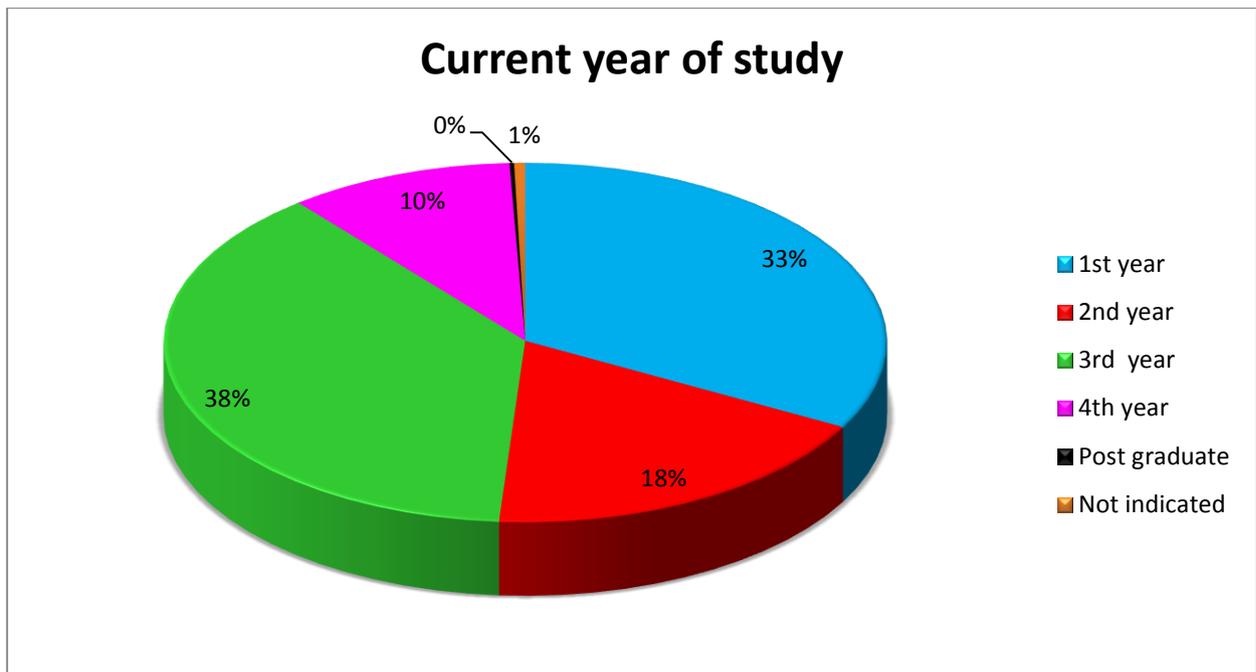
borders participated in some of the questionnaires; these questionnaires were discarded and all 435 participants included indicated South Africa as their country of origin. The second question asked participants about their province of origin.



**Figure 4.1: Province of origin distribution**

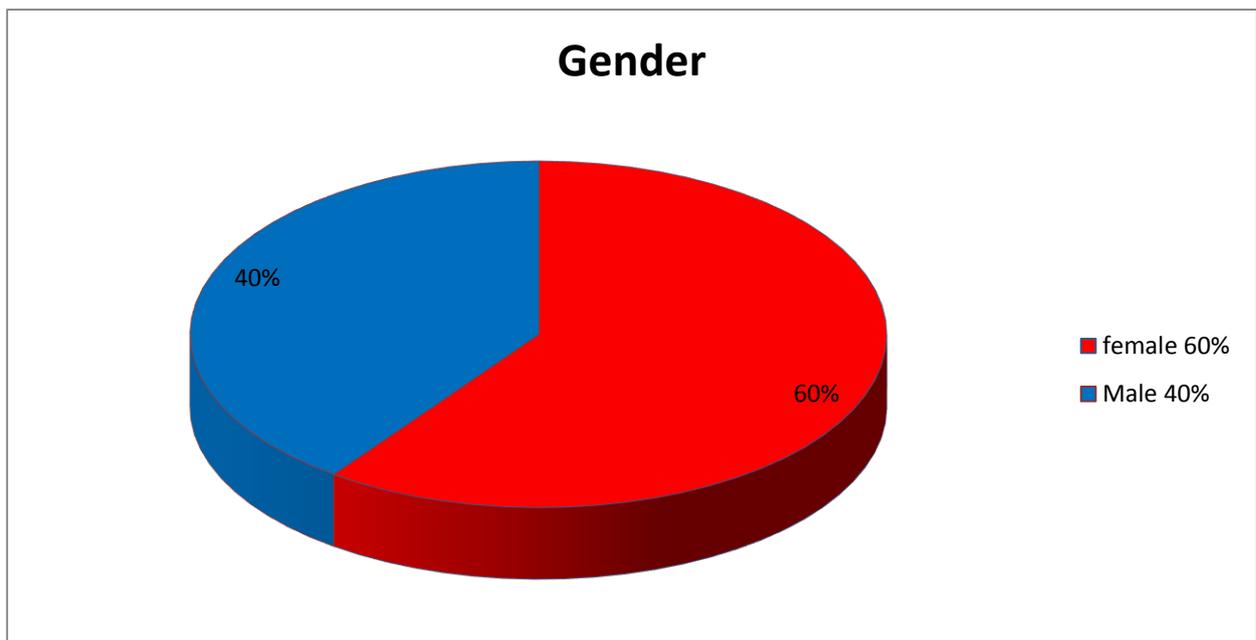
Figure 4.1 illustrates that 50.8 percent of the participants grew up in the Gauteng, 16.8 percent in Limpopo, 12.2 percent in the Free State, 7.1 percent in Mpumalanga, 6.9 percent in the North-West Province, 3.2 percent in KwaZulu-Natal, 2.1 percent in the Eastern Cape, 0.5 percent in the Northern Cape and 0.5 percent in the Western Cape. Therefore, each of South Africa's nine provinces are represented in the sample. Participants from Gauteng dominated the sample group. The main reason for this may be that both HEIs accessed are located in the Gauteng province.

The following figure depicts the participants current year of study.



**Figure 4.2: Year of study distribution**

The participants' current year of study can be seen in Figure 4.2. Most of the respondents (38%) indicated their current year of study as third year, followed by first years (33%), second year level participants accounted for 18 percent, 10 percent of the participants was in their fourth year, 1 participant was post graduate and 2 participants failed to provide their current year of study.



**Figure 4.3: Gender distribution**

Figure 4.3 illustrates the gender distribution of participants. The female participants accounted more than half of the sample (60%), while the male participants accounted for 40 percent of the sample participants. This gender distribution is sufficiently representative to draw comparisons between male and female.

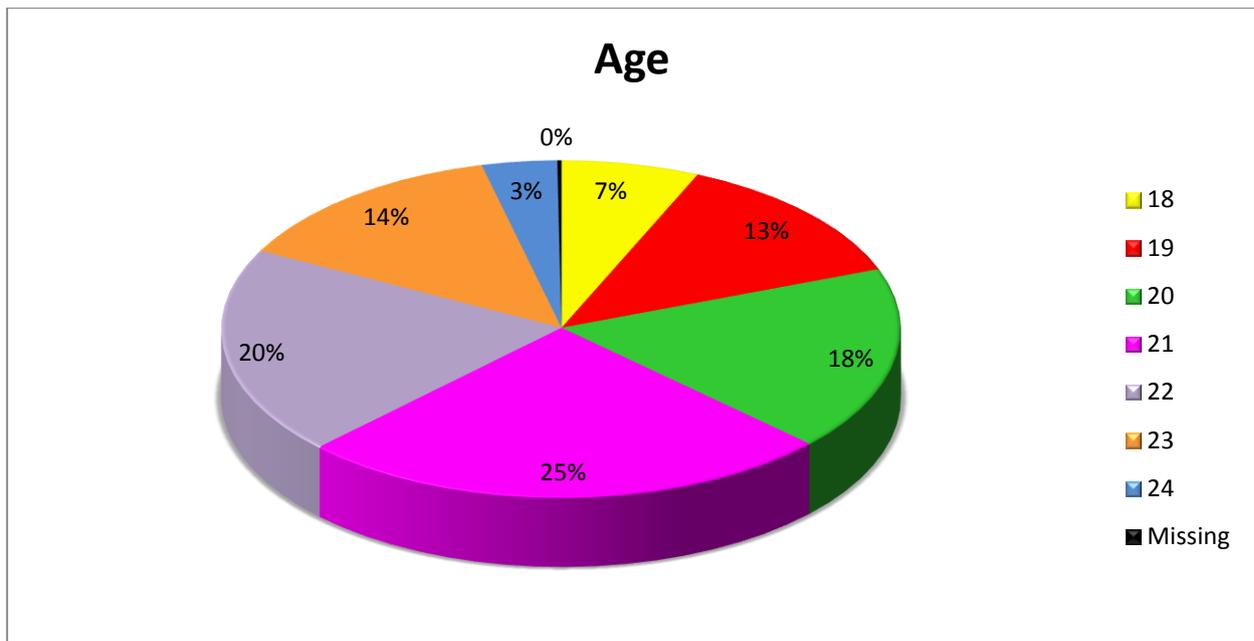
The study focused on African Generation Y students and, therefore, 100 percent of the sample was African students. The mother tongue of the population is illustrated in Figure 4.4.



**Figure 4.4: Mother tongue**

The participants in this study were mostly Sotho speaking (30.3%) followed by isiZulu (19.3%). The remaining participants indicated that their mother tongue language was Sepedi (14.7%), Setswana (10.8%), isiXhosa (7.4%), Xitsonga (5.5%), Tshivenda (4.6%), siSwati (4.4%), isiNdebele (1.1%), English (1.1%), Afrikaans (0.5%) and one respondent failed to indicate a mother tongue language. Therefore, all 11 of South Africa’s official language groups were represented in the sample.

There were age gaps and differences between participants that are illustrated in Figure 4.5.



**Figure 4.5: Age population distribution**

The participants' age distribution ranged from 18 to 24 years. Most of the participants indicated being 21 years of age (25.5%), followed by those who were 22 years of age (20.0%) and 20 years of age (17.7%). The remaining participants were made up of 13.6 percent 23 years of age, 12.7 percent 19 years of age, 6.6 percent 18 years of age, 3.6 percent 24 years of age and 0.2 participant failed to indicate his/her age. Therefore, all age groups specified in the target population were represented in the sample.

The next section discusses the exploratory analysis.

#### **4.6 EXPLORATORY FACTOR ANALYSIS**

Exploratory factor analysis (EFA) was performed on all the construct-related items. During the application of the EFA, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and the Bartlett's test of sphericity was employed. The two tests produced satisfactory results for the team identification scale (KMO=0.812, chi-square Bartlett test=573.265 (df=10),  $p=0.000 < 0.05$ ) and the brand personality scale (KMO=0.951, chi-square Bartlett test=11175.383 (df=903),  $p=0.000 < 0.05$ ) respectively.

For the team identification scale, one factor was extracted with eigenvalues above 1.0 that explained 54.491 percent of the total variance. All the items loaded as expected.

Table 4.4 illustrates the rotated factors for team identification.

**Table 4.4: Component matrix for Section C**

---

<b>Items</b>	<b>1</b>
C1	0.731
C2	0.672
C3	0.735
C4	0.806
C5	0.741

---

The same process was repeated with the brand personality trait items. Based on the literature, six factors were specified for extraction, which had an eigenvalue above one and 66.209 percent of the variance was explained.

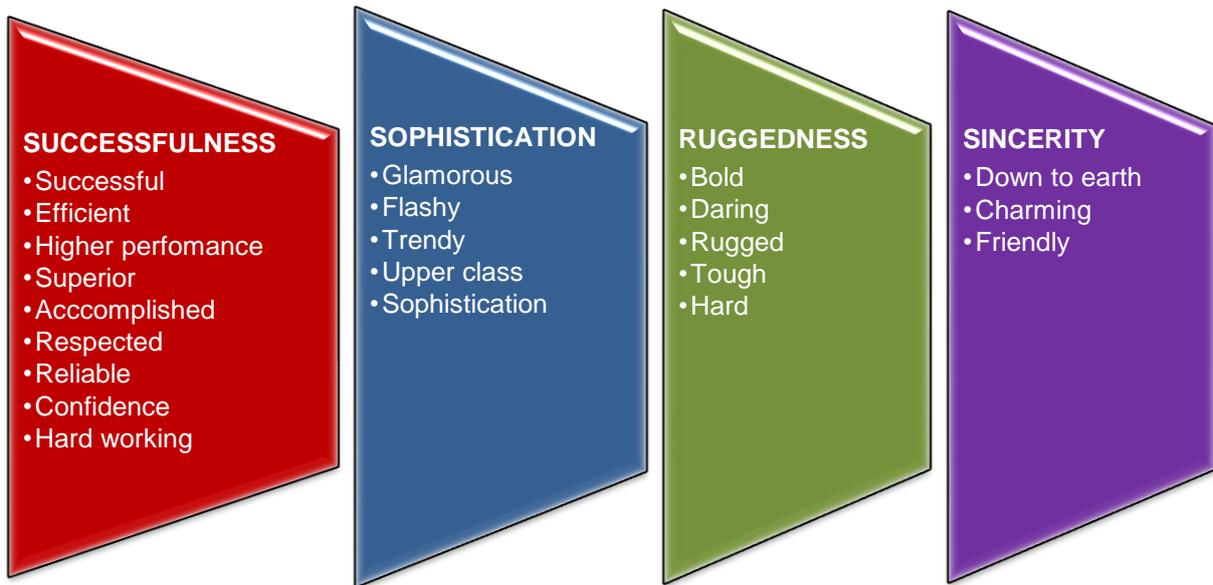
During the statistical analysis, it was found that some of the items were not construct-related and resulted in being excluded from the factor structure. Items that had communalities below 0.4 (D31, D40 and D43) together with items cross loading (D4, D10, D11, D12, D13, D15, D16, D17, D23, D24, D25, D26, D27, D32, D38, D39, D41 and D42) on more than one factor were excluded from this study.

The EFA was repeated after the above-mentioned items were removed. The results of the analysis computed a KMO value of 0.932, chi square Bartlett test=5263.765 (df=231),  $p=0.000<0.05$ , which were deemed satisfactory for the study. The EFA yielded four factors with an Eigen value above one explaining 63.302 percent of the variance.

Table 4.5 illustrates the rotated factors for the brand personality scale.

**Table 4.5: Rotated factors for Section D**

Items	Factors			
	1	2	3	4
D1	0.785			
D2	0.759			
D3	0.790			
D5	0.661			
D6	0.793			
D7	0.710			
D8	0.706			
D9	0.714			
D14	0.600			
D18		0.771		
D19		0.797		
D20		0.590		
D21		0.607		
D22		0.612		
D28				0.823
D29				0.731
D30				0.713
D33			0.621	
D34			0.601	
D35			0.638	
D36			0.816	
D37			0.788	



**Figure 4.6: PSL teams brand personality traits dimensions**

The PSL teams brand personality traits dimensions displayed in Figure 4.6 are very similar to those of Braustein and Ross (2010:11-12). The original scale consisted of six dimensions, namely success, sophistication, sincerity, rugged, community driven, and classic, while the adapted scale tested on the PSL teams consisted of four of the dimensions, namely successfulness, sophistication, ruggedness and sincerity. Braustein and Ross's (2010:11-12) dimensions consisted of 40 traits while the factor analysis only revealed 22 of the traits relevant for PSL teams.

#### **4.7 RELIABILITY AND VALIDITY ANALYSIS OF MAIN SURVEY**

The Cronbach alpha and average inter-item correlation values are calculated and summarised in Table 4.6.

**Table 4.6: Reliability and average inter-item correlation values**

<b>Constructs</b>	<b>Number of items in scale</b>	<b>Cronbach alpha</b>	<b>Average inter-item correlation</b>
<b>Team identification</b>	5	0.788	0.429
<b>Successfulness</b>	9	0.916	0.553
<b>Sophistication</b>	5	0.836	0.507
<b>Ruggedness</b>	5	0.805	0.512
<b>Sincerity</b>	3	0.785	0.554

Table 4.6 illustrates that the Cronbach alpha values calculated on each construct exceeded the acceptable level of being above 0.60 (Malhotra, 2010:319). All of the constructs reflect a Cronbach alpha value above 0.70, thereby indicating satisfactory internal consistency reliability.

All the average inter-item correlation values of the constructs exceeded the recommended value of 0.50 except for team identification. However, team identification is only below 0.5 by 0.071 and therefore the measuring instrument is deemed valid.

The next section discusses the descriptive statistics analysis.

## **4.8 DESCRIPTIVE STATISTICS**

According to Hair *et al*, (2008:235) descriptive statistics were used to summarise the data obtained from a sample of respondents. The required data regarding descriptive statistics, based on team identification and perceived brand personality of PSL teams, were obtained from the survey questionnaire. After determining the internal consistency, reliability and construct validity on the constructs, the next step followed was to compute the summary measures of the data set, namely means, standard deviations, skewness and kurtosis values. These responses were measured using a six-point Likert scale ranging from 1=strongly disagree to 6=strongly agree. Table 4.7 summarises the descriptive statistics extracted from the study. The higher mean values indicated in Table 4.7 indicate greater agreement by respondents.

**Table 4.7: Descriptive statistics**

<b>Items</b>	<b>Valid N</b>	<b>Mean</b>	<b>Standard deviation</b>	<b>Skewness</b>	<b>Kurtosis</b>
<b>Team identification</b>					
<b>Overall construct</b>	435	3.6731	1.18294	-.354	-.492
<b>C1</b>	435	3.549	1.6347	-.142	-1.166
<b>C2</b>	435	3.644	1.6515	-.276	-1.183
<b>C3</b>	435	3.625	1.6586	-.142	-1.176
<b>C4</b>	435	4.161	1.5139	-.635	-.491
<b>C5</b>	435	3.386	1.5739	-.038	-1.114
<b>Successfulness</b>					
<b>Overall construct</b>	435	5.1321	.77166	-1.598	3.637
<b>D1</b>	435	5.237	1.0740	-2.142	5.367
<b>D2</b>	435	5.028	.9476	-1.443	3.316
<b>D3</b>	435	5.094	1.0105	-1.469	2.703
<b>D5</b>	435	4.862	1.1558	-1.204	1.387
<b>D6</b>	435	5.218	.9507	-1.580	3.283
<b>D7</b>	435	5.264	.9750	-1.809	4.118
<b>D8</b>	435	4.887	1.0685	-1.106	1.318
<b>D9</b>	435	5.285	.9065	-1.489	2.768
<b>D14</b>	435	5.313	.8607	-1.412	2.487
<b>Sophistication</b>					
<b>Overall construct</b>	435	4.9986	.79810	-.940	.754
<b>D18</b>	435	5.108	1.0249	-1.314	1.927
<b>D19</b>	435	4.749	1.0879	-.956	.909
<b>D20</b>	435	5.087	.9488	-1.053	1.084
<b>D21</b>	435	5.126	1.0047	-1.310	1.899
<b>D22</b>	435	4.922	1.0618	-1.038	.960
<b>Ruggedness</b>					
<b>Overall construct</b>	435	4.8682	.93353	-.902	1.019
<b>D33</b>	435	5.083	.9221	-1.015	.904
<b>D34</b>	435	4.908	.9865	-.770	.234
<b>D35</b>	435	4.455	1.1153	-.738	.478
<b>D36</b>	435	5.083	.9873	-1.292	2.198
<b>D37</b>	435	4.901	1.0806	-1.134	1.271

**Table 4.7: Descriptive statistics (continued...)**

Items	Valid N	Mean	Standard deviation	Skewness	Kurtosis
<b>Sincerity</b>					
<b>Overall construct</b>	435	4.8860	.79391	-.761	.494
<b>D28</b>	435	4.634	1.2303	-.879	.380
<b>D29</b>	435	4.887	1.1004	-1.068	1.183
<b>D30</b>	435	5.083	1.0081	-1.346	2.434

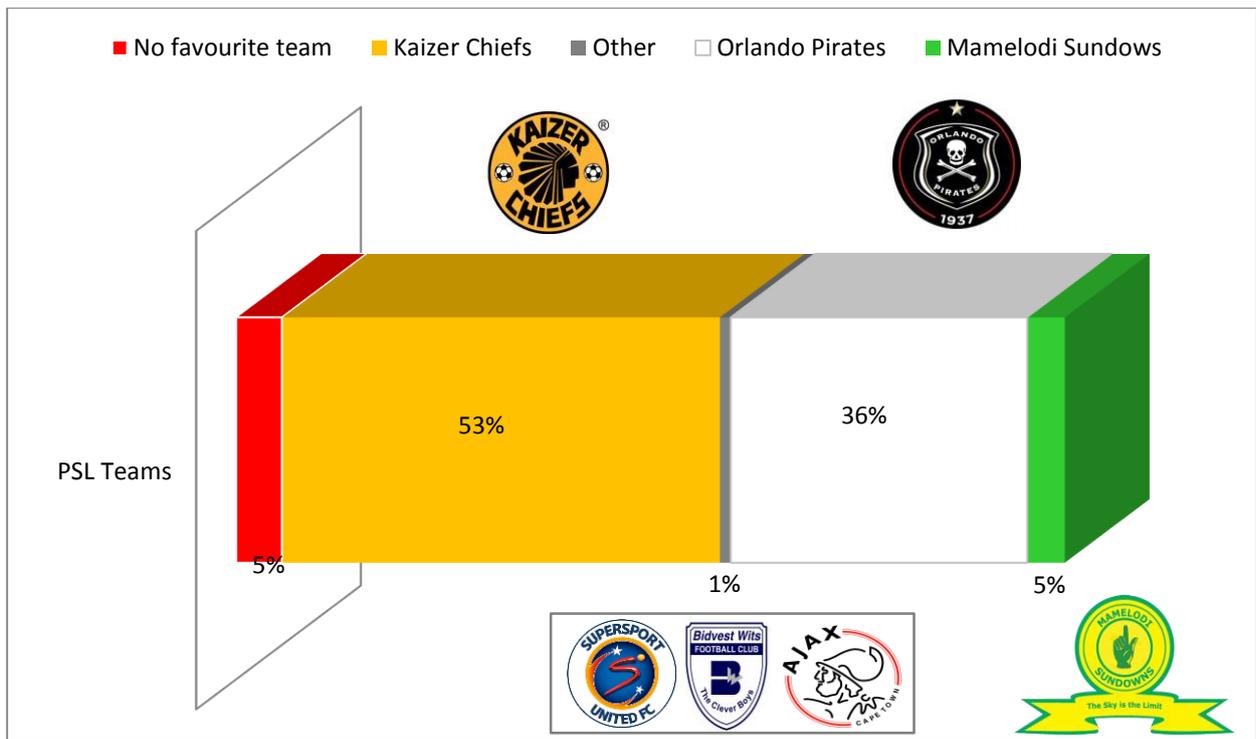
Table 4.7 indicates the mean values above three was calculated for team identification (mean=3.6731). Means above four were also recorded on the perceived brand personality construct as follows: sophistication (mean=4.9986), ruggedness (mean=4.8682) and sincerity (mean=4.8860). In addition, mean values above five were calculated as well: successfulness (mean= 5.1321). The data set was normally distributed as only one item (D1 = successful) indicated a skewness range outside the recommended -2 or +2 ranges. The data of all the dimensions were negatively skewed. Kurtosis data for team identification is relatively flat due to the negative value, while brand personality data had positive values indicating that the distribution is more peaked than a normal distribution.

## **4.9 TEAM IDENTIFICATION AND PERCEIVED BRAND PERSONALITY OF PSL TEAMS**

In Section B of the questionnaire, respondents were asked to identify their favourite PSL team and the teams' sponsor. The following section reports on these results.

### **4.9.1 Favourite PSL teams and sponsorship recognition**

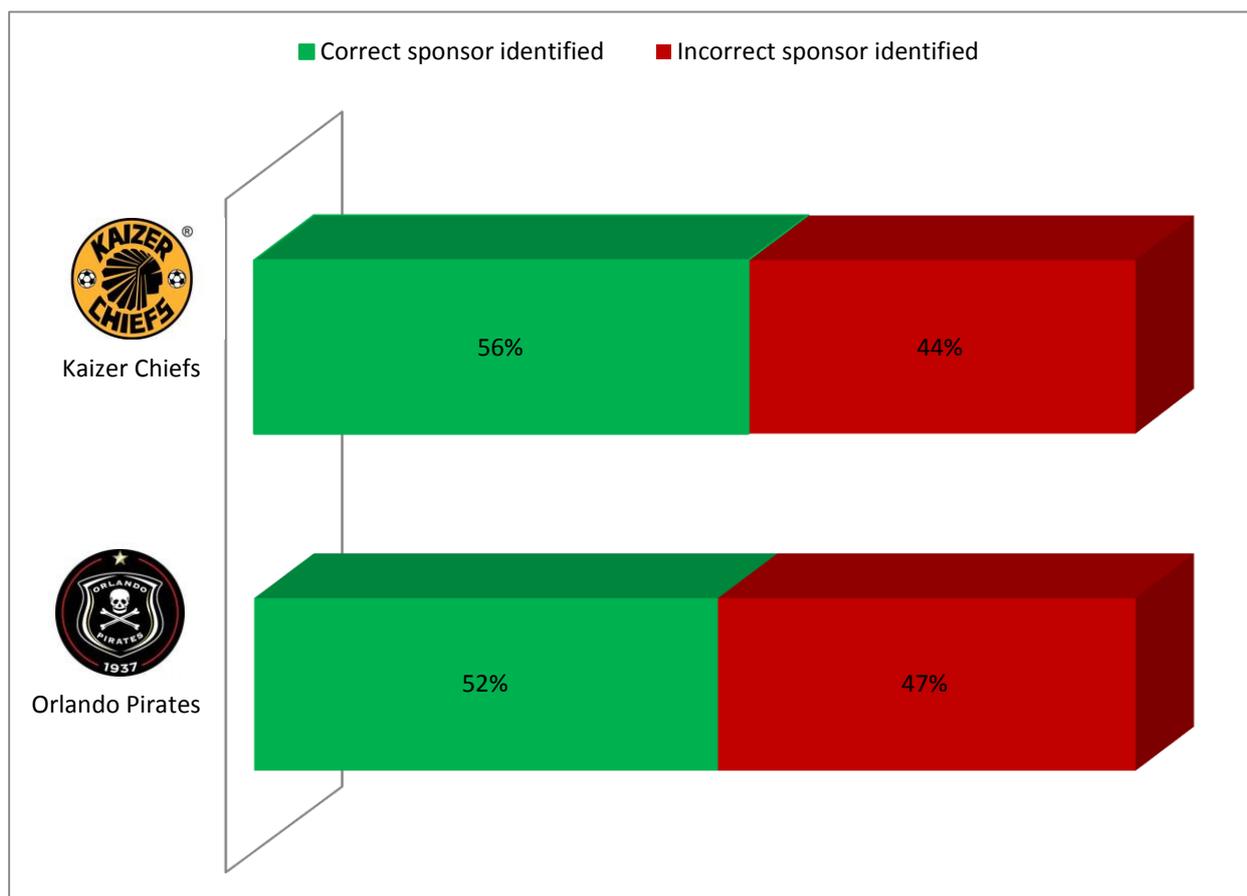
In Section B of the study, participants selected sport teams of their choice. Figure 4.7 provides the favourite PSL teams.



**Figure 4.7: Favourite PSL teams**

The PSL consists of 16 teams, in this study the participants identified only six of the teams. Kaizer Chiefs was the top team identified with 53 percent of participants identifying the team as their favourite team. Orlando Pirates (36%) was the second team followed by Mamelodi Sundowns (5%). Other teams (1%) also identified include Ajax Cape Town (0.2%), SuperSport United (0.2%) and Bidvest Wits (0.9%) The last 5 percent represented participants who did not indicate a favourite PSL team.

This study also assessed the sponsorship recognition of participants who indicated Kaizer Chiefs or Orlando Pirates as their favourite team. Figure 4.8 illustrates the percentage of respondents who correctly identified the sponsor for each of the teams. The study is only going to report on perceptions regarding Kaizer Chiefs and Orlando Pirates as majority of the respondents selected these teams as their favourite PSL team.



**Figure 4.8: Sponsorship of PSL teams**

More than half of the respondents for each team correctly identified Vodacom as the main sponsor for both Kaizer Chiefs and Orlando Pirates.

#### **4.9.2 Level of team identification**

Section C of the questionnaire measured sport interest and respondents identified PSL teams. The data were collected using an adapted team identification scale (Swanson *et al.*, 2003:155).

##### **4.9.2.1 Team identification of PSL teams**

The mean value for each of the team identification items was captured to determine the participants' team identification for 16 PSL teams. Table 4.8 illustrates these results.

**Table 4.8: PSL team identification**

<b>Team identification</b>	<b>N</b>	<b>Mean</b>	<b>Standard deviation</b>
<b>C1 When someone criticises my favourite team, it feels like personal insult</b>	435	3.549	1.6347
<b>C2 I'm very interested in what others think about my favourite team</b>	435	3.644	1.6515
<b>C3 My favourite team's successes are my successes</b>	435	3.625	1.6586
<b>C4 When someone praises my favourite team, it feels like a personal compliment</b>	435	4.161	1.5139
<b>C5 If a story in the media criticises my favourite team, I would feel embarrassed</b>	435	3.549	1.5739

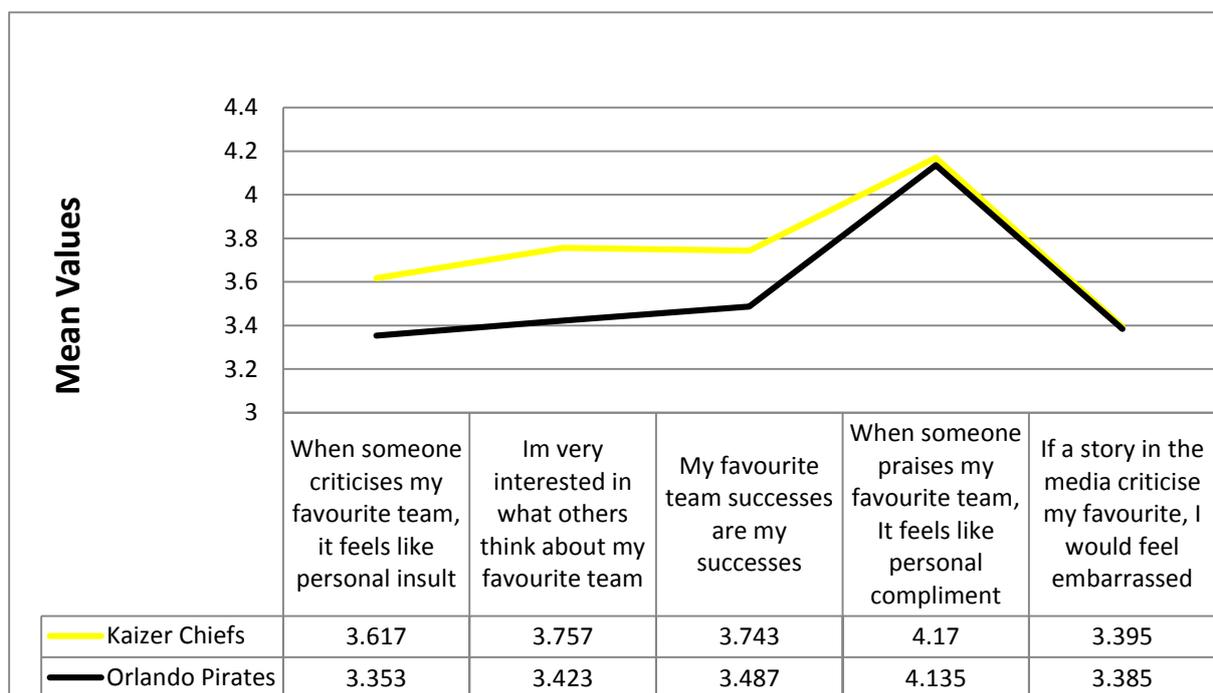
Table 4.8 shows that the level of team identification have a mean value above 3.5 (on the six-point Likert scale), this indicates that team identification of PSL teams exists among African Generation Y students. C4 showed the highest mean value (4.161) of the items indicating: 'When someone praises my favourite team, it feels like a personal compliment'. The next section reports on the level of team identification of the two top teams identified in the study.

#### **4.9.2.2 Team identification for each PSL teams**

The mean value for each level of team identification items was captured to determine the participants' team identification for both Kaizer Chiefs and Orlando Pirates. Table 4.6 illustrates these results while Figure 4.9 represents the results more visually.

**Table 4.9: team identification for each team**

	Kaizer Chiefs		Orlando Pirates	
	Mean	Standard deviation	Mean	Standard deviation
<b>C1:</b> When someone criticises my favourite team, It feels like a personal insult	3.617	1.5614	3.353	1.6879
<b>C2:</b> I'm very interested in what others think about my favourite team	3.757	1.6192	3.423	1.6888
<b>C3:</b> My favourite team's successes are my successes	3.743	1.6077	3.487	1.7019
<b>C4:</b> When someone praises my favourite team, it feels like a personal compliment	4.170	1.4812	4.135	1.5579
<b>C5:</b> If a story in the media criticises my favourite team, I would feel embarrassed	3.395	1.5680	3.385	1.5800



Please note the graph range mean value: 3.0 - 4.4

**Figure 4.9: Level of team identification**

As the evidence obtained from Figure 4.9, Kaizer Chiefs, indicates a higher mean value for all team identification statements. Orlando Pirates scored lower for all team

identification mean values. The graph suggests slight differences between the teams in relation to team identification.

### 4.9.3 Brand personality traits associated for PSL teams

The mean values for each brand personality trait item was captured to determine the traits most associated with PSL teams. Correspondingly, Table 4.10 listed the top 10 brand personality traits associated with PSL teams.

**Table 4.10: Top 10 PSL teams brand personality traits**

Personality traits	Valid N	Mean	Standard deviation
Hard working	435	5.313	.8607
Confident	435	5.285	.9065
Respected	435	5.264	.9750
Successful	435	5.237	1.0740
Skilled	435	5.218	.9507
Upper class	435	5.126	1.0047
Glamorous	435	5.108	1.0249
High performance	435	5.094	1.0105
Trendy	435	5.087	.9488
Bold	435	5.083	.9221

Table 4.10 lists the top 10 brand personality traits of the PSL teams selected by the respondents. The top five traits (hard working, confident, respected, successful, skilled) all form part of the successfulness dimension

The following section discusses personality traits rated for each PSL teams.

#### 4.9.4 Brand personality perceptions

The mean value for each of the traits also was captured to determine the brand personality traits most associated with Kaizer Chiefs and Orlando Pirates. Table 4.8 reflects these results.

**Table 4.11: Top 10 brand personality traits (Kaizer Chiefs and Orlando Pirates)**

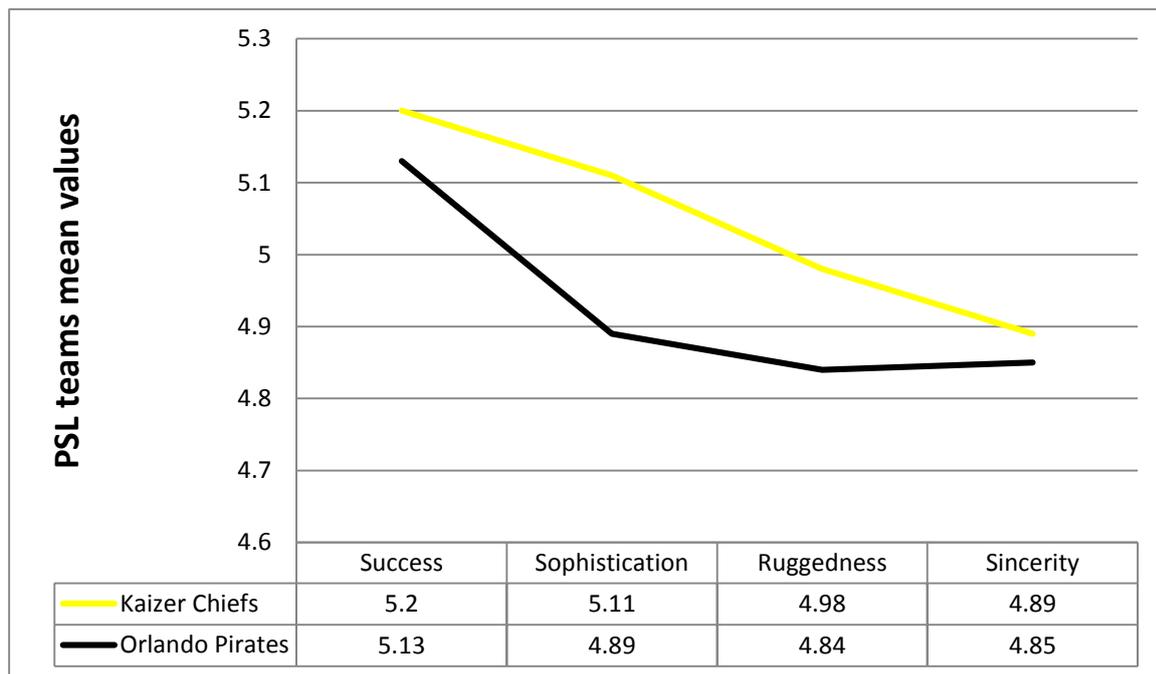
Kaizer Chiefs			Orlando Pirates		
Personality traits	Mean	Standard deviation	Personality traits	Mean	Standard deviation
<b>Respected</b>	5.365	.8599	<b>Hard working</b>	5.385	.7826
<b>Hard working</b>	5.330	.8588	<b>Confident</b>	5.327	.8125
<b>Successful</b>	5.326	1.0376	<b>Skilled</b>	5.295	.9244
<b>Confident</b>	5.317	.9008	<b>Respected</b>	5.237	1.0356
<b>Skilled</b>	5.239	.8813	<b>Successful</b>	5.212	1.0033
<b>Upper class</b>	5.230	.9364	<b>Tough</b>	5.096	1.0082
<b>High performance</b>	5.226	.9398	<b>Trendy</b>	5.071	.9166
<b>Glamorous</b>	5.213	.9814	<b>Bold</b>	5.071	.9095
<b>Trendy</b>	5.174	.9134	<b>High performance</b>	5.058	.9983
<b>Tough</b>	5.174	.9086	<b>Upper class</b>	5.058	1.0731

As evident from Table 4.11, Generation Y students perceive Kaizer Chiefs as: respected, hard working, successful, confident and skilled while Orlando Pirates is perceived as: hard working, confident, skilled, respected and successful.

The mean values for each brand personality dimension was also captured to determine the perceptions of participants relating to the brand personality dimensions for Kaizer Chiefs and Orlando Pirates. Table 4.12 illustrates dimension mean results while Figure 4.10 presents the results visually.

**Table 4.12 Brand personality dimensions according to different PSL teams**

Constructs	PSL Teams			
	Kaizer Chiefs		Orlando Pirates	
	Mean	S	Mean	S
Success	5.2043	.71305	5.1339	.75851
Sophistication	5.1052	.73078	4.8936	.85803
Ruggedness	4.9765	.72964	4.8372	.82784
Sincerity	4.8928	.91571	4.8483	.96263



\* Please note the range of the graph mean values 4.6-5.3

**Figure 4.10: Brand personality dimensions distribution of PSL teams**

Figure:4.10 illustrates the mean differences between the two PSL teams (Kaizer Chiefs and Orlando Pirates ) in relation to four brand personality dimensions. Both teams are fairly similar based on all dimensions except for sophistication and ruggedness to some extent. Therefore, there is a differences between the teams in relation to these dimensions.

#### 4.10 CORRELATION ANALYSIS

In order to determine the relationship between African Generation Y students' level of identification with their favourite PSL team and perceived brand personality of their

favourite PSL team, Pearson's product moment correlation coefficient was computed. The results are reported in Table 4.13.

**Table 4.13: Correlation analysis**

	TI	BP1	BP2	BP3	BP4
<b>Team identification</b>	1.000				
<b>Successfulness</b>	0.372	1.000			
<b>Sophistication</b>	0.311	0.604	1.000		
<b>Ruggedness</b>	0.316	0.508	0.592	1.000	
<b>Sincerity</b>	0.341	0.478	0.524	0.526	1.000

The correlation between African Generation Y students' level of identification with their favourite PSL team and perceived brand personality of their favourite PSL team is significant and in the expected direction. Therefore, relationships between African Generation Y students' team identification and perceived brand personality is significant.

#### 4.11 HYPOTHESES TESTING

The testing of the hypotheses were commenced and the significance level was specified at  $\alpha=0.05$  level. The first hypothesis (H1) was tested using regression analysis (Section 4.10). The remaining hypotheses (H2 and H3) were tested using independent t-tests (Section 4.11). In accordance with the relationships observed in the correlation matrix, the following hypotheses were formulated:

H<sub>0</sub>1a: African Generation Y students' brand personality perception of PSL teams' successfulness do not have a significant direct influence on their level of team identification.

H<sub>a</sub>1a: African Generation Y students' brand personality perception of PSL teams' successfulness do have a significant direct influence on their level of team identification.

- H<sub>0</sub>1b: African Generation Y students' brand personality perception of PSL teams' sophistication do not have a significant direct influence on their level of team identification.
- H<sub>a</sub>1b: African Generation Y students' brand personality perception of PSL teams' sophistication do have a significant direct influence on their level of team identification.
- H<sub>0</sub>1c: African Generation Y students' brand personality perception of PSL teams' ruggedness do not have a significant direct influence on their level of team identification.
- H<sub>a</sub>1c: African Generation Y students' brand personality perception of PSL teams' ruggedness do have a significant direct influence on their level of team identification.
- H<sub>0</sub>1d: African Generation Y students' brand personality perception of PSL teams' sincerity do not have a significant direct influence on their level of team identification.
- H<sub>a</sub>1d: African Generation Y students' brand personality perception of PSL teams' sincerity do have a significant direct influence on their level of team identification.
- H<sub>0</sub>2: African Generation Y students' team identification with PSL teams do not differ between males and females
- H<sub>a</sub>2: African Generation Y students' team identification with PSL teams differ between males and females
- H<sub>0</sub>3a: African Generation Y students' brand personality perception of PSL teams' successfulness do not differ between males and females.
- H<sub>a</sub>3a: African Generation Y students' brand personality perception of PSL teams' successfulness do differ between males and females.
- H<sub>0</sub>3b: African Generation Y students' brand personality perception of PSL teams' sophistication do not differ between males and females.
- H<sub>a</sub>3b: African Generation Y students' brand personality perception of PSL teams' sophistication do differ between males and females.

H<sub>0</sub>3c: African Generation Y students' brand personality perception of PSL teams' ruggedness do not differ between males and females.

H<sub>a</sub>3c: African Generation Y students' brand personality perception of PSL teams' ruggedness do differ between males and females.

H<sub>0</sub>3d: African Generation Y students' brand personality perception of PSL teams' sincerity do not differ between males and females.

H<sub>a</sub>3d: African Generation Y students' brand personality perception of PSL teams sincerity do differ between males and females.

**4.12 REGRESSION ANALYSIS**

Regression analysis was undertaken to investigate the relationship between brand personality perceptions and the level of team identification of PSL teams amongst African Generation Y. Table 4.14 reports on the regression model summary and ANOVA results.

**Table 4.14: Regression model summary**

	Standardised beta coefficient	R <sup>2</sup>	Adjusted R <sup>2</sup>	Standardised error of estimate	F	Significance level
<b>Model 1</b>	0.425	0.180	0.173	1.07592	23.667	0.000*

**\*Significance at the p<0.05(2-tailed)**

Table 4.14 summarised the regression analysis and ANOVA results. It is clear that the regression is statistically significant, indicating that brand personality perceptions may be used as predictors for the dependent variable of African Generation Y students' level of team identification with their favourite PSL team (F-value=23.667, p=0.000). This suggest that brand personality perceptions of PSL teams have a significant direct influence among African Generation Y students on their level of team identification. Thereafter, the coefficient of multiple determinations (R<sup>2</sup>) was computed as 0.180 indicating that 18.0 percent of the variation in African Generation Y students' level of

team identification with their favourite PSL team can be explained by the variance of brand personality perceptions.

The next step was to evaluate the contribution of each factor of brand personality to the prediction of team identification. Table 4.15 reports the results.

**Table 4.15: Evaluation of contribution of each of the independent variables**

	Standardised beta coefficient	t-value	Significance level
<b>Dependent variables</b>			
<b>Team identification</b>			
<b>Independent variables</b>			
<b>Successfulness</b>	0.225	3.923	0.000*
<b>Sophistication</b>	0.031	0.501	0.617
<b>Ruggedness</b>	0.167	3.046	0.002*
<b>Sincerity</b>	0.096	1.651	0.099
<b>* Significance at the p&lt;0.05 level (2-tailed)</b>			

Table 4.15 shows that successfulness ( $\beta=0.225$ ,  $p=0.000<0.05$ ) and ruggedness ( $\beta=0.167$ ,  $p=0.002<0.05$ ) have positive significant influences on African Generation Y students' level of team identification with their favourite PSL team. While sophistication ( $\beta=0.031$ ,  $p=0.617>0.005$ ) and sincerity ( $\beta=0.096$ ,  $p=0.099>0.05$ ) were found not to significantly influence African Generation Y students' team identification on their favourite PSL team.

Table 4.15 shows that a p-value of  $p<0.05$  for successfulness ( $p=0.000$ ) was calculated for construct 1. Therefore,  $H_01a$  is rejected and  $H_a1a$  is accepted. Similarly, a p-value of  $p<0.005$  for ruggedness ( $p=0.002$ ) was calculated in construct 3. As such,  $H_01c$  is rejected and  $H_a1c$  is accepted. African Generation Y students have a statistical difference between male and female regarding brand personality perception (successfulness and ruggedness) of PSL teams. However, a p-value of  $p>0.005$  for sophistication ( $p=0.617$ ) was calculated in construct 2. Therefore,  $H_a1b$  is rejected and  $H_01b$  is accepted. This suggests that African Generation Y students' brand personality perceptions of the PSL teams' sophistication do not have a significant direct influence

on their level of team identification. A p-value of  $p > 0.005$  for sincerity ( $p = 0.099$ ) was calculated in construct 4. Consequently,  $H_{a1d}$  is rejected and  $H_{o1d}$  is accepted. This suggests that African Generation Y students' brand personality perceptions of the PSL teams' sincerity do not have a significant direct influence on their level of team identification.

#### 4.13 TWO INDEPENDENT-SAMPLES T-TEST

The study used a two independent samples t-test to determine if any significant difference exists between male and female respondents, concerning team identification and perceived brand personality of PSL teams. The significance level was set at the conventional 0.05 level.

The two independent-samples t-test addresses the fifth empirical objective highlighted in Chapter 1.

Table 4.16 explains the mean, standard deviation, t-statistic and p-value for the genders regarding team identification of African Generation Y students and their brand personality perceptions of PSL teams.

**Table 4.16: Differences between male and female respondents**

	Male Mean n=157	Male Std. Dev.	Female Mean n=174	Female Std. Dev.	t-value	p-value	Cohen's D
<b>Team identification</b>	3.7726	1.11507	3.6062	1.22406	1.441	0.150	*****
<b>Successfulness</b>	5.2514	0.75104	5.0517	0.77636	2.666	0.008*	0.2615**
<b>Sophistication</b>	5.0903	0.68638	4.9369	0.86101	1.972	0.049*	0.1970**
<b>Ruggedness</b>	4.8057	0.98473	4.9103	0.89691	-1.147	0.253	*****
<b>Sincerity</b>	4.9451	0.75458	4.8462	0.81834	1.276	0.203	*****

\* Statistically significant at  $p < 0.05$   
 \*\* Small effect, practically non-significant  
 \*\*\* Medium effect and moving toward practical significance  
 \*\*\*\* Large effect, practically significant  
 \*\*\*\*\* Cohen's D-statistic not calculated as the variable was not statistically significant

As Table 4.16 shows, a p-value of  $p > 0.05$  was calculated for a statistically significant difference between male and female African Generation Y students regarding their level of team identification of favourite PSL teams. Therefore, male and female African Generation Y student do not have a statistically significant difference concerning team

identification. Consequently, at the  $p=0.150 >0.05$  significance level, this indicated that the null hypothesis  $H_{o2}$  should be accepted and the alternative hypothesis  $H_{a2}$  rejected.

Again, a p-value of  $p<0.05$  was calculated for the statistically significant difference between males and females in terms of perceived brand personality of their PSL favourite teams. Construct 1 (successfulness;  $p=0.01<0.05$ ) and Construct 2 (sophistication;  $p=0.05<0.05$ ) suggested that male and female African Generation Y students have statistically significant differences towards perceived brand personality of their PSL favourite teams' successfulness and sophistication. Furthermore, Cohen's D-statistic was calculated for the two constructs and suggest the difference is of small effect and statistically non-significant. These results suggest that  $H_{o3a}$  and  $H_{o3b}$  can be rejected and  $H_{a3a}$  and  $H_{a3b}$  accepted.

In addition, a p-value of  $p>0.05$  was calculated for the statistical difference between male and female in terms of perceived brand personality of their PSL favourite teams. Construct 3 (ruggedness) and Construct 4 (sincerity) indicated that male and female African Generation Y students have no statistically significant differences towards perceived brand personality of their PSL favourite teams. Therefore, this ( $p=0.253>0.05$  and  $p=0.203>0.05$ ) suggest that  $H_{o3c}$  and  $H_{o3c}$  can be accepted and  $H_{a3c}$  and  $H_{a3d}$  rejected. African Generation Y students' brand personality perception of PSL teams' ruggedness and sincerity do not differ between males and females.

#### **4.14 SYNOPSIS**

This chapter provided the report and analysis of the empirical findings. Section 4.2 reported on the pilot results. In Section 4.3, the data gathering process was outlined and Section 4.4 discussed the preliminary data analysis. Section 4.5, presented the demographic analysis of the respondents and Section 4.6 discussed exploratory factor analysis of Swanson *et al.* (2003:155) team identification and Braunstein and Ross (2010:11) brand personality scale for the PSL teams. The reliability and validity analysis of the main study is presented in Section 4.7. Section 4.8 presents the descriptive statistics in terms of mean, standard deviation, skewness and kurtosis. In Section 4.9, correlation analysis was undertaken, while Section 4.11 presented the hypotheses testing. Section 4.12 and 4.13 focused on the regression analysis and the summary of the two independent-samples t-test.

The next chapter presents recommendations and conclusion of the study.

## CHAPTER 5: RECOMMENDATIONS AND CONCLUSION

### 5.1 INTRODUCTION

Soccer is the most popular sport among African communities in South Africa. There has been a significant amount of growth in soccer game attendance and media coverage since the PSL was established in 1996. This growth is also visible in the lucrative sponsorship deals of the PSL with organisations paying millions of rands to be associated with the league. However, the PSL has experienced a decline in spectatorship since 2013. This is problematic for the PSL teams and, therefore, they must find a way to get their fans back into the stadiums.

Higher game attendance will increase the teams' revenues through ticket sales. Highly identified fans are loyal fans and increase the likelihood of better sponsorship deals for a team. Higher levels of team identification with a team could be obtained through a unique brand personality.

Brand personality is necessary for sport team managers in order to understand fans' perception regarding a team brand. As such, managers will be able to better position the teams' brand and reach the target market accordingly. Brand personality of the team is showcasing the teams' current brand image. In sponsorship deals, companies seek to sponsor teams with a similar personality to their companies. Therefore, a team reflecting the same brand personality as a particular company has a higher chance of getting sponsorship. Sport managers and marketers should utilise sport team brand personality to strengthen their marketing campaigns and positioning the team different from other teams.

This chapter is based on the recommendation and conclusion of this study in accordance with the empirical objectives formulated in Chapter 1. The chapter begins with an overview of the study (Section 5.2), followed by the discussion of the main findings of the study (Section 5.3). Thereafter Section 5.4 outlines the contributions of the study, while Section 5.5 provides the recommendations. The chapter closes with the limitations and future research opportunities (Section 5.6), followed by Section 5.7 summarising the whole chapter.

## 5.2 OVERVIEW OF THE STUDY

In order to aid comprehension of the main findings (Section 5.3) and resulting recommendations (Section 5.5) of this study about team identification and African Generation Y students' perceived brand personality of their PSL favourite teams, this section provides a synopsis of the preceding five chapters.

Chapter 1 provided a brief background of PSL and highlighted the potential aspects that team performance, team success and brand image influencing team identification. In addition, this section introduced the perceived brand personality of sport teams that may have an effect on PSL teams. Based on the problem statement, one primary objective, six theoretical objectives and five empirical objectives were formulated in Section 1.3. The empirical objectives were then transferred into hypotheses in Section 1.4. The remaining part of the chapter summarised the research methodology (Section 1.5) and this was followed by a discussion of the ethical considerations (Section 1.6) of the study.

Chapter 2 reviewed the literature relevant to the study to meet theoretical objectives (Section 1.3.2) as indicated in Chapter 1. The chapter begins with an introduction and historical background of the PSL (Section 2.2). Section 2.3 defined team identification. The chapter also highlighted the concept of team identification (Section 2.3.1), the benefits of team identification (Section 2.3.2.), development of team identification (Section 2.3.3) and various factors influencing team identification (Section 2.3.4). Section 2.4 defined brand personality concept according to the literature. Thereafter, Aaker's (1997) brand personality scale was discussed briefly. This was followed by a definition of the concept of sport brand personality (Section 2.5) together with a description of the sport brand personality scale. The sport marketing mix was introduced in Section 2.6.1. The chapter concluded with a Generation Y section discussing the importance of this cohort (Section 2.7).

Chapter 3 focused on the research methodology selected for the proposed study. Section 3.2 discussed the descriptive research design selected for this study, while Section 3.3 outlined the quantitative research approach. Section 3.4 explained the sampling strategy. The target population of the study was African Generation Y students aged between 18 – 24 in 2015 that were registered in HEIs in South Africa (Section 3.4.1). The sampling frame was conducted in one traditional university and one university of technology in the Gauteng province (Section 3.4.2).

Section 3.4.2 outlined the method of sampling and a non-probability sample of 450 respondents was drawn. Thereafter, a self-administrated method of data collection was selected, this included questionnaire design (Section 3.5.1), questionnaire content (3.5.2), questionnaire layout and pilot testing. Section 3.6 explained the administration of the questionnaire. Data preparation is discussed in Section 3.7, including editing (Section 3.7.1), coding (Section 3.7.2) and tabulation (Section 3.7.3). Section 3.8 provided an overview of statistical techniques and methods used in this study. This was followed by the discussion of reliability (Section 3.9), validity (Section 3.10) and factor analysis (Section 3.11). In addition, correlation analysis (Section 3.12) and regression analysis (Section 3.13) were discussed. The chapter concluded with test of significance (Section 3.14).

Section 5.3 provides the report about findings and the interpretation of empirical study.

### **5.3 MAIN FINDINGS OF THE STUDY**

This section discusses the main findings of the study, in accordance with the empirical objectives (Section 1.3) established in Chapter 1.

An exploratory factor analysis (Section 4.5) was conducted on the team identification-scale and yielded a one-factor solution, which explained 54.491 percent of the total variance. The second exploratory factor analysis conducted on the brand personality scale yielded a four-factor solution comprising successfulness, sophistication, ruggedness and sincerity, which explained 63.302 percent of the total variance.

The first empirical objective was to determine African Generation Y students' level of team identification with their favourite PSL teams. Descriptive statistics (Section .8.1) calculated the mean value for the team identification scale. The results suggested that Generation Y students exhibit a positive level of team identification towards their favourite team with item C4 ('When someone praises my favourite team, it feels like a personal compliment.') gaining the highest mean value.

The second empirical objective was to determine African Generation Y students' perceived brand personality of their favourite PSL team. The results of the study indicated that Generation Y students perceived their favourite PSL team more hard working, confident, respected, skilled and successful as per evidence indicated by the

highest mean value. The successfulness brand personality dimension exhibited the highest mean value.

The third empirical objective was to determine the relationship between African Generation Y students' perceived brand personality of their favourite PSL team and their level of identification with their favourite PSL team. The regression model summary (Table 4.14) suggests a statistically significant relationship between perceived brand personality and team identification (Section 4.12) indicating that brand personality perceptions may be used as predictors for the dependent variable of African Generation Y students' level of team identification with their favourite PSL team.

The fourth empirical objective was to determine the influence of African Generation Y students' perceived brand personality of their favourite PSL team on their level of identification with their favourite PSL team. Regression analysis (Section 4.12) was employed to determine the influence of each brand personality dimension on the level of team identification. The results suggested that the level of team identification with the PSL teams could be predicted by two dimensions (successfulness and ruggedness) of brand personality (Table 4.15).

The fifth empirical objective was to determine whether male and female African Generation Y students differ regarding their level of team identification with their favourite PSL team and/or their perceived brand personality of their favourite PSL team. The results of the study suggest that male and female African Generation Y student do not have any statistical difference regarding their level of team identification. In addition, Generation Y male and female students differ regarding the perception of two of the brand personality dimensions (successfulness and sophistication), the difference is of small effect and practically non-significant. There is no statistically significant difference on the other two dimensions (ruggedness and sincerity). The results of the two independent sample t-test are summarised in Section 4.13.

## **5.4 CONTRIBUTIONS OF THE STUDY**

The findings of this study contribute to the limited literature available concerning the level of team identification and brand personality perceptions of sport teams in the South African context, with specific reference to African Generation Y students' perceptions. This was done by empirical tests using two adapted scales (Swanson *et al.*, 2003:155; Braunstein & Ross, 2010:11). After the empirical test, an exploratory

factor analysis was done, which yielded four dimensions with 22 brand personality traits applicable to PSL teams. Therefore, PSL teams can use this scale to test the brand personality perceptions amongst their fans.

The study shed light specifically on the level of team identification and brand personality perceptions of Orlando Pirates and Kaizer Chiefs. These were the top two teams identified by the respondents. These findings will assist PSL teams to understand the brand personality perceptions of the team amongst African Generation Y fans better. The study also indicates some relationship between brand personality and team identification. The results suggest teams can use their brand personality to influence team identification amongst fans positively. These results can be used to assess and alter their current marketing strategies

The study also provides some insights for sponsors regarding the brand personality of PSL teams. This information can assist sponsors to determine which team best fit their current or desired brand personality. Sponsoring the relevant team might lead to brand image transfer.

## **5.5 RECOMMENDATIONS**

The focus of the study was to measure team identification and African Generation Y students' perceived brand personality of their favourite PSL teams. In accordance to the findings, the recommendations of this study are outlined.

Marketers of PSL sport teams that were not part of identified teams are advised to reconsider their marketing strategies in order to improve brand awareness of their teams among African Generation Y supporters located in the Gauteng province of South Africa. The top 10 sport brand personality traits identified by the Generation Y students as most descriptive of their favourite sport team brand are hard working, confident, respected, successful, skilled, upper class, glamorous, high performance, trendy and bold. Consequently, marketers of the teams that did not form part of the identified teams in the survey could employ the above-mentioned brand personality traits to increase brand awareness of their teams amongst African Generation Y students.

Team identification amongst PSL fans is relatively low. The calculated mean average for the team identification scale (Table 4:7) for PSL teams is 3.6731. The scale was

measured using a six-point Likert scale, even though it suggested positive team identification, it is still considered fairly low. Team managers are advised to increase their team identification by utilising the factors influencing team identification as presented in Section 2.3.4. Teams can start by working towards team success to win one of the four PSL competitions per season and strive to finish among the top five teams in the league. Furthermore, the identification could be increased if the team can afford to employ one or more star players and retain them for a long period. Teams could also consider encouraging fans to become part of one of their affiliated groups. The teams could establish different branches across South Africa offering discount on tickets and team merchandise for members. The PSL could also focus more of their marketing activities towards communicating the brand image of the team. Other strategies to consider to increase the level of team identification by building relationships with the Generation Y fans are that the teams could utilise an active social media marketing campaign to build their relationship with the Generation Y cohort.

PSL teams should also conduct research among their current fans to determine the current brand personality perceptions of the team brand. There are several brand personality trait scales (Kumar & Venkatesakumar, 2015:57; Sung *et al.*, 2015:127; Romero *et al.*, 2012:40; Tsiotsou, 2012:238; Chu & Sung, 2011:176; Braunstein & Ross, 2010:8; Geuens *et al.*, 2009:103; Aaker, 1997:354) available to use for this purpose. The results obtained should be compared with the team's current marketing strategy to determine if and how the marketing plan should be adjusted. PSL teams should aim to communicate their desired brand personality by making use of the sport marketing mix (Section 2.6.1).

PSL teams should consider using brand personality to improve the level of team identification. This study suggests a positive relationship between Generation Y students' brand personality perceptions and level of team identification (Section 4.12). Furthermore, the study (Table 4.7) suggested that team identification amongst African Generation Y students is influenced by certain brand personality dimensions (successfulness and ruggedness). PSL teams could consider presenting their team brand as more successful and rugged to try to increase the level of team identification among fans. For example, PSL teams should emphasize success of the team within their marketing communication by stating that a team has won many PSL titles such as Mamelodi Sundowns. Again, for ruggedness PSL teams should state that a team has

won cup competitions against tough teams such as Orlando Pirates for CAF champions league title.

## **5.6 LIMITATIONS AND FUTURE RESEARCH OPPORTUNITIES**

This study focused on investigating team identification and perceived brand personality of PSL teams amongst African Generation Y students. As with any other study, this study had certain limitations that may present several future research opportunities. This study is a single cross-sectional study and thus, lacks of the accuracy of a longitudinal study.

The sample was selected using a non-probability convenience sampling method. Several demographic questions were included to determine the extent to which the sample was representative of the target population; the results of the study are not necessarily true for the population at large. In addition, future research should be conducted by considering other generational cohorts, ethnic groups and non-student respondents. Future research could also measure the perceptions of PSL players and PSL management.

The study utilised the scale developed by Braunstein and Ross (2010) for brand personality traits in sport. There are other personality trait scales available to use for future research opportunities. This study focused on PSL teams, future research should be undertaken focusing to other sporting codes as well.

The brand personality trait scale used in this study had some difficult terms that Generation Y students struggled to comprehend. As such, future research should consider developing of comprehensive brand personality traits scale for sport teams within the South African context.

## **5.7 CONCLUSION**

Managers of teams should be aware of the influence of team identification as well as brand personality perceptions. Highly identified fans benefit the team financially through higher game attendance and sales of team related merchandise. A higher level of team identification among fans will also lead to better sponsorship deals. PSL teams should be aware of the current brand personality perceptions of the team brand as brand personality could improve team identification amongst fans. Brand personality of a team sets the team aside from other competing teams. Therefore, a unique brand personality

is essential for a team. This will attract more fans to identify with a team. In addition, lucrative sponsorship deals could be attracted through the brand personality of the team. Sponsors seek teams reflecting a brand personality similar to theirs in order to communicate and transfer their brand image through the sponsorship.

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## APPENDIX A: QUESTIONNAIRE

# RESEARCH QUESTIONNAIRE

*“Team identification and Generation Y students’ perceived brand personality of sport teams”*

## **This research study aims to:**

Determine South African Generation Y students’ team identification and brand personality perceptions of sport teams.

## **Researchers:**

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## SECTION A: DEMOGRAPHICAL INFORMATION

Please mark the appropriate box with a cross (X) or write down your answer.

1.	<b>Country of origin:</b>	South Africa	Other (please specify):
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2.	<b>Province of origin:</b>	Eastern Cape	Free State	Gauteng	KwaZulu-Natal	
		Limpopo	Mpumalanga	Northern Cape	North West	Western Cape
	Other (Please specify):					

3.	<b>Current year of study:</b>	1 <sup>st</sup> year	2 <sup>nd</sup> year	3 <sup>rd</sup> year	4 <sup>th</sup> year	Post graduate
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4.	<b>Gender:</b>	Male	Female
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5.	<b>Ethnic group:</b>			
	African Black	Asian/Indian	Coloured	White
	Other (Please specify):			

6.	<b>Please indicate your mother tongue language:</b>				Afrikaans
	English	IsiNdebele	IsiXhosa	IsiZulu	Sesotho
	Sepedi	Setswana	SiSwati	Tshivenda	Xitsonga
	Other (Please specify):				

7.	<b>Age:</b>	18	19	20	21	22	23	24	24>
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## SECTION B: SPORT INTEREST

1.	Please indicate which of the following sporting leagues interest you more.	PSL Soccer	Super Rugby
2.	In the sport league indicated above, who is your favorite sports team?		
3.	Who is the main sponsor of your favourite team?		

## SECTION C: TEAM IDENTIFICATION & BEHAVIOURAL INTENTIONS

*Answer the following questions about your favourite team.*

**Please circle your relevant response**

		Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree
1.	When someone criticises my favourite team, it feels like personal insult.	1	2	3	4	5	6
2.	I am very interested in what others think about my favourite team.	1	2	3	4	5	6
3.	My favourite team's successes are my successes.	1	2	3	4	5	6
4.	When someone praises my favourite team, it feels like a personal compliment.	1	2	3	4	5	6
5.	If a story in the media criticised my favourite team, I would feel embarrassed.	1	2	3	4	5	6

## SECTION D: BRAND PERSONALITY

*Brand personality is a set of human characteristics assigned to a brand.*

**Please circle your relevant response.**

		Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree
1.	<i>My favourite team is successful.</i>	1	2	3	4	5	6
2.	<i>My favourite team is efficient.</i>	1	2	3	4	5	6
3.	<i>My favourite team is a high-performance team.</i>	1	2	3	4	5	6
4.	<i>My favourite team is dependable.</i>	1	2	3	4	5	6
5.	<i>My favourite team is superior to other teams in the league.</i>	1	2	3	4	5	6
6.	<i>My favourite team is accomplished (skilled).</i>	1	2	3	4	5	6
7.	<i>My favourite team is respected.</i>	1	2	3	4	5	6
8.	<i>My favourite team is reliable.</i>	1	2	3	4	5	6
9.	<i>My favourite team is confident.</i>	1	2	3	4	5	6
10.	<i>My favourite team has high quality players.</i>	1	2	3	4	5	6
11.	<i>My favourite team performs consistently.</i>	1	2	3	4	5	6
12.	<i>My favourite team is capable.</i>	1	2	3	4	5	6
13.	<i>My favourite team is mature.</i>	1	2	3	4	5	6
14.	<i>My favourite team is hard-working.</i>	1	2	3	4	5	6

		Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree
15.	<i>My favourite team is stylish.</i>	1	2	3	4	5	6
16.	<i>My favourite team is up-to-date.</i>	1	2	3	4	5	6
17.	<i>My favourite team has good appearance on the field.</i>	1	2	3	4	5	6
18.	<i>My favourite team is glamorous.</i>	1	2	3	4	5	6
19.	<i>My favourite team is flashy.</i>	1	2	3	4	5	6
20.	<i>My favourite team is trendy.</i>	1	2	3	4	5	6
21.	<i>My favourite team is upper class.</i>	1	2	3	4	5	6
22.	<i>My favourite team is sophisticated.</i>	1	2	3	4	5	6
23.	<i>My favourite team is attractive.</i>	1	2	3	4	5	6
24.	<i>My favourite team wears a nice looking kit.</i>	1	2	3	4	5	6
25.	<i>My favourite team is professional looking.</i>	1	2	3	4	5	6
26.	<i>My favourite team is genuine.</i>	1	2	3	4	5	6
27.	<i>My favourite team is sincere.</i>	1	2	3	4	5	6
28.	<i>My favourite team is down-to-earth.</i>	1	2	3	4	5	6
29.	<i>My favourite team is charming.</i>	1	2	3	4	5	6
30.	<i>My favourite team is friendly.</i>	1	2	3	4	5	6

		Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree
31.	<i>My favourite team is family oriented.</i>	1	2	3	4	5	6
32.	<i>My favourite team is adventurous.</i>	1	2	3	4	5	6
33.	<i>My favourite team is bold.</i>	1	2	3	4	5	6
34.	<i>My favourite team is daring.</i>	1	2	3	4	5	6
35.	<i>My favourite team is rugged.</i>	1	2	3	4	5	6
36.	<i>My favourite team is tough.</i>	1	2	3	4	5	6
37.	<i>My favourite team is hard.</i>	1	2	3	4	5	6
38.	<i>My favourite team are genuine sportsmen.</i>	1	2	3	4	5	6
39.	<i>My favourite team is inspirational.</i>	1	2	3	4	5	6
40.	<i>My favourite team gives back to the community.</i>	1	2	3	4	5	6
41.	<i>My favourite team is traditional.</i>	1	2	3	4	5	6
42.	<i>My favourite team is classic.</i>	1	2	3	4	5	6
43.	<i>My favourite team is old fashioned.</i>	1	2	3	4	5	6

***Thank you for your time!***