

The impact of supporter experience at the Jonsson Kings Park Stadium on The Sharks brand

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I hereby declare that the Research Report submitted for the Honors in Strategic Brand Communication degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institution for degree purposes.

Abstract

This small-scaled study reviewed supporters experiences within a sports stadium and their impact on a brand. The research specifically is centred around The Sharks brand and the Jonsson Kings Park Stadium, the home stadium of The Sharks rugby team.

Rugby is a competitive sport that participates within South Africa's heritage. This generated from the existence and the attendance to the home stadium of The Sharks. Attenders to the stadium have been declining due to supporters reducing their purchases of the stadium tickets.

This study reviews themes that are common to sport stadiums that have suffered within similar scenarios. The information gathered in this study was accumulated through a qualitative approach. This would allow for flexibility of revealing deep insights during the entire primary research.

The methodology of research performed involved focus groups and an online survey. The insights received from this, directed meaningful findings and recommendations that aspires to assist The Sharks by providing useful data to increase attenders to the stadium.

It was concluded through the research that supporters do not value the stadium experience. Since there have been more devalued changes to the stadium experience it identifies that a large amount of work needs to be done in understanding and providing value to the supporters.

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Chapter One: Introduction to research

1.1 Introduction (Include Background/ Contextualisation)

Over the years, The Sharks rugby team supporters have been disappearing from their home stands at The Jonsson Kings Park stadium (Cronjé, 2019). This has been a continuous trend over the past few years which is disappointing for The Sharks heritage as it was a tradition for many supporters to socialise with their friends and family, by their vehicles, before and after the match (Fourie, 2019). Research has previously been conducted, in South Africa, to analyse supporter attendance to sport stadiums (Heyns, 2012). In South Korea there were discoveries into stadium environment influencers on supporter intentions whilst spectating sport together with its role within team loyalty (Cho, Lee & Pyun, 2019). However, research into the impact of supporter stadium experience on a brand has not been conducted. To discover the social impact of supporter experience at Jonsson Kings Park stadium on The Sharks brand, this literature review will contribute to secondary research. It will identify, describe and justify the use of the interpretivism paradigm used and the McKinsey's Consumer Decision Journey theory together with The Sportscape Model. This will identify topics to be considered when conducting primary research and the research design.

This study reviews supporters' experiences at the Jonsson Kings Park Stadium and their impact on The Sharks brand. It examines the supporters' decision journeys and impacting factors within the stadium environment. This study evaluates the implications that are derived from the supporters' experiences.

1.2 Rationale

The game of rugby has been immersed within KwaZulu Natal since 1890 and has developed throughout the years (The Sharks, 2017). The provincial rugby team, Natal, had to continuously change their home stadium from Albert Park Oval in Durban to

Kingsmead Cricket Ground to finally Kings Park (The Sharks, 2017). The extreme number of attending supporters influenced Kings Park to renovate twice to expand from 12 000 seats to 52 000 (Neethling, 2018). Competition and heritage are valued amongst South African's and rugby contributes to KwaZulu Natal's competitiveness and heritage (Neethling, 2018; Marizanne, 2015). To have diminishing number of its provincial supporters reflects that South African's are forgetting their heritage and values.

The decrease in supporter attendance is relevant throughout South African rugby provincial teams (Cronjé, 2019; Lambie, 2019). By understanding the Sharks supporters' stadium experience, it can distinguish if the experience is influencing the number of attending supporters. It will also determine if the experience has any impact on the overall Sharks brand. These results can be beneficial to other South African rugby teams as it can possibly provide insight into understanding their supporters. This will further allow the Sharks and other South African rugby brands by evaluating themselves against the results and improve where they are underperforming.

1.3 Problem statement

The problem considered is that over the years, there has been a decrease in the attendance of supporters at the Jonsson Kings Park stadium when the Sharks rugby team plays. This is problematic as it can reduce consumers' interest of the Sharks team, therefore decreasing income of the brand, which could further condense their interest in the entire sport. This study will investigate whether the stadium experience is the cause to the decrease in attendance and if it has an influence on the brand experience amongst the consumers to evaluate customer loyalty of the Sharks brand.

1.4 Purpose statement/ Research goal

The purpose of this study is to research if the customer's experience, at the Jonsson Kings Park stadium, influences the attendance and loyalty to Sharks supporters using the McKinsey Consumer Decision Journey and The Sportscape Model.

1.5 Research questions

To assess the impact of consumer experience on consumer perception of a brand, the following questions are asked in this study:

- Why do consumers attend the stadium?

- What are the consumers opinions about their experience within the stadium?
- What are the consumers opinions about their experience outside of the stadium?
- Do consumers perceive the tickets to be value for money?

1.6 Objectives

In completion of this research to be thorough and answer the research problem, the following objectives have been identified to be achieved during the conduction of this research.

- To determine the reasoning for consumer attendance to the stadium.
- To discover activities and emotions that consumers have during their experience within the stadium.
- To identify activities and emotions that consumers have during their experience outside of the stadium.
- To analyse if consumers perceive the game tickets to be value for money.

1.7 Chapter Outline

Chapter 1: Introduction and Overview

It introduces the field of study and provides background of the brand and the stadium. It provides the key research questions and objectives for the study and specifies the rationale of the study.

Chapter 2: Literature Review

It reviews the data related to this study from secondary research and provides a theoretical framework.

Chapter 3: Research Methodology

It is the research approach to how the primary research will be conducted. It involves strategic research methods to gain insightful information from the population and sampling as well as a discusses of the data collection process.

Chapter 4: Results and Findings

It features the results from the research conducted to reveal the substantial findings and insights gathered during the research.

Chapter 5: Conclusion and Recommendation

It presents the research conclusions from the literature review and primary research in relation to each objective. Recommendations are also stipulated for further research on this topic.

1.8 Summary

Those who attend the Jonsson Kings Park Stadium will be involved with an experience. This study will discover if those experiences by supporters impact The Sharks brand. The Sharks brand is well known within South Africa due to its association with the South African National Rugby Association.

Through this study it will be established if supporters' experiences at the stadium impact The Sharks brand.

Chapter 2 will present the literature review and discuss the theoretical framework of the study through a model and theory that is relative to this study.

Chapter Two: Literature Review

2.1 Introduction

This chapter reviews the conceptual and theoretical frameworks of consumers decision journeys and stadium environments. These are focused points of the research fields and relate to all the objectives in the study. The collection of theoretical literature allows the study to be more solid additional with the data collected in this topic. The reference of two models are examined in this study; McKinseys's Consumer Decision Journey and the Sportscape Model to review the environment of a sports stadium.

Research has previously been conducted, in South Africa, to analyse supporter attendance to sport stadiums (Heyns, 2012). In South Korea there were discoveries within stadium environment influencers on supporter intentions whilst spectating sport together with its role within team loyalty(Cho, Lee & Pyun, 2019). However, research into the impact of supporter stadium experience on a South African brand has not been conducted. To discover the social impact of supporter experience at Jonsson Kings

Park stadium on The Sharks brand, this literature review will contribute to secondary research. It will identify, describe and justify the use of the interpretivism paradigm used and the McKinsey's Consumer Decision Journey theory together with The Sportscape Model.

2.2 Theoretical Foundation

This section is focused on four aspects that are involved in the experience of sport attenders and how they impact a brand. The four aspects include:

1. To determine the reasoning for consumer attendance to the stadium.
2. To discover activities and emotions that consumers have during their experience within the stadium.
3. To identify activities and emotions that consumers have during their experience outside of the stadium.
4. To analyse if consumers perceive the, standard, stadium entrance tickets to be value for money.

To examine these objectives completely, theories need to be applied to ensure that the problem statement can be discovered accurately, as well as examining how this problem can be solved. Since this problem revolves around diverse contributing factors, it is beneficial to review the theoretical framework of McKinsey's Consumer Decision Journey and the Sportscape Model.

2.2.1 McKinsey's Consumer Decision Journey

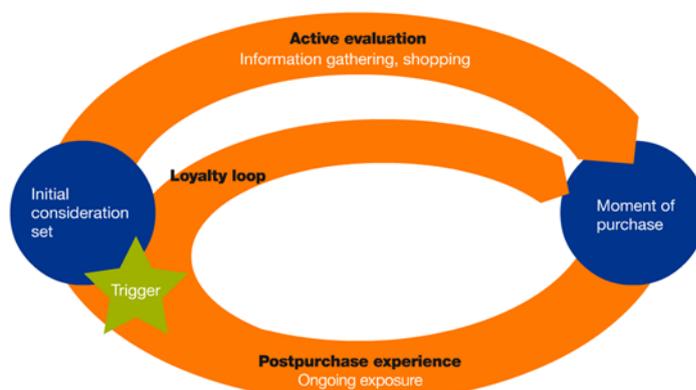


Figure: McKinsey's Consumer Decision Journey (Satell, 2019)

This consumer decision journey of McKinsey's, it identifies that consumers participate in a circular decision journey compared to the funnel concept (). Each phase that the

consumer progresses towards identifies touchpoints that of where the brand communicates with the consumer. By examining this model, brands should consider all phases within the decision journey so that relationships can be developed to encourage purchases from the brand.

The four phases that contribute towards the McKinsey Consumer Decision Journey are the following:

- Initial Consideration

This can be considered as the first step when deciding on brands for the first time. The consumer originally considers an initial group of brands that are chosen due to the brand's perceptions and its exposure to recent touch points (Court, Elzinga, Mulder & Vetvik, 2019).

- Active Evaluation

Once a group of brands have been selected, the next step revolves around the assortment process of favoured to unfavoured brands. Consumers conduct research on potential brands to purchase which leads them to evaluate them according to their preferences to decide if they add or subtract brands (Court et al., 2019).

- Moment of Purchase

The favoured brands are then further examined to distinguish which one will be further purchased. The various brands that are available are so until an exchange has been conducted to purchase the final brand. (Court et al., 2019).

- Post-purchase/ Loyalty Loop

This is the ongoing experience after the customer has purchased the product or service. The previous experience allows the consumer to build expectations which can be informative during their next decision journey. (Court et al., 2019). If they develop positive expectations then they can form a loyalty loop (Seitz, 2017).

2.2.2 The Sportscape Model

This model identifies the mediating effect of desire for consumers to stay on the relationship between stadium interior and exterior environmental factors and

attendance intentions (Cho, Lee & Pyun, 2019; Ioannou & Bakirtzoglou, 2016: 438).

The stadium environmental factors are:

- Food service
- Parking
- Security
- Crowd control
- Crowding
- Stadium Cleanliness

(Cho et al., 2019)

It further identifies that team loyalty is a moderating role in the relationships between the stadium sportscape and behavioural responses (Cho et al., 2019). It also measures the impact of team loyalty upon future decisions to attend (Cho et al., 2019). Ioannou and Bakirtzoglou (2016: 438) states that “supporters who are satisfied with the sportscape are more motivated to return in the future”. Cho et al. (2019) questioned the model as they identified that it originally “tested the moderation effect by simply regressing desire to stay and attendance intentions on the stadium Sportscape which was considered as an antecedent of both.” However, they verified this model to be true.

2.3 Literature Review In Relation To Objectives

The review of each objective has been aligned to the relevant literature and theories for this study. This is to ensure that all relevant literature has been covered within this research.

2.3.1 Research Objective 1: To determine the reasoning for consumer attendance to the stadium.

The consumer decision journey is explored in the context of a supporter attending a team sport stadium. It is further reviewed in the communication touchpoints between a brand and a supporter that influence a purchase and repurchase decision.

The Active Evaluation phase, within McKinsey’s Consumer Decision Journey, focuses on various touchpoints that the consumer is exposed to that encourage purchases

(Court et al., 2019). These touchpoints vary from Internet reviews, word-of-mouth recommendations and memories from previous experiences (Court et al., 2019). If a brand has access to these touchpoints, then they can influence consumers decision making by creating aspects that appeal to their preferences (Court et al., 2019). However, if a brand does not communicate with consumers through the touchpoints then they are unaware of the brand and cannot provide a reason for consumers to purchase it (Seitz, 2017). When supporters attend the stadium, this means that the touchpoints have met their preferences and has formed reasons for them to be there. If marketers are aware of their consumers various interactive touchpoints and their preferences, then they can constantly appeal to more consumers.

However, competition needs to be considered as there are alternative options to attending the stadium (Court et al., 2019). Many options revolve around technology that exposes consumers to live footage of sporting events, anywhere in the world at any time (Parry, Rowe, George & Hall, 2017). This can be done through television channels and the Internet. According to Parry et al. (2017), majority of supporters attending sport stadiums, do so, to watch the sport being played live; therefore, consumers will identify brands that best meet this preference.

Earlier it was stated that previous experiences are influential, futuristic, touchpoints in the Active Evaluation phase in the Consumer Decision Journey (Court et al., 2019). It is crucial to understand the impact of the Sportscape Model's environmental factors as supporters would have previously made judgements, perceptions and associations with them (Court et al., 2019). This former knowledge will further influence their actions in their next decision journey (Cho et al., 2019). If the Sportscape factors met their preferences, then it creates a reasoning for them to stay at the stadium longer or attend the stadium in the future, instigating the Loyalty Loop (Cho et al., 2019; Court et al., 2019). However, if there are indifferences, then there is not a reason for supporters to attend but to rather initially consider an alternative that meets their Sportscape preferences better (Court et al., 2019).

2.3.2 Research Objective 2: To discover activities and emotions that consumers have during their experience within the stadium.

Research Objective 2 reviews how factors inside a sport stadium environment impact the activities and emotions of the attenders. There are certain factors within a stadium

environment that a brand has full control over; which contributes to the experience of the attenders. Lastly, these factors are reviewed amongst the activities and emotions of the stadium attenders.

The closure stage of McKinsey's Consumer Decision Journey is initiated when supporters arrive at the stadium and absorbing each stage that is involved as they are experiencing the entire service offered (Court et al., 2019). The encounters that they make whilst being at the stadium, they are going to consider within the post-purchase phase which will influence the initial consideration phase (Court et al., 2019). Consumers perceptions of the athletes' quality, together with, the aesthetics, excitement and drama accumulated within the stadium pulls consumers to repurchase (Lee & Kang, 2015). It also can contribute to the loyalty of the brand or a preferred option within the initial consideration phase (Lee & Kang, 2015). Their opinions and level of loyalty also effects the initial consideration phase of others by communicating through word-of-mouth (Cho et al., 2019). Lee and Kang (2015) agree with this theory as they state that "as one's identification level increases, one's game attendance is less likely to be affected by previous unfavourable game outcomes such as losses."

The Sportscape Model factors are specifically noticeable whilst the supporters are within the stadium as they contribute to the overall experience (Cho et al., 2019). Cho et al. (2019) state that these factors are extremely important as they have the capacity to develop love for the home team (Silveira, Cardoso & Quevedo-Silva, 2019). To generate this passion, the Sportscape factors need to satisfy the supporters needs and perceptions (Ioannou & Bakirtzoglou, 2016). The supporters love for The Sharks brand and team will greatly impact their satisfaction, resulting in an increase in their loyalty and intentions to buy future tickets (Silveira et al., 2019).

Many researchers have recognised faults within current stadiums around the world. Parry et al. (2017) identified that many consumers are refusing to attend as the experience is of poor quality and the food and beverages sold are expensive. Dhurup, Mofoka and Surujlal's South African study (2010) notified by Ioannou and Bakirtzoglou (2016); elaborates further by discovering that refreshments and space allocation were meaningful for supporters to stay at the stadium. However, Ioannou and Bakirtzoglou (2016) discovered that, in Greece, football stadium security followed by its cleanliness contributed the most to supporter satisfaction.

2.3.3 Research Objective 3: To identify activities and emotions that consumers have during their experience outside of the stadium.

This objective reviews how factors outside a sport stadium environment impact the activities and emotions of the attendees. There are various factors with the environment outside the sport stadium that the brand has partial control over; which participates within the experience of the attendees. These factors are analysed amongst the activities and emotions of the stadium attendees.

The experience that consumers have outside of the stadium also contribute to the closure stage of McKinsey's Consumer Decision Journey (Court et al., 2019). This is because it participates to the overall experience of attending the stadium and consumers identification of the brand (McCullough & Kellison, 2016). This is because the attending of the stadium contributes to either the active evaluation stage or the purchase phase, depending on when the tickets were bought, as well as the post-purchase phase when supporters are leaving the stadium (Court et al., 2019).

The Sportscape factors are also associated within the external environment of the stadium. Ioannou and Bakirtzoglou (2016) identify that these factors include the "aesthetic appeal of the physical environment." Therefore, this will include parking, security, crowding and the cleanliness within the area outside of the stadium (Cho et al., 2019; Ioannou and Bakirtzoglou, 2016).

The allocation and conditions of parking is an important as there are 1 561 216 vehicles currently in KwaZulu Natal and transportation is essential for daily lives (Enatis, 2019; Stats SA, 2015). The province is also the fourth dangerous province requiring household and individuals affected by crime (Stats SA, 2018); therefore, security needs to be considered for satisfied supporters. Due to the stadium's dangerous location, it may encourage consumers to not attend the stadium (Stats SA, 2018). However, since the stadium has been the home of The Sharks and its many supporters since 1958, it can be associated with outstanding memories to those numerous supporters (Neethling, 2018; de Carvalho, Boen & Scheerder, 2015). The emotional connection these supporters have with the stadium results in them being careless of the stadium's characteristics (de Carvalho et al., 2015). The process of entering and leaving the stadium gates can determine the level of perceived crowding. It depends on a person's personality and attitude on the level of satisfaction that is

achieved or not from the Sportscape factors (Funk, Alexandris & McDonald, 2016). If consumers are dissatisfied with the factors, then it can influence consumers from purchasing the brand and to initiate a negative perception of the brand (Lin, 2011).

2.3.4 Research Objective 4: To analyse if consumers perceive the, standard, stadium entrance tickets to be value for money

This final objective reviews the effect of price value when purchasing experiences. The factors that contribute to the stadium experience are quantified by the attendees against the price that is paid for an entrance ticket.

According to Tarrant (2018:55), consumers are lazy and like to avoid difficult questions, save time and mental energy; this makes it functional for brands to include a mental shortcut to reduce decision making. This resulted him to state that, a reduction in costs but still supplying the same products or services provides consistency, simplicity and authenticity. Additional to this, is that brands can create a perceived added value within the minds of consumers. Added value allows brands to develop the consumers trust. (Tarrant, 2018).

The Sportscape factors contribute to the value of the experience (Cho et al., 2019). One of the Sportscape factors, crowding, involves the stand seating arrangements. The price of each regular seat, at the Jonsson Kings Park Stadium, is the same no matter its distance away from the field or the angle of the seat (Ticketpro, 2019). Whereas other stadiums have determined ticket prices by identifying each seat and assigning it a face value for that season (Healy, 2018).

If the factors do not uphold the supporter's standards and expectations, then the ticket price is associated with a low value. Whereas, if the experience meets the supporter's standards and expectations, then the ticket holds its price value. However, de Carvalho et al. (2015: 135) identify that some people care less about the Sportscape factors. These supporters therefore do not make associations with the factors and the value of the ticket price; however, they do state that the experience would improve if the factors were upgraded (de Carvalho et al., 2015).

The thought process of determining if the tickets are value for money contributes to McKinsey's initial consideration, active evaluation and post-purchase phases. Perceived value are factors that are consumed with a certain value which influence

consumer choices (Birim, Anitsal & Anitsal, 2016). These factors are persuasive within the initial consideration and active evaluation phases as it is where supporters find out about the brand and gather their information. These are positions where marketers can be located (Court et al., 2019). They can identify the certain touchpoints that the target audience is immersed in during these processes (Court et al., 2019). Marketers can take advantage of this to access a larger audience and create the brand's perceived value within the initial consideration phase (Court et al., 2019). They can further implement into the active evaluation phase by providing additionally, valuable content to persuade consumers to believe in and purchase the perceived valuable brand marketed (Court et al., 2019).

The post-purchase phase allows the supporter to briefly quantify and analyse their stadium experience so that they can compare it to the price of the ticket that they paid for (Court et al., 2019). If the supporter decides that the stadium experience is worth the same ticket price or more, then the ticket has value to it. However, if the experience is worth less than the ticket price then there has not been any added value created. The outcome will influence if the consumer attends the stadium again or not and their positioning when advertising their experience through word-of-mouth (Court et al., 2019; Birim et al., 2016). Despite this, these are regular tickets and not season tickets; therefore, supporters are not guaranteed that they will be allocated the same seats, with the same value, as previous experiences. Healy (2018: 6) states that due to various unpredictability's, that lead up to a game, each game should be viewed as a unique product that considers numerous variables. This results in the value of the experience changing each time the supporters attend which can often result in the face value, of the ticket, not being the same as the ticket value (Healy, 2018). Supporters are then left uninformed of the value stadium experience for each game, making it harder for their previous experiences to validate future ticket prices. Due to this, previous experiences are not necessarily reliable when considering the next decision journey or Loyalty Loop.

2.4 Conceptualisation

Supporter

A person who generates social and commercial currency to the benefit of a sport club, expands the reach of such club's brand and enhances the overall success of the club;

in exchange for various forms of gratification, for example to belong to a social group, to associate with club success and to consume the club's products and service offerings (Stander & de Beer, 2016).

Experience

This can be defined in two ways:

1. The process of getting knowledge or skill from doing, seeing, or feeling things (Cambridge Dictionary, 2019a).
2. Something that happens to you that affects how you feel (Cambridge Dictionary, 2019a).

Stadium

An athletic or sports ground with tiers of seats for spectators (Lexico, 2019).

Value

Cambridge dictionary (2019b) defines value as “the importance or worth of something for someone.”

2.5 Summary

This literature review has provided context of key terms and theories within this study. It has also provided an application association between the theories, The Sharks brand and the Jonsson Kings Park Stadium.

Research objective 1 clearly explored the theories by directly merging them with the sports stadium concept. It was identified that the brand can be communicated through various touchpoint before making a final decision and purchasing.

Research objective 2 showcased that the experience within a stadium impacts the supporter's decision phases.

Research objective 3 identified that even when supporters are outside of the stadium, it participates within the overall stadium experience.

Research objective 4 analysed human purchasing behaviours and their perceptions of value within a sports stadium.

Chapter 3 will expand on the research methodology and how it aims to discover answers to the research questions. Qualitative research is applied so that an ethnographic understanding can be achieved to empathise with the supporters.

Chapter Three: Research Methodology

3.1 Introduction

The purpose of this chapter is to expand and validate the methodology of the primary data chosen. The research paradigm and its intentions are reviewed together with the research approach and selected data collection methods.

3.2 Research Paradigm

There are three dominant research traditions which are positivism, interpretivism and critical realism (Maree, 2015). This study will be implementing interpretivism as it is based on the meanings of the supporters from their stadium experiences. This leads to being qualitative research; that is influenced by theories and methods that interpret human actions, understand those activities as well as seeing reality as symbolic and constructed (Maree, 2015). This study is interpretivism due to its positioning amongst the research positions:

- **Epistemological Position**

Involves the source of common knowledge and the study is not generalised beyond its context (Maree, 2015). This research will be conducted within the province of KwaZulu Natal therefore all the data received will only be applied to the province and not associated anywhere else. Therefore, this reinforces the epistemological position of interpretivism as this study does not only use empirical observation and it is not going to change social issues within the community, unlike in positivism and critical realism (Maree, 2015).

- **Ontological Position**

This means to be subjective as it is created by human interactions; therefore, many perceptions will differentiate (Maree, 2015). This is applicable for this research as conducting research on supporters, various, personal opinions and attitudes are beneficial for acquiring sport marketing strategies (Funk et al., 2016). The results will affect the understanding of supporters' stadium experiences and their attitudes

towards The Sharks brand. By doing so, it highlights the ontological position of interpretivism characteristic of measuring observations and not involving indoctrination, unlike positivism and critical realism (Maree, 2015)

- Axiological Position

It is uniquely valued with the researcher's own interpretations (Maree, 2015). This will be valid in this study and the researcher will require to activate previous knowledge and experiences in order to interpretate the supporters' answers. This will result in subjective answers which are different compared to emancipation in positivism and critical realism (Maree, 2015).

Overall, interpretivism allows this researcher to collect thorough information that can identify a variety of relationships that may have been unforeseen. This will create greater insights for futuristic studies and a possible solution for the Sharks brand (Maree, 2015). These insights will also be beneficial to other sport stadiums; as stagnating supporters at stadium sport games has become a trend amongst the sporting industry worldwide (Arkenberg, Giorgio & Dewese, 2019).

3.3 Research Design

This is a phenomenological, qualitative, exploratory research study. This is because this topic has not been researched before and new social insights will be discovered. This is also applied research as it is investigating a practical issue whereby a solution will be discovered and implemented into practice (du Plooy-Cilliers, Davis, & Bezuidenhout, 2014). Qualitative and exploratory research will allow for empathy to be expressed with the participants. This will instigate in-depth and detailed answers to be received. By applying this research, it will contribute and enhance possible solutions to the problem. Since this is not a quantitative study, that results in numerical or statistical data, the population size and sample are not critical as it would be challenging due to the stadium attracting twenty thousand people (du Plooy-Cilliers et al., 2014; Cronjé, 2016).

3.4 Population

Geographical factors will enforce constraints as only those males and females between the ages of eighteen years and sixty years old and who live within the Durban area can be selected to participate within the questionnaires, focus groups and

interviews. Additionally, only those who are contacted and are available for the focus group will be in attendance. The focus group members will be required to of previously attended the Jonsson Kings Park as well as not being registered as a season ticket holder. Those who are also exposed to the online survey and adhere to the same requirements as the focus group members will also be included.

3.5 Sampling

3.5.1 Non-Probability Sampling

This study will utilize the non-probability sampling method. It is a qualitative study that will operate with a small sample size as there is limited accessibility to the entire KwaZulu Natal population due to the security of the governments. The entire population within the population parameters are difficult to access. Non-probability sampling will allow for results to be controllably, promptly collected as there is a due date therefore there are time and financial limitations (Maree, 2015).

3.5.2 Sampling Method

Convenience sampling will be performed in this study; this involves population components that are established by selecting those that are easily and conveniently accessible (Cresswell, et al., 2016). This sampling method is used as the target population will be of more than twenty thousand people (Cronjé, 2016). It will impossible for one person to receive information from all of them within the available time. Convenience sampling will therefore allow for information to be received quickly and cheaply as it will only involve participants who are easily accessible at the time. However, by using this method, the research will not represent and reflect the entire population.

3.6 Data Collection Methods

3.6.1 Qualitative Method

This method is used as it relies on descriptions and opinions rather than numerical data; additional to this, it views society in conditions of processes that occur (Cresswell, et al., 2016). Consumer opinions and perceptions of their stadium experience and of The Sharks brand will need to be detected to gain insight into the way consumers act. By understanding the reasoning for their actions, it will allow for a more identifiable and precise brand strategy within the future. The original data

collection process involved questionnaires, as a tool, to be handed out to Sharks supporters whilst at the Jonsson Kings Park Stadium. However due to authority and legalities within The Sharks, the accessibility to conduct this was denied. This resulted in only having access to those located within the surrounding areas of the stadium. Alternatively, focus groups and surveys will be performed within this study as it requires for consumer opinions and perceptions.

3.6.2 Data Collection Tools

Focus groups will be performed with semi structured, open-ended questions. This will allow for a guided conversational flow, creating a relaxing environment for the focus group members and the interviewees (Visocky O'Grady & Visocky O'Grady, 2017). This will encourage them to express more about their feelings and emotions, resulting in more truthful answers that will make this research more insightful (Visocky O'Grady & Visocky O'Grady, 2017).

An online survey will be conducted and distributed with the same open-ended questions used within the focus groups. This will allow for larger amounts of information to be received from individuals and their opinions within a short amount of time (Visocky O'Grady & Visocky O'Grady, 2017).

3.6.3 Data Collection Process

This is a cross sectional research study; therefore, this research is only going to be performed once.

First, there will be 2 focus groups that will be divided according to gender and will consist of 5 to 6 participants within each. However, due to the struggle of availability for possible participants, 3 to 2 members will be present in each focus group. Both sessions, will be recorded and will be transcribed after each focus group whilst listening to the recording. Afterwards, the transcription will be emailed to the participants to confirm their opinions as well as any additional information they may like to add.

Due to the small focus group sizes, a Google Forms survey will be created and distributed through WhatsApp and Facebook. This will allow for more responses and opinions from both males and females.

3.7 Data Analysis Methods

Content analysis will be utilised. After each data collection process, the information received will be analysed to identify common themes, with consideration of the objectives stated.

3.8 Validity and Reliability

Validity, reliability and trustworthiness of the methodology are often questioned in quantitative research as the ability of the researcher has been known to influence the analysis of the data received (Maree, 2007).

Validity in qualitative research refers to the selection of instruments used to measure the intended measurements that answer the research question (Maree, 2007). This will be implemented as feedback will be received from participants involved within the data collection process. This will then participate within the triangulation of all the different sources of information received.

Certifying reliability is crucial to ensure that the received information reflects the same results each time. To guarantee this, the same questions will be asked within both measuring instruments used, in the focus groups and the surveys. This will allow for an equal comparison between the two instruments.

3.9 Anticipated Contribution

This research will contribute to the existing knowledge of sport management researches. Since Ioannou and Bakirtzoglou (2016) and Cho et al. (2019) research revolved around football it provides a greater understanding into how the stadiums environment influences other sport supporters. Mathidza (2011) investigated into factors influencing football match attendance: The South African Premier League in crisis. Although this gave an insight into the sports stadium supporters in South Africa, it focused on football and is outdated. Therefore, this research will provide a current analysis of the sports stadium supporters in South Africa also it will provide a rugby perspective, rather than from football. This will all generate a deeper understanding of the overall stadium factors that influence various sport stadium attendance.

3.11 Summary

This chapter discussed the analysis of the findings received. It examined the research paradigm used. The data collection methods are equal to encourage various responses. The analysis of all the data collected through this study was broken. Finally, the values of the researcher were described through validity and reliability.

Chapter 4 discusses and analyses the research findings in relation to each objective and methodology set out for this study.

Chapter Four: Research Findings

4.1 Introduction

This chapter will present the data collected from the focus groups and the online survey. All the data is presented in the form of appendices and table formats. All the results are discussed to initiate a deeper understanding of the findings. An analysis of the data was performed as stipulated within chapter 3. It must be noted that this was a small-scale qualitative study therefore it is not statistically based. The findings and recommendations cannot be generalised. Triangulation in the research findings confirmed the credibility of this study was maintained during the research.

4.2 Presentation and Discussion of Findings

Common themes have been highlighted to present the research findings. The findings are presented as to how the questions and objectives are related.

4.3 Methodology Applied

4.3.1 Focus Groups

A total of 5 individuals completed the two focus groups. The first focus group consisted of females between the ages of 20 and 60 years. The second focus group consisted of 2 males aged 25 and 55 years. Convenience sampling was utilised for this method of the study. The focus groups were audio recorded so that interpretation would be easier for the researcher. All of the respondents' identities have been kept anonymous for the purpose of this study.

4.3.2 Survey

A total of 10 respondents completed the questionnaire from the online survey tool, Google Forms. The survey consisted of 13 questions. The survey was administered via WhatsApp and Facebook.

4.4 Demographics of Respondents

The tables below identify the ages and genders of the respondents in both the focus group and surveys.

Table 4.1: Profile of Respondents- Focus Groups

Gender	Age brackets			
	20-29	30-39	40-49	50-59
Male	1			1
Female	1		1	1

The focus groups were aimed to have equal number of males and females dispersed over each age bracket. The largest group were females, due to, the availability of time for participants to come together.

Table 4.2: Profile of Respondents- Survey

Gender	Age brackets			
	20-29	30-39	40-49	50-59
Male	3	1	1	
Female	3		1	1

The aim of the survey was to receive more answers from various age groups from different genders. However, since this was an online survey, there was a limited amount of control as to who completed it. This resulted in more participants within their twenties but an equal number of males and females were received.

4.5 Results and Discussion

The following will represent the responses from the focus groups and surveys and the relation to how they address and answer each research objective and questions mentioned in Chapter 1.

4.6 Objective One: To determine the reasoning and frequency of supporters' attendance to the stadium?

Two questions were asked within the focus groups and survey:

1. How often do you attend the stadium to watch the Sharks play?
2. What encourages you to attend matches at the stadium again?

For question 1, measurement times were not provided for the respondents to select which provided them to make the judgement of how often they attended.

A common theme that arose was that females attend the stadium, maximum, once a year or less. Whereas males would range their attendance to be more frequent with their minimum attendance being once a year and their maximum to be twice a month. This is however during the rugby season when The Sharks are playing within leagues; whereby, both male respondents A and B identified that the Super 15 is the preferred league to watch, compared to the Currie Cup (Appendices A).

The stadium provides the supporters with a social offering the opportunity to spend time with a group of their friends. Another encouraging factor relates to the performance of The Sharks team and their opposition teams played at the stadium. If The Sharks were performing well within the current league being played then supporters would attend. This can be encouraged further if they are playing against "*one of the strong New Zealand sides*" or "*if it is a big derby like The Bulls.*" This suggests that many of the participants are regularly informed of the various rugby games as they know the performance level of The Sharks as well as their oppositions. Female respondent B identified that television was a medium of which she watches rugby and keeps updated.

It must be noted that the receiving of free tickets, season tickets or corporate box tickets are extreme influencers on supporters to attend the stadium. Female respondent C preferred seating within corporate boxes as they provided "*free booze and food*" and that there is less of an irritation regarding the process of receiving beverages (Appendices B).

4.6.1 Interpretation of Findings

By evaluating these questions, it can be identified that attending the Jonsson Kings Park Stadium is considered within two supporter decision journeys. One journey is

determined by the decision of where they are going to socialise with their friends and family? The other journey is, where should they watch The Sharks play? The consideration set for the second decision also involves television. However, this is also a touchpoint that The Sharks brand communicates with its supporters. By doing this, The Sharks influence males to attend the stadium more frequently than females.

The Sportscape Model factors are not impactors within the Loyalty Loop for the standard stadium tickets. However, the Sportscape factor, food service, is an influential factor within attending a corporate box within the stadium. From previous experiences, supporters acknowledge the service of free food and beverages. This is an encouraging factor for supporters to attend the stadium. However, corporate box tickets are purchased by a corporate; who then gives them to supporters for free therefore the supporters are not paying for their ticket not their food or beverages.

4.7 Objective Two: To discover activities and emotions that supporters have during their experience inside the stadium.

Three questions were asked regarding this objective:

1. Describe your experiences whilst you are inside the stadium.
2. What do you like about this experience and why?
3. What do you dislike about this experience or what do you think could be improved and why?

These questions were asked so that the respondents would focus their opinions specifically within the grounds of the stadium.

Supporters have a general positive outlook of their experiences within the stadium. This is due to there always being a good atmosphere and that it is festive. The effort that supporters go into dressing up in their team shirt and colours contributes to the overall atmosphere. Which creates the enjoyable comradeship amongst the supporters and the crowd within the stadium. This is further generated through The Sharks mascot, Sharkie, and the singing and cheering of the crowd, especially, when Tendai Mtawarira, locally known as The Beast, receives action within the game and everyone shouts "BEAST!" These comradeship factors were specifically identified by females compared to males who enjoyed being around others who supported The Sharks. This explains the reasoning to why many males disliked feeling "*disheartened*"

or “*disappointed afterwards due to lack of attendance*” (Appendices C). Whereas females feel that the bathrooms can be improved regarding their direction signage, hygiene, visual appearance and scent.

Queues are a large problem within the stadium, especially, for bathrooms as well as for purchasing food and beverages. Male respondent B highlights the high congestion of beverage queues:

“Sometimes you’ll finish your beer halfway through the half and you then go down to the bar and you think it’s going to be 3 or 5 minutes to get a drink because you know that you’re not going to go at half time because everyone is doing the same thing.”

However, he is still aware that even purchasing a beverage during a game it is still going to be congested. This is “*because everyone has the same idea then because you don’t want to go at halftime, so you land up missing a part of the game.*” From this, it encouraged male participant A to suggest that more restaurants and bars should be available to the supporters.

4.7.1 Interpretation of Findings

The evaluation of these questions have identified that supporters are loyal to The Sharks brand but not to the Jonsson Kings Park Stadium brand. The closure stage, whereby the supporters are within the stadium, express their loyalty through dressing up in their Shark team shirt or colours as well as the singing and cheering from the crowd. This creates the favourable atmosphere of comradeship. However, as there are few supporters attending the games, there is less comradeship within the crowd.

It is suggested that supporters are not loyal towards the stadium brand due to Sportscape environment. The food and beverage services are extremely slow or that they cannot cope with the large number of customers due to the lengthy queues. The queues are also reflected within the bathrooms where the stadium cleanliness, a Sportscape factor, is unacceptable. This is a crucial element as they should be clean spaces so that they remain hygienic for the users. By the supporters waiting in these queues, it results in them missing parts of the game. This is frustrating for them as they are encouraged to attend the stadium to watch The Sharks play, as seen in objective 1. Since these factors are within the stadium, The Sharks have full control

over improvements. This can ideate the possibility of providing more restaurants and bars within the stadium, like male respondent A suggested.

This study reflects the opposite of what Cho et al. (2019) and Silveira et al. (2019) stated. Sharks supporters have already developed their love for the team; however, the Sportscape environment prevents them from attending and expressing their love and passion within the stadium. This therefore supports Ioannou and Bakirtzoglou (2016: 438) who discovered that “supporters who are satisfied with the Sportscape are more motivated to return in the future”.

4.8 Objective Three: To identify activities and emotions that consumers have during their experience outside of the stadium.

Four questions were asked regarding this objective:

1. Describe your expectations before you attend a match at the stadium.
2. Describe your experiences after you attend a match at the stadium.
3. What do you like about these experiences and why?
4. What do you dislike about these experiences or what could be improved and why?

These questions were asked so that the respondents would change their focus from the questions asked within Objective 2, to now provide their opinions specifically outside the grounds of the stadium.

Positivity is expected before attending the stadium. This positive experience mainly revolves around having a good time out with their friends. Male respondent B describes his expectations as,

“The expectation is always to go there and have a good evening or a good afternoon out and just to relax and chill with it either your buddies or with your family and to have a good time.”

Which includes all the additional points mentioned by the other respondents as well as to *“watch the rugby.”*

However, *“a lot of the fun and family aspect has gone out the window.”* This specifically relates to the supporters not being allowed to braai before or after the game in the car parks on the fields surrounding the stadium. An additional social aspect that those

within their twenties enjoyed was the big stage where live music use to be played after the game. However, male respondent A did identify that

“its people that you haven’t even heard of. So it’s good that they are trying to promote local talent that way but I think if you throw in a couple of big names there, then people will be more encouraged to stay behind for that.”

However, acknowledgments were referred to the new Kingston Beach Club which seems to be an encouraging factor to attend the stadium amongst those within their twenties (Appendices C).

Due to the lack of social aspects, not encouraged by The Sharks, it is encouraging supporters to leave after the game or have a drink and then leave.

A contributing factor was the distance of the parking. Supporters felt that you had to park far away from the stadium; which made them uncomfortable when returning to their cars after the game. Often the game will end when it is dark and they feel unsafe walking back to their cars, even if they’re in a group, due to the local association of a high crime rate in Durban. Female respondent A identifies possible types of crime that can occur after attending the stadium:

“It varies quite a bit, it could be just someone who steals your cell phone or otherwise it could be trying to hijack a car or trying to steal your handbag. Otherwise it’s just the unpleasantness of a hobo coming up to you and begging for your money, like that’s not cool either.”

Driving is a large contributing factor to the stadium experience. As seen in Objective 2, many include drinking alcohol with the stadium experience. Therefore, supporters do not want to take the risk of driving under the influence of alcohol; which is considered as illegal driving. This results in supporters having to make transportation arrangements before attending the game. A transportation option is traveling with all a group of supporters within one car and one person does not drink alcohol whilst at the stadium so that they can drive everyone home; or the use of a taxi service that transports them too and from the stadium. The Sharks use to be involved with a taxi service and Good Fellers who would drive your car home after the game. However, there was a lack of awareness and promotion of the services. This concept is favourable as friends can travel in the car without the risk of illegal driving and it makes

the overall costs cheaper as the taxi fare is split amongst the passengers. Male respondent A even suggests that

“If the Sharks partnered with Uber or a Taxi Fast company and had a dedicated area where they would wait or come and fetch you then people will be more encouraged to stay after and drink more and it is a safe area.”

4.8.1 Interpretation of Findings

The assessment of these questions reflected that supporters expect to always have a good time when attending the stadium; however, it has reduced compared to previous years. This is due to the external Sportscape factors of security and parking.

A part of the stadium experience use to involve supporters socialising and braaing on the outfield car parks. This was a favourable and enjoyable event for all ages. However, this is no longer available to the supporters therefore they feel that the experiences before and after attending the stadium are no longer as enjoyable compared to what they use to be. Although this was designated parking for season ticket holders, it is suggested that non-season ticket holders were also allowed to attend but excluding their cars. Additional to this, is the distance of the available parking for standard ticket holders. They are located a far walking distance away which is concerning after the game when it is dark regarding their safety.

This is where security is a fear for those who are leaving the stadium, especially when it is dark. This was also identified within chapter 2. Supporters do not want to have to worry about this; together with, illegal alcohol driving. This results in them automatically making transportation arrangements within a taxi or mini bus before attending the game. This is a possible contact point that The Sharks could communicate with the supporters; as on arrival, they may still change their final purchase choice. Since their departure of the stadium experience, is currently unfavourable, The Sharks can communicate with them even further by implementing male respondent A's suggestion of a designated taxi/ Uber pick up area. This will reassure the supporters of their safety which can encourage them to spend more time at the stadium as they will no longer have to worry about their safety and driving. This will increase the chances of supporters receiving positive post-purchase experiences which can influence Loyalty Loops in the future.

4.9 Objective Four: To analyse if consumers perceive the tickets to be value for money.

Only one question was asked for this objective:

1. Do you find that the standard tickets are value for money and why?

This question was asked to discover if the stadium experience reflects its price value within the standard stadium ticket and their reasoning for their answers.

A common theme identified was that supporters do not find the ticket price is value for money. This was evaluated against other similar service offerings such as attending the cinema. Although the cinema is cheaper than attending the stadium, the time of the experience was compared. Supporters usually spend an hour or two at the cinema whereas a rugby game will last two hours. Therefore, they identified that attending the stadium is a little bit more expensive, compared to going to the cinema.

Another theme was that the price of additional costs was considered. These additional costs included the price of food, beverages, fuel and parking. The costs of the food and beverages available within the stadium are expensive as well as there is a lack of variety for consumers to choose from. To address this Male respondent suggested that

“If they did something like adults get a free drink coupon when you get a free beer included in your ticket.”

Fuel is also expensive and is an additional cost for supporters. This has influenced them to travel within a group in one supporter's car. This further reduces the cost for parking as all the passengers will pay towards it. However, for families the ticket price, together with, the additional costs can calculate to a large amount of money. This acknowledged male respondent A and B to suggest the following:

“Kids under 13 or 15 or whatever, they get in for free because a lot of times people take their kids and really the kids aren't there to watch the rugby. They're there to play with their mates or meet up with mates or whatever.” – Male respondent B

“If they introduced a family ticket. 2 adults, 2 kids for a discounted price; I think that would help as well as oppose to buying individual tickets.”- Male respondent A

4.9.1 Interpretation of Findings

Whilst inspecting this question, it was identified that the standard tickets are not value for money compared to the entertainment market. This is determined within the purchase and experience phase as well as in the post-purchase and after stadium experience as supporters quantify their experience. The purchase and experience will be considered when the supporters are quantifying it within the post-purchase.

Whilst doing this, the additional costs were taken into consideration. Since the supporters do not pay one amount for the entire experience, it makes the consumer process mentally challenging, especially with a family. According to Tarrant (2018:55) this makes it unfunctional for brands to reduce the decision making; which is favourable for the stadium's competitors within the consideration phase. By implementing male respondent A and B's suggestions, consumers will be encouraged to attend as they will feel that their ticket has a perceived value to it. This will further generate trust between the supporters and the brand (Tarrant, 2018). Which is opposite to what de Carvalho et al. (2015) stated which was that supporters do not make associations with the factors and the value of the ticket price.

4.10 Ethical Considerations and Limitations

Ethics are morals or professional codes of conduct that sets the standards for the researcher's attitudes and behaviour. This enhanced the research objectives such as the knowledge, certainty and reduce the outcome of faults. The manner of this research study within the focus groups and surveys insisted that all respondents were fully aware of the nature of the research and were all over the age of 18. Additional to this, participants were required to provide written consent to participate within the study whilst being aware of their right to leave from the study at any point without any outcomes or reasonings. Also, participants and the researcher signed a confidentiality contact stating that the participants names won't be published within this research.

Regarding the researcher, the questions were strategically worded so that there were not any leading questions that may of impacted the validity and reliability of the research.

This was a qualitative study and the amount of people who can be interviewed or participate with a focus group and a survey were limited. This was overcome in the

focus groups which was conducted with participants ranging from diverse ages as well as from both males and females. It was an online survey that was completed by the same number of males and females. However, participants will be analysed according to their age to determine if they receive a questionnaire so that various age groups can be received.

Location limited this study as for the researcher was not given permission to distribute the survey within the Jonsson Kings Park stadium. However, the online survey will be limited for those living in surrounding areas of the stadium.

Time was also an influencing factor as there is a due date for the research to be completed. In order to resolve this, surveys were used to retrieve data quickly as well as a timetable has been designed to manage each stage of the research process.

4.11 Conclusion

The research provided appropriate insights and finding into the research problem and objectives. The findings detailed in this chapter linked to the problem statement and revealed an understanding of supporters' experiences at the stadium. Primary research of focus groups and the survey together with the literature review triangulated the research problems to reveal the apparent truth.

Chapter 5 summarises all of the findings and addresses the research to each objective.

Chapter Five: Conclusion and Recommendations

5.1 Introduction

This chapter presents all the conclusions and recommendations in respective of each objective. The findings are presented under the four objectives and identify literature from Chapter 2 and fieldwork within Chapter 4. They are then followed by a conclusion and recommendation. Additionally, suggestions for further research are presented and are considered to complete the chapter.

5.2 Objective One: To determine the reasoning and frequency of supporters attendance to the stadium

5.2.1 Findings from Literature

In the McKinsey's Consumer Decision Journey, it focuses on various touchpoints such as the Internet, word-of-mouth and previous experiences with the consumer in order to encourage a purchase. Brands need to communicate through these touchpoints so that consumers become aware and intrigued of the brand, to create an action towards the brand and make a purchase. Regarding The Sharks, if there are few attending supporters, then The Sharks are not communicating effectively through the touchpoints or they are not utilising accessible touchpoints.

The stadium has competitors such as television channels and the Internet that broadcast live footage of the sporting events. Supporters want to watch the sport being played live and will therefore chose the brand that satisfies this preference the most.

When consumers consider the Jonsson Kings Park Stadium brand, they will consider their own, a friend's or relative's previous experience. This would be impacted by the Sportscape Model's environmental factors that the supporters would have come into contact with. If these factors meet the supporters' preferences, then it can instigate a Loyalty Loop; if they are not met then alternatives are considered when making the decision again.

5.2.2 Findings from Research

Females attend the stadium less often than males. However, they attend for two reasons. One being that the stadium provides the supporters with the opportunity to socialise amongst themselves and to have a good time together. Secondly, is the quality of the game being played. Supporters follow the current leagues through television. This is where they identify the level of performance of The Sharks team as well as their opponents. From this, they can determine if the game will be entertaining and to attend the stadium or if it will be boring and to not attend.

5.2.3 Recommendations

In the active evaluation phase of Sharks supporters it is clear that the social offering of the stadium is important to them. In addition to this, the sport aspect from The Sharks team is also important because they want to attend if they will be entertained

throughout the game being played. As seen in the literature review and was brought through within the research, television is a touchpoint of which The Sharks communicate with the supporters. The brand should take advantage of this and advertise the sociable aspects as well as the exhilarating rugby entertainment of attending the stadium on television. The same message can also be communicated amongst other touchpoints and media channels. This will generate awareness of the stadium to encourage consumers to attend.

5.3 Objective Two: To discover activities and emotions that supporters have during their experience inside the stadium.

5.3.1 Findings from Literature

All phases within the McKinsey's Consumer Decision Journey are considered. This is because the experience inside the stadium is the purchase phase; then it will further proceed to the post-purchase which can influence a Loyalty Loop or can be considered in the initial consideration phase.

Lee and Kang (2015) suggest that consumers perceptions of the athletes' quality, together with, the aesthetics, excitement and drama accumulated within the stadium encourages consumers to repurchase and generate loyalty to the brand.

The Sportscape Model factors are specifically noticeable whilst the supporters are within the stadium as they contribute to the overall experience (Cho et al., 2019). Silveira et al. (2019) states that these factors develop love for the home team. Whilst Ioannou and Bakirtzoglou (2016) acknowledge that the supporters need to be satisfied regarding their needs and perceptions to generate passion. However, many sport supporters worldwide are unsatisfied with the Sportscape environment due to underperforming the Sportscape factors.

5.3.2 Findings from Research

Comradeship is a common theme that identifies the supporters efforts through their clothing; such as The Sharks rugby shirt, as well as Sharkie and The Beast. However, the size of the crowds had decreased which resulted in a decrease in comradeship and possibly a loss of trust within The Sharks.

The bathrooms are unhygienic with excessive queues. These queues are then further extended from the food and beverage stalls. The wait in all these queues can result in the supporters, frustratingly, missing half or parts of the game.

5.3.3 Recommendations

The Sportscape factors of cleanliness, food and beverage services do not satisfy the supporters. This creates a less enjoyable experience for the supporters during the purchase and post-purchase phase. This influences their next decision journey as although they initially consider attending the stadium, they however do not pursue it to generate the Loyalty Loop. This supports Ioannou and Bakirtzoglou (2016: 438) who discovered that supporters are more motivated to return in the future if they are satisfied with the Sportscape. The result of this includes a reduce in frequency of supporter attendance, seen in objective 1; which then further decreases the amount of comradeship experienced within the stadium.

These Sportscape factors are internally within the stadium therefore The Sharks have full control over solving these problems. It is recommended that the brand cleans the bathrooms and make them visually appealing. To ensure that they are always clean and pleasantly smelling, cleaners should regularly clean them especially during the time of a game. To reduce the lengthy queues of bathrooms, restaurants and bars, more should be available and accessible to the supporters within the stadium. With regards to the restaurants and bars, it can also be recommended to re-evaluate the production systems and see if there are ways to tactically improve the speed of service.

5.4 Objective Three: To identify activities and emotions that consumers have during their experience outside of the stadium.

5.4.1 Findings from Literature

The experience that consumers have outside of the stadium participates within the overall stadium experience. This is because it contributes to the active evaluation, purchase and post-purchase phases (Court et al., 2019). The Sportscape environment contributes to the supporter's experiences within each of these phases. Parking, security, crowding and the cleanliness within the area outside of the stadium are factors that contribute to these Sportscape environments (Cho et al., 2019; Ioannou &

Bakirtzoglou, 2016). All of these factors are dependant on the individual's personality and attitude on the level of satisfaction that is achieved or not from the Sportscape factors (Funk et al., 2016). However, if consumers are dissatisfied with the factors, then it can influence consumers from purchasing the brand and to initiate a negative perception of the brand (Lin, 2011).

5.4.2 Findings from Research

A positive experience with friends and family to watch the rugby is to be expected by supporters. However, due to them not being able to socialise and braai on the surrounding field car parks, there has been a lose of family involvement. Additional to this, a musical stage use to be present and enjoyed; however, nobody knew who was playing and were therefore not interested. Although the new Kingston Beach Club is attracting supporters within their twenties. Despite this there is nothing else that encourages the supporters to stay after the game.

Transport is an impacting theme as it involves parking and the risk of illegal driving. The distance from the stadium that supporters have to park is considered a far walking distance. This then implicates the supporters to be afraid for their safety walking back to their cars at night. Additional to this, is the risk of driving under the influence of alcohol which is considered illegal. However, supporters have adapted to these circumstances and now prearrange transportation amongst a group of friends. Supporters have also generated ideas for The Sharks so that they can adapt the circumstances as well.

5.4.3 Recommendations

Supporters are attending the stadium with positive expectations but are leaving unsatisfied due to the Sportscape environment outside of the stadium. This negatively influences the supporter's entire stadium experience which will impact their next decision journey.

To improve this, it is recommended to allow and promote all supporters to socialise and braai in the surrounding parking fields. With this, it is suggested to partner with a company that drives you and your car home so that they will not have to worry about illegally driving. For others who use taxi's, a designated area within a proximity of the stadium can be arranged to ensure safety. In the future The Sharks should provide

time to listen to supporters as they have generated innovations to overcome these circumstances which can benefit the brand.

5.5 Objective Four: To analyse if consumers perceive the tickets to be value for money

5.5.1 Findings from Literature

The reduction in cost whilst still supplying the same products or services provides consistency, simplicity and authenticity perceptions within the minds of consumers (Tarrant, 2018). If brands create perceived added value within the minds of consumers then it adds value to the brand which can develop the consumer's trust (Tarrant, 2018).

The Sportscape factor of crowding involves the positioning of the seat arrangements. The Sharks provide each regular seating ticket at the same price (Ticketpro, 2019). Whereas other stadiums determine the price of each ticket according to each seat's face value (Healy, 2018). Some supporters are influenced by the Sportscape factors to meet their standards and expectations of the ticket value (de Carvalho et al., 2015). Although, there are others that are not manipulated by the Sportscape factors; therefore, the value of the price is not affected but their experience would improve if the factors were upgraded (de Carvalho et al., 2015).

Perceived value is persuasive within the initial consideration and active evaluation phase as it is when supporters research and gather information about the brand (Court et al., 2019). During these processes, the various research sources are touchpoints with the brand that marketers can take advantage of to influence purchases (Court et al., 2019).

The post-purchase phase allows the supporter to briefly quantify and analyse their stadium experience against the paid price for the ticket (Court et al., 2019). The outcome of this comparison will influence if the consumer attends the stadium again or not (Court et al., 2019; Birim et al., 2016).

Despite this, they are regular tickets therefore the same seat with the same value, as their previous experience, cannot be guaranteed on each attendance (Healy, 2018). Supporters are therefore then left uninformed of the entire value of the stadium experience for each attending game. This makes it harder for them to validate future ticket prices according to their previous experience. Due to this, previous experiences

are not necessarily reliable when considering the next decision journey or Loyalty Loop.

5.5.2 Findings from Research

Supporters do not find the ticket price to be value for money, especially when compared to other forms of paid entertainment. The additional costs of food and beverages within the stadium are also considered to be expensive as well as there is a lack of variety. Additional to this, is the expensive costs of fuel and parking which are external from the stadium. For families, this calculates to a large sum of money which is considered expensive for paid entertainment. Supporters however have ideations of how The Sharks can improve these problems.

5.5.3 Recommendations

Since the supporters do not find the tickets to be value for money, it is recommended for The Sharks to find ways to reduce the perceived high costs of the food and beverages, especially for families. This will influence supporter's initial consideration and active evaluation phases within their decision making. Additional to this, is if The Sharks encourage supporters, especially families, to travel in taxis. This reduces the amount paid for fuel and for parking. Then in their post-purchase phase the price amount has decreased which encourages the possibilities for the value to increase as they perceive that they are receiving more for less. In the future, the brand should communicate with the supporters to evaluate their problems and for them to generate probable solutions. This will allow the brand to continuously address the supporters' problems in ways that will benefit those who attend the stadium.

5.6 Suggestions for Future Research

It is suggested that for future research that a larger study should be applied so that a more precise representation of the consumers can be obtained. The studies should be formatted with key focus areas within the stadium experience of the supporters in order to gain a wider insight. A campaign should be implemented so that the brand can communicate with the supporters. This will provide The Sharks with a larger qualitative study which will provide them with the specific opinions and behaviours of the supporters at the stadium. It would be beneficial for the brand as they can analyse and convert their data into improving their brand. This would assist The Sharks in receiving more attending supporters to the stadium.

5.7 Concluding Remarks

The study explored the various experiences that supporters have whilst at a sports stadium. The study aimed to discover if there was an impact of the supporters' experiences whilst at the Jonsson Kings Park Stadium on The Sharks brand. Throughout the research, an interpretivism ontological viewpoint was based upon. A literature review was formed to provide academic sources and data to the research. This directed the qualitative study when collecting data through two focus groups and an online survey. All the received data was then analysed thematically.

It is distinct that through the findings, that the supporters are dissatisfied with their experience at the stadium which has resulted in them to not attend and support The Sharks team and brand. Fundamental literature identified that the environment within and outside of a sports stadium contributes to the experience of those who attend as well as their decisioning to return. The ability to determine valid conclusions has revealed suitable recommendations that if implemented can assist in the increases of supporter attenders to the Jonsson Kings Park Stadium.

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Appendices A: Male Focus Group

How often do you attend the stadium to watch the Sharks play?

B: Once a season – Mainly a Super 15 or sometimes possibly a Currie Cup so I might go twice in a season.

A: Twice a month- agrees about going to the Super 15

What encourages you to attend the games?

B: The fixture, it depends on who the Sharks are playing

A: Ja, same

Which opposing teams would encourage you to go then?

B: If they are playing one of the strong New Zealand sides

A: Ja, New Zealand or if it is a big derby like The Bulls

How would you describe your experiences whilst you're at the stadium?

A: (Hesitated) I would say good. It is one of the few stadiums where you can still drink inside the stadium. Whereas other stadiums like in Pretoria you can't. They could improve their food options a bit more, have a few more bars because it gets very congested.

B: Ja, I'm pretty much the same but I think one of the big things is that I use to go to the rugby more because a friend of mine had season tickets and the big draw card was that we use to go and braai before and after the game in the car park. With that not happening anymore, I think a lot of the fun and family aspect has gone out the window.

So, when you use to go, did you use to take your family with you?

B: It wasn't always family, but it was certainly a group of us guys that use to get together and we would meet in the car park, have a braai either before or after the game. It was more social. Now its more like you basically get there, you go and watch the game, you have a few beers during the game and then you go home afterwards. Its not like what it use to be in terms of you pretty much made a day of it. Now it is just an event that you go to.

What would you say that you like about going to the stadium and why?

B: I think that it's the fact that you're watching a rugby match live and its always a lot more fun with the interaction with the people around you and the general atmosphere in the stadium; there always seems to be a vibe but obviously it depends on how full the stadium is. If the stadium is empty, like it has been for the last couple of games, you don't have that same type of vibe that you have, and you tend to become a little bit distracted from watching the game.

When you say 'this vibe' what do you mean?

B: Just the atmosphere that comes with having a full stadium. It's like anything, when you're surrounded by people who are all enthusiastic and enjoying the game and there's comments and bantering between people, that type of thing, that's what you go to a game for, for the fun of it.

A: Ja, same. Just the atmosphere, being a part of the crowd, being a part of the Mexican wave to just get you into the game more. I think the aspect where it lacks,

which I think they are trying to bring, is before, you couldn't hear what the ref was saying obviously because there is no sound in the stadium. But I think now, from watching on TV, they are putting the ref's mike on the stadium's speakers sometimes. But that's one of the things, like there will be a decision and you might not necessarily know why or when they go to the TMO for a review, you can't hear what is happening before the ref indicates a try or no try, that's why. I think that's why a lot of people have started watching at home because they would rather have a braai at home because they can hear more, see more and they can drink for a lot cheaper, have their friends over and they don't have to worry about driving or anything. So that's why I think the crowds have diminished a bit and also it depends on how well the Sharks are doing at the time because if they aren't doing well then people aren't going to go and watch them, I think that that's what it comes down to.

What are things that you don't like whilst being at the stadium and your experience there?

A: Sometimes parking is a bit of an issue, you have to walk quite far now days. The closest place you can park is at the King's Park Pool and walk. Like A said, before you use to be able to park on the fields and have a braai and stuff and make more of an occasion but its not like that anymore since they had that incident when they clamped down a lot.

And when you're actually in the stadium, is there anything that they could improve?

A: Like I mentioned earlier the restaurants and have a few more bars because obviously the bars get very congested. And I know a few of the places don't take cards, they only take cash; which I think is a big factor because people don't want to be carrying around cash with them either. One thing that I think that they could do, especially for season ticket holders which I think would improve, is if they had could some how load money on to the season ticket card and buy drinks with that so that it saves them from taking cash. So, I think that's a good idea that they could put in; obviously it would just be for season ticket holders, but I think that would also attract people to purchase season ticket cards more because they don't have to worry about taking money. At the start of the season they can put R2000 on there and just buy

drinks off of that. It is similar to what they do at festivals, where you don't take cash anymore, its all the cashless or cards.

B: Ja, I tend to agree with A with the areas that you go because sometimes you'll finish your beer halfway through the half and you then go down to the bar and you think it's going to be 3 or 5 minutes to get a drink because you know that you're not going to go at half time because everyone is doing the same thing. So, if they could maybe have more vendors available and maybe a little bit more variety in terms of what they are serving to people. Not necessarily hard tech stay with beer but give the guys a little bit more variety. There are so many of these craft beers and that type of thing. The guys could involve people there with launching their products and that type of thing and I'm sure guys would come on board with things like that. Also, in terms of cost and variety of food. For people who are going there with a family, it becomes an expensive outing once you have paid for the tickets and also the food. I think if you had to go to the farmers market and you see all the vendors there, I'm sure there are a lot of those vendors that would love to get involved with the Sharks rugby union and to have the opportunity to promote their products there too products there as well.

Do you find that even when the game is still playing and you go and get a drink or get something to eat, do you find that there are still ques?

Roy: Ja there is because everyone has the same idea then because you don't want to go at halftime, so you land up missing a part of the game.

A: I think what they could do to get around that is, you see those guys when you're sitting in the stands coming around selling soft drinks and whatever. If they did something similar for beer, I know they have to put it in plastic cups and obviously you want it to be cold and I don't know in terms of liquor licences if you could actually do that. But that's maybe an idea because then people don't have to get up and leave their seats and they're going to avoid actual ques at the bars and stuff.

How would you describe your expectations before you actually attend the stadium?

A: I think it is a good day out or good evening out. Just to spend time with friends, watch the rugby, have a few beers. I think it is just an event to get out, something different. Like we mentioned earlier, it depends on who the Sharks are playing.

B: Ja, I think the expectation is always to go there and have a good evening or a good afternoon out and just to relax and chill with it either your buddies or with your family and to have a good time. For a lot of guys, having a good time is to have a good few couple of drinks and to not have to worry about getting back to your vehicle, are you going to be safe, how far do you have to walk, is there going to be a road block right next to the car park, like what they generally do? So something else, I know that they do run something up Kloof way where they offer a bus that runs through. But I think they need to find a way to promote that type of thing because I only found out something about that through my friends. Maybe they could promote it on social media. A lot of us are on the Sharks supporters' group and that type of thing. Maybe its something that they could set up for areas like Durban North, Hillcrest and Kloof and that type of thing. I'm sure if they did that type of thing then people would actually spend a little bit more money at the stadium as well. In terms of the guys would be happy not to just have 1 or 2 beers because we're worried about the road block and let their hair down a little bit more and enjoy it.

A: I think that they use to be partnered with Good Fellers. So Good Fellers is when they come and drive your car home. I think if the Sharks partnered with Uber or Taxi Fast company, had a dedicated area where they would wait or come and fetch you then people will be more encouraged to stay after and drink more and it is a safe area. You don't have to wait out in the street there because I know, often, when you come out the stadium, right outside, you've got beggars and people hanging around which puts people off a lot, especially now with all this gender base violence stuff, women aren't going to feel safe going there by themselves to then have to walk outside to catch a taxi. Especially if its 7 o'clock at night, kick-off, it's going to finish about 9 o'clock. So, I think if they just had a dedicated area where Ubers come here and line up, I think that would increase people's confidence.

When you go to the stadium, what do you do beforehand because like you said, if you like to have a few beers and you're worried about driving, do you drive by yourself?

A: Normally we drive as a group and have 1 designated driver. I think it depends on what time the kick-off is as well; if it is an afternoon kick off appose to an evening kick off. I know what use to happen when we use to go, when I was still in matric, we would

go there as sort of like pre-drinks and then go out to one of the bars or clubs around there after the game but obviously it depends on what time the kick off is.

B: From my side, if I'm going and meeting some mates, we'll generally go and have a beer or 2 before the game. But if it's a case of I'm going with my wife or my wife and my kids, we'll generally get there 20 minutes before the game actually kicks off, had my 2 beers and something to eat maybe and then pretty much go home after the game. As appose to if I was with mates, ja we might go for a beer or 2 afterwards. But once again it is very dependent on how I am getting home, that's always a concern.

Do you find that you go with your family more often or do you usually go with friends?

B: I'd say it's about 50/50.

After you have attended the game, how would you describe your experiences? Like you said, you like to have a few beers afterwards, is that within the stadium or do you go elsewhere?

A: Normally within the stadium. After the game has finished, I won't then go and buy a drink and hang around. It comes back to what B was saying about when you use to be able to braai on the fields, you would then go back to your car, have a braai afterwards, have a few more drinks before you go home. After the game everyone just leaves.

Did it use to be that just anybody could braai after the game?

A: Ja, if you had the permit to park on the field which they use to have a lot more of. I think they also don't allow you to drink alcohol outside on the fields at your car anymore; which you use to be able to. Which I think put a lot of people off.

B: I think a big thing is that it's become less of a family event versus to what it use to be. You used to go there with your Mrs and your kids, and your mates use to be there with their Mrs and kids. And even from a business perspective, you see most of the boxes are virtually empty. I don't think that it has lost its appeal, it all goes back to the story about concerns about how you're getting home afterwards, and I think corporates have obviously cut back on spending. But they need to find a way to possibly utilise the facilities that they've got there. Whether they change them from boxes onto some other form of entertainment that would maybe keep the people more in the stadium a

little bit longer afterwards. Because generally you'll see that the final whistle blows and within 15/ 20 minutes the stadium is empty and the car parks are 20% full, people just basically leave afterwards. I think that whole making an event of it is gone.

You were saying that you feel that the boxes and how people aren't using them and maybe utilising them in some other way. I don't know if you have noticed but they have recently put a night club and a swimming pool there, what do you think about that?

B: I can't say that I've actually noticed that. I'm sure that it would appeal to the younger generation, but I was thinking more in terms of eating places where people could go afterwards. So especially if it was an afternoon game then think that 'you don't want to take mummy home and make her cook now,' lets rather go and sit down and have something to eat. Or some different type of entertainment, maybe live entertainment because there is such a mix of people that go to rugby its really young, young, old, everybody and I think that there needs to be a bit of something for everybody. So maybe some live entertainment, maybe something just a little bit more chilled.

A: I think that the thing with the pool and the club, like B said, even my generation, I'm not appealed to go there. I know that they are doing a thing now with the World Cup where they have got a big screen on the actual field. I think that is a good idea as it caters for more of the target market.

Why doesn't it really appeal to you?

A: I'm not at the age where I go to clubs anymore, I would rather have a relaxed braai or a few drinks. But I think it is a good idea of them putting a pool in because it makes the stadium stand out. I mean, what other stadium has a pool? But like B says, I think that there needs to be a more cater for families even if they converted some of the boxes into a kids playground or put a playground on the field, something like that. Obviously, there are safety concerns that come with things like that. But going back to what things use to be when you use to be able to braai on the fields, they had that big stage up outside, they would have live music (B agrees) where people use to hang around for. Which I think they had a little bit of last year or season but not as much and if it is, its people that you haven't even heard of. So, it's good that they are trying to promote local talent that way, but I think if you throw in a couple of big names there then people will be more encouraged to stay behind for that.

B: You're right there. When you did see guys or a band up there playing, there was like 10 or 15 people there because number 1, it hasn't been promoted and also it goes back to the story of the fields, the braaing etc. People are going to the rugby, they're watching and then going home. They're not being encouraged to stay at the stadium and perhaps they could link it with bands as there are so many always looking for venue opportunities and if you've got 30/40 thousand people from the stadium that can go and support them afterwards. I think they need to relook at their whole marketing and branding on the Sharks and rethink it. Also, if you look at the ethnic groups that are going, that has also changed a lot. I think that we need to be more encouraging of that.

How has it changed?

B: I'm just talking more from a perspective of watching on TV, especially for the Sharks, you're seeing a lot more Indian and Black customers going to the stadium, which I think is encouraging. But we need to get more people in that type of thing and promote it. They need to look at 'what we need to do in order to promote the stadium or to promote the Sharks rugby union to encourage more people because if you've got no customers then you've got no business. And I think that's what's been happening at the moment. I think the union is in the red because they're not getting the support that they should be. I don't think that its always a case on the brand or the winning rugby that the guys are playing. If you go back to the old days, the Sharks supporters were very faithful supporters whether they were having a good season or not. The stadium was always, not full to capacity, but it was probably three quarters full all the time and a sell out for any big game. But it went with everything else that was promoted through the stadium that encouraged people to go there.

Now when you go there do you wear a Sharks shirt? And if you leave the stadium is there anything that you take home with you? Like memorabilia?

B: Look I can't say to you that I have bought Sharks, not memorabilia, but clothing from the Shark Cage. But I think in terms of memorabilia, I think that's also a part of it. There were times when it was gimmicky stuff like those long pillow things that you use to knock together that Cell C use to give out and the kids use to love that type of thing. And I think that it's an ideal opportunity in conjunction with the Sharks for companies to get their brand name out there and to work together with them and to give out

freebees or things at really cheap prices or whatever. But that's the way you're going to get people back to the stadium and in terms of supporting memorabilia. I don't even know but I'm sure they still have flags, but I haven't been to the Shark Cage in a while now. I think the last time I went there was when I went to buy some stuff to send over to my family in Australia because they were ardent Sharks supporters.

A: I think the Sharks supporters are very good in that you'll see 70 to 80% of the supporters wearing the Sharks jersey. Which I know that a few of the other unions don't have. But in terms of taking memorabilia home, like B said, you used to get all these freebees and made it a bit more of an atmosphere. Companies used to give away free stuff which doesn't really happen anymore. I haven't actually bought anything from the Shark Cage shop. I think, number 1 it is quite costly as opposed to people buying a shirt from a Sportsman's Wearhouse. People usually wait until the sale to come at the end of the year where the current year's jersey is on sale because they're going to get new sponsors the next year. Because you're looking at R500/ R600 for a jersey which is a lot of money for some people. I also think that times are tough at the moment, everyone is scaling back on spending, not just companies but families as well and when you're paying 100 bucks for a ticket and there are 4 of you, you're 400 bucks down, plus food there, plus petrol, it plays a big factor. I know they did, I don't know if it was to get more crowds in but at one point, they were doing buy 1 get 1 free tickets and kids got in for free; which I think was good, but I think the motive was wrong. It was just to try and fill up the stadium because it was embarrassing. I know that Kings Park is a big stadium but when you watch a game on the TV, half the stands have got ads on because they're trying to make the stadium look fuller. Which isn't their fault because they're not going but it should be a big indicator to them 'we're doing something wrong, we need to look at how to get more people in.'

So, you were talking about the costs of the tickets, so would you say that a normal standard ticket is value for money?

A: I would say no at the moment. You're looking at 100 bucks on average for an adult, obviously it depends on where you're sitting.

Why don't you think it's valuable?

A: If you think about a normal night out, if you go to the movies, you're looking at, well the movies are also quite expensive, but you're looking at 70/80 bucks a ticket for a 2-

hour movie. So, a rugby game is 2 hours, so it is a bit more expensive than your other entertainment options. I think if they did something like adults get a free drink coupon when you get a free beer included in your ticket. I think that would entice quite a few people. I've done it in the past when I've used my friends season tickets purely because it's a cost saving. I think what also puts people off is when the Sharks had quite a few 3pm kick offs, in the summer, I think its if you're sitting in the east stands, you are right in the sun for the whole game and you just swelter. Because people would rather sit there as appose to paying extra to sit in the grand stands where its shaded. So, I think the kick off time has a big impact because people don't want to sit there and get sun burnt and boiling hot. You'll see the majority of the season ticket holders sit in the east stand, but it gets boiling hot with the 3pm kick offs.

B: I think that that's an important thing too. I think the days of a 3pm kick off are long gone. Our weather doesn't permit it even in winter here. I think it needs to be a case of that all our games need to preferably a 5pm kick off or a quarter past five kick off. (Respondent A agrees). And maybe on a Friday night, a 7pm kick off. Just going back to the prices, I don't believe R100 is unrealistic for a game, but I think that they should come up with some concession for children. Maybe say 'kids under 13 or 15 or whatever, they get in for free' because a lot of times people take their kids and really the kids aren't there to watch the rugby. They're there to play with their mates or meet up with mates or whatever. So, it becomes expensive if you're paying a full ticket price for them. I think that will encourage people to bring their families to the stadium. Even if it's, 'husband pays full price, mummy gets its for half price or something like that' but I think with times being what they are, I think everybody is cutting back on their entertainment, and that's what it is, its entertainment.

A: Even if they introduced a family ticket. 2 adults, 2 kids for a discounted price; I think that would help as well as appose to buy individual tickets.

Appendices B: Female Focus Group

How often do you attend the stadium to watch the Sharks play?

A: Never since grade 7 , which was 9 years ago.

B: Probably about 3 times a year.

C: I haven't been in the past 3 years.

What would encourage you to go to the stadium?

A: There's a really cool pub there, in the stadium, I think its called the Shark Tank (maybe a different name) basically is where all the 20 to 30 year olds go and have a good time. Its in the stadium so you can watch the rugby from the pub. Its like a box where people can watch the rugby but this is a pub box. This encourages me to go because its festive and there are lots of people there and there's nice music playing there. It's a lot nicer than just sitting on the stands and not knowing the people next to you or sitting in a fancy box and feeling awkward because you don't know anyone there.

B: Better performance by the Sharks. If they improve their game, yes then you want to go and watch them and support them.

-So do you watch them regularly?

B: I watch them most weekends when my husband is home.

On TV?

B: Mostly on TV but when we get 'John's tickets' then we go together in a group.

-Are 'John's tickets' season tickets?

B: Yes

-Have you ever gone by just purchasing a normal ticket?

B: Yes, numerous times. But I think the Sharks being on their game, for an older person maybe, makes you want to go back, performance wise.

C: I would say, if I was invited to one of those corporate boxes, where you get all the free booze and food, I so would go back. Instead of sitting in the stadium and having to run up and down to get your drinks in the bars and all the rush in the crowd, I would rather go to one of the corporate boxes.

-And when you have been before have you been in a corporate box?

C: Once only. Most of the times in the actual stadium and the stands. Its more of an irritation to go up and down all the time. But the corporate boxes are far better.

How would you describe your experience whilst you're in the stadium?

A: The experience. There's definitely a lot of energy. Its positive and negative depending on which team is winning. For example when The Beast has the ball everyone is like "BEAST!" the whole crowd gets involved so that brings a whole lot of excitable energy to the game. You wouldn't expect the aggressive or agro even though that does happen when people do have too much to drink.

-Does that happen often?

A: When I was quite younger I use to see quite a few people getting into fights there. You know where the scholars used to sit, people use to get into fights there. Even taking Sharkie into play, he's there to get the crowd hyped, he's there to make sure the children are having a good time .

-And do you think he does that?

A: I think so, very well and its definitely winning with the "baby shark dodo dododo"

C: Definitely

B: I find it very festive, its fun, a lot of camaraderie

A: Ja

B: I think that also the people stick together. I don't know about anyone else, but we tend to get to know the neighbour and the one over there and the one behind us and talk in general. Ja, I think it is quite enjoyable.

C: Definitely festive, a lot of excitement and singing and cheering when we score a try and Sharkie is definitely a winner.

-Did anyone realise that Sharkie changed?

A: No, I don't even watch rugby on TV if I must be honest.

To add to that, its very unifying because of the national anthem that are sung. I think it brings everyone together.

What do you most enjoy about this experience of going to the game? And why?

C: I would say for the main games mainly, not for your normal provincial games but for the main ABSA Currie Cups or World Cups its nice to go there because you know that you're towards mainly winning and its more festive and exciting because you

dress up and you wear your outfits, whoever you support, the Sharks or whoever, you dress up and it's a lot nicer towards the main games.

-And do you have a Sharks shirt?

C: Sharks shirt, Springboks shirt, yes, the whole outfit.

B: I think camaraderie, especially when you've got the international games, there's a lot of camaraderie, there's a lot of cohesion amongst all groups. I find its festive, people have just got the....

A: 'gotsba'

B: The 'gotsba.' When it comes to the local games its good to dress up in your black and white as it is for any team that you are supporting so it encourages cohesion amongst various groups on that side as well. Ja, just a good day out.

-So, do you find that it takes up your whole day because I know that they only play in the afternoons.

B: Its basically half a day.

A: The only reason to why I use to go to the rugby in grades 6 and 7 was to socialise with everyone in the scholar's box. Not even to watch the rugby, literally, just to meet up with people.

-Why don't you go anymore?

A: Because I can meet people at other places and there are too many people in that stadium, way too many people it makes me feel uncomfortable.

-Why do you think that there are too many people? Because the scholars had benches.

A: I don't know. I just don't like massive crowds, if I'm being honest, it makes me a little bit anxious, so I prefer places with a couple of hundred people, not a couple of thousand.

-Do you think they control the crowd?

A: Yes, they do. I just don't like being around that many people.

What do you think they go do to improve this or what don't you like, specifically, about going to the stadium?

A: Because I'm a Hillcrest hillbilly. I really don't drive to Durban often and because I don't watch rugby at all. It would take, literally, dragging me by tooth and nail to get me there. Not a big rugby fan.

B: I do think the crowd control is pretty good. I also don't like to be amongst masses and masses but every now and again I'm prepared to cope with it, especially, if I go to an international or local game. I can deal with it because it doesn't happen all the time.

-Do you think you expect it, that's why you can handle it?

B: Ja, you've just got to handle it. Either you do or you don't. I choose to and I enjoy the day.

-What way do you think they could improve on anything?

B: The parking is quite far, if I'm not mistaken, it's a bit of a walk. You can meet sociable people along the way at times. So, for me, parking is a bit of an issue. I think that there should be more accommodating parking areas there for security purposes but other than that I'm fine.

C: Personally, I would go to the stadium, the crowd does not bother me, nothing bothers me. I would just Rent A Crowd and we all just hire a taxi and get there in terms of the drinking department and safety, but the crowd does not bother me and if its an important game I would go there. Changing the structure of the stadium or crowd control, you can't, it's too huge, there's too many people but if you're a passionate rugby watcher and you love your games, 90% of people stay at home to watch the games because it is safe.

-Why do you take 'Rent A Crowd'?

C: Because we always hire mini buses and we watch rugby and 15 of us would hire a taxi and we'll go together, and we'll split the taxi bill and watch the rugby. We don't have 1 or 2 in the car, it'll always be 'Rent A Crowd', there will always be a bunch of us. So that we can drink and be happy, socialise and know that we've got a taxi to go back home.

A: I do have a suggestion, I don't know if they do it as I haven't been in so long, but I know that there is a big field that people park their cars on and they also braai.

C: Ja, that's the KP Side.

A: Do they have a massive screen there? So that you can watch the rugby?

- No

A: So you see, if you're a less of a crowd person, you would just be able to do your 'Rent A crowd' and have the braai facilities already there and you can just bring your meat and have a braai there and just bring your drinks. Then instead of being around crowded people, all up on you, you've got all your space and you've just got your crew. And everybody has just got their little crews over there but you're still all watching the rugby on a massive screen. Then children can then run around and kick a ball and do what they have to do with their glow sticks.

C: There's also a negative side to that

B: Because then you're trying to get bums on seats.

C: Ja, so otherwise the stadium becomes a white elephant and then the up keeping of the stadium. So, if you're going to give out free screen to people...

A: No, they could enclose the area and still have an entry fee so that you will still be paying for your entry ticket.

C: Ja, then that would work.

-But then 1 of you just said that you would watch it at home.

C: On a normal average game then yes. On a normal average game, I would rather watch at home but something very important like a semi-final or final.

-Would you then do what A suggested then?

C: No, I would go straight to the main game.

-What's the difference from watching it at home then?

A: So, like socialising. So, I would just be socialising with the people on the field because they're not avid fans that are like, "OOOOO LETS GO OUR BOYS!" I'm more like, "OOOOO lets just have a good time and meet new people."

C: So, I would punch out a Blue Bulls and you would be braaiing saying "hello what's your name" instead of punching out a Blue Bulls or something.

A: Basically ja. "Sorry can I get you an ice pack"

How would you describe your experience before you actually attend the match?

C: The hype towards the game?

-Ja and you said you like to dress up and that you use a taxi.

C: So basically, we all meet at one place, the taxi fetches us, we all dress up in our gear, go down. We have a cooler box in the mini bus already because we want to get all happy before we get there. And then watch the game, scream for all the boys. Its more the hype before the game starts.

-If you all meet at 1 place where do you all meet?

C: At someone's house

-What do you do afterwards when you come back?

C: We stay the persons house afterwards. We all pick whose tern it is to the 'rugby person.' Like for the World Cup now, we're each picking a person's house so that we stay over, so that person hosts the rugby.

A: That's cool! And then they have to make breakfast the next morning.

C: Ja, that's the same for even the local games too. We choose a person then we stay and party and its safe.

Everyone: That's so cool.

B: Get dressed up, feel that 'goetspa' if its in there and then get in the car and off you go.

-Do you drive in your car?

B: Ja we normally do. The lift is safe. We normally get together at my place and then go down together from there.

-Why do you carpool?

B: It makes sense petrol wise, costing wise. We'll all go in 1 car.

A: So, there was no real hype for me, if I'm being honest. My friends would just be like, "Hey we've got rugby tickets, do you want to come?" and I was like, "Ok" because its

something to do. It was either stay at home or go out and see new people. So, I was like, "Ok cool I'll come to the rugby with you." There was no rugby shirt that I wore.

-Did you meet the people there?

A: No, we definitely all went in 1 car and because I was in grade 7 our parents dropped us off.

-And then your experience after you attended the game?

B: Misery if we lost and find a spot to commiserate. If we win a game, then its great euphoria and it brings that cohesion together and look forward to the next game.

-What do you do afterwards?

B: Ja we celebrate at the pub at my house called Grumpy's.

C: We go back to the persons who's hosting and we braai and carry on from there.

-Why wouldn't you braai at the stadium?

C: It's pointless carting all your stuff down and everything.

A: Ja

B: It's also drinking and driving as well.

C: So, we'll just go there, watch the game, get excited and then go back.

A: I would even go and sleep over at 1 of my girlfriend's houses or I would get dropped off at home.

-After the game had finished did you leave straight away?

A: There's a music stand, and I would just decide to go and talk to the DJ's even though I was in grade 7. I used to try and get backstage everywhere, it was just 1 of my things. I did that once or twice; otherwise, I would just be on the outside field because there would be music there and there would be people braaing and I liked the sound of that.

-And there where did the person pick you up from?

A: A road and then we would just get into the car.

-Did you wait until the person was there?

A: We would get a phone call and they would be like, "Hey, we're like 5 minutes away can you come and wait for us" "ok" "we'll meet you at Jaco Jackson road."

-Why there?

A: I think maybe because there wasn't a lot of traffic congestion from people leaving the stadium and the road was on the other side. But I would always get the Chip Twisters before I left. They're the bomb!

-Do you ladies eat whilst you're at the game?

A: Just the Chip Twisters.

B: At times, not always.

C: Not really, no

B: Too many ques. You miss half the game.

A: That would be a good thing, more toilet facilities.

-Why?

A: Because of the masses.

-Do you find that there is always a que?

A: If you are an avid rugby supporter and you don't want to miss a second of the game and you're going to wait until half time, you are in massive ques. So, unless you're willing to, "o its fine I don't mind if they score a try and I don't see it" and run, then there's no ques. So maybe more toilet facilities.

What do you like about the experience before and after the game? From both experiences, what do you like from it?

C: The before, I would say, the gearing up and dressing up in your outfit. Then the after I would say, if we win.

B: Ja

C: If we win then its knowing that you're going to carry on partying when you're at home. If you lose then you still carry on partying, but you discuss how these guys stuffed up.

B: Ditto, simple.

A: As I said I didn't actually go to the rugby to watch rugby, so my favourite part was driving to the rugby with my friends in the car, listening to music, chatting, laughing, getting to the rugby, doing the same thing, listening to music, chatting and laughing. Don't even understand how the game works, if I'm being honest. Then chilling outside in the braai area, laughing, listening to the music, talking and meeting new people. And then going home in the car listening to music, chilling, laughing, talking. So, it's pretty standard A in general.

What do you dislike about the before and after the game? Or what do you think that they could improve on?

B: Parking

-Why?

B: Because its faaaaar to go.

C: Ja, it's a bit of a walk.

B: Not only that, its after, especially, when it gets quite dark.

A: And its Durban.

B: So, security for me.

C: Ja, definitely security and getting back from the stadium to your transport.

A: Because of Durban, you've always got to worry about the crime, that could potentially happen. It varies quiet a bit, it could be just someone who steals your cell phone or otherwise it could be trying to hijack a car or trying to steal your handbag. Otherwise it's just the unpleasantness of a hobo coming up to you and begging for your money, like that's not cool either.

-So, would you suggest to improve security?

A: I think it would work on paper, but it wouldn't work in practice. Because you would just have to close off so much. You would have to make a dome around the parking area. Unless the parking had bomb gates with guards because it brings up a barrier and when there is a barrier you don't find hobos begging for money in shopping centre parking lots. So if there was parking with a bomb gate and a security guard then, "cool,

you could pass some hobos in order to get there, maybe” but then you just walk in a crowd.

-Do you feel safer when you walk in a crowd?

A: Ja, or if you have pepper spray or a taser.

C: Or a 9mil

A: Ja, that too. I don't have a license for 1 unfortunately.

Overall do you think the tickets are value for money?

B: For a R100 I think so. It's a fairly cheap afternoon out for R100. What you choose to drink and eat afterwards is your endeavour. But rugby wise, a R100 a ticket, on average, I don't think is a bad price.

-You said that “the food and drink is your endeavour” is the food and drink expensive?

B: It obviously makes it a bit more expensive because the food there is horribly expensive and I don't think that it is actually worth what you pay, personally.

A: (agrees)

B: Alcohol is always expensive, that's across the board. You are choosing to drink there. You're talking about the costing really of going to rugby is only R100 or R120 a ticket, that is not bad, and I think that is of value. But you are choosing now to have a beer, you are now choosing to have a hamburger. You can go to the rugby and not have that. It makes it a bit cheaper for the day but if you add all those things together then it is an expensive day.

-Do you think is value for money A because I know you said that you only went if 1 of your friends invited you?

A: Now, I would still not pay for a ticket to go to the rugby, but I would pay for a ticket to go to the cricket tee 20. I would pay to go to that because you can sit on the grass with a bunch of your friends with a blanket and take a picnic. And I just think that is more of my festiveness than rugby.

-Have you been to the cricket?

A: Yes, I like the cricket, I don't like the rugby.

-Do you find that there are less people there?

A: I think the cricket is more chilled out. I think people get a lot more hyped up about rugby. Because cricket is a slower game, there's less action.

-Have you ever owned a Shark shirt?

A: My mum bought me 1 but I never wore it. And a springbok 1 too. They just don't look nice.

C: I liked the superhero outfits, it was very nice, and the good cause.

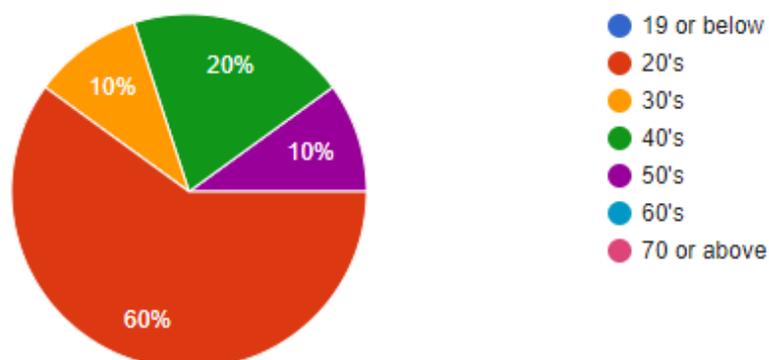
B: Ja, the good cause, the charity work because all the proceeds went to CHOC and other various charities. You can't go wrong with charities.

-Have you ever seen the Sharks do anything similar to that before?

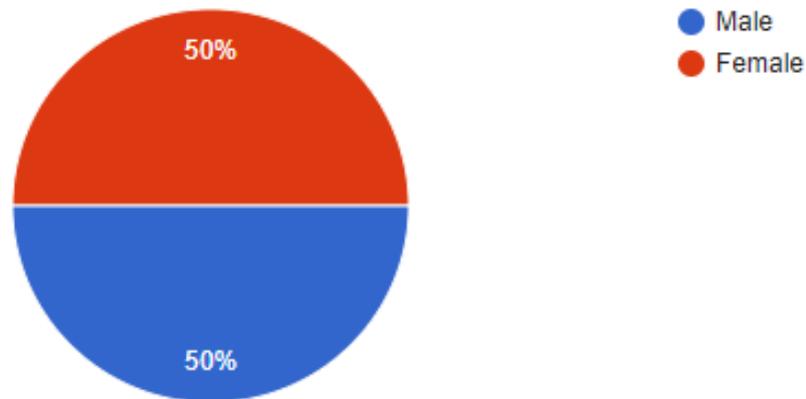
B: O ja, fairly often, they support CHOC, they're big supporters of CHOC. Also some the guys individually support animal rescues, wildlife rescues, rehabilitation centres, I think it's a good thing.

Appendices C: Survey Results

Question 1: How old are you?



Question 2: Are you male or female?



Question 3: How often do you attend the Jonsson Kings Park Stadium?

- Not often, last time was beginning of this year, because we got give free tickets.
- Occasionally
- About 6 times a year
- Once a year
- not within the past year
- Once a year
- Once a year
- Not very often
- Very seldomly
- Frequently

Question 4: What encourages you to attend matches at the Jonsson Kings Park Stadium?

- If the Sharks are playing, otherwise I wouldn't go
- Going out as a large group socially
- Ability to entertain corporate clients in the box
- Its a social get together
- Friends
- I support the Sharks and that's their home ground
- The beer and after parties
- Free tickets

- Large crowds, high profile games and good rugby
- I'm a sharks supporter

Question 5: Describe your experiences whilst you are inside the stadium.

- Excitement, the rugby supporters reactions throughout the game, those who dress up (paint their bodies or wear funny outfits) just contribute to the overall atmosphere.
- The fireworks
- The atmosphere is electric; especially when the match is well-attended and the result important!
- Festive and supporters come together as 1
- Fun atmosphere, DIRTY - especially bathrooms, long queues
- Great atmosphere
- Atmosphere is alright and often leads to disappoint afterwards due to lack of attendance
- Great atmosphere but toilets are not in the nicest state
- Disheartening due to low supporter numbers
- Amazing and homely

Question 6: What do you like/enjoy about the experience inside the stadium & Why?

- The supporters uniting with one another, and just having a great time together whilst they support their team.
- The music and comradeship
- The passion of fans enjoying live sport is incredible. It's not something you can duplicate at home.
- I enjoy that you feel a part of the action and that you get to share your victory with other supporters. It makes me feel a part of something as we're all supporting the same team.
- Loud music, everyone in a funky mood
- Lots of entrances so it's not so bad finding your seat
- The food
- Atmosphere as we are all there to support or watch teams we love
- When there is good rugby being played

- The games and Kingston beach lately

Question 7: What do you dislike about this experience inside the stadium OR what could be improved? Why?

- The bathrooms, as well as the overall stadium having a bit of an upgrade (You watch a great game, but then the facilities are not great). I think Kingston beach club has done this well, I feel it makes a big difference!
- You can no longer braai
- Our box is on the South stand. They removed the speaker stack on the north eastern corner of the stadium and now we can no longer hear the announcements. I think if the Sharks started to win a bit more, the desire of fans to come watch them would improve!
- Drinks could be more affordable for local supporters.
- The bathrooms are terrible, the queues are long
- The bathrooms are gross
- Bringing in more people
- The toilets need clearer signage to find, upgrades to stalls and better smell
- Poor quality performances from the team means less support and atmosphere
- Parking and toilets
- Outside the stadium

Question 8: Describe your expectations before you attend a match at the stadium.

- Everyone getting along,
- Comradeship
- Safe parking, easy access, friendly officials.
- I expect the stadium to be full.
- I expect to have better access to food/drinks, cleaner bathrooms
- That the stadium will be clean
- Quality all round
- Long walk from parking to stadium, the weather and waiting in queues that take too long and the long walk up steep ramps to seating
- None
- Fun

Question 9: Describe your experiences BEFORE you attend a match at the stadium.

- Having a few drinks (pre-drinks, depending on the time of the game), meeting up early before the game to socialize with your friends & family.
- Grab a beer and head for the seats
- Parking is difficult if you don't have parking tickets. You don't feel safe. Officials are not always friendly and helpful.
- Excited. I put my supporter shirt on
- Busy, often over crowded gates, sometimes clueless staff
- Not sure ?
- Not impressed
- Finding parking is always an issue, and dread the steep ramps up to find the seating
- As above
- Amped

Question 10: Describe your experiences AFTER you attend a match at the stadium.

- If your team has won, a great experience afterwards at the stadium!
- Go for something to eat and then go home
- Ditto 9. Although we have braaied with friends on the eastern fields after the games - with live entertainment; that is REALLY special for the whole family. Especially those with young kids!
- Depending on how the game ends if we win drinks are flowing and festivities are rife.
- busy, crowded, traffic, no entertainment or activities anymore
- Great
- Unimpressed
- The crowd sometimes get out of hand, and then trying to exit parking is always a long wait
- Lacklustre. There is not much atmosphere afterwards
- If my team wins I'm trilled

Question 11: What do you like about these BEFORE & AFTER experiences and Why?

- The family element, families having Braais afterwards, the social element. Chilling and being able to have a few drinks (However transport is expensive and always a problem then)
- Relaxed
- See 10.
- You're not the only person doing it, you get to meet new people.
- Not much, it is very average. The dancers before the match are entertaining
- Parking is difficult to find so bad experiences before?
- Neither. The stadium disappoints all the time
- The excitement because it's what makes the event enjoyable
- Nothing
- People coming together

Question 12: What do you dislike about these BEFORE & AFTER experiences OR what could be improved? Why?

- The drunk people leaving broken bottles all over the place, there are often kids running around etc.
- See 9.
- They can make the tickets cheaper so that it makes it affordable for locals.
- Used to be able to braai - which was one of the best parts of the rugby experience. This will drive more traffic to the games and increase ticket sales. I don't go because it is a waste of money for a game I can watch at home with friends and a braai for free.
- Parking can be improved
- More people..more effort in the stadium .
- Better signage and road marking to parking & better supervision to exit parking; better toilet facilities
- There is limited encouragement to stay after the game and enjoy the outer fields. The sense of social engagement seems no longer prevalent.
- Driving out the parking

Question 13: Do you think the standard tickets (NOT season tickets) are value for money? Why?

- I don't know the prices to be honest, so I wouldn't know.
- Yes. A good afternoon/evening out
- I've only ever had to buy scholar tickets and these are really reasonable!
- No, because you still need to pay for parking. Why is it that only the season ticket holders get parking?
- Not sure of the cost - cant say. But i would rather watch from home with friends and family, snacks, clean bathrooms, and braai
- Yes they are worth it
- Nope.... 12 games that are always empty when you can rather watch the rugby on the tv
- I've never bought tickets (they were free gifts both times) & wouldn't as I have other living costs that are more important than rugby tickets
- No idea
- No they are not