

Domestic Versus International. Pakistani Football Fans' Attitude Towards Foreigner Teams of Different Format

Ali Hasaan*

ABSTRACT

Globalisation brought broader opportunities for international brands. Few football clubs have already established themselves as brands and others are struggling to gain international fandom. Pakistan is sixth biggest country population wise so there is vast potential fan market waiting to be invaded by foreign clubs. The purpose of this study is to measure motives behind loyalty of Pakistani football fans for their favourite international football teams and favourite football club teams. Four measurement attachments, the Attributes scale (AS), Benefits scale (BS), Behavioural loyalty scale (BLS), and Attitudinal loyalty scale (ALS) were used to determine outcomes. The result revealed that international football tournaments are more popular than domestic football leagues. A comparison between both formats expressed that star players are major motive in both formats. Overall motives behind loyalty are same however their intensity is different in different formats.

Keyword: Loyalty, Overseas Fans, Football, Pakistan, Sports Marketing

INTRODUCTION

Fan loyalty for sports teams is not a new topic for researchers in social sciences (e.g. Keller, 1993; Fisher and Wakefield, 1998; Milne and McDonald, 1999). Potential gate money contributor and causes of loyalty in stadium visitors however remained the focal point in the studies (Neale and Funk, 2005; Madalozzo and Villar, 2009; Bauer *et al.*, 2008; Bristow *et al.*, 2010). But as globalisation affected the lifestyle of world population, the need emerged to grab attention of fans outside geographical boundaries of the club. Fans were no more local as new term was introduced like overseas fans or foreign fans or satellite fans (Kerr and Gladden, 2008) and researchers started to focus on overseas fans (Richardson and O'Dwyer, 2003; Hognestad 2006; Hu and Tang 2010).

Globalisation impact changed the football club strategies all together. They set their priority to establish loyalty among overseas fans. Manchester United FC of England and Real Madrid FC of Spain were among pioneers which thought out of the box and tried to introduce club into new

markets of Asia and America. This internationalisation idea is actually borrowed from American sport teams and clubs. This concept was firstly introduced by Major League Baseball (MLB) teams in America where management of club started to treat club as an international brand and new teams/ brands entered in market as a process of franchises expansion (Boone *et al.*, 1995).

Unlike baseball and basketball are popular in specific part of the world, football is more popular globally. Hognestad (2009) claimed that the English Premier League has colonised the 'footballing' media world during the past few years. As a result European clubs started to conquer American, African and Asian markets. Manchester United alone sold licensed jerseys more than whole American football clubs (Isidore, 2005). Real Madrid FC to exploit international markets signed agreements with different companies all over the world worth more than \$75 million including Mexico, Japan, China (Callejo and Forcadel, 2006).

The new global era has changed the old formula of fans and how to earn revenue from fans which was, a club can only earn via visiting stadium during match days. Now

* Phd Scholar, Estonian Business School, Tallin Estonia. E-mail: aili_hasaan@hotmail.com

sitting in living room, anywhere in the world, a fan can watch the match of his/her favorite team and contributing via TV rights, merchandizes purchase and talking to other about club. Club merchandizes are selling now all around the world. Real Madrid earned 90 million only through selling shirts printed Ronaldo on the back in a single year (Bola, 2010). Real Madrid 'Galácticos' project brought success not only in Spain but become popular all over the world and Real Madrid FC emerged as top football club earner in the world (Kase *et al.*, 2007). Social media introduction eradicated the limitation of fan experience with the clubs and now in the global village fans are watching, appreciating, and feeling sense of winning on club's win; fans are more connected with clubs and players more than ever. Now fans have no more geographical bound liking (Lewis, 2001).

Pakistan is located in South Asia and like other South Asian countries Cricket is most popular sport in Pakistan and Field Hockey is its national game (Giulianotti and Robertson, 2004). 60 percent of sports viewers like to watch cricket in Pakistan (Aslam, 2008). Globalisation is affecting sports fans in Pakistan as football is gradually gaining the popularity. In 2011 Manchester United signed partnership agreement with Pakistani mobile telecom company claiming there are 10 million estimated fans of Manchester United in Pakistan (manutd.com, 2011). Recently, Real Madrid launched a project in Pakistan to establish sport academy in the biggest city of Pakistan, Karachi where more than 250 boys and girls from age 8 to 13 would be trained (realmadrid.com, 2012). Uncaptured market of over 180 million potential fans is gaining interest from investors.

However with more cricket crazy and less football nation, cricket culture has affected choices of fans. It has claimed that in Pakistan UEFA Euro cup and FIFA World Cup are more popular format of football as compared to English Premier League or Spanish La Liga. Cricket is played between international countries and domestic matches of cricket have less priority and popularity comparing to international level games. So this study is designed to find out actual situation in football viewers and fans of Pakistan.

The purpose of this study is to establish causes of loyalty of football teams in overseas (Pakistani) fans and for this purpose this study is conducted to identify motives of loyalty and point of attachments in Pakistani football fans for two different foreign teams playing in two different

formats. The aim of this study is to discuss loyalty causes for international teams and for foreign clubs. This study provides base to understand nature of relation between Pakistani football fans and their favourite international football team which is not a Pakistani team as it does not qualify for any major tournament, and favourite club team which is again not Pakistani football club as Pakistani football league and local clubs of Pakistan are not very popular. So subject of this study covers foreign teams only.

LITERATURE REVIEW

Fan Loyalty

Loyalty can be described as the dedicated allegiance to a person or cause (Pritchard *et al.*, 1999). Brand loyalty is described as a person's attitude of frequently buying a specific brand over a certain period of time. This attitude is based on past behaviour, and the future intention (Lin *et al.*, 2000). According to Aaker (1995), big brands enjoy high degree of brand loyalty. So the high degree of loyal attitude results in increasing its revenue by increasing its sale. In the context of sports, brands are sports teams and in some cases star players. Sport loyalty can be described as a commitment to a specific team that is long lasting and unchangeable in the minds of fans (Funk and Pastore, 2000). This long lasting relationship encourages sport clubs to invest for good relation with fans (Bauer *et al.*, 2008; Park and Kim, 2000). Because of that good relation, clubs enjoy long term sustainability and continued revenue (Wu *et al.*, 2012) as fans are actual source of income directly or indirectly for any sports team (Garland *et al.*, 2004). Bauer *et al.* (2005) explained fans' participation in the process of club's revenue generation through: attending matches in stadium (the usual gate money contribution); watching games in TV locally and globally; surfing for other media related to favourite club (commercial rights); purchasing club products (shirts, scarfs, etc.); wearing club colour and logo (advertising the club); and participating in debates regarding their favourite club (support for club).

As it has established that fans are as loyal to clubs as customers are committed to brands (Richardson, 2011), researchers tried to find loyalty level and loyalty causes among fans. According to Funk and James (2006) the work about loyalty measurement and loyalty measuring scales started in late 80s and still continue (e.g., Depken,

2000; 2001; Smith *et al.*, 1981; Wakefield & Sloan, 1995). Wann *et al.* (1999) presented sport fan motivation. Mahony *et al.* (2000) used PCT (Psychological Commitment to the Team) scale to measure loyalty. Mott-Stenerson *et al.*, (2001) re-checked and represented sport fan motivation scale. Bristow & Schneider (2002) presented sport fan motivation scale (SMFC). Neale and Funk (2005) extended sport interest inventory (SII). Ross *et al.* (2006) introduced Team Brand Association Scale (TBAS). Seo and Green (2008) developed scale for online consumers called the Motivation Scale for Sport Online Consumption (MSSOC). Heere and Dickson (2008) introduced scale to measure attitudinal loyalty among fans and named that scale as Attitudinal Loyalty to Team Scale (ALTS). Spectator-Based Brand Equity (SBBE) scale was proposed by Ross *et al.* (2008).

Local Fans

The focal point of fan loyalty and football researches remained local fans. The local fans that considered gate money contributors always have been a favourite subject for sport researchers. Zhang *et al.* (1995) measured the variable that affected attendance decision of sport fans in NBA. Hill & Green (2000) investigated Australian fans and concluded that psychological involvement and team loyalty are major contributors among stadium visitors. Mahony *et al.* (2002) discovered that attachment to team is basic cause behind attending games of that team again and again in Japanese football league. Sumino and Harada (2004) investigated Japanese league fans to establish relationship between team loyalty and aim to re-visit stadium and concluded that emotional attachment is major contributor in intention to attend future games. Bauer *et al.* (2005) explored factors influencing match attendance in Germany and concluded that brand image is important factor playing role to motivate German soccer fans. Coelho and Tiesler (2007) focused on Portuguese football fans and described that Football is very popular sport in Portugal and has special impact on Portuguese lives but reason behind empty stands in stadium is mainly economic situation of fans. High ticket prices and less earning are directly opposing the will of fans to watch match live in stadium and effacing gate money contribution. Hoyer and Lillis (2008) concluded that social interaction is major cause among Australian football fans to travel with teams for viewing matches of their favourite teams in the stadium. Madalozzo and Villar (2009) found

that ticket price is causing major role in fans' decisions to watch matches in stadium. Pilus *et al.* (2010) and Pilus *et al.* (2011) conducted two different researches on Malaysian football fans and found spectator satisfaction and attributes related to loyalty are major motivator for match attendance in stadium in both studies. Chiweshe (2011) found socialisation is major player in the regard of getting fandom of Zimbabwean football club Dynamos. Dobson and Goddard, 1992; Wakefield and Sloan, 1995; Parker and Stuar 1997; Tapp, 2004; Edensor and Millington, 2008 are few other examples of very long list of local fan studies.

Role of media and overseas fans

The concept however changed with arrival of media and technology on global horizon, as Boyle and Haynes (2004) called it 'new' media (satellite television, the Internet and mobile phones). One of the biggest changes in this relationship occurred; it increased the amount of coverage on the game, area of coverage and helped to create two-way relationship with fans (Cleland, 2011). The media not only allowed fans to provide feedback but also provided atmosphere of a virtual stadium at homes (Andrejevic, 2008). This new media brought new sources of money for the sport team. As Rookwood and Chan (2011) mentioned that global English premier League broadcasting rights sold for £625 million and major contributors are Asian channels and fans. As Asian markets consumption level is very high and has notable tendencies to follow their favourite stars in foreign leagues (Manzenreiter, 2004; Rowe and Callum, 2010), so TV and sponsorship money started increasing its share in total revenue comparing to gate money and new type of fan emerged, armchair TV fans (Castillo, 2007). Giulianotti and Robertson (2004) present the term 'glocalisation' for football teams and fan relationship, which is borrowed from Japanese business organisation meaning broader cultural developments as football, sociologically enlighten domains of globalisation.

Professional sports organisations have now fans worldwide thanks to new media. Introduction of social media was one step forward in term of fan clubs which is again globally based. McCarthy (2012) claimed that because of sport bloggers, fans are getting attached more with their favourite team and players across the globe.

The researchers diverted their preferences to these fans which are spread in different continents across the globe.

Dimeo (2002) explained the situation of Indian football

fans in prospect of foreign teams and local teams. Same as Pakistan, in India big football events got the same coverage as cricket and other big events. These big tournaments are highly popular among fans. Although fans had no representatives in the competition, but they still have their favourites to support.

Richardson & O' Dwyer (2003) surveyed Irish fans for English Premier league liking and concluded that loyalty substitution apparently only do so as children, and so it is waste of money for EPL clubs to invest in Ireland to attract fans.

Hognestad (2006) discussed English football clubs followers in Norway and revealed that EPL support in Norway is more media dependent and only 1.1 per cent fans opted a team for loyalty without media interference.

Hognestad (2009) explained the complex relationship between Norwegian fans, English Premier League and local football. It is very hard to find a devoted English league fan in Norway as certain teams do not have any Norwegian player in it. However diehard fans of English league in Norway support the argument that nationality of player is not very important when you are following a certain club.

Hu & Tang (2010) conducted a study to find the motives behind viewership of American Baseball League broadcast in Taiwan and found that although there is 12 hour time difference between Taiwan and US but still most fans view baseball matches on TV thrice a week. The research further revealed that Taiwanese fans prefer matches in which Taiwanese players are playing.

Pakistani Football Fans

There are only very few studies conducted on Pakistani sport fans. In the context of fan loyalty only available study is found by Hasaan and Khalid (2014). The study found that star player is playing major role in fan loyalty among Pakistani fans for foreign football clubs.

Brand Association in Team Sport

Brand association is something in the mind of buyer related to a specific brand (Biscaia *et al.*, 2013). Lee and Wong (2010) explained team association is the reason

for preferring a particular team by a fan. Keller (1993) defined brand association and distinguished three types of brand associations:

- Attributes,
- Benefits,
- Attitudes

Attributes

Attributes are essential type of features related with a certain brand (Gladden and Funk, 2001). Keller (1993) divided attributes into two further categories:

- Product related
- Non-Product related

Product related attributes are factors that involve in the performance of the sport team. Gladden & Funk (2002) identified four product related attributes:

a) Success

Success of a team is considered as most important contributor in brand association (Gladden and Funk, 2002).

b) Star player(s)

A star player(s) of a team is second best contributor in brand association of certain team (Gladden and Funk, 2002).

c) Head coach

The head coach is believed to have a direct impact on the performance of the team (Bauer *et al.*, 2005; Gladden and Funk, 2002).

d) Management

Management has been excluded from current study as it is supposedly a non-football culture.

Pakistani fans face difficulties to differentiate between coaching staff (head coach) and team management (Hasaan and Khalid, 2014).

Non-product related attributes are the items that affect consumption of product but are not affected by performance of team (Bauer *et al.*, 2008).

Non-product-related attributes factors are:

a) Logo design

Logo is a source of generating team association but as mentioned above it does not have to do anything with team performance (Aaker, 1991; Keller, 1998; Gladden and Funk, 2002).

b) Product delivery

The product delivery and the performance of the team based on entertainment provided (Gladden and Funk, 2002).

c) Stadium

Stadium of identity of a club but for foreign fan study, stadium is excluded.

d) Tradition (Gladden and Funk, 2002).

Tradition is omitted from this study as like stadium it is directly related to local fans and this study is based upon overseas fans. Therefore, this paper adopts only logo design and product delivery as non-product-related attributes in current study.

Benefits

Keller (1993) explained benefits as the value of brand attached to the product. Benefits can be distinguished into three groups:

- Functional benefits,
- Symbolic benefits and,
- Experiential benefits

Functional benefits are those benefits that motivate the search for products to solve consumption-related problems. Gladden and Funk (2001) identified single factor, escape, as the functional benefit in the sport industry.

Symbolic benefits are linked to internally generated needs for self-enhancement (Park *et al.*, 1986). In the team sport context, Gladden and Funk (2001) identified two factors that could be classified as symbolic benefits:

- a) Peer group acceptance
- b) Team identification.

However, Funk and James (2006) declared that team identification is a personal "attachment" to a team rather than a component of team association. Therefore, this paper adopts peer group acceptance alone as symbolic benefits and drops team identification.

Experiential benefits satisfy needs for physical pleasure, variety, and intellectual stimulation (Park *et al.*, 1986). Gladden and Funk (2001) identified two experiential benefits:

- a) Nostalgia
- b) Pride in place.

This paper replaced Gladden and Funk (2001) factors of nostalgia and pride with escape and vicarious achievement as did Lee and Wong (2010).

Attributes

Attitude represents person opinion of psychological significance and value attached to sport team (Gladden and Funk, 2002).

Table 1: Brand Association

<i>Factors</i>	<i>Definition</i>
Success	Team's winning and competing for major tournaments
Star Player	Well renowned and famous player that plays exceptionally for the team
Head Coach	The coach that has winning track wherever he coached in the past as well
Logo Design	A mark established as club identity
Product Delivery	Team's ability to entertain and well playing to please fans, Team playing style
Peer Group acceptance	Team's attachment for social approval
Escape	Team's ability to show a way to escape from routine life of fans
Vicarious Achievement	A sense that provides feeling of accomplishment and heightens self-esteem of fans when team wins

Hypothesis

From above given literature, this study created following hypothesis.

H1: Star player is most significant factor in both formats.

H2: Peer group acceptance is least factor in fan loyalty either on international level or club level.

H3: Logo design has least impact in Attribute Scale in both formats.

H4: Behavioural loyalty is significantly positively related to Benefit Scale.

H5: Attitudinal loyalty is significantly positively related to Benefit Scale.

H6: Attitudinal loyalty and Behavioural Loyalty are strongly related to each other

METHODOLOGY

Measurement

A questionnaire consisting of four measurement scales which are Attributes Scale (AS), Benefit Scale (BS), Behavioural Loyalty Scale (BLS) and Attitudinal loyalty Scale (ALS) is used to conduct results. It consists of two parts. First part consists of international team loyalty and second consists of foreign club loyalty. In the beginning, after personal information, it was asked whether you like to watch international football tournament; if yes, fill out first part and then if you are interested in any football league matches, fill out second part. Participants can either choose both formats or any single format or neither according to their likings. The Attributes Scale was measured with 15 items, five subscales used are Success, Star Player, Head coach, Logo design, and Product delivery, three items per subscale are adapted from Gladden & Funk (2001). The Benefits Scale (BS) was measured with 9 items, three subscales used are Peer group acceptance, Escape, and Vicarious achievement, three items per subscale are adapted from Funk *et al.* (2003) and Gladden and Funk (2001). The three-item Behavioural Loyalty Scale (BLS) was generated from Hong *et al.* (2005) original items measuring behavioural loyalty. The Attitudinal Loyalty Scale (ALS) adapted from Gladden and Funk's (2001) original four items measuring attitudinal loyalty. The scale was translated in Urdu language first and then translated back in English, to avoid any confusion while translating, with the help of language specialist (questions were printed in both Urdu and English in questionnaire).

All of the scales have a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Data Collection

Questionnaire was collected online and through pen and paper procedure. For collection of online survey, questionnaire was posted on two websites www.soccernama.com (Urdu language Pakistani football web site) and www.pakistanfootball.com (English language Pakistani football website) from September 2013 to December 2013. Random collection method was used for pen and paper survey and total 300 usable questionnaires were received online and offline. Pen and paper survey was conducted in three different cities. Out of these 300, only 180 replied for both. So response was 300 for international teams while 180 for club teams while none was for club only.

Data Analysis

After collecting, the data were analyzed by using the statistical package SPSS 21. Pearson correlation, One Way ANOVA, Regression and correlation were used for analysis of this research.

RESULTS AND DISCUSSION

The study tried to find loyalty motivators in fans of Pakistan in two different formats through four different scales. The number of recipients simply explained that football fans in Pakistan follow international format more than league format. 300 fans replied for only international format while only 180 replied for both formats and no one replied for only league games.

From Table 2 it can be observed that star player is most influential factor to boost fan loyalty. In international format and in league format, a star player has highest impact not only in attribute scale but in all four scales.

On other hand logo design has least effectiveness in attribute scale and peer group acceptance has overall low score in both formats which supports this study's first three hypotheses.

Tables 3 and 4 explain the effect of star player on attitudinal and behavioural loyalty. Although star player is biggest motivator among fan loyalty but it is not top contributor in attitudinal and behavioural loyalty. Only peer group acceptance has negative correlation with attitudinal and behavioural loyalty. All other factors have strong

relationship with attitudinal and behavioural loyalty in loyalty for international teams while in case of league format success and logo design have no relation with behavioural loyalty and weaker relation with attitudinal loyalty. Peer group acceptance has negative relation as was in international format. Escape is the strongest relationship with attitudinal and behavioural loyalty in both formats among fans.

Tables 5 and 6 show that Benefit scale is more significant in term of attitudinal loyalty and behavioural loyalty among international team fan loyalty. Tables 7 and 8 provide the evidence of Benefit scale as catalyst for behavioural and attitudinal loyalty among league fans. This proved hypotheses 4, 5 and 6 of the study.

Data interpretation and hypotheses proving the study found that international football is more popular among Pakistani fans compared to famous leagues of Europe. International fans have higher behavioural and attitudinal loyalty than league fans (Fig.1). International fans want to see their team winning more while league team fans care less about wining of their team (Table 3, 4). This might be because of nature of competition as league teams have to play whole year and can afford some losses while international teams compete on knock out basis in the tournaments most of the time. While it can be measured as tool of loyalty check so from this attribute it can be assumed that club fans stick more with their beloved team. Star player is major source of earning fan loyalty, so either by purchasing or by creating, football teams need at least one star player in their teams (H1). The strategy of Real Madrid in this regard looks up to date as the club always tried to buy renowned player instead of growing their own talent and waiting to become popular. Every time the club bought star player it increased its fandom.

Peer group acceptance is least contributor in fandom that is providing picture of football as not very popular sport (Table 3, 4). It indicated that clubs have to focus more individually as group bounding does not play any role while on contrary it is good news as well that people are not culturally bound to like cricket and hockey only. Escape is among one of most active factors contributing in fan loyalty so there is need to provide more fantasy links to fans (Table 3, 4). The broadcasting of more regular football, cheap merchandises, more media coverage, and more intensive relation to favourite teams could bring more response from fans.

Table 2: Descriptive Statistics Analysis Descriptive for international teams (N = 300) and foreign league teams (N = 180). SUC = Success, SP = Star Player, HC = Head Coach, LOG = Logo Design, PD = Product Delivery, PGA = Peer Group Acceptance, ESC = Escape, VIC = Vicarious Achievement, BLS = Behavioural Loyalty Scale, ALS = Attitude Loyalty Scale

	<i>Mean N = 300</i>	<i>Std. Deviation</i>	<i>Mean N=180</i>	<i>Std. Deviation</i>
SUC	3.45	.66	3.44	.65
SP	4.38	.60	4.36	.62
HC	3.40	.40	3.38	.38
LOG	2.54	.66	2.49	.62
PD	4.15	.64	4.16	.63
PGA	2.08	.47	2.08	.46
ESC	3.62	.57	3.57	.59
VIC	4.08	.44	4.10	.43
BLS	3.74	.41	3.72	.40
ALS	3.82	.78	3.75	.82

Table 3: Correlations International Format

SUC = Success, SP= Star Player, HC= Head Coach, LOG = Logo Design, PD = Product Delivery, PGA = Peer Group Acceptance, ESC = Escape, VIC = Vicarious Achievement, BLS = Behavioural Loyalty Scale, ALS = Attitude Loyalty Scale

	<i>SUC</i>	<i>SP</i>	<i>HC</i>	<i>LOG</i>	<i>PD</i>	<i>PGA</i>	<i>ESC</i>	<i>VIC</i>	<i>BLS</i>	<i>ALS</i>
SUC	1	.512**	.166**	.006	.275**	.050	.171**	.275**	.238**	.105
SP	.512**	1	.144*	.027	.344**	-.224**	.246**	.293**	.281**	.270**
HC	.166**	.144*	1	.000	.165**	-.010	.332**	.122*	.298**	.254**
LOG	.006	.027	.000	1	.130*	-.074	.213**	.065	.168**	.237**
PD	.275**	.344**	.165**	.130*	1	-.523**	.518**	.587**	.588**	.494**
PGA	.050	-.224**	-.010	-.074	-.523**	1	-.221**	-.502**	-.343**	-.249**

ESC	.171**	.246**	.332**	.213**	.518**	-.221**	1	.466**	.924**	.839**
VIC	.275**	.293**	.122*	.065	.587**	-.502**	.466**	1	.750**	.346**
BLS	.238**	.281**	.298**	.168**	.588**	-.343**	.924**	.750**	1	.693**
ALS	.105	.270**	.254**	.237**	.494**	-.249**	.839**	.346**	.693**	1

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

* . Correlation is significant at the 0.05 level (2-tailed).

Table 4: Correlations Club Format

SUC= Success, SP= Star Player, HC= Head Coach, LOG= Logo Design, PD= Product Delivery, PGA= Peer Group Acceptance, ESC= Escape, VIC= Vicarious Achievement, BLS= Behavioural Loyalty Scale, ALS= Attitude Loyalty Scale

	<i>SUC</i>	<i>SP</i>	<i>HC</i>	<i>LOG</i>	<i>PD</i>	<i>PGA</i>	<i>ESC</i>	<i>VIC</i>	<i>BLS</i>	<i>ALS</i>
SUC	1	.502**	.144	.019	.252**	.012	.098	.221**	.144	.158*
SP	.502**	1	.124	.056	.276**	-.215**	.213**	.254**	.244**	.292**
HC	.144	1	.124	.056	.276**	-.215**	.213**	.254**	.299**	.247**
LOG	.019	.056	-.043	1	.110	-.055	.172*	-.031	.116	.185*
PD	.252**	.276**	.201**	.110	1	-.517**	.533**	.586**	.631**	.545**
PGA	.012	-.215**	-.035	-.055	-.517**	1	-.206**	-.577**	-.392**	-.187*
ESC	.098	.213**	.313**	.172*	.533**	-.206**	1	.286**	.916**	.868**
VIC	.221**	.254**	.108	-.031	.586**	-.577**	.286**	1	.625**	.213**
BLS	.144	.244**	.299**	.116	.631**	-.392**	.916**	.625**	1	.719**
ALS	.158*	.292**	.247**	.185*	.545**	-.187*	.868**	.213**	.719**	1

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

* . Correlation is significant at the 0.05 level (2-tailed).

Table 5: Regression International Format

SUC= Success, SP= Star Player, HC= Head Coach, LOG= Logo Design, PD= Product Delivery, PGA= Peer Group Acceptance, ESC= Escape, VIC= Vicarious Achievement, BLS= Behavioural Loyalty Scale, ALS= Attitude Loyalty Scale

Dependent Variable: ALS

$R^2 = 0.97$, Adjusted $R^2 = .0.96$, ($F = 906.319$, $p < 0.00$)

* $p < 0.05$, *** $p < 0.000$,

<i>Predictors</i>	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>	<i>T</i>	<i>p</i>
(Constant)	1.912	.157		12.171	.000
SUC	-.032	.016	-.027	-1.968	.050
SP	.028	.017	.022	1.609	.109
HC	.029	.023	.015	1.266	.206
LOG	-.013	.013	-.011	-.999	.319
PD	-.068	.020	-.055	-3.342	.001
PGA	-.052	.024	-.032	-2.143	.033
ESC	5.127	.090	3.781	57.029	.000
VIC	2.561	.067	1.450	38.116	.000
BLS	-7.165	.155	-3.779	-46.223	.000

Table 6: Regression International format

SUC= Success, SP= Star Player, HC= Head Coach, LOG= Logo Design, PD= Product Delivery, PGA= Peer Group Acceptance, ESC= Escape, VIC= Vicarious Achievement, BLS= Behavioural Loyalty Scale, ALS= Attitude Loyalty Scale

Dependent Variable: BLS

$R^2 = 0.998$, Adjusted $R^2 = .0.998$, ($F = 15181.926$, $p < = 0.00$)

* $p < = 0.05$, *** $p < = 0.000$,

<i>Predictors</i>	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>	<i>T</i>	<i>p</i>
(Constant)	.261	.020		12.957	.000
SUC	-.003	.002	-.005	-1.395	.164
SP	.002	.002	.002	.737	.461
HC	.004	.003	.004	1.479	.140
LOG	-.003	.002	-.005	-1.616	.107
PD	-.012	.003	-.019	-4.592	.000
PGA	-.005	.003	-.006	-1.693	.092
ESC	.698	.004	.976	186.721	.000
VIC	2.561	.067	1.450	38.116	.000
ALS	.362	.004	.389	99.534	.000

Table 7: Regression league format

SUC= Success, SP= Star Player, HC= Head Coach, LOG= Logo Design, PD= Product Delivery, PGA= Peer Group Acceptance, ESC= Escape, VIC= Vicarious Achievement, BLS= Behavioural Loyalty Scale, ALS= Attitude Loyalty Scale

Dependent Variable: ALS

$R^2 = 0.981$, Adjusted $R^2 = .0.98$, ($F = 951.831$, $p < = 0.00$)

* $p < = 0.05$, *** $p < = 0.000$,

<i>Predictors</i>	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>	<i>T</i>	<i>p</i>
(Constant)	2.006	.179		11.224	.000
SUC	-.004	.017	-.003	-.230	.819
SP	.027	.017	.020	1.546	.124
HC	-.015	.025	-.007	-.614	.540
LOG	-.011	.015	-.008	-.752	.453
PD	-.018	.022	-.014	-.845	.399
PGA	-.055	.025	-.031	-2.168	.032
ESC	5.193	.101	3.762	51.254	.000
VIC	2.586	.075	1.364	34.571	.000
BLS	-7.322	.178	-3.583	-41.044	.000

Table 8: Regression International format

SUC= Success, SP= Star Player, HC= Head Coach, LOG= Logo Design, PD= Product Delivery, PGA= Peer Group Acceptance, ESC= Escape, VIC= Vicarious Achievement, BLS= Behavioural Loyalty Scale, ALS= Attitude Loyalty Scale

Dependent Variable: BLS

$R^2 = 0.999$, Adjusted $R^2 = .0.999$, ($F = 13703.609$, $p < = 0.00$)

* $p < = 0.05$, *** $p < = 0.000$,

Predictors	B	Std. Error	Beta	T	p
(Constant)	.281	.022		12.878	.000
SUC	-.001	.002	-.001	-.356	.722
SP	.002	.002	.003	.837	.404
HC	-.001	.003	-.001	-.319	.750
LOG	-.002	.002	-.003	-.931	.353
PD	-.005	.003	-.009	-1.939	.054
PGA	-.008	.003	-.009	-2.373	.019
ESC	.695	.004	1.029	168.887	.000
VIC	.356	.004	.384	95.794	.000
ALS	-.124	.003	-.253	-41.044	.000

Fig. 1: Behavioural Loyalty and Attitudinal Loyalty in International Format Vs League Format among Fans

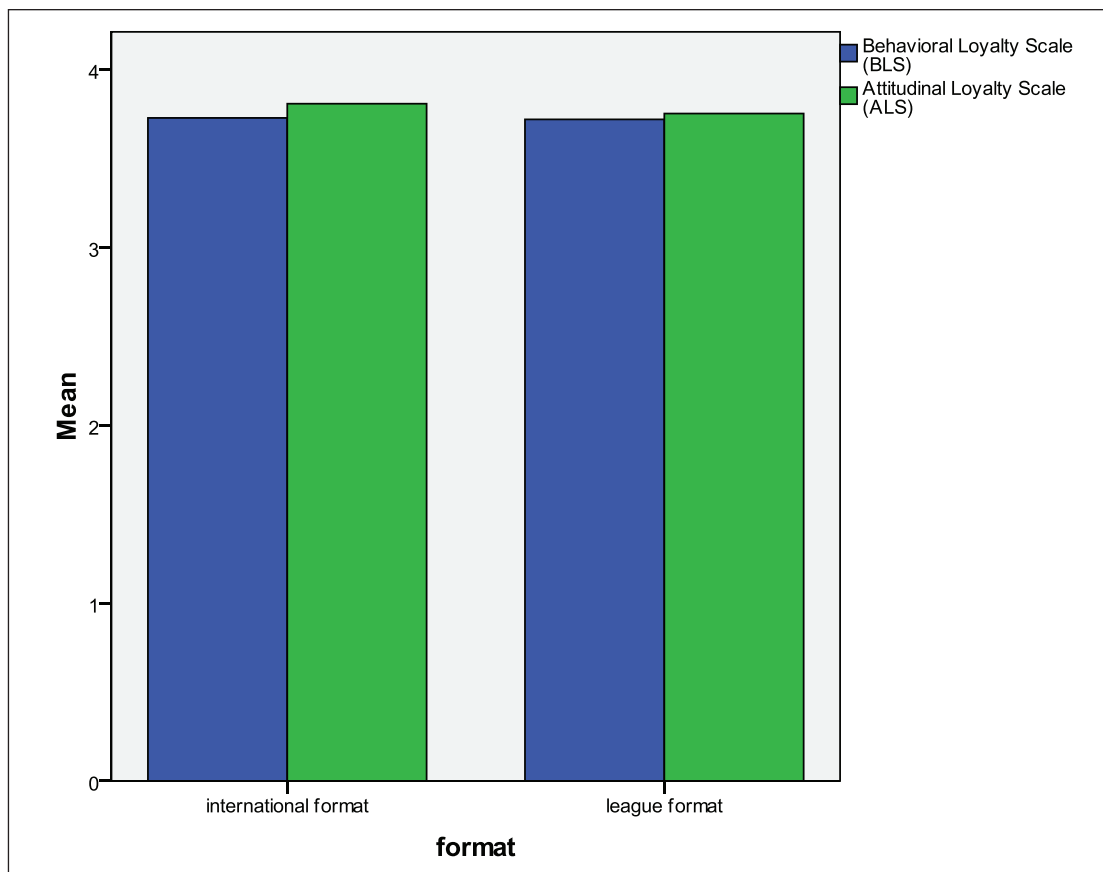
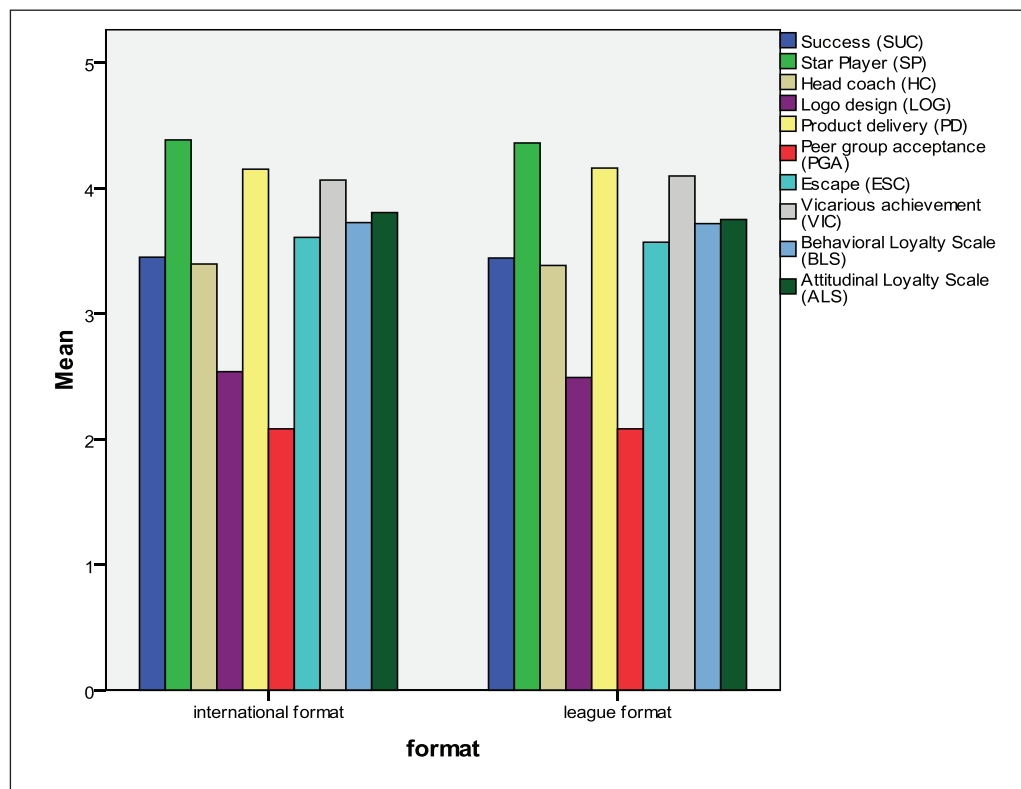


Fig. 2: Loyalty Construct, International Team Vs League among Fans

LIMITATION AND FUTURE STUDY

There is need to conduct a study on wider area geographically as Pakistan is very big country area-wise and population-wise both.

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