



**THE SATISFACTION OF FOOTBALL SPECTATORS IN MALE
FOOTBALL CLUBS OF SIDAMA REGION IN ETHIOPIA PREMIER
LEAGUE**

MSC. THESIS

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HAWASSA UNIVERSITY, HAWASSA, ETHIOPIA

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FOOTBALL CLUBS OF SIDAMA REGION IN ETHIOPIA PREMIER
LEAGUE**

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**A THESIS SUBMITTED TO THE COLLEGE OF NATURAL AND
COMPUTATIONAL SCIENCES, DEPARTMENT OF SPORT SCIENCE,
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HAWASSA UNIVERSITY
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ADVISOR’S APPROVAL SHEET

This is to certify that the thesis entitled “*THE SATISFACTION OF FOOTBALL SPECTATORS IN MALE FOOTBALL CLUBS OF SIDAMA REGION IN ETHIOPIA PREMIER LEAGUE*” submitted in partial fulfillment of the requirements for the degree of Master's with specialization in Sport Management, the Graduate Program of the Department sports science, and has been carried out by Abush Assefa ID. No GPSPMaR/002/14, under my supervision. Therefore I recommend that the student has fulfilled the requirements and hence hereby can submit the thesis for his partial fulfillment of his M.Sc. degree.

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Signature

Date

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We, the undersigned, members of the Board of Examiners of the final open defense have read and evaluated thesis entitled “*THE SATISFACTION OF FOOTBALL SPECTATORS IN MALE FOOTBALL CLUBS OF SIDAMA REGION IN ETHIOPIA PREMIER LEAGUE*,” and examined the candidate. This is, therefore, to certify that the thesis has been accepted in partial fulfillment of the requirements for the degree of Master’s with Sport Science specialization in Sport Management, the Graduate Program of the Department of Sport Science.

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Final approval and acceptance of the thesis is contingent upon the submission of the final copy of the thesis to the School of Graduate Studies (SGS) through Sport Science DGC.

DEDICATION

I dedicate this thesis manuscript to my family and all other members of my life for their dedication in the success of my work, the completion of the work would have been impossible without them. I also dedicate this thesis to those who spent their whole life working for the advancement of the Science of Sport in Ethiopia.

STATEMENT OF THE AUTHOR

First, I declare that this thesis is my genuine work and that all sources of materials used for this thesis have been duly acknowledged. This thesis has been submitted in partial fulfillment of the requirements for an advanced M.Sc. in Sport Management at Hawassa University and is deposited at the University Library to be made available to borrowers under rules of the library. I solemnly declare that this thesis is not submitted to any other institution anywhere for the award of any academic degree, diploma, or certificate.

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LIST OF ABBREVIATIONS AND ACRONYMS

CAF	Confederation de African Football
FIFA	Federation International de Football Association
HCAFEDD	Hawassa City Administration Finance and Economy Development Department
HKFC	Hawassa City Football Club
SBFC	Sidama Buna Football Club
SGS	School of Graduate Studies
SNRS	Sidama National Regional State
SPSS	Statistical Package for Social Sciences

ABSTRACT

Football is one of the most popular games in the world, which is not simply played by the teams for entertainment only; it's played because of its biggest role in terms of once economy, politics, social advantage. The purpose of this study was to assess the satisfaction of football spectators in male football clubs of Sidama Region in Ethiopia premier league. The study sought to assess were mainly focused on the current level of spectator satisfaction in terms of team performance, Desire of spectators to Stay at the stadium, Space allocation of play field, Facility parking, Facility aesthetics, seat comfort, Layout accessibility and team management. A cross-sectional survey research design was employed to implement the study. To realize the objective of the study simple random sampling method was implemented. To do so, a sample of 382 respondents was selected from the existing 8,600 spectators of the clubs depending up on Taro Yamane's formula which is comprised of spectators of Ethiopia premier league participant male football clubs of Sidama Region (Sidama Buna and Hawassa City Football Clubs). A standard questionnaire was used to collect data. The collected data was analyzed and summarized through descriptive statistics of frequencies and percentages. Data presentation was carried out by tables. The variables' relationship was tested using the Chi-Square and logistic regression test at $p < 0.05$ level of association/agreement using SPSS 26. On the current status of satisfaction level of spectator, the findings revealed that the "consistent performance of the team, available enough walkways", were viewed by a high proportion of the respondents as associated in determinant of satisfaction level of spectator. Regarding the major hindering factor, respondents identified the following problem, lack of advanced ticket selling system, lack of regulation number of spectator, and lack of communication among staff members are the major hindering factors to spectator satisfaction level. Based on the findings, it is recommended that the management of the club should give special consideration on the determinant of spectator satisfaction, and staff enforcement, to improve to high -level satisfaction. Further studies on identifying satisfaction level need to be carried out in other sports in Ethiopia.

Key words: - Ethiopia premier league, Football, Satisfaction level, Spectator, Clubs

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the study

Football is one of the most popular games in the world, which is not simply played by the teams for entertainment only; it's played because of its biggest role in terms of once economy, politics, social advantage. And this game has arguably been a global sport since the first men's world cup competition was contested in 1930 (Andrew *et al.*, 2011). Apart from this Ethiopian was the founding member of confederation of African Football Federation along with Egypt and Sudan in 1957 G.C. This history shows that Ethiopia started the movement for the development of football very early relative to other African countries. In contrast the Ethiopian clubs participation and their result is also the indicator for the passive progress of Ethiopian Football.

Sports industry has demonstrated service as a significant and essential part of the strategic, operational and tactical management of the organizations working in this field (Svenson, 2003). According to Mullin *et al.* (2000) sports industry occupies a pivotal place in the service industry, entertainment and enjoy. One of the main parts of sports industry is football, which advantages are the attraction and motivation of spectators, sponsors and media (Aycan *et al.*, 2014). According to Kim and Trail (2011) the budget of soccer clubs depends on media and on attendance fees. In Europe especially, professional soccer generates huge amount of money and sponsorship (Giulianotti and Robertson, 2004).

Satisfaction as a meaning refers to any judgments about qualification of products and services which completes the enjoyable level of consuming (Van Leeuwen *et al.*, 2002). According to that, fan satisfaction and services are key factors in the sports industry. In the soccer industry and specific at soccer stadiums, fan satisfaction is of high importance (Greenwell *et al.*, 2006). On the other side, quality of services is one of the most important factors leading to satisfaction of spectators and their attention to be present in soccer matches (Beyrami and Najafzadeh, 2015).

A valuable tool to service spectators and fans in their quest for image uniqueness is the physical environment or sportscape-stadium factors (McGoldrick and Pieros, 1998). It is actually the physical environment where the core service is being present and consumed by the fans of the team (Wakefield *et al.*, 1996).

It is generally encompasses aspects of spatial layout, functionality and elements related to the aesthetic appeal of the physical environment (De Carvalcho *et al.*, 2015).

In order to reach that level of satisfaction, commitment from employees is necessary as they facilitate the service encounter. Sureshchandar, Rajendran and Anantharaman (2002) suggested that spectator's satisfaction comprises of the following factors: core service, human element of service delivery, systematization of service delivery, tangibles of services, and lastly, social responsibility. These components may define the behavior intentions at sporting events. Research considers customers' favorable intentions to (a) recommend the team to other customers, (b) attend the team's future sporting events, and (c) remain loyal to the team (Yoshida and James, 2010).

Satisfaction with team games has been referred as an antecedent of behavioral intentions. Also, emotions experienced during the matches, service quality, and team brand associations are other consumption-related factors often mentioned as having a direct or indirect role (i.e., via satisfaction) at increasing spectators' behavioral intentions (Correia, 2007). Based on the sport management and marketing literature, understanding how to increase spectators' behavioral intentions should be a strategic goal for sport clubs in order to strengthen financial sustainability (Gustafson, 2005). However, for sports spectators, customer satisfaction has been viewed as a significant predictor of intentions to attend future sporting events (Yoshida and James, 2010). Spectators may be satisfied only when they truly believe that they have received value for their time and money. The core sport product (competition) may create such value. The excitement, crowds cheering, and social interaction from the stadium could also create the sense of value that spectators crave. Therefore the aim of the present study was to investigate the satisfaction of football spectators in male football clubs of Sidama Region in Ethiopia premier league (Sidama Buna and Hawassa City Football Clubs).

1.2. Statement of the Problem

According to Douvis (2007) sportscape can be considered as one important factor influencing spectators' satisfaction levels and motivation. Spectators, who perceive sportscape quality in higher level of satisfaction of spectators, are more encouraged to return to (play fields) stadium for future events (Hill and Green, 2000). In soccer, a positive perception of the sportscape can enhance future attendance intentions for some spectators (Hill & Green, 2000). Instead, lack of goal score and higher tactic abilities of players are factors may play a significant role on increasing and decreasing the satisfaction level of football spectators (Douvis, 2007).

A valuable tool to football spectators and fans in their quest for image uniqueness is the physical environment or sportscape-stadium factors (Beyrami *et al.*, 2015). It is actually the physical environment where the core service is being present and consumed by the fans of the football team (Athanasopoulou *et al.*, 2012). According to them, it includes the interior and the exterior elements such as environment of stadium, beauty of facilities, quality of scoreboard, rest seats, goal scores in the play field, security during game, decoration of stadium, space of stadium, signs inside the stadium, abilities of players and quality of motivators (Cant, 2012). Football clubs must have a positive brand identity in order to create and maintain a strong relationship between the club and the supporters (spectators).

The satisfaction of spectators can increase time to time and the fans are very interested with club to be competitive in both national and premier league. However satisfaction level and determinants of satisfaction of spectator in Ethiopian premier league are not investigated yet, particularly in Sidama Region context. There were some problems that affected the satisfaction of spectators in Sidama Region on premier league participant male clubs (Sidama Buna and Hawassa city club), these are quality of stadium, beauty of facilities, quality of scoreboard, rest seats, decoration of stadium, conflict with each other, conflict between spectators and security policies, space of stadium, abilities of players and provoke of motivators. Therefore this study play a mile stone avert scar of literature and figuring out the current status of the phenomena. In conclusion the purpose of this study was to investigate the determinant of football spectators in male football clubs of Sidama Region in Ethiopia premier league (Sidama Buna and Hawassa city club).

1.3. Objectives of the Study

1.3.1. General Objective of the Study

The general objective of this study was to assess the satisfaction of football spectators in male football clubs of Sidama Region in Ethiopia premier league (Sidama Buna and Hawassa city football clubs)

1.3.2. Specific Objective of the Study

1. To find out the satisfaction status of football spectators in Sidam Buna and Hawassa city football clubs
2. To identify the factors that affects the satisfaction of football spectators selected two football clubs
3. To evaluate the relationship between sport administrator's management skill in the satisfaction football spectators.

1.4. Research Questions

1. What is the satisfaction status of football spectator in Sidama Buna and Hawassa city male football club?
2. What are the factors that affect the satisfaction of football spectators in two selected clubs?
3. What strategy managers manage the spectator's satisfaction in Sidama Buna and Hawassa city male football clubs?

1.5. Significances of the study

The completion of this study has paramount important on creating awareness about spectator satisfaction for Ethiopian premier league teams, Ethiopian Football federation, sport academicians and other concerned body's. Moreover the investigation has the following significance: -

- Informative about selected Ethiopian premier participating clubs of Sidama Region' spectator's satisfaction status, which is a very important for policy makers in understanding the Ethiopian sport policy implementation as well as understanding the gap.
- Informative for Ethiopian football teams, Federations and spectators association about problems that affect club spectators' satisfaction

- Insight the club spectator's satisfaction level, facility and equipment management process impact on the motivation of club spectators.
- It will be provides a starting ground for assessment of factors affecting the spectators satisfaction level in the selected clubs.
- It will give an importance clue to the concerned bodies to increasing the spectators satisfaction for for sidama Coffee and Hawassa City football clubs in General for the development of football sport
- Generally sport spectators and fans consume media and merchandise which would letter benefit sport marketers and managers greatly.

1.6. Scope of the study

In order to make the study more specific and manageable this study was bounded in Sidama Region Ethiopia premier league male football participants clubs. The region has two premier league participant clubs, which makes their home base at Hawassa city. Hawassa is the capital city of Sidama Reginal State, which is located. Apart from this conceptually this study was delimited to on assessing spectator satisfaction and Factors affecting/determinant of spectator satisfaction of Hawassa city and Sidam Buna male football clubs.

1.7. Limitation

In conducting the study, the researcher has faced the following challenges:

1. The lack of enough reference materials and other local studies on the area related to the spectator satisfaction level.
2. Some participants were unable to respond on time the questioner

1.8. Definition of key Terms

Hooliganism: is disruptive or unlawful behavior such as rioting, bullying, and vandalism. (Giulianotti 2002)

Misconduct: is a legal term meaning wrongful, improper, or unlawful conduct motivated by premeditated or intentional purpose. (Cameron 2002)

Player: is an individual who plays in a sporting event. (Branscombe and Wann 1992)

Satisfaction: A positive affective state resulting from complex evaluation of the structures, processes, and outcomes associated with athletic experience (Chelladurai and Riemer, 1997).

Spectator: is a person who is watching an event; to have fun, enjoy the game and to see players exhibit their talents and skills (Alabarces, 2002)

1.9. Organization of the Study

This paper was organized into five chapters. The first part is chapter one which is an introductory part of the paper. The second chapter dealt with a review of related literature obtained from various published and unpublished reference materials. The third chapter described the methodology of the research. The fourth chapter is the result and discussion which presents an analysis and interpretation of data about the satisfaction of football spectators in male football clubs of Sidama Region in Ethiopia premier league. The last part of this study was chapter five which will contain a conclusion and recommendation. Bibliographies and appendices are also attached at the end of the paper.

CHAPTER TWO

2. LITERATURE REVIEW

2.1. Football in the World

The historical background of football goes back to the time of ancient Chinese, Japanese, Italian Greek, Persian, and Viking. The Chinese were playing "football" games 3000 years ago. The Ancient Greeks and the Roman used football games to sharpen warriors for battle. In south and Central America a game called "Tlatchi" once flourished. But it was in England that football really begun to take shape. It all started in 1863 in England, when two football associations (association football and rugby football) split off on their different course. Therefore, the first Football Association was founded in England. In October 1863, eleven London Clubs and schools sent their representatives to the Freemason's Tavern. These representatives were intent on clarifying the muddle by establishing a set of fundamental rules, acceptable to all parties, to govern the matches played amongst them. This meeting marked the birth of The Football Association. The eternal dispute concerning shin-kicking, tripping, and carrying the ball was discussed thoroughly at this and consecutive meeting until eventually on 8 December the die-hard exponents of the Rugby style took their final leave. They were in the minority anyway. They wanted no part in a game that forbade tripping, shin-kicking and carrying the ball.

A stage had been reached where ideals were no longer compatible. On 8 December 1863, football and rugby finally split. Their separation became totally irreconcilable six years hence when a provision was included in the football rules forbidding any handling of the ball (not only carrying it). Only eight years after its foundation, The Football Association already had 50 member Clubs. The first football competition in the world started in the same year - the FA Cup, which preceded the League Championship by 17 years. International matches were being staged in Great Britain before football had hardly been heard of in Europe. The first was played in 1872 and was contested by England and Scotland. This sudden boom of organized football accompanied by staggering crowds of spectators brought with it certain problems with which other countries were not confronted until much later. Professionalism was one of them. The first moves in this direction came in 1879, when Darwin, a small Lancashire Club, twice managed to draw against the supposedly invincible Old Estonians in the FA Cup, before the famous team of London amateurs finally scraped through to win at the third attempt. Two Darwin players, the

Scots John Love and Fergus Suter, are reported as being the first players ever to receive remuneration for their football talent. This practice grew rapidly, and the Football Association found itself obliged to legalize professionalism as early as 1885. This development predated the formation of any national association outside of Great Britain (namely, in the Netherlands and Denmark) by exactly four years. After the English Football Association, the next oldest are the Scottish FA (1873), the FA of Wales (1875) and the Irish FA (1880). Strictly speaking, at the time of the first international match, England had no other partner association against which to play. When Scotland played England in Glasgow on 30 November 1872, the Scottish FA did not even exist - it was not founded for another three months.

The team England played that day was the oldest Scottish Club team, Queen's Park. The spread of football outside of England, mainly due to the British influence abroad, started slow, but it soon gathered momentum and spread rapidly to all parts of the world. The next countries to form football associations after the Netherlands and Denmark in 1889 were New Zealand (1891), Argentina (1893), Chile (1895), Switzerland, Belgium (1895), Italy (1898), Germany, Uruguay (both in 1900), Hungary (1901) and Finland (1907). When FIFA was founded in Paris in May 1904 it had seven founder members: France, Belgium, Denmark, the Netherlands, Spain (represented by the Madrid FC), Sweden and Switzerland (Asmera Gizaw, 2014).

2.2. Football in Africa

Football is a sport with a relatively long history in Africa. In the field of soccer, the major focus has been on the period when the African states achieved independence and took charge of the management of their affairs. Since the 1950s, the continent has made significant progress in the development of soccer, achieving remarkable results. Soccer was invented in Europe, and missionaries used it to promote cooperation and instill respect in Africa in the early twentieth century. The natives were drawn to the game and turned to organizing their own soccer clubs. The teams were later renamed local soccer associations. The game was quickly commercialized, with players looking for ways to supplement their income. Soccer in Africa has undergone a massive shift. It was first employed as a technique to promote collaboration. Second, it has been turned into a soccer club. Finally, as we can see today, they were changed into local soccer associations, and subsequently into world-level football associations. African nations have continued to support new soccer trends and strategies such as the British style, man-marking, and

other techniques. The Europeans, on the other hand, began to restrict the activities of independent teams because they were suspicious of them, because the clubs were not under their control. For instance, the natives would be required to play barefoot, which is distinct from the norm in other regions. The unease in the foreign camps was justified in part because gatherings intended to discuss or address soccer issues were occasionally used as platforms to preach against colonialism. During these struggles, Africans were frequently subjected to various types of restrictions due to their weaker political and economic positions. From a broader standpoint, the history of soccer in Africa is more of a fascinating growth that came from poor origins. It cannot be said that fairness among the states on the pitch was easily granted to each association. The key breakthrough in the development of soccer in Africa was at the time when Egypt, Ethiopia, South Africa and Sudan met in 1956 to establish the Confederation of African Football.

Prior to the formation of CAF, the four countries had participated in international soccer matches. However, the following year, the African Cup of Nations was held for the first time. Other nations eventually followed suit, giving CAF better membership to campaign for their needs. Between 1957 and 1974, the CAF advocated for African interests, including the inclusion of more African countries in the FIFA World Cup. Their attempts were repeatedly rebuffed, with the major allegation being the low caliber of African soccer. When Brazil's Joao Havelange was elected FIFA president, their efforts began to bear fruit. In the 1974 election, Havelange courted African votes by promising to expel apartheid South Africa from FIFA, which was a major concern for CAF at the time because they were anti-apartheid. During his tenure, he managed to meet the promise and then increased the number of places for African sides in the World Cup as well as support for the development of soccer. With the 2010 World Cup being held in Africa, Africa's relationship with FIFA will come to an end. The involvement of African countries in soccer has been huge and is basically improving by the day. At the highest level of soccer competition, the FIFA World Cup, African national teams have made it known to the world that they take the sport seriously. They have shown their might by outweighing other nations, managing to display stellar performances, and even reaching the quarters on three occasions. The countries have won Olympic gold medals and FIFA Junior World Cups. To date, various national associations have been involved in leading competitions in the region. Nigeria, Ghana, Cote D'Ivoire, Algeria, Senegal, Egypt and Cameroon have made major accomplishments on the international stage. Many nations in Africa boast of having their best players playing for premier

clubs, with some contending for the top individual awards. Africa has shown signs that, despite the lag in soccer growth, it intends to put in place better conditions for the sport to develop in the future. Recent developments have even seen a shift from what a male sport was primarily to one that heavily involves females. When it comes to supporting national teams during major competitions, sport has proven to be a major anchor for national and even continental pride for Africans. It has been a major channel for the countries in the region to integrate into the global community. Soccer has been a tool for development in the region. The influence trickles down from soccer's supreme governing body, FIFA, which oversees CAF, one of the six continental soccer confederations (Football Knowledge, June 9, 2015).

2.3. Football in Ethiopia

The Journal of Ethio-Football (1999) cited in Wondimu and Damen (2004), states that, there are no proper documents that trace back the beginning of football in Ethiopia. On the other hand, the journal indicates that some foreigners were playing the game as early as 1980. According to this journal, the first football team in Ethiopia to have been documented is the Addis Ababa selected team which was established in 1935, by a group of Ethiopians and Armenians. The team played with the French sailors club during its first year of formation. The first football club in Ethiopia, the St. George football club was formed in 1936 by some youth living in an area known as Arada in the capital city of the country. According to some witness from the time, this team used to play with several others school teams, which were active until the Italian invaded Ethiopia. According to the information obtained from Journal of Ethio-Football (1999), the Italians launched the first tournament of football in 1938, with complete rules and regulations that were then in effect. According to this Journal (1999:9), the Italians encouraged the establishment of youth clubs. Some of the names of the clubs then were, Mefekere, Tehetena. Digest and Eminent. According to the Ethio-Football journal (1999:9) issue Yekesar Mangiest Meliketgna these teams were encouraged for the benefit of physical fitness and discipline of the youth. The Italian sport office encouraged and supported the establishment of such clubs in the country.

2.4. Ethiopian Premier League Football Clubs

Ethiopian premier league is one of the championships of elite football clubs in Ethiopia. It is established in 1996/97 and includes 14 best football clubs in Ethiopia, making up a competitive 35 system of 26 games per club played over single season in months and 182 matches in total. At the end of the season the clubs are ranked according to points obtained (considering victories, defeats, and draws), and the 2 clubs with the lowest score are relegated to the second division (National league). The fourteen elite football clubs participating in 2013/14 Ethiopian premier league championship are from different regions of Ethiopia (Table No.1). Six football clubs are from Addis Ababa, five clubs represent SNNP, one club from each region of Amhara, Oromia and Harar province, respectively. Ten of the fourteen clubs are owned by company/institutions; three of the fourteen clubs are administered by city authority or municipalities and one club is owned by social/community.

Table No. 1: Football clubs participating in 2013/14 Ethiopian premier league championship.

N o	Name of football clubs	Location of Club
1	Saint George	Addis Ababa
2	Ethiopia Insurance	Addis Ababa
3	Bahir Dar City	Bahir Dar
4	HadiyaHossana	Hosaina
5	WelaytaDicha	Sodo
6	Hawassa City	Hawassa
7	Ethiopian Coffee	Addis Ababa
8	Dire Dawa City	Dire Dawa
9	Wolkite City	Wolkite
10	Fasil City	Gonder
11	Defence	Addis Ababa
12	Adama City	Adama
13	Arba Minch City	Arbaminch
14	Sidama Coffee	Hawassa
15	EEPCO	Addis Ababa
16	LegetafoLegedadi	Addis Ababa

2.5.Club Administration

2.5.1. Facility

This department's goal is to keep track of all club administrative activities. The six organizational structures; club's office administration, planning, logistics, scheduling, equipment, and liaison with the league and association are the key responsibilities. A minimum of 10 years of work experience is required for the Head of the Administration Department, with a minimum of 5 years in the administration area of the football business preferred. The head of the administration department must be a full-time employee with an appropriate understanding of the football club's administrative operations, a strong command of English, and computer and information technology literacy.

2.5.2. Treasurer

The objective of this sub-department is to keep track of the club's financial operations such as Budgeting, financial planning, internal controls & processes, financial management, financial reports to the Board, ticketing control, and reconciliation which are among its tasks and duties. The head of the financial department must be a trained accountant or hold a CPA diploma and has at least 10 years of experience, with at least 5 years in the financial industry. The head of the finance department must be available at the football club for a suitable amount of time to complete the job. If someone is a part-time employee, the club will want a skilled and experienced assistant.

2.5.3. Marketing

The purposes of this sub-department are to promote the club's image and provide financial resources for the club. Sponsorship (finding sponsors, maintaining relationships with sponsors), Ticketing (developing ticket packages, selling, and distributing tickets), Merchandising (product development, supply chain management, managing licensee), Media rights such as TV, radio, and Internet rights, and Promotion (advertising, match promotion, and merchandising promotion) are among its roles and responsibilities (Fan club, Fan event, Relationship with community). A minimum of 10 years of work experience is necessary for the position of head of marketing, with at least 5 years in the marketing area. The Head of the Marketing Department should have a degree in marketing (a post-graduate degree is preferred) and a thorough understanding of

marketing in the football business, as well as great communication skills and a solid command of English. The head of marketing should be a full-time employee with the capacity to build a large network of potential sponsors.

2.5.4. Communication

The main objective of this division is to build and maintain a positive club image through the media. Its functions and responsibilities include cultivating relationships with the media regarding to club news, matches (Accreditation, Mixed Zone, Press Conference), Club Publications, Club Web-site development, Internal information exchange, and Crisis management. A minimum of 10 years of work experience is necessary for the head of the communication department, with at least 5 years in the media industry. A degree in journalism or public relations is required for the head of the communication department. The Head of Communication Department is expected to have a broad understanding of the communication sector, a solid command of English, and outstanding communication skills. The head of the communication department should work full-time and be able to maintain a large network of football media contacts.

2.6. Spectators

According to Cameron (2002), Spectator violence in stadiums has been a longstanding tradition. Documentation of such events is found in texts from ancient Greece and the Roman Empire. These incidents can occur wherever fans gather, including sports competitions (e.g., baseball, basketball, boxing, football, hockey, soccer) and entertainment events (e.g., music concerts, dog shows, theatrical productions). According to Dublin (2002) the six most common forms of spectator aggression are as follows:

- 1) Verbal: singing, chanting, and yelling taunts or obscenities
- 2) Gesturing: signaling to others with threatening or obscene motions
- 3) Missile throwing: throwing items such as food, drinks, bricks, bottles, broken seats, and cell phones at particular or random targets

- 4) Warming:- rushing the field or stage and trying to crash the gates to gain entry, or rushing the exit, both of which may result in injury or death from trampling
- 5) Property destruction:- knocking down sound systems, tearing up the playing field, and burning/damaging the venue or others' property
- 6) Physical:- spitting, kicking, shoving, fistfights, stabbings, and shootings.

2.6.1. Traditional/Hot Spectators

The traditional/hot spectator is defined here as a supporter of the football club. The classic supporter has a long-term personal and emotional investment in the club. This may be supplemented (but never supplanted) by a market-centered investment, such as buying shares in the club or expensive club merchandise, but the rationale for that outlay is still underpinned by a conscious commitment to show thick personal solidarity and offer monetary support toward the club. Showing support for the club in its multifarious forms (including market ones) is considered to be obligatory, because the individual has a relationship with the club that resembles those with close family and friends. In South America, supporters talk of their respective clubs as “mothers,” whereas they are its “sons” or “children.” More routinely, whereas the players at the club may change, the ground is always “home.” Renouncing support or switching allegiances to a rival club is impossible; traditional supporters are culturally contracted to their clubs. Traditionally, the club is an emblem of its surrounding community, from whence it draws its core supporters. To establish themselves, clubs may have “raised the banner of town chauvinism, and prospered under it” (Hopcraft, 1968), but the social and cultural impact of a club is always more relevant to local supporters than its unstable economic impact. Localist solidarity is strong, although some clubs with ethnic traditions might retain the deep affections of diasporic supporters.

To continue the Durkheimian metaphor, the club might be seen as a totemic representation of the surrounding community. Thus, the various supporter rituals surrounding match day (not least the chanting of the club's name and the oldest supporter songs) coalesce to become a ceremony, through which the supporters worship themselves. The body becomes a key vehicle for communicating these hot and permanent forms of solidarity with club/community: Club crests are tattooed onto arms and torsos; club colors are worn perennially; during matches, the

supporter corpus comprises hands, arms, and bodies that move in unison as part of the various supporter chants. Supporters habitually have a “topophilic”⁷ relationship toward the club’s core spaces, primarily the home ground (Bale, 1994). Supporters attend regularly, coming to know the ground’s nooks and crannies in a very familiar, personal manner. The ground enhances their thick solidarity with fellow supporters, crowds of whom generate an atmosphere on match days that is considered to be special or unique. Supporting the club is a key preoccupation of the individual’s self, so that attending home fixtures is a routine that otherwise structures the supporter’s free time. ⁸ Supporting the club is a lived experience, rooted in a grounded identity that is reflected in an affectionate relationship to the ground that is regularly revisited.

Moreover, the supporter’s emotional investment in the club is reciprocated in several ways. The club might be seen to repay that faith by winning some matches or even some trophies, but less instrumental elements of reciprocated affection are at least as crucial. The club’s players might play in a style that is favored by the supporters and the club’s traditions (whether this is flamboyant, fluent, tough, or efficient), perhaps even reflecting some distinctive local values. Outwith match day, supporters may enjoy some community benefits through use of club facilities or social engagements with officials and players.⁹ Supporters themselves husband these strong senses of hot, traditional identification in a subcultural manner. Following Taylor, we may state that the cultural history and identity surrounding the club, its community, and its supporters might be considered sufficiently specious for these to be considered as subcultural in the sociological sense, at least when contrasted with those traditions and identities holding sway in other football clubs and nations.

New generations of supporters are socialized into the core subcultural values by their parent groups or by older peers. Key forums for the debating of local club questions and the reproduction of subcultural values emerged through the creation of specific supporter associations, or latterly through the production of “fanzines” that are sold on the streets outside the ground. Yet within the support, there are inevitably various status gradations. To borrow from Thornton’s (1995) development of Bourdieu (1984), some supporters seek to display greater volumes of “subcultural capital” to authenticate their support to the extent of claiming greater status over their fellow supporters. In the United Kingdom, subcultural capital is really reserved for those supporters who continued to attend and to live through those periods when

their clubs were unsuccessful rather than become part-time supporters; distinction is also acquired by those football spectators who did not emerge during the post-1990 boom in the sport's fashion ability.

The embodiment of key values is also accorded status, such as dedication to the club or vocal appreciation of the aesthetics behind the team's playing style. Moreover, the supporters' commitment to the team's cause does not preclude a deep interest and understanding of the various qualities and subcultural values of other clubs and their players. Supporters are both custodians of football qua game and hot participants in active rivalries with other clubs, notably those from neighboring communities (Armstrong and Giulianotti, 2001). For traditional/hot supporters, one cannot acquire subcultural capital in a purely market manner simply by purchasing the latest club commodities.

2.6.2. Traditional/Cool Spectators

The traditional/cool spectators are followers of clubs, but they are also followers of players, managers, and other football people. The follower is so defined not by an itinerant journey alongside the club but, instead, by keeping abreast of developments among clubs and football people in which he or she has a favorable interest. The follower has implicit awareness of, or an explicit pre-concern with, the senses of identity and community that relate to specific clubs, to specific nations, and to their associated supporter groups. But the follower arrives at such identification through a vicarious form of communion, most obviously via the cool medium of the electronic media.

Traditional/cool followers may evince either thin or thick forms of solidarity toward their favored football institutions. In its thin solidarity form, the follower might be drawn to a particular club because of its historical links to his or her favored club, such as in one club hiring the other's players or manager. The distant club might have ideological attractions for specific individual followers, such as the anarcho-leftist St. Pauli club in Hamburg, the ethno-national culture of Barcelona, or the fascistic subcultures at clubs such as Lazio, Verona, Real Madrid, or some clubs from the former East Germany. In its thick form of solidarity, groups of followers might establish friendship relationships with the traditional hot supporters at these clubs. In Italy, for example, there are complex, subcultural lineages of friendship and strong rivalry that exist

across club supporter groups, which might, for example, encourage Sampdoria supporters to be Parma followers.

In the United Kingdom, there are friendships that link club supporter groups through religious-ethnic sentiments. Among some hooligan groups, there are signs of informal transnational friendship networks, such as those between English firms and hooligans in the Benelux countries, or Scottish groups with ties to some English club hooligans and some ultras in southern Europe. (It is worth pointing out here that rarely, if ever, do these subcultural affinities between club supporters carry a commercial *raison d'être*. Italian ultras, for example, manufacture their own attire and, if surplus value comes to prevail in its exchange, the group's membership can be fatally undermined.) Informal communities are ritually cemented through the symbolic exchanges of football paraphernalia and the generous hosting of visiting friends. In its fullest sense, very thick senses of social solidarity might be reproduced through the club in a nationalist sense, enabling the "imagined community" to be socially realized such as when Turkish clubs visit Germany and find that the local "guest workers" are in massive attendance, magically recreating their national identity whereas their actual identification with the specific club is typically a cool, instrumental one.

In both thick and thin versions of solidarity, we have a set of noneconomic, symbolic exchange relationships involving the follower and the favored club. The latter is accorded the interest or backing of the follower, but the favored club does offer something in return that accords with the follower's habitus or established football interests, such as in terms of employing a favored player or in the club's cultural politics. The follower may seek to authenticate in normative terms this association with the club by appealing beyond principles of mere football success to more abstract social and cultural values. Typically, these values harmonize with those associated with the follower's other, more established focus for support. Followers may define themselves against consumer values to authenticate their traditionalist motives, such as through a stylized denial of the role of team success or "fashionability" in inspiring their club allegiance (as one finds among Scandinavian followers of such unlikely football teams as Cowdenbeath or Stenhousemuir in Scotland). To borrow from Cohen (1978), the notion of a set of "nested identities" might help to explain how the self seeks to integrate these different objects of allegiance. There may be no simply ranked pyramid set of affiliations that the follower has for

organizing his or her allegiances. Instead, these affiliations may be composed in a rather complex manner, with no obvious way of determining which identification is favored when different favoured entities rub up against one another (such as when a favored manager comes up against a favored team). Nested identities instead function to provide the follower with a range of favored clubs and football people in different circumstances, ensuring that the follower's football interest is sustained when his or her supported true team is no longer competing.

The proliferation of televised football now means that, to sustain the traditional spectating habit of favoring a particular team, the viewer must become a follower of some clubs. But, the follower is suitably inured with the cultural politics of football to know that certain elements cannot combine to construct a viable nest: Only flâneurs (see below), for example, would declare a penchant for both Liverpool and Manchester United, or Fiorentina and Juventus. Moreover, the follower lacks the spatial embedding of the supporter within the club and its surrounding communities. For followers, football places may be mere practical resources with few symbolic meanings: a stage upon which favored players and officials might pitch up to perform before moving on. In circumstances of thicker solidarity, the public geography surrounding the favored club may be respected by followers, but from a distance, typically with no deep personal knowledge or engagement within this particular lifeworld.

2.6.3. The Hot/Consumer Spectators: Fans

The hot/consumer spectator is a modern fan of a football club or its specific players, particularly its celebrities. The fan develops a form of intimacy or love for the club or its specific players, but this kind of relationship is inordinately unidirectional in its affections. The fan is hot in terms of identification; the sense of intimacy is strong and is a key element of the individual's self. But, it is a relationship that is rather more distant than that enjoyed by supporters. Football's modern move into the market and its more recent hyper commodification has served to dislocate players and club officials from supporters, particularly in the higher professional divisions. The individual fan experiences the club, its traditions, its star players, and fellow supporters through a market-centered set of relationships. The fans' strength of identification with the club and its players is thus authenticated most readily through the consumption of related products. Such consumption might take the direct form of purchasing merchandise, buying shares, or contributing to fundraising initiatives.

More significantly in future, more indirect forms of consumption come into play, particularly purchasing football magazines and pay-per-view or other subscription rights to the club's televised fixtures. The consumer relationship to the club is thus at its strongest among the wealthiest of football clubs. The hot/consumer spectator can incline toward relatively thicker or thinner versions of social solidarity. In its thicker manifestation, bordering on the supporter identity, the fans' consumption practices are orientated toward enhancing the collective consciousness, intensifying the rituals of support. If large groups of fans attend matches in club shirts or other trademarked colors, then this striking display of visual solidarity may energize the players during matches. Thinner forms of solidarity are evinced from a greater distance. In its more extreme manifestation, buying into club regalia or shares becomes one of the few means by which fans scattered across the world may continue to signify their deep allegiance to a local team.

The fan recognizes that in contemporary professional sport, the amoral free market dominates; consequently, the club's survival and successes are dependent upon greater financial contributions from all kinds of backers relative to the wealth of other clubs. Purchasing shares in clubs may be investments in football's boom time, but fans are reluctant to sell in the interests of personal profit. The brand loyalty and inelastic demand of fans for club shares and merchandise are consciously intended to provide the club with financial stability, typically to enable the purchase of better players (Conn, 1997). But in promoting the transformation of its spectators into rather consumer-centered fan identities, the club tends to generate a set of utilitarian conditions for its consumers to continue attending. If the club fails to deliver on its market promises (such as "brand improvement" of the team), then the fans may drift into other markets (other leisure activities, other football leagues, though probably not supporting rival teams) in the deculturized pursuit of "value for money." If solidarity is rather thicker, then fans may collectivize and agitate to unseat the incumbent controllers, such as by sacking the board or forming independent shareholder associations. Most typically, the club's fans are politically passive, strong in their affections for club and players, probably geographically removed from the club's home, and especially separated from the entertainment "star system" in which the players circulate. Consequently, football fans resemble the fans of leading musicians, actors, and media personalities, through their largely unidirectional relationship toward these household names. Thompson (1997) described this social framework in terms of "non-reciprocal relations

of intimacy with distant others” (pp. 220-222). Fans refer to stars by first name, discuss their private lives and traits, collect biographical snippets, surround the family home or workplace with their images, and perhaps even fantasize about a loving, sexual relationship with their objects of affection. Star footballers, like other celebrities, are rarely able to reciprocate. Football matches before live audiences only afford a temporary break in the distance between stars and fans, but in any case, the divisions are symbolically retained.

Football players at matches, or even when signing autographs or visiting sick children in hospital, continue to play the star role. Their “work with the public” is a form of emotional labor, necessitating a form of professional “deep acting,” which Hochschild (1983) has previously documented. Thompson viewed fan identity as a strategy of the self, a deliberate entry into a relationship that is fundamentally different from those founded on face-to-face interaction. Consequently, we may add that such a relationship is dependent on specific media that allow for a continuous and multifarious flow of star-related signs toward the fan. In the West particularly, this must mean capital-governed signifiers, through product endorsement, television interviews, and even forays into other realms of popular culture, such as pop music. Again, for such public relations, football players and club officials are trained to draw upon an ever-expanding reservoir of clichés and dead metaphors to confirm typified public constructions of their personality.

These more shallow, mediated forms of acting help to preserve the highly profitable, parallel football universe that has been constructed to supply the fan market. The commodity-centered mediation of football qua entertainment intensifies, so the fan identity comes under pressure to enter the realm of the flâneur, the unreconstructed cool consumer. This process is most apparent as market representations of football are increasingly telescoped onto playing stars and their celebrity lifestyles (rather than what they do on the field of play). The process first appeared in the United Kingdom with the public identity of George Best, but it has reached a new category of representation with Beckham, whereas in global terms, Ronaldo is the tragic exemplar. As commodity logic comes to prevail, we encounter a redoubled fetishizing of the star’s exchange value, beyond merely transfer worth and club wages, but into the highly unstable environment of general marketability, fashion, and exposure in popular media. Thus, football stars are quickly nudged out of the limelight by new performers and are liable to experience a decline in their “rating” among distant fans to a degree that far outstrips their continuing regard among

supporters or those within the game. The hot identification that fans once attached to stars embarks upon a categorical decline, as fans generally learn to cool their affections, in expectation that the next player qua commodity sign will arrive sooner than ever.

2.6.4. Parents as spectators

Parents could also be active spectators who watch their children compete and play. While parents provide emotional support and encouragement to their child by attending games and cheering them on (Clarke and Harwood, 2014), Palou and his colleagues (2020) argue that they could leave a negative mark through derogatory comments. The number of incidents involving parents being reported for violent conduct during competitive matches is increasing (Baldwin, 2013) due to the win at all costs mentality. This is an indication that some parents forget the perspective of seeing sports as a fun and healthy activity and start seeing their young athlete as an investment (Heinzmann, 2016). Though most youth enjoy having their parents as spectators, paradoxically, their presence seems to instil anxiety (Bois *et al.*, 2009). This might be an implication of parents who exhibit negative behaviours of aggression, most commonly; shouting, fanatical cheering, arguing, blaming, and disrupting (Omli and Wiese-Bjornstal, 2011; Dorsch *et al.*, 2015; Bean *et al.*, 2016). A good number of these behaviors are not encouraging for what children strive to achieve through sports involvement (Witt and Dangi, 2018), and prefer their parents to be supportive, rather than acting like mad fans (Tamminen *et al.*, 2017; Azimi and Tamminen, 2019). Interestingly, a study conducted in the Balearic Islands (Spain), which observed the behavior of parents during U-15 second division league matches, found that 57.9% were neutral comments, followed by positive (21.2%) and negative comments (20.8%) (Palou *et al.*, 2019).

2.7. Spectator influence on clubs

Various studies have shown that the impact of spectators on football is one of the most important factors (Dilger and Vischer, 2020). In their study, the teams on the field did not notice any pressure from the referees. The referees are the ones who make the decisions. However, teams that play off the field are more likely to be abused. They conclude that the reason for all this is the effect on the spectators' shouting. The findings suggest that in national team matches, spectators have a significant influence in influencing both home field advantage and referee prejudice (Sors *et al.*, 2022). Wunderlich *et al.* (2021) found in their study that the card-issuing

process discriminated against the teams playing the game and found that teams playing outside the box were less likely to win and more likely to be card-affected. Another related issue is that the referees' decision may be distorted as the volume of spectators' disruptions increases, as well as the number of cards and formal opportunities available, e.g., Penalties and free kicks could be misused by the fact that the fairness of the game could be compromised (Nevill *et al.*, 2002).

A study by Jiménez Sánchez & Lavín (2021) found that referees are more likely to want to lose to their respective teams. Give the extra time when the field team only needs one goal to win. If it is a home group, a little extra time is given, which can also affect the audience (Riedl *et al.*, 2015) confirmed this and decided on an additional 18 seconds. Probably a factor as to why they're doing so poorly. Despite the declining housing demand (Nevill *et al.*, 2013) in recent years, it remains to be seen whether his influence on judges will be affected. In various European countries' top professional football leagues, Home-Field advantage ratios were to be found, according to this study. Several studies have shown conclusively that home advantage rises with crowd size until the crowd reaches a specific size or consistency (a more equal split between home and away fans), at which point a peak in home advantage is shown (Sors *et al.*, 2021).

The benefits that teams get when they play in their stadium are varied. Among the benefits are significant cost reduction, spectator revenue, spectator influence, referee influence, score pressure, and related issues for the benefit of playing teams Swarts (2014). They put it in their studies. Balogh (2015) found some evidence that home use in English football may have an impact on the population and the referees, which was contradicted by a recent study by (Amanda, 2021) Previous research has looked into a variety of factors that contribute to this occurrence, from crowd pressure affecting referee decisions to the psychological advantages of playing on familiar grounds to exhaustion among the visiting players due to travel distance (Peeters and Ours, 2021). As it is obvious from these plots, nearly all teams are more forward at home than they are away, both when they attack and when they defend. Essential commentary on the various kinds of literature reviewed at Home Field Advantage has found that fans' increased support for social/home support groups (Pollard *et al.*, 2017).

According to Nevill *et al.* (2013) research essay, an analytical analysis, sports fans themselves often consider their support and influence to be paramount, not only to distract opponents but also to motivate them to win and influence officials. Other studies, such as those (Dohmen and

Sauermann, 2016) suggest that more people may make a significant contribution to Home Field Advantage. However (Correia-Oliveira & Andrade-Souza, 2021) the top divisions of the football leagues of England, Germany, Italy, Portugal, and Spain are included in the study. Due to constraints, 506 games across various leagues were played without spectators in 2019/ 20. We compared HA between the 2019/20 season and the 2018/19 season through interseason analysis (when crowds were present). Additionally, we performed a comparison of HA within the 2019/20 season across games played with and without spectators. Only the Italian Series A and the German Bundesliga showed any signs of a major decrease in either intra-season HA (between matches with and without crowds in 2019/20) or inter season HA (between 2018/19 and 2019/2020). Overall, there is insufficient data to draw broad conclusions on how HA in football is impacted by crowd size (Ramchandani and Millar, 2021).

One of the influences of the spectators is to discriminate in several ways: (1) bribing and intimidating (2), distorting decisions by shouting at other decisions, such as confusing goals, punctuation, and tampering with the card (yellow and red card) system. (Olaoshebikan, 2015) point out that in their study, it is especially common to confuse referees with shouting. As a result, the new Ethiopian Premier League is in the process of being spectator-free. One of the objectives of this study is to answer the question of whether this new league app race has created an opportunity for the judge to be free from the influence of the spectator.

2.8. Satisfaction

Cronin and Taylor (1992) refer to satisfaction as the consumer experience emerging as a reaction of the service encounters. In line with this view, consumer satisfaction has been described as a summary of cognitive and affective reactions regarding service encounters (Martin, 2008). The analysis of consumer satisfaction is paramount for sport clubs due to two important reasons. First, consumer satisfaction depends on consumer's subjective perceptions of service performance rather than the organization's standards of quality (Biscaia *et al.*, 2013), and second, it has been pointed out as an antecedent of behavioral intentions (Yoshida, 2010). As such, one can argue that satisfaction is simultaneously a criterion to evaluate the service provided by an organization and a measure to understand consumers' behavioral intentions. Conceptually, consumer satisfaction can be measured either as transaction-specific or at an overall level. Transaction specific satisfaction refers to the evaluation of a specific service encounter and is

deemed appropriate when the idea is to understand variability associated with service delivery over a period (Bodet, 2011). In turn, overall satisfaction represents the cumulative evaluation of all service encounters over the time and has been identified as a more relevant measure for understanding consumer future responses (Jones, 2008).

2.9. Overall Spectator Satisfaction

Oliver (1997) defines customer satisfaction as a product or service feature or the product or service itself, providing a pleasurable level of consumption-related fulfillment. No longer can organizations afford to take their customers for granted as they can simply take their business elsewhere. Sports organizations are not an exception. Cronin and Taylor (1992) views customer satisfaction as the overall feeling customers have toward an organization. This overall feeling can be incredibly beneficial to firms as it leads to positive word-of-mouth, customer loyalty, and cross-buying. However, for sports spectators, customer satisfaction has been viewed as a significant predictor of intentions to attend future sporting events (Yoshida and James, 2010). Spectators may be satisfied only when they truly believe that they have received value for their time and money. The core sport product (competition) may create such value. The excitement, crowds cheering, and social interaction from the stadium could also create the sense of value that spectators crave.

2.10. Factors affecting the spectator satisfaction level

2.10.1. Service Quality

In recent years, service quality has become one of the great differentiators for companies' dealings with customers and spectators. Potluri and Zeleke (2009) explain that with the economic hardships and realities since 2008, companies have been forced to become more focused on the needs of the customers and meeting their expectations, and it has turned out to be very crucial, especially in those organizations in order to retain them. Service quality is influenced by expectation, process quality, and output quality. In other words, the standard of service is defined by customers who have experienced that service and used their experiences and feelings to form a judgment (Abdullah and Rozario, 2009). Literature offers several service quality models, but one that is widely accepted and used is the SERVQUAL model developed by Parasuraman, Zeithaml and Berry (1988). This model highlights five service quality dimensions; namely,

reliability, assurance, tangibles, empathy, and responsiveness. Reliability, as Kouthouris and Alexandris (2005) observe, refers to the ability to perform the promised service dependably and accurately. Assurance refers to employees' knowledge and their ability to convey trust and confidence. Tangibles refer to the physical environment. Empathy refers to employees' willingness to provide individualized attention to customers, and responsiveness refers to employees' willingness to help customers and to provide prompt services. Jae Ko and Pastore (2007) stress that to be competitive in the very competitive sporting event's market environment, sports organizations need to increase customer satisfaction by providing consistently high-quality services. Zeithaml and Bitner defined perceived service quality as a global judgment or attitude relating to the superiority of a service. Since the perception of the quality of the service received will differ from one spectator to another, these perceptions could occur at multiple levels in an organization (Sureshchandar, Rajendran and Anantharaman, 2002).

2.10.2. The Core Sport Product

The term 'core sport product' refers to those elements of the spectator sport service experience that directly involve the sporting contest (Mullin, Hardy and Sutton, 1993). The core sport product is what makes people come to the stadium and it involves the activities that produce the entertainment for which they are willing to pay (Westerbeek and Shilbury, 2003). Morgan and Summers (2005), however, refer to the core sport product as the competition itself, as this is the main reason people spend money to attend sporting events. Like any product, the sport product is seen as also consisting of three product levels which together all enhance the total product experience. Spectators can be satisfied with their experience, even if their team does not win, as long as the quality and intensity of competition is of a high standard (Morgan and Summer, 2005). The actual products and the augmented products simply enhance the entire experience, which then affects and impacts spectator satisfaction. Sports marketers can thus use past performances of the team in any marketing communication initiatives to intensify the expectation that fans have of the core product.

2.10.3. Service Co-production

Sportsmen do not bear the sole responsibility in producing a satisfactory atmosphere for a sporting event. The employees and sports spectators each bear significant responsibility in the total satisfaction of the sporting event. The employees have the duty to produce friendly service to spectators and treat them as individual customers with unique individual needs. Sports spectators also play a role in ensuring complete satisfaction for other spectators. This may be achieved by them choosing to engage in conversation and give their personal opinions on the sporting event. In addition, cheering, clapping of hands, and singing can also contribute to uplifting the social environment.

2.10.4. Sports cape Features

Safe Atmosphere Ensuring Satisfaction Westerbeek & Shilbury (2003) observe that the safe atmosphere dimension relates to safety issues in and around the stadium. As mentioned previously, there are different types of fans present at the stadium. Dysfunctional fans are those for whom the sports object are a primary method of self-identification. This attachment may lead to irregular behavior such as violence. This implies that organizers must ensure that there is ample security within the facilities to ensure the safety of all spectators. The Australian Institute of Criminology (2010) has reported that spectator violence in stadiums is an increasing concern. Spectators need to feel safe in the sporting environment for them to fully enjoy the event. Security personnel should be made available to ensure that spectators are safe should anything happen and that their cars are well looked after.

2.10.5. Spectator Racism

Racist behavior normally consists of hurling insults and racist chanting, usually towards a coloured player. It could be perceived as a problem with incidents mostly happening in men's sports and to a lower occurrence, in youth football (Peucker, 2009). Nevertheless, on September 30th, 2021, coloured player Glen Kamara who plays for Scottish club Rangers was booed by schoolchildren accompanied by a few adults on the stands, while he played against Sparta Prague of the Czech Republic (Lane, 2021). The match was initially set to be played behind closed doors after Sparta Prague was handed a crowd attendance ban following racist abuse in a similar

incident against another player in August. However, the youths who replaced them started booing Kamara whenever he touched the ball (Lane, 2021).

According to an article published in by the Press Association (Guardian, 2014), 57% of players have witnessed racism and a further 24% have been subjected to racist abuse towards black and ethnic minority players.

2.10.6. Fan Identification and Social Identity

According to Grencer (2011), the emotions and feelings of spectators form a significant part of the sports product. Customers typically make emotional investments in organizations that, for example, support sports teams and become members. Westerbeek and Shilbury (2003) mention that identification of fans varies from religious follower to hedonistic fan. The religious follower views the core product (competition) as a religious ceremony, whereas the hedonist's view of a sporting event is that fans should simply have a good time. This viewpoint indicates that each team has an equal opportunity of winning and therefore is not necessary to fuss over one team. Fan identification is defined as the personal commitment and emotional involvement customers have with a sport organization. Individuals with a strong degree of identification to their team consider the success or failure of their team as their own. Such individuals bear their teams unceasingly. Gencer (2010) is of the opinion that when managed effectively, this condition presents professional sports teams the prospect to acquire enviable advantages. Studies in the identification literature are grounded in social identity theory. Social identity theory states that people tend to classify themselves and others in various social categories. These categories allow people to segment and order their social environment and they provide a means of classifying themselves and others in it (Greer and Tomas, 2009). Social identification itself, as Ashforth and Mael (1989) explain, is the perception of belonging to some human aggregate. It is therefore interesting to investigate whether fan identification with a particular sport or sports team can influence the level of satisfaction that fans may experience with regard to that particular sport or sports team.

Meenaghan (2001) suggests that because fan involvement forms part of the social identity theory, it has been recognized as the extent to which consumers identify with and are motivated by their engagement and affiliation with particular leisure activities.” The Hunt *et al.* (1999)

typology is based on the source of motivation and on behavior exhibited by the different types of fans. The fans were distinguished based on the types of motivation; namely, situational motivation and enduring motivation. Situational motivation is bound by time and space and is therefore more temporary in nature, while enduring motivation is a result of the fan perceiving the sports object as important to his or her self-concept (Westerbeek and Shilbury, 2003). These fans are ranked as temporary, local, devoted, fanatical, and dysfunctional. Temporary fans will be less involved in the game and will support the sport only based on a temporary phenomenon. On the other hand, fanatical fans take their support onto another level. They are more than loyal and feel the sport object to be as important as a means of self-identification which they demonstrate in different forms of supportive conduct (Westerbeek and Shilbury, 2003).

2.10.7. Hospitality Dimension Ensuring Satisfaction

Service quality and customer satisfaction is vastly investigated. Theodorakis *et al.* (2001) investigate the effects of spectators' perceptions of service quality on their satisfaction in a professional spectator sport. Employees at the stadium also play a vital role in ensuring that all activities run smoothly; therefore, it is imperative that they are well trained. Frontline employees are the ones who interact with the spectators and should therefore do all they can to enhance their total experience.

2.10.8. The Stadium Arena Facilitation

Correia and Exteves (2007) stated that spectators would be satisfied and happy when there are stadium facilities, car parks, safety, and ticket counter space. Thus, there are various factors that can influence spectators' satisfaction and encourage them to come back to the stadium again for future games (Pilus *et al.*, 2010). For those spectators who share a high degree of self-identification with the team, they may consider the stadium 'Home'. Westerbeek (2001) states that home goes beyond the physical boundaries and features of the sportscape - that it involves emotional attachment to the place where history has been created and memories are stored. It is with these memories that spectators build their confidence in their teams' ability to perform well. Thus, some spectators may prefer their team to play at their 'Home' arena.

2.10.9. Violence in football field

If spectators perceive players' actions on the field as violent, they are more likely to engage in violent acts during and after games. This point is important because spectators' perceptions often are influenced by the way in which events are promoted. If an event is hyped in terms of violent images, spectators are more likely to perceive violence during the event itself and then to be violent themselves. This leads some people to argue that promoters and the media have a responsibility to advertise events in terms of the action and drama expected, not the prospect of blood and violence. (Smith, 1983) 44 Research by Daniel Wann and his colleagues (2004) has shown that the perceptions and actions of spectators depend on the extent to which they identify with teams and athletes. Highly identified fans are more likely than others to link their team's performance to their own emotions and identities. Although, by itself, this does not cause violence, it predisposes fans to act if and when they have opportunities to do something that they think might help their team. This is important because team personnel and venue management encourage fans to believe that they can motivate home team players and distract visiting team players. Although most fans restrict their participation to cheering, stomping, and waving objects, some systematically harass and taunt opposing players.

2.10.10. Ethics (unethical behavior) in Sport

Sport ethics is that branch of the philosophy of sport addressing the specific ethical questions that arise during and around sport competitions. With the affirmation of professional sports in the past century as well as the rise of a voluminous entertainment industry related to it, sport ethics has come to be not only a fertile terrain for testing and developing philosophical notions and theories, but also a foremost point of contact between philosophy, civil institutions, and the society at large (Andrea, 2014).

2.11. Supporter ownership and identity

Most professional football clubs are not owned by their supporters. They are for instance owned by private investors, industrial enterprises, wealthy industrialists, media companies and other groups of (business) people. Though, there is a significant minority of professional football clubs that are owned by their supporters, so-called membership clubs. The ownership in these clubs is spread out among many supporters, also known as members. The most important benefit from a

business structure, for instance a privately owned Company with shares structure, as opposed to a membership structure, is the ability to attract large private investments. Though, the supporter ownership approach has benefits as well. Next, the advantages of this approach are outlined in general business (Brown, 2009), where it is often referred to as mutual business or mutual ownership, and in the football industry.

Concerning the satisfaction of supporters, the identity of a football club is very important since supporters must be able to identify with their club. Football clubs must have a positive brand identity in order to create and maintain a strong relationship between the club and the supporters. For marketing actions to become relevant it is needed that a clear identity and strong positioning is present. Regarding whether or not clubs are successful relies upon how the club`s image is perceived by both domestic and foreign fans. According to Melin, (2006) the brands identity is what gives the brand meaning, what it stands for, and what makes it unique. The brand identity can be altered and repositioned during time, for instance if the identity is unclear. There has to be a strong relationship between the brand product and the customer, in order to create a strong identity for the brand.

CHAPTER THREE

3. MATERIALS AND METHODS

3.1. Description of Study area

Hawassa, the capital of the Sidama National Regional State (SNRS), is located in the Sidama Region on the shores of Lake Hawassa in the Great Rift Valley. It is situated along the international road that connects Addis Ababa with Nairobi at a distance of 275 kilometres south of Addis Ababa and 1125 km North of Nairobi. The city lies on the Trans-African highway Cairo-Cape Town, with a latitude and longitude of 7°3'N 38°28'E. It lies on a relatively flat plain in the rift valley topographic region having an average elevation of around 1,680 meters above sea level. Hawassa Town is bounded by Lake Hawassa in the west, Oromia Region in the north, Wendo genet and Malga Woredas in the east and Shebedino and Gorche woredas in the south. Hawassa has a total area of 157.2 sq.km divided into eight (8) sub cities divided into 32 kebeles. These Eight sub cities are Hayek Dare, Menehariya, Tabore, Misrak, Bahile Adarash, Addis Ketema, Hawela Tula and Mehal ketema sub city. Currently, the City is serving as the seat of Sidama Region & Hawassa City Administration (HCAFEDD, 2020). The city is home to Sidama Buna sport club and Hawassa city sport clubs in the Sidama regional state.

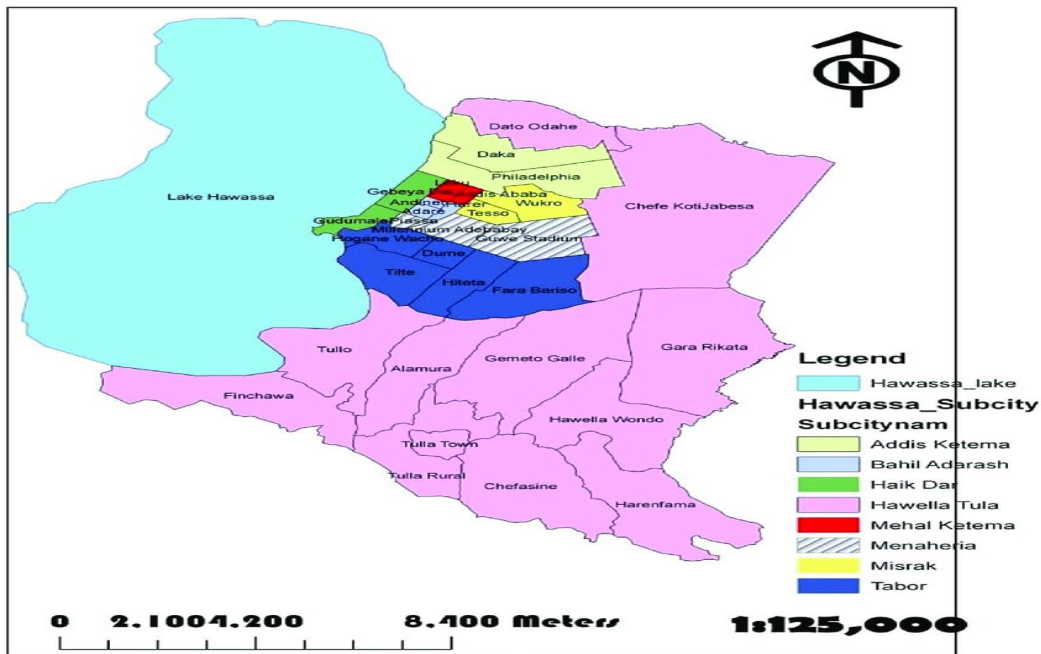


Figure 1: Map of the study area

(Source: Selamu Bulado, 2023)

3.2. Study Design

The main concern of this study was to investigate the satisfaction of football spectators in male football clubs of Sidama Region in Ethiopia premier league and to recommend the possible solution, and a good research design is the core for the final analysis of the research result. Hence, a descriptive survey (cross-sectional survey design) was conducted in the study and descriptive survey method was employed by using qualitative and quantitative methods of data collecting and describing. The variables' relationship was tested using the Chi-Square and logistic regression test at $p < 0.05$ level of association/agreement using SPSS 26. The target populations of the study were football clubs participating in 2014 E.C. tournament of the Ethiopian Premier League.

3.3. Population and Sampling Procedure

Among from the sixteen football clubs in Ethiopian football premier league, there are two male's Ethiopian football premier league member clubs in Sidama Region, the researcher was selected two male football premier league member clubs in Sidama Region purposively. Out of the target population, two male football clubs management staff members were included in this study based on purposive sampling technique.

3.4. Sampling Size and Sampling Techniques

The researcher was taking 382 respondents from the total registered (8,600) spectators or participants of the two selected male football clubs depending up on Taro Yamane's formula. The Taro Yamane formula was used by the researcher as follows.

$$n = \frac{N}{1+N(e)^2} \quad \text{Where} \quad n = \text{sample size}$$

$$N = \text{population under study.}$$

The standard normal deviation at the required confidence level (95% confidence level)

e = the margin error (0.05)

$$n = \frac{8,600}{1 + 8,600 (0.05)^2}$$

$$n = \frac{8,600}{1+21.5} = 382$$

$$n = 382$$

Accordingly, the study participant's description from each club is described in the following tables.

To maintain proportionality from both group $\frac{\text{sample size } (n)}{\text{total population size}} \times \text{stratum size}$

$$\text{SB FC} \quad \frac{382}{8600} \times 5400 = 240$$

$$\text{HKFC} \quad \frac{382}{8600} \times 3200 = 142$$

Those who have duration of stay in the active spectator for at least one year were included in the study.

Table 2: The Strata of spectators sample selected from two selected clubs

No	Football Club	Total No of Spectators	No of Sample Spectators	Percent (%)
1.	Sidama Buna club	5400	240	62.8
2.	Hawassa city club	3200	142	37.2
	Total	8600	382	100

3.5.Sources of Data

The data for this study was collected from two major sources; these were primary and secondary source.

3.5.1. Primary Sources of Data

Primary data was gathered from , a spectators, spectators' association of two selected clubs, players, coaching staff members, and focus group discussion participants using interviews and questionnaires.

3.5.2. *Secondary Sources of Data*

Secondary data were obtained from different sources including list of fans, spectators from office published and unpublished materials from football federation, spectators' association of clubs.

3.6. Instruments of Data Collection

In order to achieve the objectives of the study questionnaire and interview was employed.

3.6.1. *Questionnaires*

Questionnaires are taken as a preferable data-gathering tool for this research because of the fact that, the researcher is to collect information on facts and attitudes from a wide range of sources. For this study, Questionnaires were advantageous because they save time on the part of the researcher and heighten the independence and accuracy of responses from respondents (Jwan, 2010). The same questionnaires were distributed to sampled respondents. In order to get reliable and adequate information, the researcher was used a set of questionnaires containing mainly close- ended items some followed by open ended questions are used to collect data from respondents. Close ended question type was used because; they are suitable for large scale survey as they are quick for respondents to answer. The open-ended questionnaire was enabled the respondent further to give chance for some more relevant information that the researcher is not including in the questionnaires. The questionnaire was developed by the researcher based on review of the literatures.

The questionnaire was constructed in English and then translated to Amharic because the respondents not expected able to read and write in English language. Regarding, close ended questions; rating scale (five liker scales) was adapted.

3.6.2. *Interview*

The interview permits greater depth of response which is not possible through any other means. Thus, the purpose of the interview is to collect more supplementary opinion, so as to stabilize the questionnaire response. With this in mind, interview was conducted with 4 members of spectators' association of the selected clubs, 4 active spectators of both clubs, and 4 club fan coordinators focus group discussions. Semi structure items will be prepared for the above

respondents. The reason behind the semi-structured interview items was used, due to its advantages of flexibility in which new questions can be forward during the interview based on the responses of the interviewee.

3.7. Data Quality Assurance

To minimize the possibility of obtaining biased information and variables, the questionnaires was prepared in the English language, then translate into Amharign, (common language) and Sidamu Afoo (Native language), to make it easy to understand and administer for both interviewers and interviewees. The latter version was back translated to English language, to ensure its consistency. In order to make sure quality of data, structured and pre-tested questionnaire on about of the sample size by interviewers was used to collect information.

3.8. Methods of Data Analysis

The data analyzed using SPSS version 26. Both Chi-square and logistic regression were used to analyze the data. Descriptive statistics was interpreted by using frequency, percentage and mean in describing the existing satisfaction level of spectators in two selected male football clubs. Logistic regression analysis was used to examine the power of predictive factor on determining spectator satisfaction on the level of significant set at $< 0.05\%$.

3.9. Ethical Consideration

The researcher obtained ethical clearance from Hawassa University, School of Graduate Studies“ Ethical Review Committee. Permission was also obtained from head office of two selected clubs in order to take permission to conduct the study and informed oral consent was obtained from the study participants. It is very important to make sure that the subjects are well informed about the research objectives to emphasizing that the data was used only for the intended academic purpose, what it is about and that their participation is by free willingness. They are all volunteering to participate and they are informed on the research and its benefits. Respondents who participated in the study were voluntary and each respondent asked to give verbal consent to participate and each respondent was assured that the information provided will be kept confidential.

CHAPTER FOUR

4. DATA ANALYSIS AND INTERPRETATION

In this section the result was obtained from the questionnaire, interview and documents were analyzed. Frequency counts, percentage, chi-square and logistic regression were statistical methods employed to present and analyze the data.

To supplement and enrich the information that was drawn using a questionnaire, the data from closed questions, and interview check list were analyzed and described qualitatively.

4.1. The Demographic Characteristics of the Respondents.

Table 3: Demographic Characteristics of Respondents.

No	Demographic Profile		No	%	df	Chi-Square	
						Calc. Value	P-vale
1.	Gender	M	328	86	1	2.446	0.118
		F	54	14			
2.	Age	Mi,15 - Max,55 and 29 Mean	382	100	33	41.428	0.149
3.	Marital status	Single	240	63	2	12.548	0.034
		Married	138	36			
		Divorced	4	1			
4.	Educational background	Primary	118	5	2	5.685	0.224
		Secondary	157	41			
		College & university	107	28			
5.	If spectators	Sidama FC	240	63	1	1.739	0.002
		Hawassa FC	142	37			
6.	Level of satisfaction	Satisfied	84	74.7			
		Unsatisfied	298	25.3			

The demographic characteristics of the respondent responses were tested using frequency counts, percentage and chi-square to measure any significant association between each character on the spectator's satisfaction level.

The total sample of this study was 382, out of which, 328(86%) were male and 54(14 %) were female. This indicate that the majority of the spectators of football were male than female. The majority 240(63%) respondents were Single, 138(36%) were Married, and 4(1%) were divorced. This indicates that the single individual has more chance to participate football clubs play game in the play field. Most of the respondents in the sample had completed secondary school, 157(41%), 118(30.9%) of respondents were completed primary school and 107(28%) respondents were completed college and university level of education.

A total of 382, respondents in this study, with the majority number of respondents were from Sidama Buna Football club 240(63%), and the rest 142(37%) respondents were from Hawassa City Football club. Chi-square test returned $\chi^2= 2.446$, $p = 0.002$ and $df = 1$, indicating that there was association between club ownership of spectator and spectator's satisfaction level.



a. Hawassa city football club spectators

b. Sidama Bunna football club spectators

Figure 2: Spectators of Sidama Bunna and Hawassa city clubs

4.2. Team Performance

The first objective of the study was to assess the actual satisfaction level football spectators in Sidam Buna and Hawassa city football clubs by determining team performance, team management, and availability facilities.

4.2.1. Team Performance

To measure the actual satisfaction level football spectators, the respondents were required to indicate their opinion on the team performance of their club on their satisfaction level. Table 4 below shows that the responses of the participant on the actual satisfaction level of football spectators with team performance. Questionnaire items were administered to the respondents, with the options provided as “Agreed=1, Often=2, and Disagreed=3”

Table 4: Team performance

No	Team Performance	Agreed		Undetermined		Disagreed		Df	Chi-Square	
		N	%	N	%	N	%		Calc. Value	P-value
1.	Team formed by a collection of quality players	320	84	2	0	60	16	2	1.220	0.875
2.	Team shows consistent performance throughout season	312	82	1	.3	69	18	2	8.504	0.003
3.	Team executes attractive formation on field	300	78	70	18	12	3	2	1.920	0.750
4.	Team shows charismatic playing style	340	89	32	8	10	3	2	5.610	0.230
5.	Seasonal performance of team is satisfactory	114	82	91	24	177	46	2	3.358	0.500

To measure the satisfaction level football spectators, the respondents were required to indicate their opinions on extent of the items of team performance to spectator’s satisfaction level. The results in table 3, indicate that most of the respondents indicated that on Team shows consistent

performance throughout season on the spectator’s satisfaction level frequently agreed. And, Chi-square test returned $\chi^2= 8.504$, $p = 0.003$ and $df = 2$, indicating that there was a significant association between consistent team performance and spectator’s satisfaction level by the results of the chi-square test (Table 4.

With respect to qualitative finding from interview according to athlete spodeo named Yerda and Chaltu (2023) stated that;

“...the current team performance and its consistency determined the satisfaction level of the spectators. They recommend that it’s needed to improve team performance for the satisfaction of team fans and spectators.”



a. Players of Sidama Bunna Club



b. Players of Hawassa City Club

Figure 3: Players of Sidama Bunna and Hawassa city clubs

4.2.3. Desire to stay at the stadium

To measure the actual satisfaction level football spectators, the respondents were required to indicate their opinion on the desire to stay at the stadium on their satisfaction level.

Table 5 below shows the responses of the participant on the actual satisfaction level of football spectators with desire to stay at the stadium. Questionnaire items were administered to the respondents, with the options provided as “Agreed=1, Often=2, and Disagreed=3”.

Table 5: Desire to stay at the stadium

No	Desire to Stay at the Stadium	Agreed		Undetermined		Disagreed		D	Chi-Square	
		N	%	N	%	N	%		f	Value
1.	I enjoy spending time at this stadium	194	51	90	24	98	26	2	5.249	0.263
2.	I like to leave after the game is over	161	42	89	23	132	34	2	6.606	0.962
3.	I like to stay at the stadium as long as possible	190	50	45	12	147	38	2	15.10	0.310
4.	I don't like to stay here any longer than I have to	289	76	13	3	80	21	2	12.18	0.120
5.	I enjoy spending time at this stadium	201	53	89	23	92	24	2	12.01	0.067

To measure the satisfaction level football spectators, the respondents were required to indicate their opinions on extent of the items of desire to stay at the stadium to spectator's satisfaction level.

The results in table 5, indicate that the majority of the respondents indicated that on the extent of the items of desire to stay at the stadium to the spectator's satisfaction level frequently agreed. And, Chi-square test returned result, indicating that there was no significant association between desire to stay at the stadium and spectator's satisfaction level.

With respect to qualitative finding from interview according to athlete spodeo named Chombe (2023) stated that;

“...spectators may spending for a long period of time if there satisfaction level is high; however some spectators leave before the game over this shows the staying in the stadium are not indicate the re satisfaction level.”

With respect to qualitative finding from interview according to athlete spodeo named Talo (2023) stated that;

“...if an individual satisfied by a given service, they are willingly stayind for a long period of time on that service. He recommends that its need to excel event management activities to improve the satisfaction level of the spectators.”

4.2.4. Space allocation

To measure the actual satisfaction level football spectators, the respondents were required to indicate their opinion on the Space allocation in the stadium on their satisfaction level.

Table 6, below shows the responses of the participant on the actual satisfaction level of football spectators with Space allocation in the stadium. Questionnaire items were administered to the respondents, with the options provided as “Agreed=1, Often=2, and Disagreed=3” (Table 6).

Table 6: Space allocation

No	Space allocation	Agreed		Undete rmined		Disagree d		Chi-Square		
		N	%	N	%	N	%	D	Calc. f Value	P- vale
1.	The concession stands are big enough to handle the crowds	21	6	20	5	341	89	2	2.109	0.355
2.	The restrooms are large enough to handle the crowds	1	0	4	1	377	99	2	3.011	0.212
3.	The walkways are wide enough to handle the crowds.	96	25	84	22	202	53	2	8.055	0.004
4.	This stadium allows enough space to handle the crowds,	12	3	10	3	360	94	2	2.249	0.563

To measure the satisfaction level football spectators, the respondents were required to indicate their opinions on extent of the items of Space allocation in the stadium to spectators’ satisfaction level.

The results in table 6, indicate that a total of 382, respondents in this study, with the highest number of respondents disagreed 202 (53 %), 84 (22 %) undetermined, and 96 (25 %) agreed on the walkways are wide enough to handle the crowds. Chi-square test returned $\chi^2= 8.055$, $p = 0.004$ and $df = 2$, indicating that there is association between the sufficient walkways in the stadium and spectator's satisfaction level.

With respect to qualitative finding from interview according to spodeo named Chombe (2023) stated that;

“...the important of walkway and restroom in the stadium are crucial either for large crowd or small one it important to arrange sufficient restroom and walkways for the crowd. It also has an association of such facility with individual satisfaction.”

With respect to qualitative finding from interview according to spodeo named Yerga and Chaltu (2023) stated that;

“...the practice sufficient restroom and walkway preparation in the stadium it determine the spectators satisfaction level either satisfied or not for the given service. They recommend that its need to excel in such service to improve spectator satisfaction level.”

Do not finish the analysis with the participants words uninterpreted.

4.2.5. Facility parking

To measure the actual satisfaction level of football spectators, the respondents were required to indicate their opinion on the Facility parking on their satisfaction level.

Table 7, below shows the responses of the participant on the actual satisfaction level of football spectators with Facility parking. Questionnaire items were administered to the respondents, with the options provided as “Agreed=1, Often=2, and Disagreed=3”.

Table 7: Facility parking

No	Facility parking	Agreed		Undeter mined		Disagree d		D	Chi-Square	
		N	%	N	%	N	%		f	Calc. Value
1.	Local roads make it easy to get to stadium	234	61	34	9	114	30	2	2.109	0.011
2.	This stadium has ample parking	29	8	98	26	255	67	2	3.011	0.012
3.	Stadium parking is easy to get out of after the game	3	1	11	3	368	96	2	8.055	0.149
4.	Stadium parking is conveniently located.	1	0	4	1	377	99	2	2.249	0.163

To measure the satisfaction level football spectators, the respondents were required to indicate their opinions on extent of the items of *Facility parking* to spectators' satisfaction level.

The results in table 7, indicate that a highest number of the respondents indicated that on the extent of the items of *Facility parking* to the spectator's satisfaction level mostly disagreed. And, Chi-square test returned result, indicating that there was no significant association between *Facility parking* in the stadium and spectator's satisfaction level.

With respect to qualitative finding from interview according to athlete spodeo named Chombe (2023) stated that;

"...parking facility in the stadium may be required by those who have motors; however some spectators absent from attending the event even if they are club fans because of the absence of arking facilities."

4.2.6. Facility aesthetics

To measure the actual satisfaction level of football spectators, the respondents were required to indicate their opinion on the Facility aesthetics on their satisfaction level. Table 8, below shows the responses of the participant on the actual satisfaction level of football spectators with Facility

aesthetics. Questionnaire items were administered to the respondents, with the options provided as “Agreed=1, Often=2, and Disagreed=3”

Table 8: Facility aesthetics

No	Facility aesthetics	Agreed		Undetermined		Disagreed		Df	Chi-Square	
		N	%	N	%	N	%		Calc. Value	P-value
1.	This stadium is painted in attractive colors	20	5	41	11	321	84	2	3.121	0.614
2.	Stadium's architecture gives it an attractive character.	14	4	12	3	356	93	2	1.002	1.012
3.	The stadium is decorated in attractive fashion.	2	1	3	1	377	98	2	2.021	0.232
4.	This is an attractive stadium	1	0	1	0	380	99	2	1.221	1.264

To measure the satisfaction level football spectators, the respondents were required to indicate their opinions on extent of the items of Facility aesthetics to spectators’ satisfaction level.

The results in table 8, indicate that a highest number of the respondents indicated that on the extent of the items of Facility aesthetics to the spectator’s satisfaction level mostly disagreed. And, Chi-square test returned result, indicating that there was no significant association between Facility aesthetics in the stadium and spectator’s satisfaction level.

With respect to qualitative finding from interview according to spodeo named Yerda and Chaltu (2023) stated that;

“...the outlook of facility aesthetics practice in the stadium are not available this mean that may be theis no understanding about facility aesthetics. However, it is important to bee look god and also it associated with satisfaction of level of spectators.”

4.2.7. Seat comfort

To measure the actual satisfaction level of football spectators, the respondents were required to indicate their opinion on the seat comfort on their satisfaction level. Table 9, below shows the responses of the participant on the actual satisfaction level of football spectators with seat comfort. Questionnaire items were administered to the respondents, with the options provided as “Agreed=1, Often=2, and Disagreed=3”

Table 9: Seat comfort

No	Seat comfort	Agreed		Undetermined		Disagreed		Df	Chi-Square	
		N	%	N	%	N	%		Calc. Value	P-value
1.	There is plenty of knee room in the seats	3	1	55	14	324	85	2	1.021	0.241
2.	There is plenty of elbow room in the seats	4	1	33	9	345	90	2	1.112	1.661
3.	The seat arrangements provide plenty of space.	3	1	46	12	333	87	2	2.021	0.232
4.	This stadium provides comfortable seats	9	2	2	1	371	97	2	1.203	1.764

To measure the satisfaction level football spectators, the respondents were required to indicate their opinions on extent of the items of seat comfort to spectators’ satisfaction level.

The results in table 9, indicate that a highest number of the respondents indicated that on the extent of the items of seat comfort to the spectator’s satisfaction level mostly disagreed. And, Chi-square test returned result, indicating that there was no significant association between Facility aesthetics in the stadium and spectator’s satisfaction level.

With respect to qualitative finding from interview according to athlete spodeo named Yerda and Chaltu (2023) stated that;

“...in general the stadium seating arrangement and comfortability was very poor, not only that there is no concerning body to check over the sitting in the stadium. However the seating arrangement and the comfort of seating in the stadium highly associated with satisfaction level of spectator in the event. They

recommend that its need to deal such kinds activities by Applying strategies to fulfill the spectator satisfaction level.”

4.2.8. Layout accessibility

To measure the actual satisfaction level of football spectators, the respondents were required to indicate their opinion on the Layout accessibility on their satisfaction level.

Table 10, below shows the responses of the participant on the actual satisfaction level of football spectators with Layout accessibility. Questionnaire items were administered to the respondents, with the options provided as “Agreed=1, Often=2, and Disagreed=3”

Table 10: Layout accessibility

No	Layout accessibility	Agreed		Undetermined		Disagreed		Chi-Square		
		N	%	N	%	N	%	Df	Calc. Value	P-value
1.	The stadium layout makes it easy to get to the kind of concessions you want	14	4	45	12	323	84	2	3.021	2.001
2.	The stadium layout makes it easy to get to your seat.	4	1	11	3	367	96	2	1.112	1.101
3.	The stadium layout makes it easy to get to the restrooms.	10	3	54	14	318	83	2	2.871	1.712
4.	Overall, this stadium's layout makes it easy to get where you want to go.	7	2	9	2	366	96	2	1.582	1.304

To measure the satisfaction level football spectators, the respondents were required to indicate their opinions on extent of the items of Layout accessibility to spectators’ satisfaction level.

The results in table 10, indicate that a highest number of the respondents indicated that on the extent of the items of Layout accessibility to the spectator’s satisfaction level mostly disagreed. And, Chi-square test returned result, indicating that there was no significant association between Layout accessibility in the stadium and spectator’s satisfaction level.

With respect to qualitative finding from interview according to spodeo named Belay and Chukala (2023) stated that;

“...in the stadium there is no layout accessibility in any corner of the floor or the wall, this makes challenged the flow of the crowd in the football match. It advisable the management of the club or the stadim may fulfill such kinds of accessibility for the improvement of spectator satisfaction”

4.2.9. Team management

To measure the actual satisfaction level of football spectators, the respondents were required to indicate their opinion on the team management on their satisfaction level.

Table 11, below shows the responses of the participant on the actual satisfaction level of football spectators with team management. Questionnaire items were administered to the respondents, with the options provided as “Agreed=1, Often=2, and Disagreed=3”

Table 11: Team management

No	Team management	Agreed		Undetermined		Disagreed		Chi-Square		
		N	%	N	%	N	%	Df	Calc. Value	P-value
1.	Team had standardize club management structure	3	1	72	19	308	81	2	1.021	1.541
2.	Team management are transparent in financial flow	3	1	30	8	349	91	2	1.012	0.876
3.	Team management make follow up and support for spectators	6	2	42	11	334	87	2	2.021	2.032
4.	Management pay attention to the satisfaction of fans and spectators	4	1	8	2	371	97	2	1.102	0.342

To measure the satisfaction level football spectators, the respondents were required to indicate their opinions on extent of the items of team management to spectators’ satisfaction level.

The results in table 11, indicate that a highest number of the respondents indicated that on the extent of the items of team management to the spectator’s satisfaction level mostly disagreed. And, Chi-square test returned result, indicating that there was no significant association between team management in the stadium and spectator’s satisfaction level.

With respect to qualitative finding from interview according to athlete spodeo named Abebe (2023) stated that;

“...almost all clubs in our country have not standard structure in there organizational framework. for the development our sport and for the improvement of satisfaction level by increasing attendance of the spaectator in the football match its adviceble to working together to fulfile FIFA and CAF standard.”

4.3. Major Hindering Factors in coaching behavior

The second objective of the study was to find out the influencing factors that affects the satisfaction level of football spectators selected two football clubs by determine their agreement, the factors included the Questionnaire items were administered to the respondents, with the options provided as “Agree (A), Undetermined (Un), and Disagree (Di).

Table 12: Major Factors that Affect coaching behavior

No	Major hindering factors	Disagree		Undeter mined		Agree		Chi-Square		
		N	%	N	%	N	%	D	Calc. f Value	P- vale
1.	Lack of adequate facilities in stadium.	39	10	32	8	311	81	2	2.065	0.017
2.	Lack of advanced sales ticket	15	4	47	12	320	84	2	5.383	0.003
3.	Lack of contraband screening	1	0	45	12	336	88	2	4.446	0.349
4.	Lack of adequate staff personnel	22	6	61	16	299	78	2	4.830	0.305
5.	Lack of sitting arrangement	8	2	87	23	287	75	2	2.967	0.563
6.	Lack of regulation number of spectators	33	9	32	8	317	83	2	4.218	0.002
7.	Lack of strategically deployment of Security Personal	4	1	23	6	355	93	2	4.034	0.401
8.	Lack of removal disruptive fan	12	3	11	3	359	94	2	1.549	0.818
9.	Lack of comm. among staff member	17	4	22	6	343	90	2	5.390	0.003
10.	Lack of exits	204	53	38	10	140	37	2	8.837	0.065

To measure the influencing factors of spectator satisfaction level, the respondents were required to indicate their opinions on extent of the items of major factors that affect satisfaction level. The

study was to Questionnaire items were administered to the respondents, with the options provided as “Disagreed=1, Undetermined=2, and Agreed=3”.

The results in table 12, indicate that a higher number of the respondents indicated that on the major factors that affect satisfaction level was mostly disagreed. However, Chi-square test indicating that there was a significant association between three variables with satisfaction level as revealed by the results of the chi-square test.

Item 2, of table 12, Reveals that from the total number of participants 382, while 320 (84%) were of the opinion that the lack of advanced sales ticket was agreed, 47 (12%) of opinion was undetermined, and 15 (4%) of opinion was disagreed. The findings indicated that in the most opinions of respondent were agreed on the lack of advanced sales ticket in the stadium. And, Chi-square test returned $\chi^2= 5.383$, $p = 0.003$ and $df = 2$, indicating that there is an association between advanced sales ticket in the stadium with satisfaction level of spectators.

Item 6, of table 12, Reveals that from the total number of participants 382, while 317 (83%) were of the opinion that the lack of regulation number of spectators was agreed, 32 (8%) of opinion was undetermined, and 33 (9%) of opinion was disagreed. The findings indicated that in the most opinions of respondent were agreed on the lack of lack of regulation number of spectator in the improvement of spectator satisfaction level. And, Chi-square test returned $\chi^2= 4.218$, $p = 0.002$ and $df = 1$, indicating that there is an association between lack of regulation number of spectator with satisfaction level of spectators.

Item 9, of table 12, Reveals that from the total number of participants 382, while 343 (90%) were of the opinion that the lack of communication among staff members was agreed, 22 (6%) of opinion was undetermined, and 17 (4%) of opinion was disagreed. The findings indicated that in the most opinions of respondent were agreed on the lack of communication among staff members in the improvement of spectator satisfaction level. And, Chi-square test returned $\chi^2= 5.390$, $p = 0.003$ and $df = 2$, indicating that there is an association between communication among staff members with satisfaction level of spectators.

With respect to qualitative finding from interview according to athlete spodeo named Bilale and Chukala (2023) stated that;

“...the major factors that affect the spectator satisfaction level like on the lack of advanced ticket selling, lack of communication among staff members, lack of regulation number of spectators are the most challenging factors in satisfaction of spectator during football match. They recommends that its need to be improved by any ways for the improvement of spectator satisfaction level.”

4.4. The Relationship between Covariant and Outcome Variables

The 3rd objective of the study was to find out the relationship between sport administrator’s management skills in the satisfaction of spectators. The results of the respondents were tested using, Multi variant logistic regression performed for demographic characteristics of respondent, Team performance, Team management, Desire to Stay at stadium, Space allocation, Facility parking, Facility aesthetics, Seat comfort, and Layout accessibility to final model and also to assess the impact of number of factors on satisfaction of spectators.

Table 13: The Multi - Variant Result

	Variables in the Equation							
	B	S.E.	Wald	df	Sig.	Exp (B)	95% C.I.for EXP(B)	
							Lower	Upper
Seasonal perf.	-	-	22.388	2	.000	-	-	-
Seasonal per. (1)	2.363	.547	18.656	1	.000	10.619	3.635	31.023
Seasonal per. (2)	2.623	.591	19.666	1	.000	13.774	4.321	43.904
easy to get out	-	-	20.074	2	.000	-	-	-
easy to get out(1)	2.959	.661	20.034	1	.000	19.273	5.276	70.408
easy to get out(2)	2.361	.635	13.829	1	.000	10.607	3.055	36.822
Attractive colors	-	-	22.388	2	.000	-	-	-
Attractive col(1)	2.363	.547	18.656	1	.000	10.619	3.635	31.023

Attractive col(2)	2.623	.591	19.666	1	.000	13.674	4.321	43.904
Seat arrangement	-	-	85.694	2	.000	-	-	-
Seat arrangem(1)	8.137	1.236	43.370	1	.001	2.786	.000	.003
Seat arrangem(2)	4.860	.811	35.907	1	.001	2.988	.002	.038

Variable(s) entered on model: Demographical characteristics, Team performance, Desire to Stay at the stadium, Space allocation, Facility parking, Facility aesthetics, Seat comfort, Layout accessibility, and Team management.

The final multi-variant logistic regression was performed to assess the impact of number of factors on the likelihood of the occurrence of spectator satisfaction level. The model contained thirty-eight (38) independent variables. The model containing only four (4) predictors was significant indicating that the model was able to distinguish between those with the satisfied and unsatisfied football spectator.

As showing in the table 13, only six items, of the independent variables have a unique statistically significant contribution to the model. The strongest predictor of reporting an occurrence of unsatisfied spectator in football match, recording an odds ratio, $e^{\beta} = 19.273$ ($p < .000$) was Seasonal performance in team performance. This indicated that the odds satisfaction level of spectators when increasing Seasonal performance is 12.774 times that poor seasonal performance.

The findings indicated; of the independent variables have a unique statistically significant contribution to the model. The strongest predictor of reporting an occurrence of unsatisfied spectator in football match, recording an odds ratio, $e^{\beta} = 19.273$ ($p < .000$) was Stadium parking is easy to get out of after the game in facility parking. This indicated that the odds satisfaction level of spectators when increasing availability of exit is 12.774 times that limited availability of exit.

The findings indicated; of the independent variables have a unique statistically significant contribution to the model. The strongest predictor of reporting an occurrence of unsatisfied

spectator in football match, recording an odds ratio, $e^{\beta} = 19.273$ ($p < .000$) was this stadium is painted in attractive colors in facility aesthetic. This indicated that the odds satisfaction level of spectators when increasing attractive painting is 13.674 times that unpainted stadium.

The findings indicated; independent variables have a unique statistically significant contribution to the model. The strongest predictor of reporting an occurrence of unsatisfied spectator in football match, recording an odds ratio, $e^{\beta} = 2.988$ ($p < .001$) was demarcation of sitting arrangement in seat comfort. This indicated that the odds satisfaction level of spectators when increasing in proper demarcation of sitting arrangement is 2.988 times that undermarketed one.

Where was the discussion?

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1. Summary

The summary of the findings was categorized on the current spectator satisfaction level and major hindering factors as follows:

The first objective of the study was to assess the actual Satisfaction level football spectators in Ethiopia premier league participant male football clubs of Sidama Region (Sidam Buna and Hawassa city football clubs) by determining Team performance, Team management, and availability facilities. To measure the current status satisfaction level, the respondents were required to indicate their opinions on the extent of the items of team performance. Indicate that a highest number of the respondents indicated that on Team shows consistent performance throughout season on the spectator's satisfaction level frequently agreed. And, Chi-square test returned $\chi^2 = 8.504$, $p = 0.003$ and $df = 2$, indicating that there was a significant association between consistent team performance and spectator's satisfaction level by the results of the chi-square test.

A higher number of respondents disagreed 202 (53 %), 84 (22 %) undetermined, and 96 (25 %) agreed on the walkways are wide enough to handle the crowds. Chi-square test returned $\chi^2 = 8.055$, $p = 0.004$ and $df = 2$, indicating that there is association between the sufficient walkways in the stadium and spectator's satisfaction level. A higher number of respondents reveals that from the total number of participants 382, while 320 (84%) believed the lack of advanced sales ticket was agreed, 47 (12%) of opinion was undetermined, and 15 (4%) of opinion was disagreed. The findings indicated that most opinions of respondent were agreed on the lack of advanced sales ticket in the stadium. And, Chi-square test returned $\chi^2 = 5.383$, $p = 0.003$ and $df = 2$, indicating that there is an association between advanced sales ticket in the stadium with satisfaction level of spectators.

A higher number of respondents reveals that from the total number of participants 382, while 317 (83%) believed the lack of regulation number of spectators was agreed, 32 (8%) of opinion was undetermined, and 33 (9%) of opinion was disagreed. The findings indicated that in the most opinions of respondent were agreed on the lack of lack of regulation number of spectator in the

improvement of spectator satisfaction level. And, Chi-square test returned $\chi^2= 4.218$, $p = 0.002$ and $df = 1$, indicating that there is an association between lack of regulation number of spectator with satisfaction level of spectators.

A higher number of respondents reveals that from the total number of participants 382, while 343 (90%) believed the lack of communication among staff members was agreed, 22 (6%) of opinion was undetermined, and 17 (4%) of opinion was disagreed. The findings indicated that in the most opinions of respondent were agreed on the lack of communication among staff members in the improvement of spectator satisfaction level. And, Chi-square test returned $\chi^2= 5.390$, $p = 0.003$ and $df = 2$, indicating that there is an association between communication among staff members with satisfaction level of spectators. The findings indicated, the independent variables have a unique statistically significant contribution to the model. The strongest predictor of reporting an occurrence of unsatisfied spectator in football match, recording an odds ratio, $e^{\beta} = 19.273$ ($p < .000$) was Seasonal performance in team performance. This indicated that the odds satisfaction level of spectators when increasing Seasonal performance is 12.774 times that poor seasonal performance.

The findings indicated, of the independent variables have a unique statistically significant contribution to the model. The strongest predictor of reporting an occurrence of unsatisfied spectator in football match, recording an odds ratio, $e^{\beta} = 19.273$ ($p < .000$) was Stadium parking is easy to get out of after the game in facility parking. This indicated that the odds satisfaction level of spectators when increasing availability of exit is 12.774 times that limited availability of exit.

The findings indicated, of the independent variables have a unique statistically significant contribution to the model. The strongest predictor of reporting an occurrence of unsatisfied spectator in football match, recording an odds ratio, $e^{\beta} = 19.273$ ($p < .000$) was This stadium is painted in attractive colors in facility aesthetic. This indicated that the odds satisfaction level of spectators when increasing attractive painting is 13.674 times that unpainted stadium. The findings indicated; of the independent variables have a unique statistically significant contribution to the model. The strongest predictor of reporting an occurrence of unsatisfied spectator in football match, recording an odds ratio, $e^{\beta} = 2.988$ ($p < .001$) was demarcation of sitting arrangement in seat comfort. This indicated that the odds satisfaction level of spectators

when increasing in proper demarcation of sitting arrangement is 2.988 times that undermarketed one.

5.2. Conclusions

Based on the findings of the study, the following conclusions were drawn:

The findings indicated that in the most opinions of respondent were agreed on the lack of communication among staff members in the improvement of spectator satisfaction level. And, Chi-square test returned $\chi^2 = 5.390$, $p = 0.003$ and $df = 2$, indicating that there is an association between communication among staff members with satisfaction level of spectators.

The findings indicated, the independent variables have a unique statistically significant contribution to the model.

The strongest predictor of reporting an occurrence of unsatisfied spectator in football match, recording an odds ratio, $e^{\beta} = 19.273$ ($p < .000$) was Seasonal performance in team performance.

On the current status of satisfaction level of spectator, the findings revealed that the “consistent performance of the team, available enough walkways”, were viewed by a high proportion of the respondents as associated in determinant of satisfaction level of spectator.

Lacks of advanced sales ticket, lack of regulation number of spectators, and lack of communication among staff members, are the major observed factors hindering coaching behavior in athletics.

5.3. Recommendations

Based on the findings and conclusions of the study the following recommendations are made:

It is important for the club owners and managers with the special treatment of team performance, seat to determine the satisfaction level in sidama buna and Hawassa city male football club. And also, they should have special consideration for training programs, and athlete enforcement, to improve to High -level satisfaction level.

It is important for the club owners and coaches to solve or minimize the major factors such as lack of advanced sales ticket, lack of regulation number of spectators, and lack of communication among staff members, and giving capacity building training for expertise (for coaches, and for managers) to improve satisfaction level of spectator.

The following are the possible areas of intervention suggested as recommendations which might improve the satisfaction level of spectator in selected stadiums within a given period of time.

- Fulfilled stadium safety feature by proper equipment in adequate manner.
- Staff management should have a planned preventive maintenance schedule which should always be implemented.
- Sports stadium management and Ethiopia football federation should adopt the practice of advance sale of tickets to spectators.
- It's needed to establish spectator management team particularly for sport event.
- Sidama Buna and Hawassa city FC construct standardized stadiums since having standard stadium is among the criteria set by FIFA.
- There is need to conduct a study on the determinants of Spectators satisfaction level Crowd in another sport event and sport stadium.

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APPENDIX:
HAWASSA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
COLLEGE OF NATURAL AND COMPUTATIONAL SCIENCE
DEPARTMENT OF SPORT SCIENCE
SPORT MANAGEMENT
DATA COLLECTION INSTRUMENTS

I. Questionnaire prepared for sample respondents

Dear respondents, this questionnaire is prepared for an academic purpose for the fulfillment of MSc degree in **Sport Management** in the department of **Sport Science**, Hawassa University. Specifically the objective of the study is to assess Satisfaction level football spectators in Ethiopia premier league participant male football clubs of Sidama Region (Sidam Buna and Hawassa city football clubs). Therefore, your response is very important for the success of the study because all information that you provide determines the analysis and conclusion of the research. Hence, you are kindly requested to give your response by selecting informed that your response is kept in confidential and you are not required to write your name.

I would like to thank you for your cooperation.

General Instructions:

- No need to write your name and put in the box(x) provided response
- Please fill the space provided for open-ended questions
- Data collection date: _____
- Household number _____

Part I: Personal information of the respondents

1. Sex:

A) Male

B) Female

2. Age in years:

A) 18-25

C) Above 46

B) 26-45

3. Marital status:

- A) Single C) Divorced
- B) Married D) Widow
4. Educational level:
- A. Not attended formal C. 9-12 grade
- B. 1-8 grade D. Diploma
- Degree and above

Part I: Questionnaire prepared for sample respondents

Table 1: Team performance

No	Team Performance	Agreed		Undetermined		Disagreed	
1	Team formed by a collection of quality players						
2	Team shows consistent performance throughout season						
3	Team executes attractive formation on field						
4	Team shows charismatic playing style						
5	Seasonal performance of team is satisfactory						

Table 2: Desire to stay at the stadium

No	Desire to Stay at the Stadium	Agreed		Undetermined		Disagreed	
6.	I enjoy spending time at this stadium						
7.	I like to leave before the game is over						
8.	I like to stay at the stadium as long as possible						
9.	I don't like to stay here any longer than I have to						
10.	I enjoy spending time at this stadium						

Table 3: Space allocation

No	Space allocation	Agreed		Undetermined		Disagreed	
5.	The concession stands are big enough to handle the crowds						
6.	The restrooms are large enough to handle the crowds						
7.	The walkways are wide enough to handle the crowds.						
8.	This stadium allows enough space to handle the crowds,						

Table 4: Facility parking

No	Facility parking	Agreed		Undetermined		Disagreed		Percent		
5.	Local roads make it easy to get to stadium									
6.	This stadium has ample parking									
7.	Stadium parking is easy to get out of after the game									
8.	Stadium parking is conveniently located.									

Table 5: Seat comfort

No	Seat comfort	Agreed		Undetermined		Disagreed		Percent		
5.	There is plenty of knee room in the seats									
6.	There is plenty of elbow room in the seats									
7.	The seat arrangements provide plenty of space.									
8.	This stadium provides comfortable seats									

Table 6: Team management

No	Team management	Agreed		Undetermined		Disagreed		Percent		
5.	Team had standardize club management structure									
6.	Team management are transparent in financial flow									
7.	Team management make follow up and support for spectators									
8.	Management pay attention to the satisfaction of fans and spectators									

Table 7: Major Factors that Affect coaching behavior

No	Major hindering factors	Disagree		Undeter mined		Agree		Percent		
11.	Lack of adequate facilities in stadium.									
12.	Lack of advanced sales ticket									
13.	Lack of contraband screening									
14.	Lack of adequate staff personnel									
15.	Lack of sitting arrangement									
16.	Lack of regulation number of spectators									
17.	Lack of strategically deployment of Security Personal									
18.	Lack of removal disruptive fan									
19.	Lack of comm. among staff member									
20.	Lack of exits									

አባሪ

ሀዋሳ ዩኒቨርሲቲ

የድህረ ምረቃ ጥናቶች ትምህርት ክፍል

የተፈጥሮ እና ስሌት ሳይንስ ኮሌጅ

የስፖርት ሳይንስ ክፍል

የስፖርት አስተዳደር

I. ለናሙና ምላሽ ሰጪዎች የተዘጋጀ መጠይቅ

ውድ ምላሽ ሰጪዎች፣ ይህ መጠይቅ የተዘጋጀው ለMSc ዲግሪ ነው። የስፖርት አስተዳደር ክፍል ውስጥ ስፖርት ሳይንስ ሀዋሳ ዩኒቨርሲቲ በተለይም የጥናቱ አላማ በኢትዮጵያ ፕሪሚየር ሊግ የሲዳማ ክልል ወንዶች እግር ኳስ ክለቦች (ሲዳማ ቡና እና ሀዋሳ ከተማ እግር ኳስ ክለቦች) የእርካታ ደረጃ የእግር ኳስ ተመልካቾችን መገምገም ነው። ስለዚህ የሰጡት ምላሽ ለጥናቱ ስኬት በጣም አስፈላጊ ነው ምክንያቱም ሁሉም የሚሰጡት መረጃ የጥናቱን ትንተና እና መደምደሚያ ይወስናል። ስለዚህ ምላሽዎ በሚሰጥር የተያዘ መሆኑን እና ስምዎን እንዲጽፉ የማይገደዱ መሆኑን በመምረጥ ምላሽዎን እንዲሰጡ በአክብሮት እንጠይቃለን።

ስለ ትብብርዎ ላመሰግናችሁ እወዳለሁ።

አጠቃላይ መመሪያዎች፡-

- ስምዎን መጻፍ እና በቀረበው ሳጥን (x) ውስጥ ማስገባት አያስፈልግም
- እባክዎን ክፍት ለሆኑ ጥያቄዎች የቀረበውን ቦታ ይሙሉ
- የመረጃ መሰብሰቢያ ቀን፡- _____
- የቤተሰብ ቁጥር _____

ክፍል አንድ፡ የመላሾች የግል መረጃ

1. ወሰብ፡

ሀ) ወንድ ለ) ሴት

2. በዓመታት ውስጥ ዕድሜ፡

ሀ) 18-25 ሐ) ከ 46 በላይ

ለ) 26-45

3. የጋብቻ ሁኔታ፡

ሀ) ነጠላ ሐ) የተፋታ
 ለ) ያገባች መ) ባልቴት

4. የትምህርት ደረጃ:-

A. መደበኛ C.9-12 ክፍል አልተማረም::
 B. 1-8 ክፍል D. ዲፕሎማ
 ዲግሪ እና ከዚያ በላይ

ክፍል 1: ለናሙና ምላሽ ሰጪዎች የተዘጋጀ መጠይቅ

ሠንጠረዥ 1: የቡድን አፈጻጸም

ኤንኤ	የቡድን አፈጻጸም	ተስማማ	አልተወሰነም::	አልተስማማሁም::
1	ቡድን የተቋቋመው ጥራት ባለው የተጨማሪ ስብስብ ነው::			
2	ቡድኑ በሁሉም የውድድር ዘመን ተከታታይ አፈጻጸም ያሳያል			
3	ቡድኑ በሜዳ ላይ ማራኪ ፎርሜሽን ይሰራል			
4	ቡድኑ ማራኪ አጨዋወትን ያሳያል			
5	የቡድኑ ወቅታዊ አፈጻጸም አጥጋቢ ነው::			

ሠንጠረዥ 2: በስታዲየም የመቆየት ፍላጎት

ኤንኔ	በስታዲየም የመቆየት ፍላጎት	ተስማማ		አልተወሰነም::		አልተስማማሁም::	
1.	በዚህ ስታዲየም ጊዜ ማሳለፍ ያስደስተኛል						
2.	ጨዋታው ከማለቁ በፊት መሄድ እወዳለሁ::						
3.	በተቻለ መጠን በስታዲየም መቆየት እወዳለሁ::						
4.	ካለብኝ በላይ እዚህ መቆየት አልወድም::						
5.	በዚህ ስታዲየም ጊዜ ማሳለፍ ደስ ይለኛል::						

ሠንጠረዥ 3: የቦታ ምደባ

ኤን ኤ	የቦታ ምደባ	ተስማማ		አልተወሰነም::		አልተስማማሁም::	
1.	የኮንሴሽን ማቆሚያዎች ህዝቡን ለማስተናገድ በቂ ናቸው::						
2.	መጸዳጃ ቤቶቹ ህዝቡን ለማስተናገድ በቂ ናቸው::						

3.	የእግረኛ መንገዶቹ ህዝቡን ለማስተናገድ ሰፊ ናቸው።								
4.	ይህ ስታዲየም ህዝቡን ለማስተናገድ የሚያስችል በቂ ቦታ ይፈቅዳል።								

ሠንጠረዥ 4: የፋ.ሲ.ሲ.ቲ ማቆሚያ

ኤ ንኢ	መገልገያ ማቆሚያ	ተስማማ	አልተወ		አልተስማ		በመቶ		
			ሰነም።		ማሁም።				
1.	የአካባቢ መንገዶች ወደ ስታዲየም ለመድረስ ቀላል ያደርጉታል።								
2.	ይህ ስታዲየም በቂ የመኪና ማቆሚያ አለው።								
3.	የስታዲየም ማቆሚያ ከጨዋታው በኋላ ለመውጣት ቀላል ነው								
4.	የስታዲየም ማቆሚያ ቦታ ምቹ ነው።								

ሠንጠረዥ 5: የመቀመጫ ምቹት

ኤን ኧ	የመቀመጫ ምቹት	ተስማማ	አልተወ ሰነም።	አልተስማ ማሁም።	በመቶ
1.	በስካቶች ውስጥ ብዙ የጉልበት ክፍል አለ።				
2.	በመቀመጫዎቹ ውስጥ ብዙ የክርን ክፍል አለ።				
3.	የመቀመጫዎቹ ዝግጅቶች ብዙ ቦታ ይሰጣሉ.				
4.	ይህ ስታዲየም ምቹ መቀመጫዎችን ያቀርባል				

ሠንጠረዥ 6: የቡድን አስተዳደር

አ ይ	የቡድን አስተዳደር	ተስማማ	አልተወ ሰነም።	አልተስማ ማሁም።	በመቶ
1.	ቡድኑ ደረጃውን የጠበቀ የክላብ አስተዳደር መዋቅር ነበረው።				
2.	የቡድን አስተዳደር በፋይናንስ ፍሰት ውስጥ ግልፅ ነው።				
3.	የቡድን አስተዳደር ለተመልካቾች ክትትል እና ድጋፍ ያደርጋል				
4.	አስተዳደር ለአድናቂዎች እና ተመልካቾች እርካታ ትኩረት ይሰጡ				

ሠንጠረዥ 7: የአሰልጣኝነት ባህሪን የሚነኩ ዋና ዋና ነገሮች

ኤ ንኢ	ዋና ዋና እንቅፋት ምክንያቶች	አልስማ		አልተወ		ተስማማ		በመቶ	
		ማም::		ስነም::					
1.	በስታዲየም ውስጥ በቂ መገልገያዎች እጥረት.								
2.	የላቀ የሽያጭ ትኬት እጥረት								
3.	የኮንትራባንድ ማጣሪያ እጥረት								
4.	በቂ የሰው ሃይል እጥረት								
5.	የመቀመጫ ዝግጅት እጥረት								
6.	የተመልካቾች ቁጥር ደንብ እጥረት								
7.	የደህንነት የግል በስትራቴጂያዊ መሰማራት እጥረት								
8.	የማስወገጃ ረባሽ አድናቂዎች እጥረት								
9.	የcomm እጥረት:: በሠራተኞች መካከል								
10.	መውጫዎች እጥረት								