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Examining Antecedents of Patronage Behaviour among European
Football Fans in Indonesia

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ABSTRACT

The European football industry is massive in Indonesia, with many official supporter groups throughout the country. Scholars nowadays are surrounded by the conceptualisation of patronage behaviour, which may impact the business's revenue. This study examines the antecedent factors of patronage behaviour of European football fans in Indonesia through merchandise consumption, media consumption, and word-of-mouth. Based on Attribution Theory, Hypodermic Needle Theory, Conflict Theory, and previous studies, the research examines antecedent factors through perceived brand image, role identification, and perceived media coverage of TV, online, and radio, with the moderating effect of monthly income. A cross-sectional survey design with a questionnaire distributed as a measurement tool was conducted to obtain data. Samples are fans of The Top 10 UEFA Coefficient Rank football teams as of May 2023 residing in Indonesia, with total responses of 397 reduced to 390 due to missing value. Confirmatory Factor Analysis (CFA), Average Variance Extracted (AVE), Composite Reliability (CR), and Cronbach's Alpha are measurements of Validity and Reliability Tests. Data Analysis was conducted using Structural Equation Modeling (SEM) and Multigroup Analysis (Two-Group) Analysis. Results found that Role Identification positively affects each construct of patronage behaviour. Perceived brand image and perceived online media coverage affect media consumption. Perceived radio media coverage affects merchandise consumption. Meanwhile, perceived TV media coverage does not affect patronage behaviour. Moreover, income has no moderation effect on antecedents of each patronage behaviour. The current study provides evidence that fans' attachment to the team is the strongest motivation to conduct patronage activities for the football team.

Keywords: Patronage Behaviour, Brand Image, Role Identification, Media Coverage, European Football Team, Indonesian Football Fans, Income

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Chapter 1 Introduction

1.1. Conceptualization of Patronage Behaviour

Many marketing scholars have surrounded the concept of patronage from the consumer behaviour perspective (Liu et al., 2019). Nowadays, a business must rely on customer satisfaction to increase the company's competitive advantage and achieve success due to the competitive economic environment (Garrido-Moreno et al., 2014). Liu et al. (2019) defined patronage as the financial support to a store, hotel, or the like through their customers, clients, or paying guests. Furthermore, Morrison et al. (2020) measured the patronage behaviour of football fans through their repeat purchase of tickets to watch the game, merchandise consumption, media consumption, and word of mouth. Regarding the financial statements perspective, football teams mainly recognise three types of operating revenue: broadcast revenue, commercial revenue (sponsorship, advertisement, merchandise retail, and product licensing), and matchday revenue. It is unavoidable that football is the world's most popular sport now. Thus, the football business becomes a communal relationship business where football organisation and supporters maintain their relationship without expecting anything in return because they worry about the welfare of each other (Celebi, 2021). Moreover, international sports marketing includes products and services, and it is essential to distinguish how they operate in the business environment (Ratten & Ratten, 2011).

1.2. Indonesian Football Fans Characteristics

UEFA intends to help supporters from all over Europe play a central role in the governance and sustainability of football today, as well as how the teams place themselves in the league stands. Besides, football fans have many campaigns promoting teams' accountable governance structure to ensure their voices are heard (Bull & Whittam, 2020). Furthermore, using the global marketplace overview, overseas supporters of sports teams are now increasingly important regarding the reputation of different sports teams (Ratten & Ratten, 2011). For example, in Indonesia, where fans have been supporting their favourite teams over the past five years, more than 70% of football fans support international teams

(Irianto & Kartikasari, 2020). English Premier League (EPL) has been broadcasted in 188 countries, and over 200 countries have telecast La Liga, Serie A, and Bundesliga.

On the contrary, the football industry in Indonesia is not as massive as the European League despite football's popularity as a sport (FIFA World Rank: 134th for Men's Team and AFC Asian Rank: 23rd for Men's Team, as of April 2024). Indonesian football has to deal with many cases surrounding domestic football, for example, political interference through sports organisations, financial unviability of football teams, abominable terms and contracts of professional football athletes, match-fixing and corrupt refereeing, and also violence among rival football fans (Fuller, 2018). While fans are a form of a collection of individuals who come together, they replicate each other's behaviours, then become ritualistic and later become an institutionalised norm (Fazal-E-Hasan et al., 2021).

Besides, The Global Web Index 2015 report shows that media consumption of Indonesian fans is the highest (54%) among other Southern Asian countries for the EPL (Irianto & Kartikasari, 2020). This is later to be shifted to online media, where Statista has presented internet users in Indonesia, which amounted to 271.98 million in 2023, with an average daily time of 7 hours and 42 minutes. Building a commitment in a higher degree of willingness to maintain relationships and increasing their pride to create vicarious achievement of the team may associate themselves with their favourite team, which later influences their personal and social behaviour (Fazal-E-Hasan et al., 2021). Therefore, while football matches are established worldwide with unlimited human and financial resources, teams are gaining the advantage of massive fan movements purposively to amortise the infrastructure (Pache, 2020). Also, many matches are multiplied with the same objective (Pache, 2020). This fact leads to the question: How do Indonesian people show enthusiasm for these European teams? What is the pull factor, the push factor, or other supporting factor affecting their behaviour in following these European teams?

1.3. Brand Image, Role Identification, and Media Coverage

As team owners monitor the teams and bear the full financial impact of their decisions, they can prioritise success on the field of play or profitability (Scafarto & Dimitropoulos, 2018). For the highest level of fan engagement, sports teams must create strategies for players to stream and play in competitive

matches since fans engage differently based on whether they have a stronger team or player identity (Thatcher et al., 2019). Bauer et al. (2008) conceptualise sports teams' brand image as comprising brand attributes and benefits. Brand attributes are success, athletes, gameplays, coaches, management, emblem, stadium, and tradition. Brand benefits refer to pride in place, fans' attachment, escape, and nostalgia. Therefore, while sports organisations incorporate charitable to their fans, it causes partnerships that may benefit from the business relationship by enhancing their brand image among fans (Dees et al., 2010). To answer the question regarding the pull factor of fans' behaviour, a further question is proposed: “Do football teams rely on their brand image to influence fans' behaviour?”

A relationship between fans and the football team suggests that acknowledging the role of fans has more significant potential for sustainable value creation in the football industry (Bull & Whittam, 2020). The brand community's sustainability also depends on member loyalty (Guimaraes et al., 2016). Conceptually, in marketing, consumers are said to be loyal when they show dedication and fidelity to re-buy the product in the future (Raza et al., 2019). However, Park et al. (2018) proposed that team identification is an antecedent in predicting fans' loyalty to sports teams. Branscombe and Wann (1992) defined team identification as physiological arousal affected by the degree of role identification. Subsequently, Jang et al. (2017) define team identification as vitality that influences happiness and the positive outcome of the game. Therefore, to reduce the sense of physiological arousal and vitality, a further question is proposed regarding the push factor of fans' behaviour: “Are fans' behaviour to do patronage driven by role identification?”

As a community, fan organisations are individuals who create groups, among which imitative behaviours become isomorphic (Fazal-E-Hasan et al., 2021). Sports fandom is often described as a multidimensional conceptualisation involving watching and following some sport to encompass identity, emotion, interaction, and behaviour (Allison & Knoester, 2021). As a result of the business success of European football teams, the world's top 4 most valuable (as of Dec 28, 2023) national football league broadcast around the world, the English Premier League (UK), followed by Germany's first and second division of the Bundesliga, Spain's La Liga, and Italy's Serie A. Indeed, European team fanbases are

nowadays spread all over the world. Eventually, satellite fan isolation by the experience of feeling separated from the team community may generate an affiliation motive that triggers different responses on their favourite teams (Mazodier et al., 2018). Ben-Porat (2000) defined this feeling as “Overseas Sweetheart”. Fans are also critical in a global marketplace (Kerr & Emery, 2011). Thus, to connect fans and their favourite team, the role of other entities is necessary as globalisation and technological advances have driven satellite television and broadband Internet to greatly expand football teams’ potential marketplace on a worldwide scale (Kerr & Emery, 2011), which makes foreign supporters recognised as satellite supporters or satellite fans (Kerr & Gladden, 2008). A further question is proposed to answer the supporting factor: “Is it necessary to acknowledge the role of media coverage on football teams to affect fans' behaviour?”

1.4. Research Purpose

To shift these three factors in the same direction, football teams must recognise the fans’ perspective. Subsequently, as role identification has already been under fans' control, brand image and media coverage concepts are to be shifted to use perceived brand image and perceived media coverage as new perspectives from fans, who are specified to be satellite fans. This refers to fans’ assessment of the team’s brand image and how media in their region has covered their favourite team. To understand the business environment and circumstances of Indonesian football fans, according to the Central Bureau of Statistics of Indonesia (Badan Pusat Statistika), the purchasing power of Indonesian people is at a low level, where most consumption is still used for food and beverages. Thus, this study has the purpose of examining antecedent factors of Indonesian European football fans' patronage behaviour, which are divided into:

- a. To analyse the effect of perceived brand image on patronage behaviour
- b. To analyse the effect of role identification on patronage behaviour
- c. To analyse the effect of perceived media coverage on patronage behaviour
- d. To analyse the moderation effect of income on the influences of perceived brand image, role identification, and perceived media coverage on patronage behaviour

Furthermore, this study offers partial constructs of patronage behaviour examined by previous studies (Morrison et al., 2020) into merchandise consumption, media consumption, and word of mouth. This study extends the existing theories and previous studies to propose hypotheses.

Chapter 2 Theoretical Background

2.1. Attribution Theory

Organisations do not operate in a vacuum and must deal with external environments, for example, cultural differences, legal requirements, conventions, and norms, and with the demands raised by a diversity of actors of stakeholders (Berthod, 2016). Attribution theory offers a concept where an individual's perception of a brand's motivations to adopt an action influences subsequent behaviours towards that brand (Kelley, 1973). Therefore, it is necessary to rely on aiming for a positive brand image in order to increase the company's competitive advantage (Garrido-Moreno et al., 2014) while the positive image influences on consumer satisfaction have been multiple times studied and proven (Bianchi et al., 2018). Moreover, sharing allegiance to a football team creates a bond between fans and their relatives, whether with family, friends, or even strangers (Santana & Tocora, 2021). This social behaviour between fans can also predict their behaviour toward the football team (Fazal-E-Hasan et al., 2021; Rosenberg III et al., 2019). Supporting the brand benefits perspective of Bauer et al. (2008), football teams should enhance the entertainment experience to influence fans' behavioural loyalty through sports product delivery (Gladden & Funk, 2001). Moreover, to maintain market share, a concept of customer relationship management processes is offered through initiation, acquisition, regain, maintenance, retention, expansion, and exit (Santouridis & Tsachtani, 2015) that may be attributed to an action, where fans' loyalty as a human resource is a source of profitability and competitive advantage in football industry (Raza et al., 2019). Attaching value to the fans' views and involving them in the decision-making process is an influential supporter retention way (Celebi, 2021)

2.2. The Relationship between Perceived Brand Image and Patronage Behaviour

Based on the Attribution Theory, every professional football team is building the skeleton of a good team squad as an investment to ensure its continuity, and that is the most vital subject (Samur, 2018). Indeed, sporting performance is determined by the quality of players hired in a competitive market,

which is expected to generate increased revenues (Scafarto & Dimitropoulos, 2018). More and more, football teams appear to aim for high-profile players in their teams in order to obtain profits and increase merchandise sales (Relvas et al., 2009). However, it is still open to debate whether professional sports team brands are profit maximisers, and there is little doubt that teams operate at least as profit earners (Depken II, 2001). Also, fans may change their behaviour depending on how they perceive the image of the football team (Lamberti et al., 2021).

To extend attribution theory, the conceptualisation of brand image proposed by Bauer et al. (2008) is suitable for football teams to encourage fans' patronage activities. Subsequently, brand image can influence several constructs that may enhance patronage of football teams. It is supported by previous studies that have examined the positive effect of brand image on brand preference (Liu et al, 2013), market value (Hofmann et al., 2009), satisfaction (Bianchi et al., 2018; Lamberti et al., 2021), attitude towards the brand (Salguero & Rivera-Camino, 2016; Yun et al., 2020), purchase intention (Beccarini & Ferran, 2006; Ramesh et al., 2018), patronage intention mediated by satisfaction (Syah & Olivia, 2022), and finally, fans loyalty mediated by satisfaction (Lamberti et al., 2021).

However, there are various conceptualisations of brand image. Previous scholars agree that brand image is a customer's perception instead of the company (Ansary & Nik-Hashim, 2018; Beccarini & Ferran, 2006; Bianchi et al., 2018; Hofmann et al., 2019; Keller, 2009; Lamberti et al., 2021; Mitra & Jenamani, 2019; Nisar & Whitehead, 2016; Syah & Olivia, 2022; Villarejo-Ramos, 2002). Some studies determine the measurement of that perception by offering intense arousal of the image, for example, goodness, greatness, ambition, and heroic performance (Beccarini & Ferran, 2006; Lamberti et al., 2021). While those items involve the emotional affection of consumers, a consumer-based brand equity conceptualisation requires an understanding of consumers of the brand (Keller, 2009). However, this apprehensiveness of knowledge and consumer perception may change over time (Mitra & Jenamani, 2019). Other studies offer concepts of rivalry while consumers assess brand image through the competitiveness of products compared to competitors (Ansari & Nik-Hashim, 2018; Syah & Olivia, 2022).

Villarejo-Ramos (2002) extended the conceptualisation of brand image from studies conducted during the 1990s to utilise consumer perspective through qualitative study. The study found measurements of brand image are divided into 12 narrowed-down measurements, which are immediate attributes demonstration, fast recognition of attributes, strong personality, impression of users, image power, intangible attributes make-sense on buyers, relatedness between product value and price, goodness, niceness, attractiveness, sympathy, and uniqueness (Villarejo-Ramos, 2002). Subsequently, Bianchi et al. (2018) summarised these 12 items into six items: strong personality, image power, goodness, niceness, attractiveness, and sympathy. To make attribution theory consistent, this study aims to strengthen the conceptualisation of perceived brand image that later influences patronage behaviour. Using items of the perceived brand image of Bianchi et al. (2018) and regarding patronage behaviour dimensions offered by Morrison et al. (2020), this study proposes hypotheses:

H1: Perceived brand image has a positive effect on merchandise consumption

H2: Perceived brand image has a positive effect on media consumption

H3: Perceived brand image has a positive effect on word-of-mouth

2.3. The Relationship between Role Identification and Patronage Behaviour

Regarding the business environment, the sports management field is confronted with a critical issue: understanding better managing activities to maintain fans (Irianto & Kartikasari, 2020). Santana and Tocora (2021) introduced passion as a construct to predict individual fans' behaviour, while passion for their favourite team positively affects their attendance at the team's game in sporting events. While professional sports teams tend to be concerned with profile players' appearance from anywhere to strengthen the team's performance in purpose to obtain profits and increase merchandise sales (Relvas et al., 2010), Fazal-E-Hassan et al. (2021) supported this with their findings as vicarious achievements of fans effect on sequence from commitment, rituals, and fans behaviour. This concept emphasises the idea that football fans believe that they can feel personal achievement through the team's success (Fazal-E-Hassan et al., 2021).

While vicarious achievement requires team success and passion that solely connects fans to the team (Santana & Tocora, 2021), instead team identification involves the whole self-concept of fans (Jang et al., 2017; Morison et al., 2020; Santana & Tocora, 2021; Wann & Branscombe, 1990). Eventually, it was proved that only fans with high team identification predicted a low tendency for cutting-off-reflected failure (CORFing). On the other hand, low team identification predicts a low tendency of basking-in-reflected glory (BIRGing) and a high tendency of CORFing (Wann & Branscombe, 1990). That is because team identification appears to involve a rivalry driven by vitality and physiological arousal (Jang et al., 2017; Wann & Branscombe, 1990).

Although previous studies have already suggested the positive influences of team identification on patronage behaviour (Morison et al., 2020) and, to be more specified, on fans' community membership (Santana & Tocora, 2021), Role Identification offers a general perspective of points of attachment (Branscombe & Wann, 1992; Robinson et al., 2004; Trail & James, 2001). Extending attribution theory along with brand attributes and benefits (Bauer et al., 2008), attachment points can comprise teams, athletes, coaches, tournaments, and types of sport (Robinson et al., 2004).

To make a holistic concept of the team's point of attachment, thus Trail and James (2001) offered measurements of role identification consisting of self-assessments of whether they are real team fans, experience loss to stop being a fan, and the importance of being a fan. In the study, Trail and James (2001) found that role identification positively affects the motivation of consuming behaviour of sports spectators. This was supported by Hallman et al. (2018), who stated that sports identification significantly predicts intentional future behaviour when watching national teams, and coach identification predicts watching league teams. However, Intentional behaviour was noticed to be desirably biased to overestimate future behaviour (Armitage & Connor, 1999; Morrison et al., 2020; Sutton, 1998), while previous studies have proved multiple points of attachment significantly affect consumer behaviour (Kwon et al., 2005). Therefore, this study offers a holistic concept of team role identification and proposes hypotheses:

H4: Role identification has a positive effect on merchandise consumption

H5: Role identification has a positive effect on media consumption

H6: Role identification has a positive effect on word-of-mouth

2.4. Hypodermic Needle Theory

As football competitions nowadays are multiplying the number of matches in sports events to support football organisations (Pache, 2020), using hypodermic needle theory, mass media is a solid vessel to influence audience's mindset and behaviour, while this theory assumes that audiences are passive and cannot resist media messages (Schramm, 1971). Media wields indispensable power over societies in various contexts, for example, politics, social, and marketing management (Nie et al., 2023). Globalisation and technological advances have driven satellite television and broadband Internet to greatly expand football teams' potential marketplace worldwide (Kerr & Emery, 2011), making foreign supporters recognised as satellite supporters or satellite fans (Kerr & Gladden, 2008). By targeting international markets, professional sports leagues and teams attract new audiences and exploit revenue streams (Uhrich et al., 2023). As marketing studies divided fans' conditions of loyalty into "No", "Spurious", "Latent", and "High" (Backman & Crompton, 1991), Uhrich et al. (2023) segmented satellite fans categories, which comprised 20.40% of their samples are determined as "low value" satellite fans because they tend to show identification on the athlete instead of the team. Indeed, media have successfully injected behaviours through ages when people are unsure to understand. Formerly named Magic Bullet Theory, Schramm (1954) studied a model of communication framework in a linear form, directly from source to destination, when Newspapers had strong power during World War II to inject Nazism ideology into people's mindsets. As politics are increasingly playing an important role in Indonesian domestic football (Dorsey & Sebastian, 2013), the era of social media has massively leveraged Indonesian people's habits as an interactive platform, where the quicker media becomes more updated, the faster it forms opinion bounding (Nie et al., 2023) to influence audience's preference. Previous studies have shown that fans are more satisfied and likely to buy football products when engaged with social media (Joanna & Zuzanna, 2020). Joanna and Zuzanna (2020) also found that fans may change their

perception of athletes through social media postings. Subsequently, it was found that perception predicts patronage intention (Beccarini & Ferran, 2006; Ramesh et al., 2018)

2.5. The Relationship Between Perceived Media Coverage to Patronage behaviour

Distinct from brand image and role identification, mass media is an external entity that can offer media coverage of the relationship between fans and their favourite team. Kose et al. (2020) categorised mass media for the sports industry in the modern era into three types: television, internet, and radio. Nowadays, to increase reputation and competitive advantage, a leisure business has to pass the stages of brand recognition and brand acceptance in advance through media and social media that may influence its brand attractiveness (Ilyina et al., 2023). Utilising the conceptual of hypodermic needle theory and a previous study suggested by Kerr and Emery (2011), media coverage of football teams positively influences team identification of their satellite fans, where subsequently team identification is an antecedent of consumption behaviour of the fans (Morison et al., 2020; Santana & Tocora, 2021).

Moreover, the presence of social media nowadays helps the ease of networking in an instant global reach due to the absence of gatekeepers that enhance collaboration and interactive platforms (Abeza & Sanderson, 2022) as social isomorphic imitative behaviour of fans (Fazal-E-Hasan et al., 2021) and so as socialisation among football fans positively influence their consumption behaviour (Rosenberg III et al., 2019). As media coverage involves match games, match highlights, news of the teams, and the availability of the team's official website and supporter website (Kerr & Emery, 2011; Kose et al., 2020), other previous studies conducted in Indonesia suggested that media coverage has significant effects on consumers' decision (Haruna, 2017) and word-of-mouth (Riofita, 2019). Furthermore, it is also suggested that media coverage of other sports entities, for example, sports events, can increase demand for media consumption behaviour, mainly to support national teams at the level of international sports events (Fedderson & Rott, 2011).

In Indonesia, numerous fictional stories have been written in books, published, and recorded in movies or TV series and broadcast on cinema and TV (Fuller, 2015). However, there is still a gap in the fact that these stories have successfully gained the interest of national footballs. Furthermore, two sequels

of “Garuda di Dadaku” (translated as “The Garuda is on My Chest”) were filmed in 2009 and 2011 to increase the nationalism of the young generation through football (Fuller, 2015). Also, the Indonesian national league, Indonesia Super League (now renamed to Liga 1), is broadcast annually on free TV channels. Unfortunately, the domestic football league has gained certain people's interest despite the media's role.

On the other hand, European football leagues were stopped to be broadcasted on free TV Channel in 2007, which are English Premier League, La Liga, and Serie A. Subsequently, in 2010, one TV Channel regained broadcast rights for the English Premier League for the season of 2010/11. However, this caused uncertainty about European football leagues' broadcast rights for the following years; the English Premier League was not broadcast annually. Similar to other leagues, Serie A and La Liga experience uncertainty about broadcast rights contract terms in Indonesia.

These contradictive phenomena between European and Indonesian football leagues indicate the difference between characteristics of media influences. As recent media studies emphasise digital media, the contexts are narrowed to online or social media (Abeza & Sanderson, 2022; Ilyina et al., 2023; Joanna & Zuzanna, 2020); Statista has shown that Indonesian people's radio usage is average of 32 minutes per day as of September 2023. As online media content interventions are very high in Indonesia, dominated by content reductions (Ford et al., 2023), TV and Radio have a specific gatekeeper to release content. Barnidge and Xenos (2024) defined this situation as a “Social Media News Desert”. Nevertheless, radio has quite a massive market in Indonesia, where Statista shows that for 2023, the average Indonesian Radio assigned an advertisement fee valued at USD 150 per session. To align with the hypodermic needle theory, it is necessary to examine how different media characteristics affect fans to show patronage activities on European football teams. Therefore, the other hypotheses proposed are:

H7: Perceived TV (a), online (b), and radio (c) media coverage positively affects merchandise consumption

H8: Perceived TV (a), online (b), and radio (c) media coverage positively affects media consumption

H9: Perceived TV (a), online (b), and radio (c) media coverage positively affects word-of-mouth

2.6. Conflict Theory

It has long been recognised that professional football in the world is more than just a mere game. Instead, it has become “big business” (Bull & Whittam, 2020), with many football teams beginning to form into limited companies around 100 years ago (Michie, 2002). Therefore, Karl Marx’s conceptualisation of conflict theory still applies to studying society where sports is part of it since the theory offers the idea that society is a system of structure and relationships shaped by economic forces. Ancient sports were exclusively participated in by upper-level economic societies (Hill, 2010). Subsequently, the Industrial Revolution turned sports into recreational activities and shifted it into the leisure industry (Burrows, 2013). Consequently, there has to be an increased emphasis on profit initiatives in sports organisations due to the global competitiveness of the sports industry (Ratten, 2020). Many sports are corporate enterprises tied to marketing concerns and processes of global capitalist expansion (Coakley, 2017), as professional sports leagues have formed separate business units to expand their global reach (Ratten & Ratten, 2011).

2.7. The Moderation Effects of Income

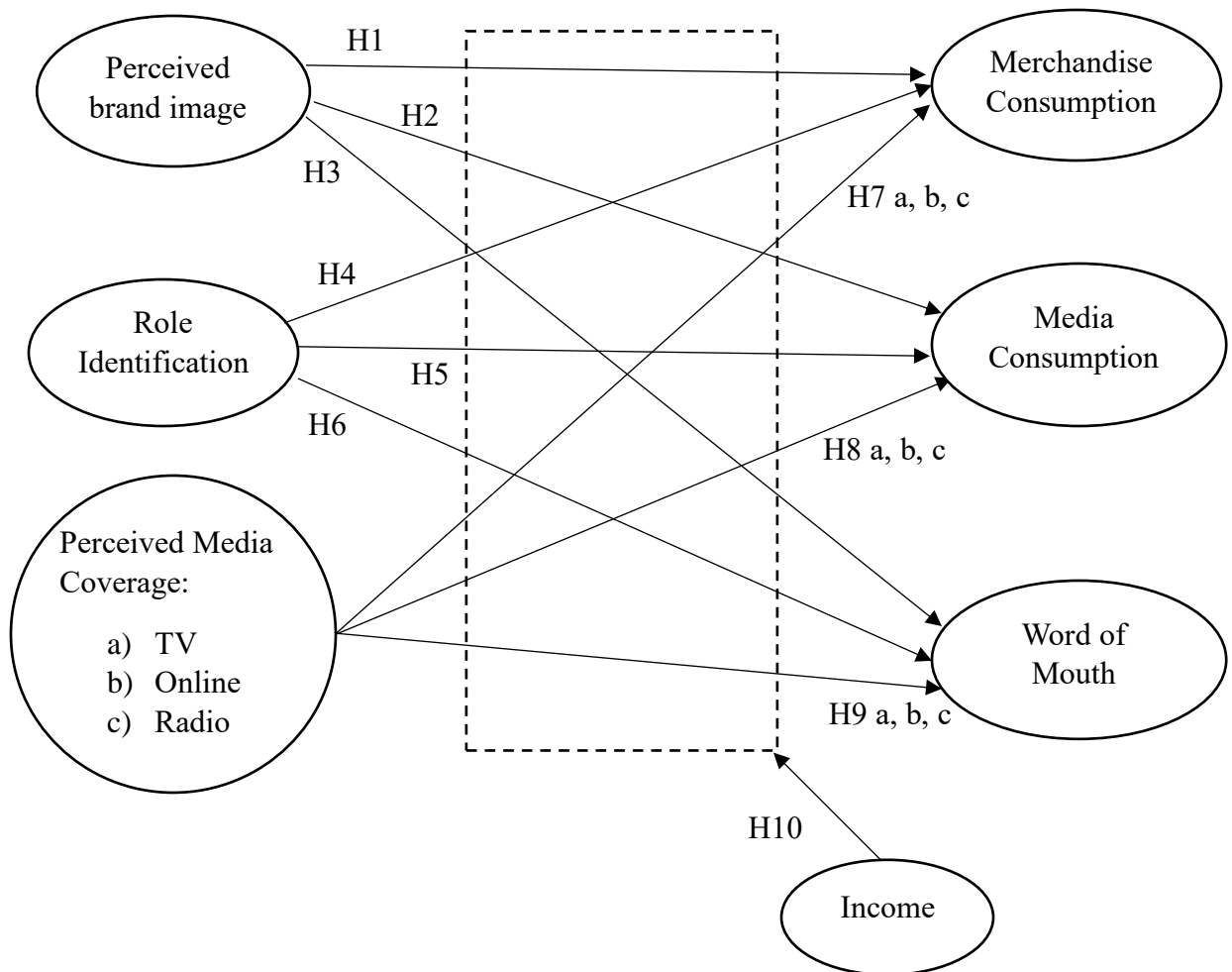
As brand images are offered by the team, along with role identification offered by fans, and an external party offers media coverage in the region of fans, income assists the purchasing power of satellite fans to do patronage activities. Income dominates consumption patterns mainly on higher-priced products (Mihic & Ćulina, 2006). It is unavoidable that income is responsible the most for the variation in the first component of consumption behaviour (Vo, 2023). Socio-economic characteristics are one of the factors that influence consumer choice of sports products (Ramirez-Diaz et al., 2022; Vanishree et al., 2020). Even though, for certain other products, economy hierarchy cannot determine consumption behaviour (Duan et al., 2023; Lowe et al., 2023), then high consciousness negatively influences consumption behaviour instead (Duan et al., 2023). To emphasise the negative influence of high consciousness on consumption behaviour, the modernisation of soccer fandom in Indonesia is indicated by wearing the same uniform and some attributes that indicate their membership in the fan group (Fuller, 2015). This phenomenon suggests a theory gap caused by product diversity in conflict theory. However, Indonesian

fans are reliant on income and overcome by purchasing unlicensed merchandise and cultivating the habit of paying for sharing accounts in terms of watching behaviour. Unlicensed merchandise businesses in Indonesia primarily flourished due to high demand (Saliem, 2020). Another possibility is sharing account payments by signing up for membership on the official supporter fanbase to watch football matches in groups on the “Live Screening” Event. Some live screenings are open to non-members by selling entrance tickets for live joining at the venue. Thus, it is necessary to run the moderation effect of income in this study and propose the hypothesis:

H10: Income moderates the effect of perceived brand image, role identification, and perceived TV, online, and radio media coverage on patronage behaviour of merchandise consumption, media consumption, and word-of-mouth

Finally, following Figure 1 arranges the hypotheses in design as a research framework.

Figure 1
Hypothesis Model



Chapter 3 Methodology

3.1. Data Collection and Sample

The survey was conducted through a cross-sectional design using a questionnaire as a measurement tool. All variables are continuous except for monthly income, which is categorical. The questionnaire contained questions for each variable, and respondents should answer based on a five-point Likert scale, ranging from one point as “Strongly Disagree” or “Almost Never” to five points as “Strongly Agree” or “Frequently”, depending on characteristics of measurement items. The population in this study were all fans of professional European football teams. Using a convenient sampling technique, the questionnaire was distributed to Indonesian satellite fans of the Top 10 UEFA clubs based on UEFA coefficients rank as of the 2022/2023 season of leagues, which were generated as of May 2023. The Top 10 Rank of UEFA football teams are represented in Table 1.

Table 1
List of Top 10 European Football Teams

Rank	Name of Football Team	Football League / Origin Country	Registered Supporter Group (fanbase) in Indonesia
1	Manchester City	EPL/England	Manchester City Supporter Club Indonesia (MCSC)
2	Bayern Muenchen	Bundesliga/Germany	FC Bayern Fans Indonesia (FCBFI)
3	Chelsea FC	EPL/England	Chelsea Indonesia Supporter Club (CISC)
4	Liverpool	EPL/England	Big Reds Indonesia
5	Real Madrid	La Liga/Spain	Peña Real Madrid Indonesia (PRMI)
6	PSG	Ligue 1/France	PSG Indonesia
7	Manchester United	EPL/England	United Indonesia
8	Juventus	Serie A/Italy	Juventus Official Fans Club (JOFC)
9	Barcelona FC	La Liga/Spain	Indobarca
10	Inter Milan	Serie A/Italy	Inter Club Indonesia (ICI)

The targeted samples were 30 for each football team, or 300 in total. The returned questionnaire made responses that passed the pretest eligible for data analysis. Respondents should choose one of the

ten football teams listed above as their favourite. Therefore, those not fans of the ten football teams were not eligible. Respondents should fulfil each of the required sections for variable measurement items. Any returned response with a missing value on any required section was dropped. However, responses with missing values in sections other than those required are accepted. The questionnaire structure was divided into six sections. Section One intended to conduct a pre-test, which consisted of three questions, to determine whether the response was eligible. Section Two asked for demographic data for those who passed Section One. Demographic data comprised gender, age, level of education, occupation, and monthly income. Monthly income was the required question item to run the moderation effect; thus, responses with missing values for this item were dropped. Sections Three to Six were regarding each of the variable measurement items: perceived brand image, role identification, perceived media coverage, and patronage behaviour. The questionnaire distributed was converted to the Indonesian language. The conversion was assisted by an amateur interpreter holding a bachelor's degree in English Language from an Indonesian university.

There were two phases of questionnaire distribution, which were conducted offline and online. Offline distribution was conducted during the supporter group events on-site (e.g. live screening, internal futsal, and gathering). However, some supporter groups have not yet been holding events since COVID-19. In this case, questionnaire distribution was conducted online using Google Forms. The number of returned responses that passed the pre-test was 397. Nevertheless, there were seven missing values on the required item. Therefore, 390 samples were used for data analysis ($n = 390$). Table 2 presents the questionnaire distribution phases.

Table 2
The phase of Questionnaire Distribution

Order	Name of Football Team (#rank)	Name of Fanpage	Phase
1	Manchester United (#7)	United Indonesia	Offline
2	Liverpool (#4)	Big Reds Indonesia	Offline
3	Barcelona (#9)	Indobarca	Offline
4	Manchester City (#1)	MCSC	Offline
5	Real Madrid (#5)	PRMI	Offline
6	Juventus (#8)	JOFC	Offline
7 (parallel)	Inter Milan (#10)	ICI	Online
	PSG (#6)	PSG Indonesia	Online
	Chelsea (#3)	CISC	Online
	Bayern Munchen (#2)	FCBFI	Online

3.2. Variable Measurements

There were three types of variables in this study: independent variable (X), moderating variable (W), and dependent variable (Y). The independent variables were perceived brand image, role identification, and perceived media coverage. Perceived media coverage was divided into three types of media. These three types of media had independent characteristics that could not be combined simultaneously with other types of media. Media coverage was divided into perceived TV media coverage, perceived online media coverage, and perceived radio media coverage. There were five independent variables in total. Patronage behaviour became the dependent variable. Following the previous study (Morrison et al., 2020), this study divided three types of patronage behaviour into three separate variables: merchandise consumption, media consumption, and word-of-mouth. There were three dependent variables in total. Additionally, monthly income was added as a moderating variable.

The perceived brand image explains how fans assess the brand image of their favourite team, measured by five items: the team's personality strength, image power, goodness, niceness, attractiveness, and sympathy (Villarejo-Ramos, 2002). Role identification refers to how fans perceive their role identification towards their favourite team. The questionnaire measuring role identification consists of three items, which ask fans' self-assessment whether they are real fans of the team, experience loss to

stop being a fan and feel the importance of being a fan (Trail & James, 2001). Another independent variable is perceived media coverage, which refers to fans' perception of whether mass media in the region where they domicile have already covered their favourite team through offline and online electronic media, which are television, internet, and radio (Kose et al., 2020). The area of coverage consists of match games, highlights, news, and two additional items for online media, which are the availability of the website of the registered supporter fanbase and the official website of the team (Kerr & Emery, 2011; Kose et al., 2020).

The dependent variable is Patronage behaviour, which refers to patronage activities of fans to their favourite team that may impact the team's operating revenue, consisting of repeat purchases of tickets, merchandise consumption, media consumption, and word-of-mouth (Morrison et al., 2020). However, this study examines merchandise consumption, media consumption, and word-of-mouth to measure satellite fans' patronage activities. In the questionnaire measuring merchandise consumption, the two items used are purchasing activities by fans related to merchandise consisting of official merchandise and licensed merchandise sold by other entities (e.g. sports apparel companies and other local fans stores). Meanwhile, to measure media consumption, the five items used are watching activities through a satellite paid TV channel, watching activities through an online paid platform, browsing the team's official Instagram account, browsing the team's official Twitter account, and browsing the team's official Facebook account. Another one is word of mouth, and the measurement consists of three items: speaking about the team's goodness, encouraging others to watch the team's game, and recommending others to support the team (Kose et al., 2020).

The moderating variable is the monthly income level, measured as a categorical variable. The income level category is modified from the original version based on the Indonesian Central Bureau of Statistics income category. The original version was modified to obtain good data analysis due to the different monthly incomes gained by samples domiciled in the greater area of the capital city. The level of income is categorised into six groups, which are "Low Income", "Middle Income", and "High Income", with three additional categories: up to IDR 4.500.000, higher than IDR 10.500.000, and "No Income". On

question item, respondents were given options to choose one proper option based on six categories of monthly income. Indeed, monthly income refers to the amount of finances respondents receive monthly. The word income is distinguished from salary; thus, for the question item, the word “income” was shown (Indonesian: “*Pendapatan*”) instead of “salary” (Indonesian: “*Gaji*”). When respondents were shown the word “income”, that affected the interpretation of any monetary amount received, regardless of the legal aspect of the source (e.g. salary, donation, grant, dividends, interests, or any other profitable activities). Furthermore, to conduct a moderation effect analysis, monthly income was later grouped into two categories: High-income and Low-income. The two groups are divided based on Indonesia's monthly income per capita in 2023. According to data provided by the Indonesian Central Bureau of Statistics, as of February 2023, Indonesia reached income per capita amounted to USD 4.920 (rounded amount) per year, which was converted to Indonesian Rupiah amounted to IDR 75.525.000 per year (1 USD = 15.351 IDR in February 2023, using selling rate of Bank of Indonesia). This amount was later divided per month to be equivalent to IDR 6.500.000. Thus, the High-Income Group consists of 3 levels of income, which are “Middle Income”, “High Income’ and higher than IDR 10.500.000. Otherwise, the Low Income Group refers to 3 other levels of income, which are “No Income”, up to 4.500.000, and “Low Income”. A list of monthly income grouping is presented in the table below:

Table 3
Monthly Income Categorization

	Income Range	Level of Income Category	Group
1	Higher than IDR 4.500.000 to IDR 6.500.000	Low Income	Low-Income Group
2	Higher than IDR 6.500.000 to IDR 8.500.000	Middle Income	High-Income Group
3	Higher than IDR 8.500.000 to IDR 10.500.000	High Income	High-Income Group
4	Up to IDR 4.500.000	Additional category	Low-Income Group
5	Higher than IDR 10.500.000	Additional category	High-Income Group
6	No Income	Additional category	Low-Income Group

3.3. Data Analysis

Descriptive statistics and reliability and validity tests must first be run to analyse data.

Descriptive Statistics were used to describe respondents' characteristics through demographic data and then applied to all variables to describe all the characteristics of responses. SPSS 29 was used to run descriptive statistics.

The reliability and validity test was conducted to test whether non-metric unobserved variables measurement items were valid and reliable in measuring the variable by using AMOS 29. Confirmatory Factor Analysis (CFA) was used to measure the validity of items by using a factor loading score. Meanwhile, the average variance extracted (AVE) and composite reliability (CR) were used to measure reliability (Wijanto, 2015). Cronbach's Alpha score was also added to accept reliability (Hair, 2011; Haryono, 2016). Factor loading should meet the .70 minimum to pass the validity test (Wijanto, 2015). For the reliability test, Cronbach's alpha score should reach .70 (Hair, 2010; Haryono, 2016), AVE should reach .50, and CR should reach .70 as a minimum (Wijanto, 2015). Also, AMOS 29 was utilised to obtain a correlation score between items.

Furthermore, it was necessary to test the overall model fit. The fit indices should represent at least one criterion from each goodness of fit category: absolute fit indices, incremental fit indices, and parsimonious fit indices (Hair, 2011; Haryono, 2016; Latan, 2011;). Absolute fit indices require probability (p) to reach .05 at maximum, goodness of fit index (GFI) to be .90 at minimum, and rooted mean square error of approximation (RMSEA) to be .08 at maximum. For incremental fit indices, Tucker Lewis index (TLI), normal fit index, adjusted goodness of fit (AGFI), and comparative fit index (CFI) are respectively .90 on minimum (Ghozali, 2012; Haryono, 2016; Waluyo, 2011; Widarjono, 2010; Wijanto, 2007; Wijaya, 2009). For parsimonious fit indices, normed chi-square (χ^2) should make a range between 1,0 to 5,0 for the χ^2 value divided by the degree of freedom (df) value (Haryono, 2016). Finally, the hypothesis was tested through SEM data analysis using AMOS 29. Two types of data analyses were conducted for hypothesis testing. To test H1 through H9, SEM analysis was performed as a direct effect

of independent variables. For H10, to conduct moderation effect analysis, SEM Multigroup analysis consisting of two groups, a High-Income Group and a Low-Income Group, was performed. The significance value of the p-value to accept the hypothesis should be .05 at the maximum.

Chapter 4 Results

4.1. Descriptive Statistics

A pre-test, consisting of three items, was conducted in Section One of the questionnaire. The first item asked whether the respondents were UEFA football team fans. If the answer was yes, they might continue to answer the next item; otherwise, if the answer was no, respondents must stop filling in the questionnaire. The next item was to choose one of the football teams to be referred to as “my favourite team” for the following sections. The Top 10 UEFA Rank football teams were drop-down listed, and one additional option was “Other Team”. Thus, if the response was “Other Team”, respondents must stop filling in the questionnaire. The number of samples (N = 397) based on football teams is presented in the following table:

Table 4
Number of samples per team (N = 397)

Category	Frequency N	Percentage %
Favourite football team		
Barcelona	45	11.3
Bayern Munchen	58	14.6
Chelsea	25	6.3
Inter Milan	19	4.8
Juventus	36	9.1
Liverpool	38	9.6
Manchester City	45	11.3
Manchester United	76	19.1
PSG	6	1.5
Real Madrid	49	12.3
TOTAL	397	100.0

Most respondents were fans of Manchester United. Based on its Instagram account, United Indonesia has the most account followers among other teams. Additionally, this fanbase has many chapters spread all over the nation compared to other football teams' fanbases. The third item in the pre-test asked for a period of being a fan of the teams. Most of the respondents have been team fans for 5 – 15

years. The mode value is ten years, with the number of samples comprising 20. That depends on the age and team. Most respondents in that range were fans of Manchester United, Barcelona, and Real Madrid. The ages ranged from 21 to 40, born between 1983 and 2002. On the other hand, the number of respondents that have become fans ranged from 0-2 years, was quite massive. Most respondents in this range of period were dominated by Manchester City and Manchester United. The ages ranged from 16 to 31. Based on the UEFA coefficient rank, Manchester City has recently reached the top ranks in the past decade. Initially, Manchester City reached the top 10 in 2018 and consistently achieved the rank through the following years. Then, in 2021, it began to reach the top three. Regarding demographics, the characteristic of respondents (N = 397) is presented in Table 5.

For the question items regarding demography, all the questions used multiple-choice except for age. The age item used open-answer questions. Moreover, occupation items offered some options requiring respondents to identify their area. The three options were employee, professional, and others. Respondents were dominated by males, which comprised 87.7% of respondents. Regarding age, the minimum value was 15, and the maximum was 60, while the median reached 28. The mean score of age was 29.09. However, the mode of respondent was 31 years old. There was one response with a missing value on the age item; thus, the total responses were 396 regarding age. The age characteristics supported the occupation distribution, while more than half of respondents were private company employees, comprising 53.1% of respondents. These were dominated by companies in the manufacturing and retail industries. Additionally, "Others" were dominated by online transportation drivers, while "Professionals" were dominated by medical practitioners (doctors and veterinarians). Nevertheless, three responses were missing value; the total number of responses was 394 regarding occupation. To explain the educational level, 64.2% of respondents obtained bachelor's degrees, followed by those who received high school degrees (29,0%). There were two responses with missing values, and the total number of responses was 395 regarding level of education.

Table 5
Demographics of Samples (N = 397)

Category	Frequency	Percentage
	N	%
Gender		
Female	43	10.8
Male	348	87.7
Prefer not to say	6	1.5
Age		
15-20	34	8.6
21-30	206	51.9
31-40	128	32.2
41-50	24	6.0
Upper 50	4	1.0
Missing Value	1	0.3
Occupation		
Civil Servant	52	13.1
Employee	211	53.1
Entrepreneur	30	7.6
Professional	5	1.3
Student	58	14.6
Others	38	9.6
Missing Value	3	0.8
Level of Education		
Lower than High School	7	1.8
Graduated from High School	115	29.0
Bachelor	255	64.2
Master	17	4.3
Higher than master	1	0.3
Missing Value	2	0.5

The following item of demography was to obtain a moderating variable, monthly income, which is represented in Table 6. The total responses accepted for data analysis were reduced from missing values. Thus, 390 responses were considered for data analysis ($n = 390$). Most samples were from the Low-Income category of the Indonesian Central Bureau of Statistics. The total samples of the High-Income Group or Group 1 were 238 ($n_1 = 238$), and the total samples of the Low-Income Group or Group 2 were 152 ($n_2 = 152$).

Table 6
Number of samples based on monthly income (N = 397)

Category	Frequency	Percentage
	N	%
Group 2 – Low-Income Group		
No Income	38	9.6
Lower than IDR 4.500.000	85	21.4
Higher than IDR 4.500.000 to IDR 6.500.000	115	29.0
Total Low-Income Group Samples	238	59.9
Group 1 – High-Income Group		
Higher than IDR 6.500.000 to IDR 8.500.000	41	10.3
Higher than IDR 8.500.000 to IDR 10.500.000	38	9.6
Higher than IDR 10.500.000	73	18.4
Total High-Income Group Samples	152	38.3
Total accepted responses	390	98.2
Missing Value	7	1.8
TOTAL	397	100.0

Samples showed similar perceptions of their favourite teams' brand image. Averagely, samples agreed that their favourite teams have strong personalities ($M = 4.63$), have powerful images ($M = 4.70$), are very good ($M = 4.49$), are very nice brands ($M = 4.50$), are very attractive brands ($M = 4.60$), and are hugely sympathetic brand ($M = 4.44$). Samples also showed similar role identification towards their favourite teams. Averagely, samples agreed to be a real fan of the team ($M = 4.20$), to experience loss if they stop being a fan of the team ($M = 3.90$), and to the importance of being a fan of the team ($M = 4.05$). Perceived media coverage was diverse for each type of media. However, samples showed similar perceptions of the TV coverage frequency of their favourite teams. Averagely, samples perceived that TV channels in Indonesia broadcasted the match of the team ($M = 3.54$), covered the news regarding the team ($M = 3.80$), and broadcasted match highlights of the team ($M = 3.71$) quite frequently. The perception of online media coverage frequency also showed similar responses. On average, samples perceived that internet platforms have broadcasted the match of the team ($M = 4.32$), sports news websites have covered the team ($M = 4.31$), websites have uploaded match highlights of the team ($M = 4.34$) frequently, and accessibility of teams' official websites ($M = 4.39$) and supporter group websites ($M = 4.29$) are good.

Similar perceptions were also presented on radio coverage frequency. However, samples tend to assess a moderate frequency of coverage for news regarding the team (M = 2.88) and match highlights of the team (M = 2.79) by radio channels.

Regarding dependent variables, the patronage behaviour of samples towards their favourite teams was diverse, depending on each variable. Samples presented a moderate-low frequency of merchandise consumption, a high frequency of media consumption, and a moderate-high frequency of word of mouth. Samples moderately conduct purchase activities of official merchandise (M = 2.86) and licensed merchandise (M = 3.28). However, samples averagely presented a high frequency of watching behaviour through paid platforms or satellite TV (M = 3.99), news tracking through the official website of the team (M = 4.13), and news tracking through the official Instagram account of the team (M = 4.41). Nevertheless, the two items showed different behaviours in media consumption, which is on a moderate frequency level. Those items were news tracking through the team's official Twitter account (M = 3.64) and news tracking through the team's official Facebook account (M = 3.20). Another patronage behaviour is word-of-mouth, in which samples averagely present moderate to high frequency through recommending the team (M = 3.75), spreading goodness (M = 4.03), and influencing relatives (M = 3.80). Table 7 represents descriptive statistics of variables (n = 390).

Table 7
Descriptive Statistics of Variables (n = 390)

Constructs	Measurement Items	Mean	SD	Mode	Median	Min	Max
Perceived brand image							
BI1	My Favourite team has a strong personality	4.63	0.67	5	5.00	1	5
BI2	My favourite team has a powerful image	4.70	0.62	5	5.00	1	5
BI3	My favourite team is very good	4.49	0.76	5	5.00	1	5
BI4	My favourite team is a very nice brand	4.50	0.74	5	5.00	1	5

Constructs	Measurement Items	Mean	SD	Mode	Median	Min	Max
BI5	My favourite team is a very attractive brand	4.60	0.68	5	5.00	1	5
BI6	My favourite team is a hugely sympathetic brand	4.44	0.77	5	5.00	1	5
Role Identification							
RI1	I consider myself to be a “real” fan of my favourite team	4.20	0.95	5	4.00	1	5
RI2	I would experience a loss if I had to stop being a fan of my favourite team	3.90	1.18	5	4.00	1	5
RI3	Being a fan of my favourite team is very important to me	4.05	1.05	5	4.00	1	5
Perceived TV Media Coverage							
MC1	The TV Channel in my country has broadcasted the match between my favourite team	3.54	1.18	4	4.00	1	5
MC2	The sports news program on the TV Channel in my country has covered my favourite team	3.80	0.97	4	4.00	1	5
MC3	Program TV Channel in my country has broadcasted my favourite team’s match highlight	3.71	1.03	4	4.00	1	5
Perceived Online Media Coverage							
MC4	Internet platform accessible in my country has broadcasted the match of my favourite team	4.32	0.90	5	5.00	1	5
MC5	Sports news websites accessible in my country have covered my favourite team	4.31	0.74	5	4.00	1	5
MC6	There are videos available on the internet accessible in my country regarding my	4.34	0.77	5	4.50	1	5

Constructs	Measurement Items	Mean	SD	Mode	Median	Min	Max
	favourite team's match highlight						
MC7	My favourite team's official website/s is/are accessible in my country	4.39	0.84	5	5.00	1	5
MC8	There is a supporter's website of my favourite team available in my country."	4.29	0.88	5	5.00	1	5
Perceived Radio Media Coverage							
MC9	The Radio Channel in my country provide and inform news of my favourite team	2.88	1.20	3	3.00	1	5
MC10	A Program Radio Channel in my country has broadcasted my favourite team's match highlight	2.79	1.25	3	3.00	1	5
Merchandise Consumption							
Mer1	Purchasing my favourite team's official merchandise (that is officially offered by the team) is something I do	2.86	1.33	3	3.00	1	5
Mer2	Purchasing my favourite team's licensed merchandise (other businesses that have bought licenses to sell products associated with the team, e.g. Nike, Adidas, Puma, Sports Station, and so on) is something I do	3.28	1.22	4	4.00	1	5
Media Consumption							
Med1	I watch and listen to my favourite team's game(s) through the paid satellite TV/paid online platform (e.g. Bein Sport, ESPN, Mola TV, Vidio.com)	3.99	1.15	5	4.00	1	5

Constructs	Measurement Items	Mean	SD	Mode	Median	Min	Max
Med2	I track the news of my favourite team through the team's official website	4.13	0.95	5	4.00	1	5
Med3	I track the news of my favourite team through the team's official Instagram account	4.41	0.94	5	5.00	1	5
Med4	I track the news of my favourite team through the team's official Twitter account	3.64	1.30	5	4.00	1	5
Med5	I track the news of my favourite team through the team's official Facebook account	3.20	1.42	5	3.00	1	5
Word of Mouth							
WOM1	I recommend my favourite team to other people	3.75	1.28	5	4.00	1	5
WOM2	I speak the goodness of my favourite team to other people	4.03	1.20	5	4.00	1	5
WOM3	I encourage relatives (e.g. friends and family) to watch my favourite team's game	3.80	1.20	5	4.00	1	5

Note. M = Mean Score; SD = Standard Deviation; Min = Minimum Score; Max = Maximum Score

4.2. Validity and Reliability Test

Using AMOS 29 (n = 390), the data obtained model fit for parsimonious fit indices ($\chi^2/df = 2.64$), absolute fit indices ($p = .00$; RMSEA = .64), and incremental fit indices (TLI = .89; CFI = .91). However, some items initially failed to pass the validity test with factor loading scores lower than .70. Indeed, these items are supposed to be dropped. The initial stage of validity and reliability test results are represented in Table 8.

Table 8
First Stage of Validity Test Result (n = 390)

Constructs	Measurement Items	λ	CR	AVE
Perceived brand image			.90	.59
BI1	My Favourite team has a strong personality	.70		
BI2	My favourite team has a powerful image	.74		
BI3	My favourite team is very good	.83		
BI4	My favourite team is a very nice brand	.82		
BI5	My favourite team is a very attractive brand	.80		
BI6	My favourite team is a hugely sympathetic brand	.71		
Role Identification			.87	.70
RI1	I consider myself to be a “real” fan of my favourite team	.72		
RI2	I would experience a loss if I had to stop being a fan of my favourite team	.87		
RI3	Being a fan of my favourite team is very important to me	.90		
Perceived TV Media Coverage			.88	.70
MC1	TV Channels in my country have broadcasted the match of my favourite team	.74		
MC2	Sports news programs on TV Channels in my country have covered my favourite team	.89		
MC3	Program TV Channels in my country have broadcasted my favourite team’s match highlight	.88		
Perceived Online Media Coverage			.85	.47
MC4	Internet platform accessible in my country has broadcasted the match of my favourite team	.68		
MC5	Sports news websites accessible in my country have covered my favourite team	.86		
MC6	There are videos available on the internet accessible in my country regarding my favourite team’s match highlight	.82		
MC7	My favourite team's official website/s is/are accessible in my country	.69		
MC8	There is a supporter’s website of my favourite team available in my country.”	.58		

Constructs	Measurement Items	λ	CR	AVE
Perceived Radio Media Coverage			.91	.84
MC9	Radio Channels in my country provide and inform news about my favourite team	.92		
MC10	Radio Channels in my country have broadcasted my favourite team's match highlight	.91		
Merchandise Consumption			.77	.63
Mer1	Purchasing my favourite team's official merchandise (that is officially offered by the team) is something I do	.84		
Mer2	Purchasing my favourite team's licensed merchandise (other businesses that have bought licenses to sell products associated with the team, e.g. Nike, Adidas, Puma, Sports Station, and so on) is something I do	.74		
Media Consumption			.78	.36
Med1	I watch and listen to my favourite team's game(s) through the paid satellite TV/paid online platform (e.g. Bein Sport, ESPN, Mola TV, Vidio.com)	.59		
Med2	I track the news of my favourite team through the team's official website	.70		
Med3	I track the news of my favourite team through the team's official Instagram account	.64		
Med4	I track the news of my favourite team through the team's official Twitter account	.51		
Med5	I track the news of my favourite team through the team's official Facebook account	.54		
Word of Mouth			.88	.71
WOM1	I recommend my favourite team to other people	.86		
WOM2	I speak the goodness of my favourite team to other people	.89		
WOM3	I encourage relatives (e.g. friends and family) to watch my favourite team's game	.77		

Note. λ = Factor loading. All factor loadings are significant at the $p < .05$. CR = Composite Reliability; AVE = Average Variance Extracted.

All variables had passed the validity test for each item, except for online media coverage (IV) and media consumption (DV). The correlation between items was significant ($p = .000$). To decide whether items should be dropped or not also depended on the reliability test. Moreover, some lower scores of factor loading were acceptable as marginal fit, in a range between $.50 \geq$ to $.70$ (Ghozali, 2008; Haryono, 2016). The initial reliability test obtained composite reliability higher than $.70$ for each variable. Thus, it was unnecessary to drop any item from these two variables regarding the tolerance of factor loading. However, when considering the AVE score, the two variables achieved scores lower than $.50$. In this case, some items were dropped in the next stage of validity and reliability tests. First, there were three items lower than 0.70 regarding online media coverage. However, item MC4 and item MC7 were approaching $.70$, with additionally approaching $.50$ for the AVE score; it was decided to drop MC8 while MC4 and MC7 were to be retained. Second, regarding media consumption, there was supposedly the item Med2 that passed the validity test. To tolerate the other four items, the AVE score was still far from minimum acceptance to be marginally accepted, although the CR score had already been achieved. For the next stage test, the items Med4 and Med5 were dropped. Items Med1 and Med3 were in a similar range to approach $.70$. Thus, these items were retained. Table 9 presents the validity and reliability of the next stage result, with Cronbach's Alpha in addition to supporting acceptance.

Table 9
Second Stage of Validity Test and Reliability Test Results (n = 390)

Constructs	Measurement Items	λ	CR	AVE	α
Perceived brand image			.90	.60	.90
BI1	My Favourite team has a strong personality	.70			
BI2	My favourite team has a powerful image	.74			
BI3	My favourite team is very good	.84			
BI4	My favourite team is a very nice brand	.83			
BI5	My favourite team is a very attractive brand	.80			
BI6	My favourite team is a hugely sympathetic brand	.71			

Constructs	Measurement Items	λ	CR	AVE	α
Role Identification			.87	.70	.87
RI1	I consider myself to be a “real” fan of my favourite team	.72			
RI2	I would experience a loss if I had to stop being a fan of my favourite team	.87			
RI3	Being a fan of my favourite team is very important to me	.91			
Perceived TV Media Coverage			.87	.70	.87
MC1	TV Channels in my country have broadcasted the match of my favourite team	.74			
MC2	Sports news programs on TV Channels in my country have covered my favourite team	.89			
MC3	TV Channels in my country have broadcasted my favourite team’s match highlight	.87			
Perceived Online Media Coverage			.85	.58	.84
MC4	Internet platform accessible in my country has broadcasted the match of my favourite team	.71			
MC5	Sports news websites accessible in my country have covered my favourite team	.90			
MC6	There are videos available on the internet accessible in my country regarding my favourite team’s match highlight	.79			
MC7	My favourite team's official website/s is/are accessible in my country	.63			
Perceived Radio Media Coverage			.91	.84	.91
MC9	Radio Channels in my country provide and inform news about my favourite team	.92			
MC10	Radio Channels in my country have broadcasted my favourite team’s match highlight	.91			

Constructs	Measurement Items	λ	CR	AVE	α
Merchandise Consumption			.76	.62	.76
Mer1	Purchasing my favourite team's official merchandise (that is officially offered by the team) is something I do	.82			
Mer2	Purchasing my favourite team's licensed merchandise (other businesses that have bought licenses to sell products associated with the team, e.g. Nike, Adidas, Puma, Sports Station, and so on) is something I do	.75			
Media Consumption			.71	.45	.70
Med1	I watch and listen to my favourite team's game(s) through the paid satellite TV/paid online platform (e.g. Bein Sport, ESPN, Mola TV, Vidio.com)	.62			
Med2	I track the news of my favourite team through the team's official website	.78			
Med3	I track the news of my favourite team through the team's official Instagram account	.60			
Word of Mouth			.88	.71	.88
WOM1	I recommend my favourite team to other people	.86			
WOM2	I speak the goodness of my favourite team to other people	.90			
WOM3	I encourage relatives (e.g. friends and family) to watch my favourite team's game	.77			

Note. λ = Factor loading. All factor loadings are significant at the $p < 0.05$. α = Cronbach's Alpha; CR = Composite Reliability; AVE = Average Variance Extracted.

The next stage of the validity and reliability test has obtained a fit score for AVE of Online Media Coverage; However, item MC7 had not achieved .70. It was tolerable for the new factor loading to pass the validity test, which had been in the marginal range (higher than .50). After dropping items Med4 and Med5, the new factor loadings had not achieved .70 still for Med1 and Med3. However, those obtained loading in the range of marginal fit. Also, the AVE score had been updated to 0.45, which was tolerated

as marginal. In addition, the data used for new construct items had obtained model fit for absolute fit indices ($p = .00$; GFI = .88; RMSEA = .59), incremental fit indices (TLI = .92; AGFI = .85; CFI = .93) and parsimonious fit indices ($\chi^2/df = 2.36$), while in comparison to previous construct items, the model fit could not obtain the score of GFI and AGFI (GFI and AGFI on new model fit are considered to be marginal fit). Furthermore, the average independent variables were correlated with dependent variables. However, Perceived brand image, Perceived TV Media Coverage, and Perceived Online Media Coverage show weak correlations to Merchandise Consumption. Other weak correlations were found between Perceived TV Media Coverage and Perceived Radio Media Coverage to Word of Mouth and Perceived Radio Media Coverage to Media Consumption. Table 10 represents correlations among variables (r) and coefficient of determination (r^2).

Table 10
The correlations and coefficients of determination of latent variables

Variables	1	2	3	4	5	6	7	8
1. Perceived brand image	.60	.118	.047	.127	.008	.032	.123	.097
2. Role Identification	.344	.70	.009	.064	.002	.137	.266	.320
3. Perceived TV Media Coverage	.217	.095	.70	.267	.162	.028	.050	.025
4. Perceived Online Media Coverage	.357	.252	.517	.58	.062	.029	.136	.063
5. Perceived Radio Media Coverage	.091	.046	.403	.248	.84	.065	.012	.022
6. Merchandise Consumption	.180	.370	.167	.169	.254	.62	.196	.102
7. Media Consumption	.351	.516	.223	.369	.109	.443	.45	.172
8. Word of Mouth	.312	.566	.157	.250	.149	.320	.415	.71

The diagonal (in bold and italics) shows the AVE Value for each variable.

Under the diagonal are correlations, and above the diagonal is the coefficient of determination

4.3. Structural Model

SEM analyses were conducted twice to test the direct effect and moderation effect (two-group analysis). The data found model fit for direct regression analysis for absolute fit indices ($p = .00$; GFI =

.88; RMSEA = .60), incremental fit indices (TLI = .92; AGFI = .84; CFI = .93), and parsimonious fit indices ($\chi^2/df = 2.41$). To run a two-group analysis, the data also obtained model fit for ($p = .00$; GFI = .81; RMSEA = .48; TLI = .90; AGFI = .80; CFI = .90; $\chi^2/df = 1.89$). Table 11 presents the model comparison between these two SEM analyses. The model comparison obtained significant differences between the direct effect and moderation effect ($\chi^2 > 313.60$)

Table 11
Model Comparison

Model Fit	SEM	Two-Group Analysis (Unconstrained)	Model Comparison
P	.00	.00	
GFI	.88	.83	
RMSEA	.60	.05	
TLI	.92	.90	
AGFI	.84	.78	
CFI	.93	.91	
χ^2/df	2.41	1.89	
χ^2	659.72	1,033.67	373.95
Df	274.00	548.00	274.00

Based on the model fit presented in the table, using a level of confidence interval of 95% ($p \leq 0.05$), some hypotheses proposed were accepted. However, some were rejected. Perceived brand image positively affects media consumption behaviour of Indonesian satellite fans ($p = .047$, $\beta = .12$). However, it cannot positively affect merchandise consumption ($p = .543$, $\beta = .04$) and word of mouth ($p = .060$, $\beta = .10$). Role identification positively affects all patronage behaviour with p values of .000 for all of the dependent variables and coefficients of .36, .43, and .52 for merchandise consumption, media consumption, and word of mouth, respectively. Perceived TV media coverage has no significant effect on patronage behaviour, with p values of .661, .501, and .741 and coefficients of .03, .05, and .02 for merchandise consumption, media consumption, and word of mouth, respectively. However, perceived online media coverage positively affects media consumption ($p = .018$, $\beta = .18$) and has no significant effect on merchandise consumption ($p = .918$, $\beta = .01$) and word of mouth ($p = .782$, $\beta = .05$). Similar to

perceived radio coverage, the result obtains a significant effect solely on merchandise consumption ($p = .000, \beta = .22$) and insignificant effects on media consumption ($p = .761, \beta = .02$) and word of mouth ($p = .065, \beta = .10$). Table 12 represents Direct Effect Data Analysis.

Table 12
Hypothesis Testing Results for Direct Effect Analysis (n = 390)

Hypothesis	SE	p	β
H1	.127	.543	.04
H2	.079	.047	.12
H3	.111	.060	.10
H4	.079	***	.36
H5	.051	***	.43
H6	.065	***	.52
H7a	.089	.661	.03
H8a	.056	.501	.05
H9a	.077	.741	.02
H7b	.151	.918	.01
H8b	.097	.018	.18
H9b	.131	.434	.05
H7c	.062	***	.22
H8c	.038	.761	.02
H9c	.051	.065	.10

Note: β =coefficient, SE = Standard error

4.4. Moderation Effect Analysis

To examine the moderation effect of income, a Two-Group analysis of SEM was conducted by dividing samples into categories, which were the High-Income Group (Group 1) and the Low-Income Group (Group 2). Before conducting moderation effect analysis, baseline and least restricted model fit analysis was performed, and it obtained unconstrained and five restricted models, which are measurement weights, structural weights, structural covariances, structural residual, and measurement residuals. The six models have obtained a good fit. Table 13 represents six model fits for two-group analysis.

Table 13

Model Comparison of Two-Group Analysis (before constraints)

Model	p	GFI	RMSEA	TLI	AGFI	CFI	χ^2	$\Delta\chi^2$	df	Δdf	χ^2/df
Unconstrained	.00	.83	.05	.90	.78	.91	1,033.67		548		1.89
Measurement Weights	.00	.83	.05	.90	.79	.91	1,069.18	35.1	566	18	1.89
Structural Weights	.00	.83	.05	.90	.79	.91	1,080.57	46.90	581	33	1.86
Structural Covariances	.00	.82	.05	.90	.79	.91	1,114.15	80.48	596	48	1.87
Structural Residual	.00	.82	.05	.90	.79	.91	1,124.15	90.41	599	.51	1.88
Measurement Residual	.00	.81	.05	.90	.79	.90	1,124.08	146.65	625	77	1.89

The model comparisons have obtained good fits for the six least restricted models, where each χ^2 has achieved a higher score compared to the critical value (χ^2 table) for the respective degree of freedom. Subsequently, model fit analysis was conducted for unconstrained and constraints between relationships to determine whether that has indicated moderation effect respectively. The constraints have obtained model fit. However, the model comparison represented no moderation effect of each relationship. Table 14 represents the model fit for each constraint.

Table 14

Model Comparison of Constraints

Constraints Model	p	GFI	RMSEA	TLI	AGFI	CFI	χ^2	df	χ^2/df
Perceived Brand Image – Merchandise Consumption	.00	.83	.05	.90	.78	.91	1,035.51	549.00	1.89
Perceived Brand Image – Media Consumption	.00	.83	.05	.90	.78	.91	1,036.78	549.00	1.89
Perceived Brand Image – Word-of-mouth	.00	.83	.05	.90	.78	.91	1,034.42	549.00	1.88
Role Identification – Merchandise Consumption	.00	.83	.05	.90	.78	.91	1,033.74	549.00	1.88
Role Identification – Media Consumption	.00	.83	.05	.90	.78	.91	1,035.01	549.00	1.88
Role Identification – Word-of-mouth	.00	.83	.05	.90	.78	.91	1,033.81	549.00	1.88
Perceived TV Media Coverage – Merchandise Consumption	.00	.83	.05	.90	.78	.91	1,033.67	549.00	1.88
Perceived TV Media Coverage – Media Consumption	.00	.83	.05	.90	.78	.91	1,034.30	549.00	1.88

Perceived TV Media Coverage – Word-of-mouth	.00	.83	.05	.90	.78	.91	1,034.76	549.00	1.88
Perceived Online Media Coverage – Merchandise Consumption	.00	.83	.05	.90	.78	.91	1,034.01	549.00	1.88
Perceived Online Media Coverage – Media Consumption	.00	.83	.05	.90	.78	.91	1,034.81	549.00	1.88
Perceived Online Media Coverage – Word-of-mouth	.00	.83	.05	.90	.78	.91	1,033.64	549.00	1.88
Perceived Radio Media Coverage – Merchandise Consumption	.00	.83	.05	.90	.78	.91	1,034.76	549.00	1.88
Perceived Radio Media Coverage – Media Consumption	.00	.83	.05	.90	.78	.91	1,034.15	549.00	1.88
-Perceived Radio Media Coverage – Word-of-mouth	.00	.83	.05	.90	.78	.91	1,033.63	549.00	1.88

Based on model fit, using a level of confidence interval of 95% ($p \leq .05$), the moderation effect has obtained no moderation effect of income. The critical value of χ^2 for all relationships has a higher score than χ^2 of model comparison; p-values did not either reach significance to indicate the moderation effect of Income. Table 15 presents the moderation effect analysis results that presented no moderation. Moreover, the significance of effects for each group of income is represented in Table 16, where the low-income group showed significant effects similar to the overall direct effect analysis, while the high-income group showed significant effects only in role identification.

Table 15
Moderation effect of Income (n = 390)

Independent Variables	Dependent Variables	$\Delta\chi^2$	Δdf	Critical Value	p
Perceived brand image	Merchandise Consumption	1.89	1	3.84	.170
Perceived brand image	Media Consumption	3.15	1	3.84	.076
Perceived brand image	Word-of-mouth	.79	1	3.84	.373
Role Identification	Merchandise Consumption	.11	1	3.84	.739
Role Identification	Media Consumption	1.39	1	3.84	.238
Role Identification	Word-of-mouth	.18	1	3.84	.668
Perceived TV Media Coverage	Merchandise Consumption	.04	1	3.84	.839
Perceived TV Media Coverage	Media Consumption	.67	1	3.84	.414

Independent Variables	Dependent Variables	Δx^2	Δdf	Critical Value	p
Perceived TV Media Coverage	Word-of-mouth	1.13	1	3.84	.287
Perceived Online Media Coverage	Merchandise Consumption	.38	1	3.84	.536
Perceived Online Media Coverage	Media Consumption	1.18	1	3.84	.277
Perceived Online Media Coverage	Word-of-mouth	.01	1	3.84	.915
Perceived Radio Media Coverage	Merchandise Consumption	1.13	1	3.84	.288
Perceived Radio Media Coverage	Media Consumption	.52	1	3.84	.469
Perceived Radio Media Coverage	Word-of-mouth	.01	1	3.84	.938

Table 16

Significance Comparison between Groups(n=390)

Independent Variables	Dependent Variables	High-Income Group (n1 = 238)		Low-Income Group (n2 = 152)	
		p	β	p	β
Perceived brand image	Merchandise Consumption	.440	(.01)	.145	.11
Perceived brand image	Media Consumption	.369	(.10)	.014	.19
Perceived brand image	Word of Mouth	.716	.03	.034	.15
Role Identification	Merchandise Consumption	.043	.41	.000	.31
Role Identification	Media Consumption	.000	.42	.000	.42
Role Identification	Word of Mouth	.000	.56	.000	.49
Perceived TV Media Coverage	Merchandise Consumption	.704	.05	.884	.01
Perceived TV Media Coverage	Media Consumption	.366	.11	.979	(.00)
Perceived TV Media Coverage	Word of Mouth	.205	.13	.871	(.01)
Perceived Online Media Coverage	Merchandise Consumption	.580	.08	.750	(.03)
Perceived Online Media Coverage	Media Consumption	.040	.27	.095	.15
Perceived Online Media Coverage	Word of Mouth	.675	.04	.768	.02
Perceived Radio Media Coverage	Merchandise Consumption	.234	.21	.000	.31
Perceived Radio Media Coverage	Media Consumption	.259	.11	.611	.04
Perceived Radio Media Coverage	Word of Mouth	.137	.13	.163	.10

Chapter 5 Discussion and Research Implications

5.1 Discussion

This research aims to examine the patronage behaviour of Indonesian European football fans through perceived brand image, role identification, and perceived media coverage. This study found that perceived brand image positively affects media consumption and accepted Hypothesis 2 (H2). However, as H1 and H3 were rejected, the effect of perceived brand image on word of mouth shows a marginal significance value to be accepted. On average, fans strongly agreed that these Top 10 football teams have high esteem for brand image with a low range of standard deviation. In contrast, fans were moderately frequent in conducting merchandise consumption and showed various responses by word of mouth. This study has proved the Attribution Theory (Kelley, 1973), whereby aiming for a positive image, football teams attract more media consumption behaviour in fans. Samples strongly agreed that their favourite teams had strengthened their image ($M = 4.70$) and personality ($M = 4.63$). As football teams strongly attributed themselves, fans were attracted to view and follow the teams through media, mostly through Instagram ($M = 4.41$). Game-watching behaviour through paid satellite TV or online platforms is quite high ($M = 3.99$). Thus, the current study has presented how attribution may help to increase the broadcast revenue of football teams. Different from media consumption, merchandise consumption and word-of-mouth are not determined by attribution. To gain brand acceptance, leisure businesses should pass the stage of brand attractiveness through media (Ilyina et al., 2023). Nevertheless, merchandise consumption and word-of-mouth characteristics are not similar to media consumption that has the intervention of other entities, neither football teams nor fans, that is, media companies. As sports involve emotions and influence spectators to be attached and name themselves as “fanatics” or fans (Mulin et al., 2000), Social Identity Theory explains, that individual behaviours are determined by personal motivation along with group and intergroup where the individual belongs to (Tajfel & Turner, 1979). Meanwhile, Attribution Theory emphasises external influence to form individual behaviour as a consequence of external behaviour. Indonesian soccer fandom tends to be identified as wearing the same uniform to identify

themselves as part of group members (Fuller, 2015). Also, Fazal-E-Hasan et al. (2021) have proved social rituals among fans by purchasing team merchandise, singing the team's anthem, and wearing the team's thematic design, which significantly affects spectator attendance behaviour. Previous studies have found that brand image significantly affects intention (Beccarini & Ferran, 2006; Ramesh et al., 2018), and another study found that influence should be mediated by satisfaction (Syah & Olivia, 2022). Some have proved that brand image affects constructs regarding personal valuation, for example, attitudes, satisfaction, and preference (Bianchi et al., 2018; Lamberti et al., 2021; Liu et al., 2013; Syah & Olivia, 2022), and so intention. Therefore, perceived brand image is not necessarily a predictor of certain characteristics of patronage behaviour. In contrast, the attribution of football teams may not directly affect merchandise revenue and gaining a number of fans.

Role Identification was found to be a significant predictor of patronage behaviour on merchandise consumption, media consumption, and word of mouth. Therefore, hypotheses 5, 6, and 7 (H5, H6, H7) are all accepted. European football teams tend to have become more international in their fanbase and marketing operations and have no longer become the pride of each city where they belong (Ratten, 2020). The findings regarding role identification have supported Attribution Theory. Acknowledging the role of fans increases the potential for sustainable value creation in the football industry (Bull & Whittam, 2020) as a communal relationship business. Samples consider themselves real fans of their favourite team ($M = 4.20$), and that influences willingness to purchase the team's merchandise. Subsequently, that behaviour helps to increase revenue from licensing activities ($M = 3.28$). By feeling attached to their favourite team, fans are encouraged to pay for broadcast ($M = 3.99$) and follow the news related to the teams through the team's websites ($M = 4.13$) and Instagram ($M = 4.1$). Subsequently, by aiming for attribution of maintaining relationships with fans, football teams may drive an increasing number of fans through consumer word-of-mouth activities. As the samples took fans of European football teams, it is relevant to the current situation where The Union of European Football Associations (UEFA) established a program named "SD Europe" to support fans in achieving a meaningful say in the running of European football with eight pillars: good governance principles, democratic participation, membership, accountability,

volunteering, transparency, long-term financial, and social sustainability. Therefore, by adopting an action through gaining the attachment of people to be identified as fans, football teams may increase fans' patronage activities. Moreover, role identification has high correlations with each patronage behaviour compared to other predictors. These findings also extend previous studies (Trail & James, 2001; Hallmann et al., 2018) and offer a direct effect of role identification on patronage behaviour, supported by Kwon et al. (2005).

Perceived TV media coverage could not predict all patronage behaviour. Data analysis results showed that TV media coverage has weak correlations and a coefficient of determination for patronage behaviour variables. In Indonesia, Statista presented data on TV watching habits as 2 hours and 41 minutes per day on average as of September 2023. Perceived TV media coverage of respondents showed a moderately high frequency of coverage. However, standard deviation scores reached around 1. Indeed, European football leagues or tournaments experienced uncertainty regarding broadcast rights contracts on free TV Channels. To take time during the questionnaire distribution period, there were four teams of the English Premier League received coverage on free TV Channels. Moreover, the number of samples comprised 46.3% (Chelsea = 6.3%; Manchester City: 11.3%; Manchester United = 19.1%; and Liverpool = 9.6%) that received free TV Channel coverage for their favourite teams. Meanwhile, other leagues were not broadcast on TV channels during that time ($M = 3.54$; $SD = 1.18$). However, as TV Channels broadcast highlights ($M = 3.71$) and offered news ($M = 3.80$) regarding the teams, those coverages could not predict merchandise consumption, media consumption, and word-of-mouth of respective fans. Referring to hypodermic needle theory, teams may depend on the leagues or tournaments. Thus, TV is not necessarily a platform for marketing management to advertise the teams' brand and then influence fans' patronage. As the number of matches is multiplied to leverage teams' revenue stream (Pache, 2020), football team marketing through TV as the media is overlapped with the leagues or tournaments

Different from TV media coverage, perceived online media coverage has a significant influence on media consumption. Perceived online media coverage data shows a moderate correlation with media consumption. Statista has presented internet users in Indonesia, which amounted to 271.98 million in

2023, with an average daily time of 7 hours and 42 minutes. Samples showed similar perceptions regarding the online coverage frequency of their favourite teams. Online media provides an interactive platform that helps the ease of networking in an instant global reach due to the absence of gatekeepers (Abeza & Sanderson, 2022). Socialisation among football fans was found to influence consumption behaviour positively (Rosenberg III et al., 2019). Moreover, Social Identity Theory (Tajfel & Turner, 1979) is also suitable to explain the findings, where media consumption behaviour was predicted by the availability of platforms to socialise among football teams' fans. Nevertheless, perceived online media coverage found could not predict merchandise consumption and word-of-mouth. The variable presented a weak correlation between merchandise consumption and word-of-mouth.

Similarly, perceived radio media coverage has a significant influence on merchandise consumption with a moderate correlation. Samples' perceptions of radio coverage of their favourite teams are diverse. The data was distributed to reach 1 point on the minimum score, 3 points on the median score, and 5 points on the maximum score. Statista has shown that Indonesian people's radio usage is an average of 32 minutes per day as of September 2023. Different from TV and online, radio contents are spread through audio and hearings. The current study has extended the hypodermic needle theory in terms of brand marketing channels. Marketers commonly use auditory senses as the second most used to influence purchase behaviour (Nguyen Hong, 2021). It was also found that auditory comprised 45% of the five senses in product branding (Kotler & Lindstrom, 2005). Also, previous studies found that radio listening affected the purchase behaviour of urban communities for retailing products (Rajagopal, 2011). On the other hand, perceived radio media coverage did not affect media consumption and word-of-mouth and presented weak correlations between the variables.

As the media delivers the team's brand to consumers, referring to perceived brand image, perceived TV, online, and radio media coverage are not strong predictors for the patronage behaviour of fans. Therefore, the results rejected Hypotheses H7a, H7b, H8a, H8c, H9a, H9b, and H9c. However, the results accepted H7c and H8b somehow. Although Hypodermic Needle Theory indicates that mass media has strong power to influence audiences to adopt action, previous studies offered that mass media

coverage has positive effects on team identification (Kerr & Emery, 2011), brand attractiveness (Ilyina et al., 2023), consumers' decision (Haruna, 2017), fans perception (Joanna & Zuzanna, 2020), the influence of media coverage may not be direct to behaviour. Previous studies assisted with suggestions of antecedents of behaviour are predicted by socialisation among fans (Rosenberg III et al., 2019), social rituals (Fazal-E-Hasan et al., 2021), satisfaction (Joanna & Zuzanna, 2020), and attitude towards teams (Irianto & Kartikasari, 2021). However, media coverage has a significant effect on the watching behaviour of sports events (Federson & Rott, 2011). Moreover, in the perspective of satellite fans, there is a possibility of the tendency that samples to be identified as low-value satellite fans (Uhrich et al., 2023) or Spurious Fans (Backman & Crompton, 1991) that are not really attached to the team and have a low frequency of patronage activities.

The study found that income does not moderate the effects of perceived brand image, role identification, perceived TV media coverage, perceived online media coverage, and perceived radio media coverage. Therefore, the results were rejected hypothesis H10. As the High-Income Groups and Low-Income Groups present similarities in the effects, Conflict Theory may not be applicable to the sports industry, where fans are considered to control the product (Gray & McEvoy, 2005). Previous Studies also support the findings that for some certain products, economy hierarchy cannot predict consumption behaviour (Duan et al., 2023; Lowe et al., 2023) as a level of consciousness negatively influences consumption behaviour (Duan et al., 2023). In addition, Indonesian fandom in the football industry tends to encourage fans to identify themselves by using the team's attributes (Fuller, 2015)

5.2 Theoretical Implications

Through the findings, this study offered the concept of three factors that comprise business environments to market products from business organisations to consumers: pull, push, and supporting factors. To conduct patronage activities, football organisations may provide a positive brand image as a pull factor to fans, the final product consumer. However, the result showed that perceived brand image is not a strong predictor of patronage behaviour simultaneously, although it predicts media consumption of football teams' fans. Different from previous studies where brand image roughly predicts future consumer

behaviour, this study instead implies the uniqueness of circumstances in the sports industry. From the fans' perspective, role identification can be a push factor for patronage activities; it strongly predicts the patronage behaviour of fans. Different from previous studies which offer physiological arousal and vitality concepts to predict fans' patronage activities (Morrison et al., 2020; Santana & Tocora, 2021), the holistic concept of the team's point of attachment through role identification directly pushes fans to conduct patronage behaviour.

Media, as an external party that assists product marketing, supposedly plays the role of a supporting factor. However, overall, perceived media coverage could not predict the patronage behaviour of fans, mainly satellite fans. To narrow down into each particular effect, perceived online media coverage predicted media consumption behaviour, and perceived radio media coverage predicted merchandise consumption behaviour. Therefore, different types of media had diverse characteristics that influenced audiences, which were people in the area of coverage. These findings also implied that the media coverage concept should be extended to be partially through type of media.

Different from other industries, a system of structure in society that is supposedly shaped by economic forces in accordance with conflict theory, the findings showed that the theory is no longer applicable in the football industry. Simultaneously and partially, income could not moderate the effect of perceived brand image, role identification, and perceived media coverage on the patronage behaviour of Indonesian European football fans. As Indonesian people's purchasing power was categorised at a low level, previous and current studies support this by showing a negative relationship between consumption behaviour and state of consciousness (Duan et al., 2023). Football fans with low levels of consciousness tend to display patronage behaviour. Even more, in terms of price, data analysis presents that fans' purchases of official and licensed merchandise were moderately frequent. As the Low-Income Group dominated the sample and showed similar effects with direct effect, the High-Income Group solely offered positive effects of role identification on patronage behaviour. In line with Duan et al. (2023), Brand attachment, along with brand passion, was found to be a predictor of impulsive buying (Japutra et

al., 2022). Thus, the result rejected Hypothesis 10, as monthly income could not shift the effects of perceived brand image, role identification, and perceived media coverage on patronage behaviour

5.3 Practical Implications

The findings of the present study also have important implications for practitioners of European football clubs. The perceived brand image was found to be a weak predictor of patronage behaviour; these findings provided an idea for the football industry that fans patronage behaviour was not necessarily predicted by how European football teams manage their positive image. Indonesian football fans tend to perceive a highly positive brand image on the teams with a low standard deviation. However, more than relying on a positive brand image is required for football teams to maintain mutual benefits from producer and consumer relationships. Similar to the previous study, this study also suggests that acknowledging the role of fans has greater potential for sustainable value creation in the football industry (Bull & Whittam, 2020). Fans as human resource is a source of profitability and competitive advantage for football teams (Raza et al., 2019). The findings also indicated that as sports products involve emotions and attachment to the team (Mullin et al., 2007), fans' amount of monthly income cannot be a predictor of the shift in patronage behaviour of fans. The High-Income fans and Low-Income fans showed similarity in how perceived brand image, role identification, and perceived media coverage influence their patronage behaviour. As role identification was found to be the strongest predictor of patronage behaviour among other antecedents, fans are the key to the uniqueness of the football industry compared to different types of industry.

Specifically for football business organisations, maintaining satellite fans nowadays is very important for football teams to expand their business (Ratten & Ratten, 2011). As perceived brand image and role identification of Indonesian fans reached high scores in fans' assessments, European football leagues have proven to be successful in maintaining fans' customer relationships. Regardless of patronage behaviour, it is necessary first to have a better understanding of fans on football teams to know how to gain their loyalty subsequently (Irianto & Kartikasari, 2020). Aiming at fans' attachment to the team may further increase their patronage activities to help the sustainable business of the football team. In addition,

media coverage is necessary to reach satellite fans, although its effect is not strong enough to predict fans' patronage behaviour. Therefore, it also indicated that media coverage is essential to reach fans' awareness of a football team brand to gain their attachment subsequently.

This study provided an understanding of how role identification as a point of attachment increases the patronage activities of consumers, which may be helpful in marketing in other industries. Learning from the football industry, involving emotions and attachment to a brand, helps to influence fans to conduct purchases as they identify themselves with the brand. As brand image and media coverage externally did not strongly motivate consumers to purchase, identification strongly encourages them to purchase the brand. In addition, income did not influence shifting patronage activity patterns for higher identification levels of the state. However, where other industries than sports industries should also think about market segmentation, gaining identification from consumers is increasingly important to retain in the segments.

Furthermore, as this study took samples from Indonesian satellite fans, then it offered practical implications that role identification is the main factor in maintaining relationships with fans and expanding the football business. Indeed football business is a communal relationship business (Celebi, 2021); although the fans' location is far from the origin cities of football teams, they will be able to gain experiential involvement with the team before, during, and after the match (Irianto & Kartikasari, 2020). While domestic football leagues have more broadcasts than European football leagues, media coverage was obtained roughly insignificant to affect Indonesian satellite fans' patronage behaviour

Chapter 6 Conclusion

6.1. Research Limitations

This research had some limitations in depicting football fans' patronage behaviour. First, regarding the method, this study combined data collection with online and offline methods due to limited access to reach fanbase members. Some supporter fanbases have not been holding any event that gathers members of fanbases yet since the COVID-19 pandemic therefore offline methods are conducted to fans of Barcelona (11.3%), Juventus (9.1%), Liverpool (9.6%), Manchester City (11.3%), Manchester United (19.1%), and Real Madrid (12.3%), and are comprising 72.7% of total samples (N = 397).

Second, the samples only comprise fans of the teams from the Top 10 of the UEFA Coefficient Rank. Meanwhile, there was a possibility of a more massive number of fans potentially describing European football fans in Indonesia than those in the Top 10 ranks, for example, AS Roma (Italy), AC Milan (Italy), and Arsenal (England), to extend to the Top 40 rank, that has more number of fanbase chapters spread all over Indonesia, compared to PSG (France) and Bayern Munchen (Germany) that comprises membership in national scope due to lack of number to meet requirement to establish division as chapter fanbase of a region.

Third, media coverage may be dependent on the football League. Therefore, as the media cover the games, highlights, and news regarding the football league, only those teams in the national football league are covered by Indonesian media and can reach fans. More specifically, in the Indonesian media case, where the English Premier League, La Liga, and Serie A had been consistently broadcasted on Indonesian free TV Channels and stopped being aired in 2007, specific football teams' popularity relies on historical data and records. For example, Manchester United has recorded lower performance annually for the past 12 years. United Indonesia still has the most extensive number of Instagram account followers as the official Indonesian supporter group of Manchester United. However, Manchester United was once in the Top 10 and recorded many prestigious achievements in the football industry before 2008, when the Indonesian free TV Channel consistently broadcasts the English Premier League every season. On the

other hand, Bayern Munchen has consistently reached similar top records through the years and has fewer fans than other teams in the broadcasted league in Indonesia.

Fourth, the TV and radio media coverage featured in this study did not specifically distinguish online TV streaming and online radio streaming from traditional ones and utilised the context of “TV Channels” and “Radio Channels” instead to respondents. Therefore, the TV and radio featured in this study were not necessarily traditional media. Moreover, the conceptualisation of media coverage was limited to respondents’ perceptions. The results may present diverse responses regarding media coverage.

Fifth, due to the limited access to a few numbers of fanbases, the data collection was conducted in different periods, depending on the fanbases, which were conducted over four months. Thus, that may affect different responses towards brand image and role identification. Most of the European leagues began the season in September, while this study accepted responses from the fourth week of August to December to obtain distribution through the Top 10 UEFA Coefficient ranks football teams.

Sixth, the grand theories utilised to propose hypotheses are from decades ago; conflict theory was even one century away before the Industrial Revolution. That may explain why half of the hypotheses proposed are rejected. The situation may have changed as the era has transformed into industry 5.0 and digitalisation. As artificial intelligence has been involved in the human ecosystem, human behaviours may be shifted to a new pattern that is different from Industry 3.0, where hypodermic needle theory and attribution theory were proposed.

Finally, a cross-sectional survey was conducted for this study. To better understand role identification, it requires being measured multiple times. Moreover, it is difficult to explain the effects and causal relationships among variables through cross-sectional studies. As a team may shift brand image and the media modify its frequency of coverage on the team, role identification rarely changes since it involves attachment (Branscombe & Wann, 1992; Trail & James, 2001; Robinson et al., 2004).

6.2. Future Studies

The current study was limited to a cross-sectional study. On the contrary, the constructs featured have a broad context of studies. Brand image, role identification, and media coverage are three

unobserved variables with different topics. Therefore, it is necessary to conduct multiple and longitudinal studies to better and deeper analyse these unobserved variables.

As perceived brand image and perceived media coverage are not strong predictors of patronage behaviour, a future study is suggested to examine the mediation effect of indicated variables from previous studies utilised to conceptualise the current study, for example, team identification, brand attractiveness, and socialisation among fans to predict patronage behaviour. Regarding the items to measure unobserved variables, future studies are suggested to extend the items measurement mainly on media consumption that has a marginal value of AVE and factor loadings to determine a construct of unobserved variable

6.3. Conclusion

The current study examined antecedent factors of patronage behaviour among Indonesian European football fans. A cross-sectional survey was conducted to analyse the effect of the perceived brand image of football teams, role identification of fans, and perceived media coverage frequency on the teams' patronage behaviours conducted by fans, which were determined through merchandise consumption, media consumption, and word of mouth, with monthly Income as the moderator. By choosing one team from the Top 10 UEFA Coefficient Rank teams to be referred to as “favourite team” while answering the question, the data found results as perceived brand image had no significant effect on merchandise consumption and word of mouth and significantly affected media consumption; role identification had significant effects on merchandise consumption, media consumption, and word of mouth; perceived TV media coverage had no significant effect on merchandise consumption, media consumption, and word of mouth; perceived online media coverage had no significant effect on merchandise consumption and word of mouth, and significantly affects media consumption; and perceived radio media coverage has no significant effect on media consumption and word of mouth, and significantly affects merchandise consumption. The current study implied how background theories and previous studies may not apply to the sports industry. For entities involved within the sports industry, the current study suggested that to increase the patronage behaviour of fans, role identification was a strong predictor. At the same time, brand image and media coverage did not strongly predict fans' patronage activities.

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APPENDIX

QUESTIONNAIRE

Section 0 – Online Method Only (Chelsea, PSG, Inter Milan, and Bayern Munchen fans)

Are you currently domiciled in Indonesia

- a. Yes
- b. No (If your answer is no, please stop here)

Section 1 – Pretest

1. Are you a fan of any team in the European football league?
 - a. Yes
 - b. No (If your answer is no, please stop here)
2. Which of the following is your favourite team? (Please choose one only to become “my favourite team” that will be referred to by the following sections)
 - a. Chelsea
 - b. Bayern Muenchen
 - c. Liverpool
 - d. Manchester City
 - e. Real Madrid
 - f. PSG
 - g. Manchester United
 - h. Juventus
 - i. Barcelona
 - j. Inter Milan
 - k. Others: (If your answer is Others, please stop here)
3. How long have you been a fan of that team? Year

Section 2 – Demography

1. Gender
 - a. Male
 - b. Female
 - c. Other
2. Age: years old
3. Highest educational degree completion:
 - a. Lower than high school
 - b. High School
 - c. Undergraduate
 - d. Master
 - e. Higher than master
4. Occupation:
 - a. Student
 - b. Civil Servant
 - c. Employee (please write the type of industry of your company, e.g. manufacturing, retail, finance, etc.)
 - d. Professional (please write the type of your expertise, e.g. doctor, nurse, lecturer, etc.)
 - e. Entrepreneur
 - f. Other:

5. Monthly Income:
 - a. \geq IDR 4.500.000
 - b. Higher than IDR 4.500.000 to IDR 6.500.000
 - c. Higher than IDR 6.500.000 to IDR 8.500.000
 - d. Higher than IDR 8.500.000 to IDR 10.500.000
 - e. Higher than IDR 10.500.000
 - f. No Income

Section 3 – Brand Image (5 Likert scale: Disagree to Agree)

		Disagree			Agree	
1	My Favourite team has a strong personality	1	2	3	4	5
2	My favourite team has a powerful image	1	2	3	4	5
3	My favourite team is very good	1	2	3	4	5
4	My favourite team is a very nice brand	1	2	3	4	5
5	My favourite team is a very attractive brand	1	2	3	4	5
6	My favourite team is a hugely sympathetic brand	1	2	3	4	5

Section 4 – Media Coverage (Five Likert scale: Never to Frequent)

		Almost Never			Frequently	
1	TV:					
a	TV Channels in my country have broadcasted the match of my favourite team	1	2	3	4	5
b	Sports news programs on TV Channels in my country have covered my favourite team	1	2	3	4	5
c	TV Channels in my country have broadcasted my favourite team's match highlight	1	2	3	4	5
2	Internet:					
a	Internet platform accessible in my country has broadcasted the match of my favourite team	1	2	3	4	5
b	Sports news websites accessible in my country have covered my favourite team	1	2	3	4	5
c	There are videos available on the internet accessible in my country regarding my favourite team's match highlight	1	2	3	4	5
d	My favourite team's official website/s is/are accessible in my country	1	2	3	4	5
e	There is a supporter's website of my favourite team available in my country."	1	2	3	4	5
3	Radio					
a	Radio Channels in my country provide and inform news of my favourite team	1	2	3	4	5

- b Program of Radio Channels in my country has broadcasted my favourite team's match highlight 1 2 3 4 5

Section 5 – Patronage behaviour (Five Likert scale: Never to Frequent)

I. Merchandise Consumption

		Almost Never				Frequently
1	Purchasing my favourite team's official merchandise (that is officially offered by the team) is something I do	1	2	3	4	5
2	Purchasing my favourite team's licensed merchandise (other businesses that have bought licenses to sell products associated with the team, e.g. Nike, Adidas, Puma, Sports Station, and so on) is something I do	1	2	3	4	5

II. Media Consumption

		Almost Never				Frequently
1	I watch and listen to my favourite team's game(s) through the paid satellite TV/paid online platform (e.g. Bein Sport, ESPN, Mola TV, Vidio.com)	1	2	3	4	5
2	I track the news of my favourite team through the team's official website	1	2	3	4	5
3	I track the news of my favourite team through the team's official Instagram account	1	2	3	4	5
4	I track the news of my favourite team through the team's official Twitter account	1	2	3	4	5
5	I track the news of my favourite team through the team's official Facebook account	1	2	3	4	5

III. Word of Mouth

		Almost Never				Frequently
1	I recommend my favourite team to other people	1	2	3	4	5
2	I speak the goodness of my favourite team to other people	1	2	3	4	5
3	I encourage relatives (e.g. friends and family) to watch my favourite team's game	1	2	3	4	5

Section 6 – Role Identification

Disagree Agree

1	I consider myself to be a “real” fan of my favourite team	1	2	3	4	5
2	I would experience a loss if I had to stop being a fan of my favourite team	1	2	3	4	5
3	Being a fan of my favourite team is very important to me	1	2	3	4	5