

Analyzing Basketball Fans' Behavior in Basketball Super League of Kosova

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Abstract

As an enterprise could not exist without its customers, also a sport team could not exist without its fans. Due to the fact that every team of every kind of sport would not be completed without their fans, it seemed necessary to conduct a study related to models of fans' behavior. As part of this research, basketball fans' behavior models in the basketball Super League of Kosovo were studied and analyzed. The first part of the study includes a review of various literature, publications and scientific journals related to understanding the role and importance of consumer behavior. The second part of the study includes a survey questionnaire, with a 275 fans sample base, randomly selected from fans clubs of Basketball teams in Kosovo. The purpose of the survey was collect data to determine behavior models of actual basketball fans in the Basketball League of Kosova and analyze various internal and external factors which influence such behaviors. Finally, data obtained from questionnaire surveys were used to draw conclusions on issues central to this research and issue recommendations which may be useful to Basketball fans clubs and teams which are currently operating in Kosovo in the Super League, as well as other related actors interested in this field.

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1 Introduction

As it mentioned in almost every literature, consumer is “king” which means that no company can exist without consumers. If there are no consumers, there are no sales, and companies head towards failure. Sports fans have the same meaning as the customers have for an enterprise, because fans are those who buy tickets to watch a match; fans are those who support their team and who encourage them even when they fail. Based on this fact, it seemed necessary to conduct a research related to basketball fans’ behavior in Basketball Super League in Kosovo.

The development of this study is divided into two parts – theoretical and practical. The first part includes a review of literature of various authors, publications and scientific journals on understanding the role and importance of consumer behavior in enterprises. It briefly addresses definitions of various authors regarding the behavior of end consumers, factors that affect the behavior, behavior models and decision-making process in purchasing. Data obtained from this literature review provided for a sufficient basis which was used as a reference point for the second practical part of the study.

The second part of the study, on the other hand, includes a survey questionnaire, with a 275 basketball fans sample base, randomly selected from fans clubs of Basketball teams of Super League of Kosovo. The purpose of the survey was collect data to determine behavior models of actual basketball fans in the Basketball League of Kosovo and analyze various internal and external factors which influence such behaviors.

Finally, data obtained from questionnaire surveys were used to draw conclusions on issues central to this research and issue recommendations which may be useful to Basketball fans clubs and teams which are currently operating in Kosovo in the Super League, as well as other fans clubs and teams of others Leagues in Kosovo interested in this field.

2 Literature Review

It is important to emphasize the fact that how able is a company to build and maintain strong relationships with its consumers depends on how the company managed to understand its consumers’ behavior.

Consumer behavior, according to the authors Pride and Farrell (Farrell & Pride, 2003), represents “the process of decisions and actions of people involved in the purchase and use of products or services”. Whereas, according to Solomon et al. (Solomon, Bamossy, Askegaard, & K. Hogg, 2006), “Consumer behaviour is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires”.

Thus, according to the above-mentioned definitions of consumer behavior,

we can understand that end consumers purchase products or services for personal, household or social use. In other words, they do not purchase products or services in order to earn money from them, but rather only to meet their needs and desires.

Consumer behavior is influenced by several factors (Keller & Kotler, 2012), such as: cultural, social and personal factors. On the other hand, according to Kurtz (Kurtz 2008), factors influencing consumer behavior are divided into two categories: 1) interpersonal factors influencing consumer behavior, and 2) personal factors influencing consumer behavior. According to Kotler et al. (Kotler, Armstrong, Saunders, & Wong, 1999), the end consumer behavior is influenced from cultural, social, personal and psychological factors.

Notably, definitions of influencing factors on consumer behavior do not vary from one author to another, the only distinctive feature being only how they grouped such factors together.

The group of cultural factors that influence consumer behavior includes: culture, subcultures and social classes (Armstrong & Kotler, 2013). Social factors, according to Elmazi and Bytyçi (Elmazi & Bytyçi, 2007), include: reference groups, household, social roles and statuses.

According to Blythe (Blythe, 2005), the category of personal factors includes: demographic, situational factors and the level of consumer involvement in the process of purchasing the products or services, whereas the group of psychological factors, according to Kotler and Keller (Keller & Kotler, 2012) includes: motivation, perception, learning, emotion and memory (remembering).

All these factors above have a significant impact on the purchase decision-making process of the consumer. The purchase decision-making process goes through several phases, according to Lilien, Kotler and Moorthy (Lilien, Kotler, & Moorthy, 1992): 1) *Needs identification*; 2) *Information search* – after determining the problem, consumers need the right information to solve it better. Searching for information, according to Solomon et al. (Solomon, Bamossy, Askegaard, & K. Hogg, 2006) is the process by which the consumer explores its environment or surrounding to obtain relevant information in order to get to a reasonable decision; 3) *Evaluation of alternatives* – is the phase where consumer uses the information obtained to make the selection between alternatives to of various brands of products or services that best meet its needs. There are two main types of models that marketing specialists use to view and validate how consumers evaluate various alternatives to brand products /services or own companies. The first is the value model, which, according Elmazi and Bytyci (Elmazi & Bytyci, 2007), is characterized with a combination weighs that the consumer gives to the attributions of the product/service. This model is calculated by the formula: $V_k = \sum v_{ip}$, (V_k is the consumer's evaluation; V_{ip} is the evaluation of characteristic i for product p). The other model, known as the expected value model, which was first developed by Martin Fishbein (Fishbein & Ajzen, 2009), adds to the previous evaluation of characteristics i for the product p and weighing of the characteristic i for the consumer. This model is expressed according to this formula: $V_k = \sum v_{ip} * R_i$ (V_k – represents the consumers' evaluation; V_{ip} – represents the evaluation of

the characteristics for the product p ; R_i – represents the weight of the characteristic i for the consumer. 4) *The decision to purchase* – represents the stage of the process of deciding to purchase, where, according to Kotler et al. (Kotler, Armstrong, Saunders, & Wong, 1999), the consumer makes the decision about the brand of product /service to purchase. 5) *Post-purchase feeling* – after the consumer purchases and uses the product, as stated by Lilien et al. (Lilien, Kotler, & Moorthy, 1992), he/she may feel a certain level of satisfaction or dissatisfaction. According Swan and Combs (Swan & Combs, 1977), the level of customer satisfaction is a function of expectations that the customer has for the product purchased and the perceived performance of the product by the customer. Thus, companies need to increasingly try to better satisfy customers' needs and offer products and services that at least meet the expectations of customers for them.

Given the discussion above regarding the key factors influencing consumer behavior in final purchase decision, the consumer behavior model is shown below.

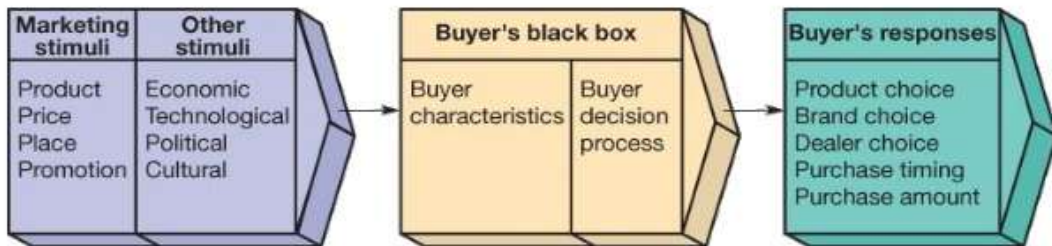


Figure 3. Customer Behaviour Model.

Source: Adapted from Kotler, P., Amstrong, G., Saunders, J., Wong, V.. Principles of Marketing, Second European Edition. Prentice Hall Europe, 1999) Pg. 230.

As seen in the figure above, consumer behavior is highly complex and is affected by many external and internal factors. According to Kotler and Keller (Keller & Kotler, 2012), marketing and external environment incentives enter the consumers' consciousness ("black box"), which, together with a group of psychological processes, combined with certain consumer features, affect the consumer's decision to purchase, and the how the purchase is made.

3 Methods and Methodology

The first part of the study includes data collected from secondary sources, such as literature of different authors and publications in scientific journals. These data, through the method of description and analysis, were used to review and draw conclusions about the understanding the role and importance of the study and analysis of consumer behavior in certain enterprises. In addition, comparisons were also used for the data obtained by various authors regarding terms,

definitions and concepts that each author drew. All this work was done to ensure that, by comparing, we reach the concept, the idea and a better understanding of end consumer behavior, factors that influence their behavior, as well as the decision-making process of their purchase.

Of particular importance in the second half of the study is the application of the quantitative methods of data collection, namely the questionnaire used in the online survey platform, <https://www.surveymonkey.com/>. Data obtained from this online survey served as important variables, to prove the importance of the management of basketball fans' behavior in the Basketball League of Kosovo, and learn how fans evaluate services and care that such clubs offer them. Also, the data were used to draw conclusions as to which are the key driving factors that affect basketball fans in selecting the basketball club and deciding rather to attend or not attend a basketball match. 275 respondents were surveyed, the results of which were processed and analyzed through different statistical methods, such as bivariate correlation analysis – which measured the strength between independent variables with the dependent variable, and the multivariable regression analysis, which was used to confirm or refute the assumptions determined.

In addition, the methods of synthesis, induction and generalization were applied in the study, mainly in the last part where, after all practical research materials were analyzed and reviewed carefully, conclusions were drawn.

3.1 Determination of Hypotheses

The hypotheses for this study were determined based on the literature review elaborated above and the analysis of the history and state of the basketball in Kosovo, which enabled the determination of variables that may affect the decisions of basketball fans. The hypotheses are listed below:

H1 – Basketball fans' satisfaction rate with prices of tickets for a basketball match has a significant positive impact on the fans' decision for choosing to attend or not attend a match.

H2 – Membership cards offered by the fans club of the basketball club have no impact on the fans' decision for choosing to attend or not attend a match.

H3 – Ticket price discounts for a basketball match offered by basketball fans clubs for their fans has no no impact on the fans' decision for choosing to attend or not attend a match.

H4 – The way basketball fans evaluate various basketball clubs alternatives and make their choices about a basketball club varies depending on the type of model used for evaluation.

3.2 Sampling

As mentioned above, one of the methods applied in this study is the quantitative method of data collection, which includes an analysis of primary data collected through questionnaires. According to Sakaran U (Sakaran, 2003), the ideal sample size to conduct the survey ranges from 30 to 500 respondents.

The sample size of this survey was 275 respondents, of various ages,

genders and categories. Since it was impossible to be reached a basketball fans data list by basketball clubs ok Kosovo, I used the help of my relatives, friends, and colleagues to find a way to reach out to these respondents. The selected sample included citizens of the Republic of Kosovo who are fans of any of the basketball clubs which are part of the Super League of Kosovo. As the questionnaire was developed on the online platform <https://www.surveymonkey.com/>, these respondents were sent the questionnaire online and through e-mail and social networks (Facebook, Instagram, Twitter, Viber etc.).

The questions of the survey were formulated on the basis of the funnel method, ranging from general questions, mainly regarding demographic variables, to concrete questions directly related to the main purpose of study. The replies of respondents were used to produce tables to compare variables in order to draw conclusions on basketball fans' behavior models in the Basketball Super League of Kosovo, as well as key factors that influence their behavior and decisions they make.

3.3 Data Processing

Data collected from the survey questionnaire were processed through two different programs:

- Firstly, the Statistical Package for Social Sciences (SPSS) was used to extract various tables and different statistical tests were applied, such as the coefficient of Pearson correlation, showing the strength of connections between variables studied, and the multivariable regression analysis used to test hypotheses H1 to H3.
- Secondly, Microsoft Excel of Microsoft Office was used to create consumer behavior models from the data obtained earlier from the Value and Interest Model and Fishbein's model. The results achieved by these two models were used to test hypothesis H4.

3.4 Study's Limitations

In addition to its benefits, there are also limitations in this study, mainly in the part of the practical research implementation, with difficulties in collecting all relevant information required for the full implementation of this study. Some limitations can be listed as follows

- *Difficulty in identifying the exact number of basketball fans in each of the basketball club in Kosovo.* Also, despite our efforts, I failed to obtain any documentation by any basketball club in Kosovo on the exact number of basketball fans.
- *Inability to identify the exact number of basketball fans in the Basketball League in Kosovo rendered it impossible to use the stratified sampling method.* As seen in the analysis of the survey results, the number of basketball fans surveyed was not divided into proportional layers for each basketball club in

Kosovo, in order to reach to a more reliable result. However, despite these difficulties, satisfactory conclusions were achieved.

4 Findings and Analysis of the Data

4.1 Analysis of the History and State of Basketball in Kosovo

Before going into the analysis of consumer behavior in the sector, it seemed necessary firstly to provide an overview of the history and current state of Basketball in Kosovo.

The governing body of basketball in Kosova is the Basketball Federation of Kosova (BFK) (Kosovo, 2006), which was founded in 1991. Before 1991, Kosovo was under the Basketball Federation of Yugoslavia. According to the data provided by the interview with the commissioner of the Basketball Federation of Kosovo Mr. Bajush Ademi, in the 1990s Kosovo declared political and sports independence from Yugoslavian system, organizing its own league based with different teams from seven major cities of Kosova.

On 9 December 2014 (BFK, 2014), the International Olympic Committee has granted full recognition to Kosovo. Based on the article which was published in the official web site of FIBA (International Basketball Federation), on 13th of March 2015 Kosovo becomes 215th National Member Federation of FIBA. This decision – which was taken during the FIBA's Executive Committee meeting – has come on the back of the International Olympic Committee (IOC) granting full recognition to the Kosovo Olympic Committee, in accordance with Rule 3.7 of the Olympic Charter.

Based on the data provided from the official web site of the Basketball Federation of Kosovo (BFK) (BFK, 2014), in Kosovo operate 14 different leagues which include different ages and both genders. But, in this study we have chosen to be focused only in the Super League of Kosovo. According to the Basketball Federation of Kosovo (BFK) (BFK, 2014), the Super League includes 7 teams from 6 major cities of Kosovo. The basketball teams of this league are presented below:



Figure 1. Basketball teams of Basketball Super League of Kosova.

From all these seven teams, only two of them have had the opportunity to be part of an international league. Sigal Prishtina – Basketball Club of Prishtina – was the first club which was accepted from the Balkan International Basketball

League (BIBL) since 2013, and also was the first club from Kosovo which became champion of this league in 2015 after defeating Bulgarian side BC Rilski Sportist in the finals (League, 2008). After Sigal Prishtina Club, also Basketball Club Peja has joined the EUROHOLD Balkan League (League, 2008) for season 2013 – 2014.

Now, since Basketball Federation of Kosova is being part of the FIBA, the interest for basketball in Kosovo has increased. Also, the number of basketball fans has increased comparing to previous years. A team without its fans could not exist. Their fans are those who support them even when they lose; their fans are those who pay for tickets to watch their matches, etc. Hence, it seemed necessary to study and analyze the basketball fans behavior models to better understand them and to conclude the role and importance that they have for a team.

4.2 Results of the Study

The study used a survey conducted through an online questionnaire (<https://www.surveymonkey.com>) with a sample of 275 respondents within the territory of Kosovo, regarding their behavior during the choices and decisions they make, and factors affecting such choices. The responses received were used to extract the interest and value model and the Fishbein model. These models were then used to draw important conclusions on evaluations that basketball fans applied to basketball clubs in Kosovo, discussed below. The study and research were conducted to understand the behavior of basketball fans in the Basketball League in Kosovo.

To see and analyze the responses received from respondents took part in the survey the results are presented and interpreted below.

At the beginning, were been chosen to present the results of demographic data collected from the respondents. All these data are presented in the table below.

Table 1: Frequency table of personal data.

Personal Data					
Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Until 18 years old	44	16.0	16.0	16.0
	From 18 - 30 years old	188	68.4	68.4	84.4
	From 31 - 45 years old	36	13.1	13.1	97.5
	From 46 - 60 years old	5	1.8	1.8	99.3
	Above 60 years old	2	.7	.7	100.0
	Total	275	100.0	100.0	
Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	240	87.3	88.6	88.6
	Female	31	11.3	11.4	100.0
	Total	271	98.5	100.0	
Missing	System	4	1.5		
Total		500	275	100.0	
Category		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	81	29.5	30.8	30.8
	Self-employed	20	7.3	7.6	38.4
	Unemployed	20	7.3	7.6	46.0
	Student	107	38.9	40.7	86.7
	Pupil	33	12.0	12.5	99.2
	Infant	2	.7	.8	100.0
	Total	263	95.6	100.0	
	Missing	System	12	4.4	
Total		275	100.0		

According to the data above, from 275 basketball fans interviewed, 68.4% of them were between 18 to 30 years old, 16% of them were under 18 years old, 13.1% of them were between 31 to 45 years old, 1.8% of them were between 46 to 60 years old, and only 0.7% of them were above the 60 years old. For as much as the questionnaire were designed in online platform, it is obvious that the people who represented the age above 60 years old could not be easier achievable, because most of them do not have the appropriate knowledge about using computer and/ or internet. In the other hand, based on the data generated from the table above, from the 275 respondents who were part of this study 87.3% of them were male and 11.3 of them were female. As it sees, 1.5% of respondents skipped this question. The reason why male gender is ranged much more upper than female gender, might be that males are those who are more related to the sports, especially with basketball.

Regarding to question which relates to category, from 275 interviewed respondents 29.5% of them declared that they are employed, 7.3% declared that they are self-employed, 7.3% declared that they are unemployed, 38.9% declared that they are students, 12% declared that they are pupils and only two persons (0.7%) declared that they are infant. 4.4% of respondents have chosen to skip this question.

In the following table are presented the data obtained from respondents about the questions which are related to the fact that if respondents are fans of any basketball club in Kosovo and if so, which club they have chosen.

Table 2: Frequency table of questions related to types of basketball clubs.

Are you a fan of any basketball club of Kosovo's Super League?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	247	89.8	95.0	95.0
	No	13	4.7	5.0	100.0
	Total	260	94.5	100.0	
Missing	System	15	5.5		
Total		275	100.0		
Fan of which basketball club are you?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bashkimi	28	10.2	11.4	11.4
	Golden Eagle Ylli	37	13.5	15.0	26.4
	Kerasan Prishtina	2	.7	.8	27.2
	Peja	45	16.4	18.3	45.5
	Sigal Prishtina	78	28.4	31.7	77.2
	Trepça	43	15.6	17.5	94.7
	Vllaznimi	13	4.7	5.3	100.0
	Total	246	89.5	100.0	
Missing	System	29	10.5		
Total		275	100.0		

As it sees in the table above, from 275 respondents 89.8% of them declared that they are fans of any basketball club of Kosovo's Super League, and only 4.7% of them claimed that they are not fans of any basketball club in Kosova. From the interviewed respondents, 5.5% of them have denied to answer in this question, so for unknown reasons they chose to skip it.

In the other side, from 247 respondents who claimed that they are fans of any basketball club in Kosovo, 28.4% of them declared that they are fans of the Sigal Prishtina Basketball Club, 16.4% of them declared that they are fans of the Peja Basketball Club, 15.6% of them declared that they are fans of the Trepça Basketball Club, 13.5% declared that they are fans of the Golden Eagle Ylli Basketball Club, 10.2% declared that they are fans of Bashkimi Basketball Club, 4.7% declared that they are fans of Vllaznimi Basketball Club and only 0.7% declared that they are fans of Kerasan Prishtina Basketball Club.

Below, is shown a table in which were presented collected data from respondents about the frequency that basketball fans attend basketball matches, rate of fans satisfaction with prices per ticket for a match, if they get any ticket price discount for a match and if their fans clubs offer them any membership cards.

Table 3: Frequency table of dependent variable and independent variables.

Frequency of attending the basketball matches from fans					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, I attend every match	97	35.3	40.6	40.6
	No, I do not attend every match	142	51.6	59.4	100.0
	Total	239	86.9	100.0	
Missing	System	36	13.1		
Total		275	100.0		
Rate of Fans satisfaction with prices per ticket for a basketball match					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N/A	2	.7	.9	.9
	Very satisfied	64	23.3	27.5	28.3
	Satisfied	100	36.4	42.9	71.2
	Moderately satisfied	62	22.5	26.6	97.9
	Unsatisfied	5	1.8	2.1	100.0
	Total	233	84.7	100.0	
Missing	System	42	15.3		
Total		275	100.0		
Do you ever get any ticket price discounts for a basketball match since you are a fan of this basketball club?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	52	18.9	22.6	22.6
	Sometimes	73	26.5	31.7	54.3
	No	105	38.2	45.7	100.0
	Total	230	83.6	100.0	
Missing	System	45	16.4		
Total		275	100.0		
Does your fans club of the basketball club you have chosen offer you any kind of membership cards?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	159	57.8	67.1	67.1
	No	78	28.4	32.9	100.0
	Total	237	86.2	100.0	
Missing	System	38	13.8		
Total		275	100.0		

As it sees in the table above, the most respondents do not attend always every match of their basketball club (51.6% of them) and just 35.3% claimed they attend every match of their preferred basketball club. Also, the most interviewed respondents declared that they are satisfied (36.4% of them) with the prices they pay for a ticket. As it sees in the table above, only 1.8% of respondents claimed they are unsatisfied with prices per ticket for a basketball match. This might be a positive sign for fans clubs, because almost all their fans are satisfied with pricing policy applied for tickets. In the other hand, a significant number of respondents, respectively 38.2% of them declared they do never get any ticket price discounts for a basketball match even if they are fans of a specific basketball club. About the membership cards offered by basketball fans clubs, most of the interviewed fans declared that their fans clubs offer some membership cards to them (57.8% of them).

4.2.1 Correlation between variables

The analysis of correlations between two variables is usually used to depict

the direction, nature and significance of bivariate relations among studied variables (Rahman, 2013). In the table below, based on the analysis of bivariate correlations, among which: independent variables such as 1) basketball fans' satisfaction rate with prices of tickets for a basketball match; 2) membership cards offered by the fans club of the basketball club; 3) ticket price discounts for a basketball match offered by basketball fans clubs for their fans; and a dependent variable – fans' decision for choosing to attend or not attend a match. It is important to note that the correlation coefficient is an indicator of relations between two variables and can be between -1.00 and 1.00. Values -1.00 and 1.00 show a strong correlation between studied variables, whereas values closer to 0.00 show a poor correlation. Negative values indicate an inverse relation between variables, whereas positive values indicate a direct relation between them.

As may be noted from the table No. 4 below, all variables have a significant statistical relation between them. The correlation between the fans' decision for choosing to attend or not attend a match and basketball fans' satisfaction rate with prices of tickets shows that there is a significant weak positive correlation between the two variables, with the coefficient correlation of $r = .206$ at the $p < 0.002$ significance level. There is also a significant weak positive correlation between the fans' decision for choosing to attend or not attend a match and membership cards offered by the fans club of the basketball clubs, $r = .282$, with a significance level of $p < 0.00$. There is a significant weak positive correlation between the fans' decision for choosing to attend or not attend a match and ticket price discounts for a basketball match offered by basketball fans clubs, $r = .319$, with a significance level of $p < 0.00$.

Table 4: Table of correlations between variables. **Correlations**

		Fans' decision for choosing to attend or not attend a match	Basketball fans' satisfaction rate with prices of tickets for a basketball match	Membership cards offered by the fans club of the basketball club	Ticket price discounts for a basketball match offered by basketball fans clubs for their fans
Fans' decision for choosing to attend or not attend a match	Pearson Correlation Sig. (2-tailed) N	1 239			
Basketball fans' satisfaction rate with prices of tickets for a basketball match	Pearson Correlation Sig. (2-tailed) N	.206** .002 231	1 233		
Membership cards offered by the fans club of the basketball club	Pearson Correlation Sig. (2-tailed) N	.282** .000 234	.296** .000 228	1 237	
Ticket price discounts for a basketball match offered by basketball fans clubs for their fans	Pearson Correlation Sig. (2-tailed) N	.319** .000 228	.257** .000 228	.329** .000 226	1 230

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

Correlation coefficient between the basketball fans' satisfaction rate with prices of tickets and membership cards offered by the fans club of the basketball club, shows the existence of a significant weak positive correlation with a correlation coefficient $r = .296$ at the $p < 0.00$ level. Correlation coefficient between the basketball fans' satisfaction rate with prices of tickets and ticket price discounts for a basketball match offered by basketball fans clubs shows a significant weak positive correlation of $r = .257$ at the $p < 0.00$ level.

Finally, the correlation coefficient $r = .329$ at the $p < 0.00$ level, shows the existence of a significant weak positive correlation between the membership cards offered by the fans club of the basketball club and ticket price discounts for a basketball match offered by basketball fans clubs.

4.2.2 Multivariable regression analysis

The multivariable regression analysis was used to analyze what is the effect of independent variables on dependent variables. Independent variables are usually marked with "X", including all those discussed and analyzed in the section on correlation coefficients, namely X1 – Basketball fans' satisfaction rate with prices of tickets for a basketball match, X2 – Membership cards offered by the fans club of the basketball club, X3 – Ticket price discounts for a basketball match offered by basketball fans clubs for their fans. On the other hand, dependent variables are usually marked with "Y", which is the letter that marks the variable Y – Fans' decision for choosing to attend or not attend a match.

The table below, presents the multivariable regression analysis.

Table 5: Multivariable regression analysis.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.377 ^a	.142	.130	.46053

a. Predictors: (Constant), Basketball fans' satisfaction rate with prices of tickets for a basketball match, Membership cards offered by the fans club of the basketball club, Ticket price discounts for a basketball match offered by basketball fans clubs for their fans.

As shown by the data of the table above, the R value, which represents the multivariable correlation coefficient is $R = 0.377$. The value of R squared, which represents the determination coefficient is $R^2 = 0.142$ and the calculated standard deviation is 0.46053. According to these results, the value of R is equal to 0.377, which does not represent a satisfaction prediction level for dependent variable Y (fans' decision for choosing to attend or not attend a match). Also the result of $R^2 = 0.142$, shows that independent variables (X) can interpret only 14.2% of the variability of dependent variable Y, as is the case of the fans' decision for choosing to attend or not attend a match.

Below is the table depicting the variance analysis statistical test, the so called ANOVA.

Table 6. Results of the variance analysis statistical test - ANOVA.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.640	3	2.547	12.007	.000 ^b
	Residual	46.234	218	.212		
	Total	53.874	221			

a. *Dependent Variable: fans' decision for choosing to attend or not attend a match.*

b. *Predictors: (Constant), Basketball fans' satisfaction rate with prices of tickets for a basketball match, Membership cards offered by the fans club of the basketball club, Ticket price discounts for a basketball match offered by basketball fans clubs for their fans.*

According to the data presented in the table above, it may be concluded that all independent variables X have significant relations with the dependent variable Y, which in our case is "fans' decision for choosing to attend or not attend a match", with the value reaching $F(3,218) = 12.007$, and significance value $p = 0.000$ (therefore of significant value, since the p is lower than 0.05).

Table 9 below shows the result of the t-test implemented, which is used to confirm or deny hypotheses from H1 to H3. Data on the significance level, which corresponds with the t-test, reveals that only two dependent variables which pertains to the membership cards offered by the fans clubs and ticket price discounts for a basketball match are statistically significant ($p_1 = 0.013$ and $p_3 = 0.001$), namely have significance levels under $p < 0.05$, whereas the second independent variable of the analyzed independent variables in this table is not statistically significant, being that its significance level of $p_2 = 0.174$ has resulted higher than the required standard ($p < 0.05$).

Table 7. Statistical significance of independent variables.

Model		Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	.909	.119			7.668	.000
	Membership cards offered by the fans club of the basketball club	.179	.072	.171		2.493	.013
	Basketball fans' satisfaction rate with prices of tickets for a basketball match	.055	.040	.091		1.363	.174
	Ticket price discounts for a basketball match offered by basketball fans clubs	.147	.042	.237		3.505	.001

a. *Dependent Variable: fans' decision for choosing to attend or not attend a match.*

Based on these results, it is clear that H1 hypothesis: "Basketball fans' satisfaction rate with prices of tickets for a basketball match has a significant positive impact on the fans' decision for choosing to attend or not attend a match" is not valid, since the significance value required by the standard is under $p < 0.05$, whereas in our case the variable significance level related to the rate of customer satisfaction with bank services resulted to be $p = 0.174$. Further, hypothesis H2: "Membership cards offered by the fans club of the basketball club have no impact

on the fans' decision for choosing to attend or not attend a match" is confirmed, since the significance value is lower than $p < 0.05$, namely in the analyzed case, the significance value is $p = 0.013$. Similarly, hypothesis H3: "Ticket price discounts for a basketball match offered by basketball fans clubs for their fans has no impact on the fans' decision for choosing to attend or not attend a match" is confirmed, since the result of the significance value for the independent variable, which is ticket price discounts for a basketball match offered by basketball fans clubs, is lower than 0.05 ($p = 0.001$).

4.2.3 The Interest and Value Model and Fishbeine Model

Literature review reveals that one of the very important final customer decision-making process phases is the evaluation of various offers and alternatives. Therefore, it is feasible to present the concrete case of the surveyed basketball fans of the basketball clubs of Basketball super League of Kosovo in accordance with the two alternative assessment models obtained from literature. Before being able to present these models in the table, initially it was elected to compare, in a tabular form, two main variables which comprise the basis of the model, such as: the basketball club selected by fans and reasons, respectively attributes that have pushed the fans to select said basketball club. These comparisons are presented below:

Table 8. Comparison between the basketball club selected by the fans and reasons that have pushed them to select said basketball club.

Reasons why you have chosen exactly this club	Fan of which basketball club are you?														Response Percent	Response Count
	Bashkimi		Golden Eagle Ylli		Kerason Prishtina		Peja		Sigal Prishtina		Trepça		Vllaznimi			
	Responses	Responses in %	Responses	Responses in %	Responses	Responses in %	Responses	Responses in %	Responses	Responses in %	Responses	Responses in %	Responses	Responses in %		
It is my hometown basketball club	16	57%	16	43%	0	0%	16	35%	28	36%	27	66%	9	69%	46.0%	112
It is club of the city where I live	6	21%	14	38%	0	0%	11	24%	17	22%	8	20%	3	23%	24.2%	59
My friends recommended it	2	7%	0	0%	2	100%	1	2%	0	0%	0	0%	0	0%	2.0%	5
Family tradition	1	4%	1	3%	0	0%	0	0%	1	1%	2	5%	0	0%	2.0%	5
The good game that this club has shown over the years	3	11%	6	16%	0	0%	16	35%	30	39%	3	7%	0	0%	23.8%	58
Other	0	0%	0	0%	0	0%	2	4%	1	1%	1	2%	1	8%	2.0%	5
Total:	28	100%	37	100%	2	100%	46	100%	77	100%	41	100%	13	100%	100.0%	244
<i>answered question</i>																244
<i>skipped question</i>																4

Asked which were the attributes that have affected their choice, fans had the possibility to choose between one of alternatives in giving their responses. As it sees in the table above, most of the fans of all basketball clubs – 46% of them - declared that the main reason that pushed them to choose their preferred basketball club was relation of the location of the respective basketball club with their hometown.

Hypothesis H4: “The way basketball fans evaluate various basketball clubs alternatives and make their choices about a basketball club varies depending on the type of model used for evaluation”, needs to be tested. In order to test this hypothesis, above all we need to perform calculations on the two models, respectively the Value Model and Fishbeine Model (Lilien, Kotler, & Moorthy, 1992), in order to reach relevant conclusions.

In order to calculate said models, two variables are taken into consideration: 1. The basketball club selected by fans, and 2. Reasons, respectively attributes that have pushed the fans to select said basketball club. Therefore, the variables of the table above were used, in an extended form, by adding new columns necessary for the calculation of the relevant model.

As may be noted from the table data, the Value and Interest Model was calculated by extracting assessments 0 to 10 from each attributed listed in the rows, namely 0 meaning that the attribute has no value for the fan in assessing alternatives, whereas 10 meaning that the attribute is most highly evaluated by the fan and has played a key role in its decision on basketball club selection.

Of all attributes listed in the table below, fans that have selected Bashkimi, Golden Eagle Ylli, Peja, Trepça and Vllaznimi, evaluated “hometown” as the most important attribute influencing their decision on basketball club selection. As may be noted from the table below, fans of Peja basketball club, in addition to the “hometown” attribute, also evaluated very highly the “good game this club has shown over the years. This attribute also has been evaluated from the fans of the Sigal Prishtina basketball club, while the “hometown” attribute ranks second in the list of attributes shaping their decision on basketball club selection.

Table 9: Model of Value and Fishbeine

Reasons why you have chosen exactly this club	Fan of which basketball club are you?																		Relative Value	Response Percent	Response Count			
	Bashkimi			Golden Eagle Ylli			Kerem Prishtina			Peja			Sigal Prishtina			Trepça						Vllaznimi		
	Frequency	Evaluation of Attribute (from 1 to 10)	$W_i \cdot D_{ij}^* / R_i$	Frequency	Evaluation of Attribute (from 1 to 10)	$W_i \cdot D_{ij}^* / R_i$	Frequency	Evaluation of Attribute (from 1 to 10)	$W_i \cdot D_{ij}^* / R_i$	Frequency	Evaluation of Attribute (from 1 to 10)	$W_i \cdot D_{ij}^* / R_i$	Frequency	Evaluation of Attribute (from 1 to 10)	$W_i \cdot D_{ij}^* / R_i$	Frequency	Evaluation of Attribute (from 1 to 10)	$W_i \cdot D_{ij}^* / R_i$				Frequency	Evaluation of Attribute (from 1 to 10)	$W_i \cdot D_{ij}^* / R_i$
It is my hometown basketball club	16	10	4.60	16	10	4.60	0	0	0.00	16	10	4.60	29	9	4.29	27	10	4.60	9	10	4.60	0.46	46.0%	112
It is club of the city where I live	6	4	0.91	14	9	2.12	0	0	0.00	11	7	1.66	17	6	1.37	8	3	0.72	3	3	0.81	0.24	24.2%	58
My friends recommended it	2	1	0.03	0	0	0.00	2	10	0.20	1	1	0.01	0	0	0.00	0	0	0.00	0	0	0.00	0.02	2.0%	5
Family tradition	1	1	0.01	1	1	0.01	0	0	0.00	0	0	0.00	1	0	0.01	2	1	0.01	0	0	0.00	0.02	2.0%	5
The good game that this club has shown over the years	3	2	0.45	6	4	0.89	0	0	0.00	16	10	2.38	30	10	2.38	3	1	0.26	0	0	0.00	0.24	23.8%	58
Other	0	0	0.00	0	0	0.00	0	0	0.00	2	1	0.03	1	0	0.01	1	0	0.01	1	1	0.02	0.02	2.0%	5
Model of Interest and Value ($W_i \cdot D_{ij}^* / R_i$)			18			23			10			29			26			15			14	1.00	100.0%	244
Model of Fishbein and Rosenberg ($W_i \cdot A_{ij} / R_i$)			5.99			7.62			0.20			8.68			8.06			5.60			5.43			
answered question																							244	
skipped question																							4	

Upon evaluation of attributes with values from 0 to 10, points in each column were added for each basketball club, thus resulting with the calculation of the Interest and Value Model. The formula for calculating this model is provided in relevant literature:

Formula 1.1 *The calculation of the Interest and Value Model*

$$V_k = \sum v_{ip}, \quad (1)$$

Where, V_k – is consumer evaluation;

v_{ip} – is the evaluation of characteristics i for product p , in our case for the given bank.

The results deriving from the calculation of this model reveals that customer evaluation (V_k) for Bashkimi equals 18, for Golden Eagle Ylli 23, for Kerasan Prishtina 10, for Peja 29, for Sigal Prishtina 26, for Trepça 15, and for Vllaznimi 14. According to these results, most fans should opt for the higher graded basketball club. And this is not confirmed in the data presented above under the data analysis in table number 2, which shows that most surveyed customers had selected Sigal Prishtina (28.4% of them), whereas Peja ranks highest according to the value and interest results.

On the other hand, the same table was used for the calculation of the Fishbein model, which was applied by having the evaluation of attributes given by customers multiplied by the weight of the significance of such attributes for customers. The formula for calculating this model is the following:

Formula 1.2 *The calculation of the Fishbeine Model*

$$V_k = \sum v_{ip} * R_i \quad (2)$$

Where, V_k – is consumer evaluation;

v_{ip} – is the evaluation of characteristics i for product p ,

R_i – is the significance of the characteristic for the customer.

The resulting calculations reveals Fishbein Model results, according to which Bashkimi has the result of $V_k = 5.99$, Golden Eagle Ylli 7.62, Kerasan Prishtina 0.20, Peja 8.68, Sigal Prishtina 8.06, Trepça 5.60, and Vllaznimi 5.43. In this case too, most customers should have opted for the basketball club that has the highest value when compared to other alternatives. Similar to the Value and Interest Model above, this model ranks Peja as the most evaluated basketball club, when compared to other basketball clubs in the country.

As it sees from the results of the table above, there are any discrepancies between the results of calculation of different models when comparing the evaluation of different attributes by fans.

According to the results of these two models, hypothesis H4: “The way basketball fans evaluate various basketball clubs alternatives and make their choices about a basketball club varies depending on the type of model used for evaluation” is not valid, since the results derived from one model do not differ from results derived from other model applied in this study.

5 Conclusions and Recommendations

5.1 Conclusions in the Theoretic Aspect

Based on the findings of this paper, the literature quoted in this paper and the survey of basketball fans of the basketball clubs in the Basketball League of Kosovo, we have concluded that if basketball clubs wish to survive and be remain competitive in the current dynamic and ever growing Basketball League, they need to understand, analyze and pay due attention to the behavior of their fans. The importance of fans for a basketball club is the same as the importance that customers have for an enterprise. Given to this fact, fans are “kings” and the lifeline that will keep “afloat” or “drown” a given basketball club.

The way how fans evaluate and select between different alternatives, as emphasized in the literature and confirmed in practice through the survey, comprises a rather complicated procedure and is affected by different factors of both factors of external nature (surroundings, family tradition, society, location of a basketball club, the game that a basketball club plays, etc) and internal nature mostly related to psychological aspects that lead fans to act in one way or another. Therefore, basketball clubs in Kosovo should pay great attention to the analysis of such factors before undertaking the major step in the attracting new fans, if they wish to be successful in their field.

The literature provides lengthy discussions on customers’ purchase-related decision-making processes, which goes through a number of phases, often difficult to comprehend and decipher. There are many fans who when deciding on a basketball club, seek no preliminary information on the club; there are fans who directly – impulsively or emotionally - approach a basketball club without having weighed other alternatives at all. This shows that basketball clubs need to be wary on how to draft and serve fans their relevant marketing programs, in order to attract more fans and maintain longer the existing fans.

5.2 Conclusions in the Practical Aspect

Based on the results deriving from statistical analyses and tests applied in this paper, it is confirmed that there are no statistically significant relations between basketball fans’ satisfaction rate with prices of tickets for a basketball match and the fans’ decision for choosing to attend or not attend a match. This may occur due to the fact that fans are emotionally related with their basketball clubs and the prices do not have any important impact in their decisions whether to attend or not attend a match.

Results and analyses of the responses obtained through the survey of 275 respondents show that there is a significant relation between the membership cards offered by the fans club of the basketball club and the fans’ decision for choosing to attend or not attend a match. Since membership cards demonstrate the membership of a fan in a fan club, it is obvious that this fact would have an impact on the fans decisions for going or not going to attend a match. A fan would not have the right to enjoy the fan’s epithet if he/she do not possesses a membership

card.

Also, results of the survey reveal that there is a statistically significant relation between the ticket price discounts for a basketball match offered by basketball fans clubs for their fans and the fans' decision for choosing to attend or not attend a match. This may be a consequence of the fact that fans may be motivated to go even in those games which do not represent any derby by offering them ticket price discounts. As known, fans tend to go only in the derby games, but when they are offered special prices for a second game category, it is obvious that they would probably attend that match as well.

Also, based on the results of models calculated in this paper, it may be concluded that basketball fans' selection of basketball club do not vary based on the moment or manner in which they chose to evaluate different attributes. This might be a true fact based on the results which derived from the table number 9, where it clearly sees that the most interviewed respondents declared that the main reason they have chosen the respective club was the location of that club which is related to their hometown. Therefore, we could conclude that the choices fans make for a specific basketball club has nothing to do with the rational choice, but it is a typically emotional choice.

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