EFFECT OF FAN MISCONDUCT ON THE BRAND IMAGE OF FOOTBALL CLUBS

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Acknowledgement

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1. Introduction

A strong and positive brand image is important for firms. By having a strong and positive image, brand can build value and distinguish themselves from the competitors. Research showed the effect of a positive brand image on the brand loyalty and the positive word-of-mouth (Martenson, 2007). All actions of firms can be crucial for the image of their brands. Those actions can have positive as well as negative influence on the brand image.

Nevertheless, firms are not the only factor that are influencing the brand image. Besides the actions of the firm itself, it is also possible that external occurrences can be linked with the firm. Firms cannot control these occurrences, which makes it very hard to resolve. External occurrences are possible in many ways. The first type is the partnerships. Partnership businesses could get a negative effect due to problems or mistakes of their partners. For example the partnership between Shell and Lego came to an end in 2014, because of critics that it was not right for children to play with toys that had displays of a petroleum company which has a history of aggressive oil drilling and arguable environmental activities (BBC News, 2014).

Another type of external factors are the customers of firms. These customers are not part of the firm, but their behavior can be linked with the firm. For example, a student association named Vindicat in Groningen became national news in 2016, because of the violent incidents during the hazing of the student association (Times, 2017). The fact is that people could link the misbehavior of the students to the University of Groningen that is funding the association.

Another great example of customers that are misbehaving is in the sport world. Supporters or fan groups of sport clubs that are misbehaving are also external parties that might affect the image of the sport clubs. These supporters can be considered as customers of a particular football club. For example, in November 2019 supporters of Dutch football club FC Den Bosch sparked controversy due to their misbehavior in the stadium during a football match. The supporters of the football club were racially abusing a football player with African roots. In a short time, this occurrence became global news. Since the misbehaving supporters were customers of FC Den Bosch, this could lead to negative associations with the football club (Darren Wells, 2019).

The misbehavior of football supporters appears often in the football world. These negative occurrences could have a negative influence on the football clubs. People will have negative perceptions with supporters that are misbehaving. To date, there has not been a research on the consequences of the misbehavior on the brands. In this paper, I researched the effect of the misbehavior of the supporters on the brand image of the football club.

A lot of brands take actions that have a direct impact on the image. These actions are into their own hands, which means that brands can enhance their actions to obtain a positive image. Nevertheless, a lot of brands do have to deal with external factors that might have an influence on their image. Football clubs do have to deal with the supporters, which are indirectly representing the club. The behavior of the supporters might have an impact on the image of the club.

Bodet and Chanavat (2009) already showed that the behavior of a football player has an impact on the perceptions of the football club. Other studies only examined the positive and negative aspects of brand communities, without measuring the impact on the brand perception (Fournier, Sensiper, McAlexander, & Schouten, 2001) (Hickman & Ward, 2007) (McAlexander & Koenig, Building Brand Community, 2002). A football player is an internal aspect of a football club.

The football fans, who are customers of the football clubs, are external aspects. My thesis measured the impact of misbehavior of football supporters on the brand perceptions of a football club. Besides, I analyzed if the perceptions on football clubs will change when football clubs dissociate with football supporters that are misconducting.

For this thesis, I designed a survey in Qualtrics to be able to examine the effect of fan misconduct on the brand image of the football club that is associated with the fans. The survey was carried out in June 2020. The thesis focused on the three major football clubs of the Netherlands which are Ajax Amsterdam, Feyenoord Rotterdam and PSV Eindhoven. Target research group involved everyone that has affinity with football. The survey consisted of four parts:

- Respondents' demographic and other information
- Fan perception of Ajax, Feyenoord and PSV
- Club dissociation of Ajax, Feyenoord and PSV
- Club perception of Ajax, Feyenoord and PSV

The survey consisted of 19 closed questions. 172 respondents participated on the survey. The results of the survey were analyzed with statistic program SPSS. I tested the hypotheses using a regression analysis, to examine the effect of the independent variables on the dependent variable, which is the club perception of the three football clubs.

The findings of this thesis contributed to the knowledge that we have on aspects that are taken into account when perceiving the image of a football club. A lot of studies showed the impact of internal aspect on a brand perception, while my thesis focused on the impact of an external aspect that might be associated with the brand, namely fan misconduct of football club supporters. This thesis helped me to discover more about the critical aspects that are taken into account when perceiving a football club.

External aspects could also affect the perception towards football clubs. Prior research showed the impact that internal aspects, which are actions of the employees, can have on the brand perception. The aim of this thesis was to understand more about the impact of the misconduct of football supporters, who are not directly part of club, on the perception of the football club. This was the main goal of this thesis. Besides the main goal, this thesis examined if there is a change in the club perception if the club dissociates from fan misconduct. This research was done by examining these aspects on the three major football clubs in the Netherlands, which are Ajax, Feyenoord and PSV.

These aspects were tested by designing and carrying out a survey. 172 participants participated on the survey. The results were analyzed in SPSS. The impact of fan misconduct on club perception was tested by a regression model, which showed the effect of the independent variables on the dependent variable, which was the club perception. The impact of the club dissociation on the club perception was also tested with the regression model.

The results of this research allowed to conclude that the misbehavior of the football fans does have a negative impact on the club perceptions of Ajax, Feyenoord and PSV. Thus, whenever someone has negative perceptions on the fans who are associated with one of these three clubs, there is a negative effect on the perceptions that someone has on the football club. This means that external aspects can have an impact on the perceptions of a brand. Besides, this research allowed to conclude that there is no positive change in perception of clubs who dissociate from the fan misconduct. Thus, dissociation from fan misconduct does not lower the negative impact on the club perception. This means that football clubs do have to look for solutions, so that fan misconduct will not be associated with the perception of their club. Now that this research examined the impact of fan misconduct on the club perception, future research should test what actions club need to take when fan misconduct happens, so that the club perception will not be affected.

2. Literature Review

In this chapter, I reviewed the literature that was already available. The main subjects for this thesis are literature that is based on communities, brand communities and the brand image. According to Muniz and O'Guinn (2001) brand communities are a group of loyal brand consumers that are bound together due to their loyalty for the brand. Considering football clubs as brands, football supporters that are loyal to their football club, are an example of a brand community. The literature review of brand communities was divided in communities with a positive effect on the brand as well as communities with a negative effect on the brand.

Community

According to Jang, Olfman, Ko, Koh and Kim (2008) a community is explicable by three criteria: locality, social interaction and bond. The first criteria, called locality, is referring to the geographical location of communities that creates a distinction between communities. Secondly, social interaction is referring to the relationships that members of the communities are creating with each other. Bond relates to the fact that members of communities feel safe and comfortable in their own community. Altogether, a community is described as a place or location where group of members come together to create a relationship and feel comfortable in their own community.

Gusfield (1975) pointed communities out in his research. As stated in his research, Gusfield described communities by distinguishing into two types of communities. The first type of community is characterized by the location. Being and living in a specific territory will distinguish the community members with nonmembers. For example, living in certain district, city or country will be vital for being a member or nonmember of a community. The second type of community is not especially based on the location, but mainly on the link between people. People that are sharing the same religion or hobbies are the second type of community, according to Gusfield. This type of community is linkable to communities based on interest in the same brands and sports.

According to Etzioni and Etzioni (1999), a community has two main attributes. The first one is the affect-laden relationships of members. The second attribute is the commitment of the members to the shared values, meanings and a historical identity that connects the members with each other's. Etzioni and Etzioni are describing the community as a group of members working together due to their knowledge, history and shared values.

Boorstin (1974) described a type of community that he mentions as consumption communities. Consumption communities are invisible communities that is created by things that people consume. According to Boorstin, the consumer culture that followed the industrial revolution, has now also changed the type of communities. Consumer are not communities anymore due to the geographical aspect that were interpersonal groups. The communities are now mainly based on the use of brands. Boorstin gives the example of visiting a Jeep rally or participating a Saturn homecoming. By looking at these activities and the people that are joining these activities, the communities that were at first invisible, now became visible. Boorstin is not the only one that is pointing out on the non-geographical aspect of communities. Granitz and Ward (1996) described the virtual communities in their research. In the research of Granitz and Ward, another example of non-geographical communities was described by looking at the coffee fans that were active on the internet.

A lot of researches have been done on the brand communities in general and the effect of the communities towards consumer loyalty. According to McAlexander, Schouten and Koenig (2002), a community is created of its members institutions and the relationships among them. These authors describe the brand community from the perspective of the customer experience. According to these authors, a brand community is a fabric of relationships wherein the customer is situated. Key relationships are the ones that include the relationship between customers and the firm, customers and the brand, customers and the product that is used and among fellow customers.

Muniz and O'Guinn (2001) described brand community by three elements. The first and most important element is consciousness of kind. With this, the authors refer to the deep-seated link that members of communities have with each other. The second one is the appearance of shared rituals and traditions. According to Marshall (1994) traditions are sets of social niceties that seek to honor and inculcate certain behavioral norms and values. The third element is a feeling of moral responsibility. The members do have a strong feeling that they need to serve the community and its individual members. This feeling provides the members to take actions as a collective when the community is under threat (Muniz & O'Guinn, 2001).

Fournier (2001) described the effect of brand community on brand loyalty by looking at the American motorcycle manufacturer Harley-Davidson. The Harley-Davidson's Harley Owners Group (HOG) is a perfect example of a brand communities. This community is nurtured by the company. When buying a Harley-Davidson, the firm recommends the buyers to join the local HOG, to be aware about and join the events and meetings. The outcome of this research will be described at the paragraph that describes the positive aspects of the brand community.

According to several studies, brand communities involves as well as cognitive as affective components (Bhattacharya & Sen, 1995) (Bergami & Bagozzi, 2000). The cognitive component is about the members' self-awareness of the enrollment with the community. Besides that, the cognitive component emphasizes the similarities that members of communities see with members of other communities and the dissimilarities that they see with nonmembers. The affective component is mainly about the emotional aspect of being part of a community.

A model that helps to describe the brand community is the ''Brand Community Triad'' of Muniz and O'Guinn (2001) that is presented in figure 1. This model explains two types of relationships. The first one is the relationship between the brand and the customer. The second one is the relationship between the members themselves. The relationship between the members is crucial in this model, because that leads to a successful community. Despite the importance of the relationship between customers and brands, the relationship among customers is the value of the community.
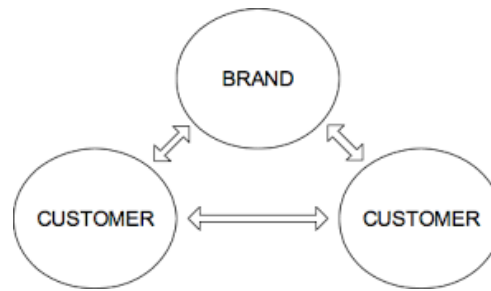
Positive aspects of brand community

Brand communities can have positive consequences on aspects such as brand loyalty and brand image. Fournier (2001) showed the effect of the Harley Davidson Owner Group on the brand attachment of Harley Davidson. According to the research of Fournier, the members of the HOG were very satisfied by the frequent social interactions in the community. The community increased the affections of the customers with the brand. Customers became more committed after joining the community. Besides that, members of the community became voluntary advocates. Members believed so strongly in the products of the company that they were trying to convince others to buy a Harley-Davidson or try one.

Another research that explained the positive effect of brand community on firms is done by Brown (2003). According to Brown, brand communities are ambivalent, dynamic and contested cultural spaces. Brand must locate relevant conferences of this groups. Brand meanings needs to be handled as community brands, as brands that are belonging to and that are created in agreement with groups of communities.

McAlexander and Koenig (2002) have examined the positive consequences by looking at an event of the brand Jeep. The event had increased the brand attachment of the visitors. After visiting the event, the consumers became more attached to as well as their vehicles as the brand Jeep in general.

Muniz and Schau (2005) did a research on the brand communities of Apple Computer Inc. The community based on the product called Newton, which where personal digital assistants produced by Apple. Muniz and Schau concluded that the members of this community were supporting Apple products, but also recommending the Newton to nonmembers even 6 years after Apple stopped the production of the Newton. This shows the level of loyalty and commitment of brand communities.

Nevertheless, almost all researches are based on the brand attachment and brand loyalty of communities. The brand image, which concludes as well as internal as external perceptions of the brand, is also a very important aspect, because it does not only show the perceptions of the users of that brand, but also how the nonusers or nonmembers look at the brand. In this paper, I have researched the brand image of football clubs after misbehavior of brand communities to see if the misbehavior of communities affects the brand image of the football clubs. The communities are known as the supporter groups of the football clubs.

Negative aspects of brand community

Most of the researches that have been done are mainly about the behavior of the communities, instead of looking at the effect of the behavior on aspects like the brand image.

For example, according to Hogg and Terry (2000), consumers that are members of a community are always searching for information that differentiate their brand community in a positive way from other brand communities. This shows the behavior of community members towards other community members. While in this research the negative attitude of community members was described, the research does not go into the effect of this negative attitude on the brand itself.

According to Hickman and Ward (2007), brand community members are sharing negative word of mouth messages in the communities of rival brands to support their own favorite brands. This paper concludes this phenomenon in terms of football supporters. In this thesis, I did a research to see if football supporters do perceive their own club positive anyways. For example, if all respondents, that are supporting Ajax, PSV or Feyenoord are mentioning that they have positive associations with the club that they, while the other respondents are having negative associations, it is concludable that the supporters are sharing positive word of mouth messages to support their own club like Hickman and Ward mentioned.

In another research, Hickman and Ward (2013) concluded that negative information about brands have an impact on potential customers. The impact on the potential customers can result in negative impacts on the market share, revenue and reputation of organizations. However, according to Hickman and Ward, the negative information has a lower impact on consumers that are already familiar with the brand or the company.

A research that did not focus on communities, but has relevance to the negative aspects of external occurrences is the study that is done by Bodet and Chanavat (2009). They have found that a football player can have influence on the image of the football club. At the time of this research, Cristiano Ronaldo was a football player of Manchester United. Consumers that were interviewed for this research mentioned that they do have negative associations Manchester United because of their antipathy for Cristiano Ronaldo. This show that the actions of an employee of the football club has influence on the image of the football club.

Brand image in general
When looking at the literature, brand image is studied from two perspectives, namely the consumers' perspective and company's perspective. The consumers' perspective is mainly about the attitude of the consumers towards the brand and the consumers' view towards the brand image and equity. The company's perspective is about the activities that companies do to create a positive image. In this work, I have focused on the perspective of the consumers, because I wanted to explore the change in the perceptions of the consumers towards the brand when the users of the brand misbehave in public.

According to Roy and Banerjee (2007), brand image defines how the consumer thinks and feels about the brand. Herzog (1963) described the brand image as consumers' general perception and impression of a brand.

According to Martineau (1957), brand image reflects the characteristics of the consumers. Consumers buy products or use services of brands to express themselves.

Davis (2000) defined brand image by highlighting the elements that are creating the brand image. The first element is the brand association. Brand associations are aspects of products or services that consumers associate with the brand. Keller (1993) described the brand image as perceptions of a brand as emulated by the brand association held in consumer minds. The second element is the brand personality, which is a set of human characteristics

that are symbolical created by consumers. This is something to which consumers can relate, because they see the brands as living things based on criteria like gender, education and intelligence. Brand personality is also clarifying why consumers choose for a certain brand its product if there are no functional or physical differences between the products of the brands (Davis, 2000). According to Hendon and Williams (1985), brand personality is just about describing a product as it if is a human being.

Keller (1993) noted that the brand image is formed from the aspects out of attributes that are the definition of features enchanted a product or a service. These two attributes are the product-related and non-product-related attributes. Product-related attributes are the aspects that makes a product perform. For example, the service or the structure of a product. Non-product-related attributes are the external characteristics of the products. For example, the product design and type of packaging, but also the forms of communication and the information of users, communities and celebrities. In my work, I have focused on the non-product-related attributes, because those attributes are related to the external characteristics, namely the information of football supporters.

According to Low & Lamb (2000), the brand image is the emotional and rational observations of consumers attached to brands. Biel (1992) noted that associations with the brand could also occur from product image, corporate image and user image. The research of Biel shows that the user image can be crucial for the associations of the consumers with the brand. However, the effect of the user image on the brand associations has not been measured in detail. Martenson (2007) stated that having a positive brand image will also have a positive impact on the consumer behavior looking at aspects like brand loyalty and a positive word-of-mouth. This research does not show if having a negative brand image will also lead to a decreasing brand loyalty and a negative word-of-mouth.

Brand image in sports
Kotler (2001) described the brand image as the perceptions of a brand that consumers have in their minds. Another research concluded that for non-profit organizations, having a strong image is key to community awareness (Blery, Katseli, & Nertilda, 2010). Therefore, having a strong image as a non-profit organization will increase the support of (local) communities. Since football clubs are non-profit organizations, this research shows how important it is to have a strong image as a football club to attract consumers. Thus, the communities could play a crucial role in the brand image of the football clubs. According to Gladden and Funk (2001), the brand image has a strong influence on the related loyalty of football club fans. This points out that the football supporters could lose their loyalty towards a football clubs if the image of the football clubs gets damaged. Nevertheless, this has not been measured yet by looking at the communities that might hurt the image of the football clubs.

According to Morrow (1999), football fans are very important, because they play a big role in creating the team-sport product. Morrow explains that football do not need the supporters just as visitors or customers, but because they are part of a total product, a joint product. This explains that football supporters are part of the overall product as well as the total brand. By concluding the supporters as a part of the brand, we might conclude that their actions have influence on the perception towards the brand.

3. Theoretical Framework

In this chapter, I described my argumentation on prior literature. Besides that, the hypotheses, variables and a conceptual map are shown.

The literature review showed that till now, the main focus of researches were focused on the positive effect of the brand communities. As an example, Muniz and Schau (2005) described the positive effect of the Apple communities, even if the product that they liked is no longer in production. The communities were still recommending the brand to nonmembers. This shows that communities can have an effect on the brand awareness.

The research of Bodet and Chanavat (2009) is not focused on brand communities but is a good example of an effect. The findings of Bodet and Chanavat were about the relation between the perceptions of a football player and a football club. They found that the respondents were having negative perceptions with the football club due to the dislike of one football player of that certain club. Bridgewater (2010) suggested that a football player is part of the total brand of the football club. Thus, the example of Bodet and Chanavat (2009) is about the actions of the brand itself, instead of the actions of external communities on the brand. In my work I focused on the last-mentioned phenomena, namely the effect of an external community, because this was not examined yet.

There are also a few researches done on the negative aspect of brand communities. For example the research of Hogg and Terry (2000) showed how brand communities are trying to find relevant information that differentiates their brands in comparison to other brands. Altogether, these researches concentrated on the effect of communities on the brand loyalty and the interaction among community members, but also the interaction between members with as well as nonmembers as members from other communities. In my work, I explored the effects of communities that are misbehaving on the perceptions of the brand or company. Prior work showed that brand communities can have as well as positive as negative influence on firms, but this has not been structurally measured in terms of the perceptions with the brand after the misconduct. In my work, I looked at the football clubs and their supporters, considering these clubs as brands. Football supporters are mainly active in public, which makes it very easy to notice their behavior by nonmembers.

The research question and the hypothesis to test this phenomenon are:

 ''How does the misbehavior of football supporters affect the brand image of the brands that are associated with the users?''

H1: **There is a significant relationship between the negative perceptions of the football supporters and the negative brand image of the football club**

H2: **The disassociation of the football club on the misbehavior of the football supporters moderates the impact on the brand image of the football club**

The independent variable is the misbehavior of football supporters. With the misbehavior of football supporters, the negative perceptions of football supporters are meant. The dependent variable, which represents the output whose variation is being studied, is the brand image of the football clubs. I examined if the brand image of a certain club gets affected by the football supporters, which are already considered in a negative way by people in general.

The moderator is the third variable that might affect the relationship between the independent and dependent variables. This moderator is the action of the football club after misbehaviors or misconducts that is related to the football club. Reacting on these occurrences could have an impact on the brand image of football clubs. On the other hand, if a football club does not take actions after a misbehavior, the brand image can be hurt. As an example, after the mentioned misbehavior of PSV Eindhoven supporters in Spain, the director of PSV Eindhoven (Toon Gerbrands, 2016) shared his reaction via all communication channels of PSV Eindhoven. The director, named Toon Gerbrands, mentioned that the club is distancing from the terrible occurrences. Besides that, the club will penalize all traced supporters. In figure 2 the conceptual map of these variables is presented.

Besides the moderator, there might be a response bias of the respondents in this thesis. Respondents that support Ajax, Feyenoord or PSV might respond inaccurately on the survey, by perceiving the club that they support in a positive way to spread positive word of mouth messages like Hickman and Ward (2013) mentioned.

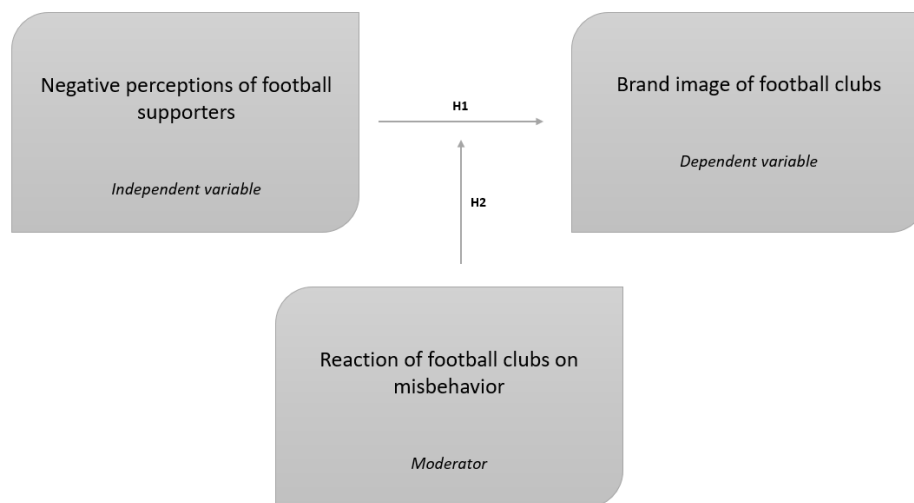| Negative perceptions of football supporters		Brand image of football clubs
Independent variable	H1 →	*Dependent variable*
	H2 ↑	
	Reaction of football clubs on misbehavior	
	Moderator	

Figure 2: Conceptual map

4. Methodology

This thesis explained the effect of the misbehavior of football clubs' supporters on the brand image of that certain football club. In this chapter, I provided the empirical context. Besides that, this chapter explained the methods that are used to examine the above-mentioned effect.

Empirical Context

In this section, I described the football brands in general, communities in the football world and misbehavior of communities.

Football clubs

According to Bridgewater (2010), football is widely recognized as one of the most significant sports worldwide. Big football clubs like Real Madrid, Manchester United and Juventus are having loyal fans all around the world. Bridgewater also mentions that football clubs can be considered as brands, because not all brands tend to be commercial. Even cities, charities and public institutions can perceive themselves as a brand. From the marketing view, branding is not only about the commercial development, but also about evaluating important things to the people with whom the brand engages and ensure that the values of the organization are aligned. This made it useful to consider football clubs as brands. Bridgewater (2010) mentioned that the increasing commercial attention of sport means that clubs are growingly concerned with establishing turnover in order to successfully gratify their sporting aims.'' Bridgewater considers football brands as joint brands in which the football club plays an important role. Aaker (2004) mentioned that the football clubs is standing behind the offer that customers are buying or using.

Bridgewater suggested that a football brand can be one of the following (2010):

- A football club
- A national football team
- A football player
- A football body
- A football competition or tournament

In my thesis, I considered the football clubs as brands. The supporters can be considered as the customers of the brands.

Madeiro (2007) described that nowadays the football business is huge. One of the aspects that are making the football a huge business is the competition between various clubs that triggers the supporters of clubs to be part of it. Secondly, media does get motivated to share the attention that football receives. Lastly, the results of football clubs are relevant for sponsors that want to invest.

According to Deloitte and Touche (2009), football continues its impressive financial and commercial growth worldwide. This shows that football is more and more becoming a brand nationally as well as globally.

Role of football supporters

Football supporters are playing a crucial role on the sport, according to various researches. According to Bauer, Schmitt and Stokburger-Sauer (Bauer, Schmitt, & Stokburger-Sauer, 2005), football has become one of the most popular sports due to the supporters. In his

research on the German football league, the researchers stated that 32% of the total revenue of German clubs are coming from the supporters. The revenue thanks to the supporters comes from the stadium visits and merchandising. Looking at the Dutch football club PSV Eindhoven, the percentage of total revenues from supporters is even higher (Raad van Commissarissen PSV N.V., 2019). PSV Eindhoven got 58% of their total revenue from their supporters. Season passes, single access tickets and merchandising are the sources of the revenue from the supporters.

Besides the financial relevance, there are also emotional aspects of supporters that play a role for football clubs. Sebastian and Bristow (2001) suggested that consumers are more loyal to sports teams in comparison with other types of brands like beer brands or chocolate brands. According to their research, fans see themselves as loyal despite the successes of their team.

Former French footballer Eric Cantona (2008) described the link between football clubs and brand loyalty. Cantona mentioned that changing your wife, politics or religion is possible, but changing the club that you support is not. This quote describes how loyal football supporters are towards their football clubs.

There is an unique relationship between football supporters and their football clubs. Taylor (2012) mentioned that football is more than just a regular business. No one has their ashes scattered down the aisle of a Tesco. This is linked to the ritual in Great Britain. In Great Britain, when someone passes away, their wish is that they want their ashes to be scattered on the football pitch of the club that they support. With this referral, Taylor shows how unique the relationship between supporters and the football club can be, because no one want their ashes to be scattered on the ground of their employer.

According to Parker and Stuart (1997), football supporters find it important to show loyalty and commitment to their club, even if the match results are not positive. Tapp (2004) explained that there is also a geographical aspect in deciding which club to support. Supporters of a football club are feeling part of the team, like citizens of a city. No matter how successful the club is, the supporters feel the connection and responsibility to support, because it is their city and their team. Pooley (1978) suggested that supporters who feel connected with a team are most of the time following that team.

Misbehavior of football supporters
Football supporters can misbehave on the ground of the football club, but also in public. In 2010, the supporters of Turkish football club Fenerbahce set fire to their own stadium after losing the title on the last match day (Bellwood, 2010). Besides that, the supporters clashed with the police after the final whistle. Fire crews have doused the flames inside the stadium. The police have used water cannons to split up the supporters.

Misbehavior does not only occur at football clubs, but also at national football teams. A football match between Bulgaria and England in Sofia stopped twice due to the racist abuse of England players (BBC News, 2019). The behavior of the Bulgarian fans included Nazi salutes and monkey chants towards the football players of the English national football team. This might not only affect the Bulgarian football association, but also the image of the country.

There are also misbehaviors of football supporters that are not happening on the ground of the football club but are still relatable to the football club. In March 2016, football supporters

of PSV Eindhoven, that travelled to Madrid for a football match, misbehaved in the center of Madrid (Stevens, 2016). The supporters humiliated Romanies by throwing coins towards them. The misbehaving supporters filmed the Romanies with their mobile phones. These videos went viral in a negative way on Social-Media.

In February 2015, Supporters of the football club Feyenoord misbehaved in Rome before the match between AS Roma and Feyenoord (McKenna, 2019). The supporters caused a lot of damage to stores, automobiles and historical monuments. The total costs due to the misbehavior were almost 8 million euros.

Football supporters are communities that are formed based on their commitment to the football club. This corresponds to the brand communities, which are also communities based on the commitment to the brand or firm.

Remarkable is that football supporters of football clubs are not only misbehaving on the ground of their football club, but also on public places and away matches. Since these football supporters are not directly part of the football club itself, it was interesting to investigate if these external groups could affect the brand image of the football club, considering the football clubs as a brand. We know that actions of the firms could directly affect their brand image, but we do not know how the actions of external parties that are associated with a brand will affect the brand image. I made this thesis to investigate this phenomenon.

Research Objectives
The main goal of this thesis was to understand which aspects people take in account when they look at football clubs. If people link the behavior of the supporters with the club, it is concludable that a misbehavior will affect the image of the football club. This thesis examined if the people connect the behavior of the supporters, when reviewing the image of a football club.

The second objective was to examine if the actions of the football club against misbehavior does have an influence on the brand image. As earlier mentioned, reacting on these occurrences could have an impact on the brand image of football clubs. On the other hand, if a football club does not take actions after a misbehavior, the brand image can be hurt.

Research Method and Sampling
The survey is created in Qualtrics. To understand the different relationships between groups in the sample, I used the statistical software SPSS.

Overall, there are three types of research methods, namely: exploratory, descriptive and explanatory (Saunders, Lewis, & Thornhill, 2012). Exploratory research is a type of research that aims to investigate aspects that are which have not been studied before. Exploratory research is mainly done by literature review and focus groups (Saunders, Lewis, & Thornhill, 2012). Descriptive research is a research method that describes the characteristics of something that already has been studied with explanatory or exploratory research. (Saunders, Lewis, & Thornhill, 2012). Lastly, explanatory research is a type of research that aims why certain things happen or have effect on other variables. The aim is mainly to find a clarification for specific problems (Saunders, Lewis, & Thornhill, 2012).

The type of research that I used to examine the effect of the misbehavior of football clubs' supporters on the brand image of that certain football club was quantitative research,

because this research examined the relationship between certain variables. I used explanatory research by the means of the survey gathered from 172 respondents. The number of respondents was based on the calculation in the sample size. This survey was sent out to people randomly via LinkedIn, Facebook and WhatsApp.

This thesis examined the perceptions of certain football supporters that are linked with a football club. Besides that, the image of the football club is measured. That is why it is important that the respondents are familiar with football. To be sure that the sample size is correct, the total viewing figures of the football channel Fox Sports Nederland was determined. According to Stichting Kijkonderzoek (2019), the sports channel Fox Sports has had an average of 3.158.416 weekly viewing figures in the Netherlands. This showed that at least 3.158.416 citizens in the Netherlands are watching football weekly in the Netherlands and are familiar with football. This is the sample size that I used to be sure that this thesis is reliable.

According to Patino and Ferreira (Patino & Ferreira, 2015), the confidence interval is a measure of inaccuracy of the true effect size in the population of interest. Confidence intervals are important for indicating the amount of ambiguity and inaccuracy around the effect size calculated. In the literature, the most used is the 95% confidence interval, but if there is more or less confidence, 99% or 90% confidence intervals could be used.

For this thesis, I determined a confidence interval of 90%. I decided to use a confidence interval of 90%, because of the current circumstances due to the coronavirus. The last football game in the Netherlands was on the 8th of March. This means that the determined population has not watched a live football match. Besides, the supporter groups of football clubs are not active in terms of meetings before or after a match. The break in football might have an effect on the perceptions of the respondents regarding the football supporters and the football club. Thus, there might be a difference in results when respondents have the possibility to watch a football game on weekly basis and experience the occurrences regarding the brand image and behavior of football supporters. The margin of error was 5%.

The study of Bodet and Chanavat (2009) showed the negative effect of a football player, named Cristiano Ronaldo, on the brand image of the football club. This showed that the negative perceptions of a football player, that is in fact a worker of the football club, influences the image of the football club. My thesis looked at another aspect, namely the supporters. Since the football players as well as supporters are active at the same time, their impact on the football club might be the same. The study of Bodet and Chanavat showed that the responses were all in the same direction. That is why I determined a percentage of 80% as the spread for the sample.

Research design and measurements
I collected the data with a web survey, which is a self-completion questionnaire. A web survey has a lot of advantages. Firstly, web surveys are costless and are saving time for the researcher (Aaker & Day, 1990). Besides, it is also more appropriate for the respondents, because they can give the answers without being controlled or having a carryover bias. This might lead to more thoughtful answers (Aaker & Day, 1990).

The survey consisted of 21 questions. In appendix 1 the complete survey is displayed. The survey is based on the three biggest football clubs in the Netherlands, namely Ajax, Feyenoord and PSV. The survey can be divided in four main parts. Part 1 (Q1-Q8) consisted

of the general questions to screen the respondents regarding geographical aspects. The respondents needed to be familiar with football. The first question in the questionnaire measured this requirement. If a respondent answered this question with ''Never'', the survey automatically ended for the respondent. These respondents have not been a part of the analysis. Question 2 to Question 6 measured the gender, age, education, income and place of residence of the respondents. Question 7 measured the club that the respondents supports. The options are Ajax, PSV, Feyenoord and Other. If a respondent chose for ''Other'', the respondent has got the same questions regarding the fan perception, club dissociation and club perception for the club that the respondents has filled in. This means that respondents, who have chosen for ''Other'' has got three extra questions (Q19,Q20,Q21) regarding their club in the survey.

The second part (Q10, Q13, Q16 and Q19) were the questions regarding the fan perceptions of Ajax, PSV and Feyenoord. Q19 was the question regarding the fan perceptions of the club that the respondent has filled in in Q7. These questions are asked with a 5-point Likert scale (Aaker & Day, 1990). Each of these questions have 3 sub questions.

The third part of the survey (Q11, Q14, Q17 and Q20) consisted of the questions regarding the club dissociation on fan misconduct. Again, Q20 is the question regarding the club dissociation on fans misconduct of the club that the respondent has filled in in Q7. These questions are asked with a 5-point Likert scale (Aaker & Day, 1990). Each of these questions have 3 sub questions.

The fourth and last part of the survey (Q12, Q15, Q18 and Q21) consisted of the questions regarding the club perceptions of the respondents. Again, Q21 is the question regarding the club perceptions of the club that the respondent has filled in in Q7. These questions are asked with a 5-point Likert scale (Aaker & Day, 1990). Each of these questions have 3 sub questions.

Closed-end questions were made to make the survey uncomplicated for the respondents. According to Aaker and Day, closed-end questions are saving time for respondents and makes the survey uncomplicated for the respondents (Aaker & Day, 1990).

The results of the survey were examined in various ways. The first part of the survey (Q1-Q8), are mainly the demographic questions and other information. These questions were analyzed by frequency tables to get more information about the respondents. The second part of the survey, which are the fan perceptions of the clubs, were examined by using a factor analysis. The major aim of a factor analysis was to determine a more parsimonious group of variables to create a model for the data that can be used to support the interpretation of those constructs (McGrill & Dombrowski, 2017). This is what was crucial for this research, to examine if the variable regarding the fan perception, club dissociation and club perception. By using the factor analysis, the variables of the second, third and fourth part of the survey were examined in terms of correlation. The results of the factor analysis created factor scores. I used these factor scores for the regression analysis. Thus, the variables of the fan perception, club dissociation and club perception were categorized into factor scores, which I used for the regression analysis to examine the correlation and test the hypothesis.

A regression analysis is modeling technique where the dependent variable is predicted based on one or multiple independent variables (Kumari, 2018). The aim of a regression

analysis is to calculate the value of dependent variable from an independent variable (Kumari, 2018). In my thesis, I performed the regression analysis to measure the value of the dependent variable, with is the factor score of the variables regarding the club perceptions, from the independent variables. The independent variables that are crucial for the analysis are the factor scores of the fan perception, factors scores of the club dissociation, supporting club and place of residence.

Measurements

Regarding the measurements, the questions of the survey were determined based on the following aspects:

- Misbehavior of football supporters
- Disassociation of football club
- Brand image of football club

As mentioned in the literature review, multiple researches emphasized the importance of the emotional aspects regarding the brand image of football clubs (Tapp) (Bergami & Bagozzi) (Sebastian & Bristow). Kotler (2001) described the brand image as the perceptions of a brand that consumers have in their minds. Thus, in this survey I measured the brand image based on the emotional aspects regarding the brand perceptions.

Prior researches showed a lot of ways to measure the brand image. Brand image elements are outlined by Keller's (1993) three key categories: attributes, benefits and attitudes. The attributes are the descriptive characteristics linked to the product. The characteristics are product related or non-product related. Product related are the elements that are needed for performing a product or service. Non-product related are external characteristics of a product or service that relates to its usage. Benefits is the value that consumers connect to attributes of the product or service. Thus, these two categories are mainly focused on the perception of the attributes of football clubs. According to Wenden (1991) brand attitude is composed of three key elements: cognitive, affective, which is known as affective and behavioral. The cognitive is described as the beliefs or perceptions about the object of the attitude. The affective component involves the feelings of a person towards the attitude object, which can be positive as well as negative. Eagly and Chaiken (1998) described affect as ''the feelings, moods, emotions and sympathetic nervous system activity that consumers have experienced regarding an attitude object and subsequently associate with it''. The behavioral component consists of a person's tendencies to behave in a certain way.

In my thesis, I wanted to examine the overall evaluations of the football club, because the misconduct does not have a link with attributes of the club, but mainly the overall evaluations of the football club. That is why the brand attitudes, which is the third category of Keller's brand image elements, was the most interesting category for this research. Football clubs do not directly offer products or services but are more like a mutual organization. Besides, in my thesis I wanted to see the perceptions of respondents regarding the overall brand, instead of aspects like the stadium, logo and football players. The questions regarding the image of the football club are based on the brand attitudes. Multiple researches are done on brand attitude whereby questionnaires were created to examine this aspect. (Janssens, 2012) (Najmi, Atefi, & Mirbagheri, 2012) (Jung & Seock, 2016) (Blumrodt, 2014). These researches measured the hypotheses by 5- and 10-point Likert scales. In my thesis, I used 5-point Likert scales to measure the attitudes towards the football clubs.

5. Results

In this chapter, I showed and analyzed the results of the survey, to examine the hypothesis regarding the thesis.

Respondents

The survey had a total of 209 respondents. Of the total respondents, 37 respondents were not qualified for this thesis, because of not having affinity with football. These respondents were removed from the total qualifying group. Thus, the amount of total qualified respondents was 172.

Descriptive analyses

Firstly, a full correlation matrix is created to examine the correlation of the variables with each other. The variable frequency represents the first question of the survey, namely ''how frequently do you watch football matches or read news regarding football per week?''. The variable age represents question 3 of the survey, namely the question ''what is your age?''. The variable education represents question 4 of the survey, namely the highest degree or level of school of the respondents. The variable income represents question 5 of the survey, namely the personal income of the respondents of last year. The variables male and female are dummy variables that are made of question 2 of the survey, namely the question regarding the gender of the respondents. The variable club represent question 7 of the survey, namely which club the respondent does support.

Two correlations were significant in this model, which are the positive correlation between income and age and the positive correlation between income and education. The correlation between income and age is moderate positive. The correlations between age and frequency is negative weak. This is also the case for the education on age and club on education. All other variables were positive weak correlations.

		Frequency	Age	Education	Income	Club
Frequency	Pearson Correlation	1				
Age	Pearson Correlation	-.089	1			
Education	Pearson Correlation	.069	-.006	1		
Income	Pearson Correlation	.025	.598**	.201**	1	
**Correlation is significant at the 0.01 level (2-tailed) N = 172						

Table 1: Full correlation matrix

The first question of the survey was to screen the respondents by asking the affinity that they have with football. As earlier mentioned, respondents who have chosen for ''Never'' were taken out of the data analysis. The results showed that the majority of the respondents, namely 43,6 percent (75 respondents), do watch football matches or read news regarding football more than 4 times per week. Thus, the majority of the respondents have a strong affinity with football. The second biggest groups are the respondents who watch football matches or read news regarding football one or two times per week (61 respondents), while

the smallest group of respondents are the ones who watch football matches or read news regarding football three or four times per week (36 respondents)

	Frequency	Percent	Cumulative percent
1-2 times per week	61	35.5	35.5
3-4 times per week	36	20.9	56.4
More than 4 times per week	75	43.6	100.0
Total	172	100.0	

Table 2: Frequency table football affinity

The second question was regarding the gender of the respondents. Prior research of Statista (2018) concluded that 63% of FIFA world cup fans are male. This shows that males are having more affinity with football. In this research, the results showed that the majority of the participants are males (144 respondents), because of having more affinity with football in comparison to females. Four respondents did not answer this question.

	Frequency	Percent	Cumulative percent
Male	144	83.7	85.7
Female	24	14.0	100.0
Total	168	97.7	
Missing – System	4	2.3	
Total	172	100.0	

Table 3: Frequency table gender

The third questions, which is about the age group of the respondents, showed that there all participants from each age group. The majority of the respondents are between 18-24 years old (79 respondents) and between 25-34 years old (49 respondents).

	Frequency	Percent	Cumulative percent
Under 18	2	1.2	1.2
18-24 years old	79	45.9	47.1
25-34 years old	49	28.5	75.6
35-44 years old	18	10.5	86.0
45-54 years old	13	7.6	93.6
Over 55	11	6.4	100.0
Total	172	100.0	

Table 4: Frequency table age

The fourth question is about the highest degree of level of school that is completed. Again, there are respondents participating from each level of school. The majority of the respondents has a bachelor's degree (90 respondents), followed by respondents who have a high school degree or equivalent (52 respondents). Only two respondents do have a Doctorate degree, which is the smallest group of respondents.

	Frequency	Percent	Cumulative percent
Less than a high school diploma	4	2.3	2.3
High school degree or equivalent	52	30.2	32.6
Bachelor degree	90	52.3	84.9
Master's degree	23	13.4	98.3
Doctorate	1	0.6	98.8
Other	2	1.2	100.0
Total	172	100.0	

Table 5: Frequency table education

The fifth question is about the personal income per year. The results showed a variety in income of the respondents. The majority of the respondents do have an income between €25.000 to €49.999 (52 respondents). 8 respondents did not prefer to answer this question. The smallest group are the three respondents that did not have a personal income.

	Frequency	Percent	Cumulative percent
€0	3	1.7	1.7
€1 to €9999	46	26.7	28.5
€10.000 to €24.999	35	20.3	48.8
€25.000 to €49.999	52	30.2	79.1
€50.000 to €74.999	22	12.8	91.9
€75.000 and greater	6	3.5	95.3
Prefer not to answer	8	4.7	100.0
Total	172	100.0	

Table 6: Frequency table income

The question regarding the region of the country showed that 76,7% of the respondents are living in the region Zuid-Holland. The huge number of respondents from Zuid-Holland is explainable by the region wherein this research was done, which is also Zuid-Holland. The biggest football club in Zuid-Holland is Feyenoord Rotterdam. The next question is about the clubs that the respondents do support. As mentioned above, the majority of the respondents are living in Zuid-Holland. The crosstabs on the next page showed the link between the regions that the respondents live in and the club that the respondents do support. 95 of 131 respondents who do live in Zuid-Holland do support the regional club Feyenoord Rotterdam.

		Which region of the country do you live in?								
		Gelderland	Groningen	Noord-Brabant	Noord-Holland	Overijssel	Utrecht	Zeeland	Zuid-Holland	Total
Which club do you support in the Netherlands?	AFC Ajax	2	0	1	**9**	2	0	0	17	31
	PSV Eindhoven	0	0	**3**	1	0	0	0	6	10
	Feyenoord Rotterdam	2	0	3	1	0	1	1	**95**	103
	Another club	0	1	6	1	3	3	0	13	27
Total		4	1	13	12	5	4	1	131	171

Table 7: Crosstabs supporting club and region

Ajax Amsterdam

Firstly, I presented and analyzed the perceptions of Ajax Amsterdam, which was followed by the perceptions of PSV Eindhoven and Feyenoord Rotterdam.

Hypotheses testing

As mentioned in the methodology, there are 9 questions per football club that are divided in three subjects, namely the fan perception, the club dissociation and the club perception. To conclude if the three questions of each subject form one factor, a factor analysis is performed. In Appendix 2 the results of the factor analysis are showed. After performing a factor analysis per three questions, the eigenvalues has led to the conclusion that there is one factor per subject. Thus, each club has 3 factor scores, which represents the fan misconduct, club dissociation and the fan perception. The factor scores were used in the regression analysis to examine the hypotheses.

The first test was a regression analysis, whereby the factor score of the Ajax club perception is the dependent variable and the factor score of the Ajax fan perception as well as the factor score of the Ajax club dissociation are the independent variables. Besides, control variables were added to the regression analysis. The control variables are the variables that are representing the questions regarding the respondents' demographics and other information. β_1 up to and including β_7 are the control variables in this thesis. I added these to the regression to see if they affect the dependent variable, which is the club opinion.

To examine the effect of the club dissociation on the overall perception regarding the club, an interaction term is created and added on the regression analysis. Two questions in this regression analysis are categorical, namely the question regarding the ''gender'' and ''club''. For these questions, dummy variables are created. For each club, a dummy variable was made of the question regarding the club that the respondent is supporting to see if there is a bias, as stated in the Methodology. A dummy variable for Ajax supporters was made to see if the supporters have a significant effect on the perceptions of the club that they are supporting.

Model	Unst. coefficients	Stand. coefficients	Sig.			
	B	β				
(Constant)	-.324		.543			
Frequency	-.010	-.009	.897			
Age	-.036	-.044	.574			
Education	.157	.125	.052*			
Income	-.018	-.025	.763			
Male	.025	.009	.953			
Female	.105	.036	.817			
Fans	.293	.113	.151			
Fan perception Ajax	-.426	-.426	.000*			
Club dissociation Ajax	.201	.201	.005*			
Fan perception Ajax * Club dissociation Ajax	.050	.060	.371			
Model summary			Sig.	R	R Square	Adjusted R Square
N= 172 *p<0.10			.000*	.633	.401	.364
Dependent variable: Club perception Ajax						

Table 8: Main regression Ajax

The R Square of .401 concluded that there is a moderate positive correlation between the dependent and independent variables. The adjusted R Square concluded that 36.4% of the variance in the independent variables can be explain by the club perception. The ANOVA has a significance level of .000. Thus, the model that is performed is significant.

The coefficients of the regression analysis concluded that there is no significant effect of $\beta 1$, $\beta 2$, $\beta 4$, $\beta 5$, $\beta 6$ and $\beta 7$ on the club perception of Ajax. Nevertheless, there is a significant effect (p=.052) of the highest degree or level of school that is completed on the club perception. $\beta 3$ is positive with .157. Thus, there is a positive significant effect of the highest degree or level of school completed on the perceptions of Ajax as a club. The conclusion is that whenever someone has a higher degree or level of school completed, it has a more positive effect on the perception of Ajax as a brand. $\beta 7$ measured the bias that is mentioned above. $\beta 7$ is insignificant (p=.151), thus there is no significant effect of being an Ajax supporter on the club perception of Ajax.

There is also a significant effect (p=,000) of the fan perception on the club perception. $\beta 8$ is negative with -.426. Thus, there is a negative significant effect of the perceptions on Ajax fans on the perception of Ajax as a brand. The conclusion is that whenever someone does agree more with the misconduct of Ajax fans, there is a negative effect on the perception of Ajax as a brand. Therefore, the support for H1 was found for Ajax Amsterdam, which means that there is a significant relationship between the negative perceptions of the football supporters and the negative brand image of the football club.

Besides, with a significance level of p=.005, there is a significant effect of the club dissociation on the club perception. $\beta 9$ is positive with .201. Thus, there is a positive significant effect of the level of club dissociation on the club perceptions. The conclusion is that whenever someone is more positive about the dissociation of Ajax on fan misconduct, there is a positive effect on the perception of Ajax Amsterdam.

Lastly, the interaction term of the fan perception and the club dissociation was presented to examine the moderation of this research, namely if the disassociation of the football club on the misbehavior of the football supporters does moderate the impact on the brand image of the football club. With a significance level of p=.371, there is no significant effect of the interaction term on the dependent variable. This means that the null hypothesis is accepted and H2 of this research is rejected.

Other effects

3-way interactions

The last two regressions that I created for Ajax Amsterdam are both regressions that include a three-way interaction to see if age and frequency of watching football games or reading news regarding football has an effect on the interaction term of this research, which are the fan perception and the club dissociation. A dummy variable was made for the region, whereby a dummy variable of the region Noord-Holland, is added to the regression. Noord-Holland is the region wherein the club is located.

Model	Unst. coefficients	Stand. coefficients	Sig.			
	B	β				
(Constant)	-.309		.576			
Age	-.027	-.033	.689			
Fan perception Ajax	-.555	-.555	.004*			
Club dissociation Ajax	.061	.061	.752			
Age * Fan perception Ajax	.037	.116	.543			
Age * Club dissociation Ajax	.059	.175	.366			
Fan perception Ajax * Club dissociation Ajax	-.030	-.036	.884			
Club dissociation Ajax * Fan perception Ajax * Age	.026	.087	.720			
Frequency	-.016	-.014	.838			
Male	-.001	.000	.998			
Female	.073	.025	.877			
Education	.176	.140	.032*			
Income	-.026	-.036	.676			
Noord-Holland	.328	.084	.205			
Model summary			Sig.	R	R Square	Adjusted R Square
N= 172 *p<0.10			.000*	.635	.404	.355
Dependent variable: Club perception Ajax						

Table 9: Regression including three-way interaction of age Ajax

To examine the effect of the factor age on the interaction term, β4 up to including β7 were analyzed. The pointed variables are all insignificant, which concluded that there is no effect of age on the interaction term for the club perception of Ajax.

Now, the regression analysis was done based on the interactions with the variable frequency of watching football matches and read news regarding football per week. The variable ''Noord-Holland'' is the dummy variable out of question 6 of the survey, namely the regions wherein the respondents are located. The dummy variable is made, so that only Noord-Holland respondents are selected, which is the region wherein Ajax Amsterdam is located.

Model	Unst. coefficients	Stand. coefficients	Sig.			
	B	β				
(Constant)	-.285		.598			
Frequency	-.002	-.002	.975			
Fan perception Ajax	-.351	-.351	.061*			
Club dissociation Ajax	.258	.258	.148			
Frequency * Fan perception Ajax	-.046	-.109	.565			
Frequency * Club dissociation Ajax	-.019	-.046	.804			
Fan perception Ajax * Club dissociation Ajax	.026	.031	.859			
Club dissociation Ajax * Fan perception Ajax * Frequency	.003	.009	.959			
Age	-.030	-.036	.650			
Male	-.012	-.004	.978			
Female	.065	.023	.889			
Education	.171	.136	.036*			
Income	-.032	-.044	.605			
Noord-Holland	.332	.085	.207			
Model summary			Sig.	R	R Square	Adjusted R Square
N= 172 *p<0.10			.000*	.633	.401	.351
Dependent variable: Club perception Ajax						

Table 10: Regression including three-way interaction of frequency Ajax

To examine the effect of the factor frequency of watching football matches or reading news regarding football on the interaction term, β4 up to including β7 were analyzed. The pointed variables are all insignificant, which led to the conclusion that there is no effect of the factor frequency of watching football matches or reading news regarding football on the interaction term for the club perception of Ajax.

PSV Eindhoven

The results of the perceptions of PSV Eindhoven were analyzed in this sub-section. After this, the results of the perceptions of Feyenoord Rotterdam were analyzed.

Hypotheses testing

Another regression analysis was done, whereby the factor score of the PSV club perception is the dependent variable and the factor score of the PSV fan perception as well as the factor score of the PSV club dissociation are the independent variables. Besides, other elements are added to the regression analysis. To examine the effect of the club dissociation on the overall perception regarding the club, an interaction term was created and added on the regression analysis. Two questions in this regression analysis were categorical, namely the question regarding the ''gender'' and ''club''. For these questions, dummy variables were created. For each club, a dummy variable was made of the question regarding the club that the respondent is supporting to see if there is a bias, as stated in the Methodology. A dummy variable for PSV supporters was made to see if the supporters have a significant effect on the perceptions of the club that they are supporting.

Model	Unst. coefficients	Stand. coefficients	Sig.			
	B	β				
(Constant)	-.429		.460			
Frequency	-.146	-.129	.084*			
Age	-.079	-.097	.264			
Education	-.049	-.039	.583			
Income	-.003	-.005	.958			
Male	.217	.080	.635			
Female	.352	.122	.481			
Fans	.752	.176	.021*			
Fan perception PSV	-.327	-.327	.000*			
Club dissociation PSV	.192	.192	.010*			
Fan perception PSV * Club dissociation PSV	.053	.077	.280			
Model summary			Sig.	R	R Square	Adjusted R Square
N= 172 *p<0.10			.000*	.527	.278	.233
Dependent variable: Club perception PSV						

Table 11: Main regression PSV

The variable fans is a dummy variable for the PSV supporters out of question 7 of the survey, namely the club that the respondent does support. The variable fan perception PSV is the factor score for the three questions in Q11. The variable club dissociation PSV is the factor score for the three questions in Q12. The last independent variable is the interaction term between the factor score of the fan perception of PSV and the factor score of the club dissociation of PSV. The dependent variable, club perception PSV, is the factor score for the three questions in Q13.

The R Square of .278 concluded that there is a positive, but weak correlation between the dependent and independent variables. The adjusted R Square concluded that 23.3% of the

variance in the independent variables can be explain by the club perception. The ANOVA has a significance level of .000. Thus, the performed model is significant.

The coefficients of the regression analysis concluded that there is no significant effect of $\beta2$, $\beta3$, $\beta4$, $\beta5$ and $\beta6$ on the club perception of PSV. $\beta1$ is has a significant effect (p=.084) on the dependent variable. $\beta1$ is negative with -.146. The conclusion is that whenever someone is watching more football or reading more news regarding football per week, it has a negative effect on the club perception of PSV. $\beta7$ has a significant effect (p=.021) on the dependent variable. $\beta7$ is positive with .752. Thus, there is a significant positive effect of being a PSV supporter on the club perception. This led to the conclusion that the suggested bias is present for PSV.

Nevertheless, there is a significant effect (p=,000) of the fan perception on the club perception. $\beta8$ is negative with -.327. Thus, there is a negative significant effect of the perceptions on PSV fans on the perception of PSV as a brand. The conclusion is that whenever someone does agree more with the misconduct of PSV fans, there is a negative effect on the perception of PSV as a brand. Therefore, the support for H1 is also found for PSV Eindhoven, which means that there is a significant relationship between the negative perceptions of the football supporters and the negative brand image of the football club.

Besides, with a significance level of p=.010, there is a significant effect of the club dissociation on the club perception. $\beta9$ is positive with .192. Thus, there is a positive significant effect of the level of club dissociation on the club perceptions. The conclusion is that whenever someone is more positive about the dissociation of PSV on fan misconduct, there is a positive effect on the club perception of PSV Eindhoven.

Lastly, the interaction term of the fan perception and the club dissociation was presented to examine the moderation of this research, namely if the disassociation of the football club on the misbehavior of the football supporters does moderate the impact on the brand image of the football club. With a significance level of p=.280, there is no significant effect of the interaction term on the dependent variable. This means that, also for PSV Eindhoven, the null hypothesis is accepted and H2 of this research is rejected.

Other effects

3-way interactions

The regression analysis was done based on the interactions with the variable frequency of watching football matches and read news regarding football per week. The aim of this regression was to see if the factor age has an effect on the interaction term, which is the interaction between the fan perception and club dissociation on the dependent variable club perception. The variable ''Noord-Brabant'' is the dummy variable out of question 6 of the survey, namely the regions wherein the respondents are located. The dummy variable was made, so that only Noord-Brabant respondents are selected, which is the region wherein PSV Eindhoven is located.

Model	Unst. coefficients	Stand. coefficients	Sig.			
	B	β				
(Constant)	.492		.409			
Age	-.069	-.084	.356			
Fan perception PSV	-.383	-.383	.092*			
Club dissociation PSV	.174	.174	.433			
Age * Fan perception PSV	.003	.008	.972			
Age * Club dissociation PSV	.019	.056	.800			
Fan perception PSV * Club dissociation PSV	.084	.123	.660			
Club dissociation PSV * Fan perception PSV * Age	-.022	-.092	.741			
Frequency	-.139	-.124	.111			
Male	-.051	.019	.913			
Female	.160	.056	.753			
Education	-.008	-.006	.931			
Income	-.007	-.009	.921			
Noord-Brabant	-.159	-.042	.574			
Model summary			Sig.	R	R Square	Adjusted R Square
N= 172 *p<0.10			.000*	.505	.255	.194
Dependent variable: Club perception PSV						

Table 12: Regression including three-way interaction of age PSV

To examine the effect of the factor age on the interaction term, β4 up to including β7 were analyzed. The pointed variables are all insignificant, which led to the conclusion that there is no effect of age on the interaction term for the club perception of PSV.

Now, the regression analysis is done based on the interactions with the variable frequency of watching football matches and read news regarding football per week.

Model	Unst. coefficients	Stand. coefficients	Sig.			
	B	β				
(Constant)	.539		.368			
Frequency	-.147	-.131	.094*			
Fan perception PSV	-.325	-.325	.092*			
Club dissociation PSV	.115	.115	.635			
Frequency * Fan perception PSV	-.021	-.048	.807			
Frequency * Club dissociation PSV	.041	.100	.670			
Fan perception PSV * Club dissociation PSV	.143	.209	.306			
Club dissociation PSV * Fan perception PSV * Frequency	-.051	-.173	.365			
Male	.029	-.011	.951			
Female	.127	.044	.803			
Age	-.070	-.085	.337			
Education	-.013	-.010	.886			
Income	-.006	-.009	.927			
Noord-Brabant	-.140	-.037	.616			
Model summary			Sig.	R	R Square	Adjusted R Square
N= 172 *p<0.10			.000*	.509	.259	.198
Dependent variable: Club perception PSV						

Table 13: Regression including three-way interaction of frequency PSV

To examine the effect of the factor frequency of watching football matches or reading news regarding football on the interaction term, β4 up to including β7 were analyzed. The pointed variables are all insignificant, which led to the conclusion that there is no effect of the factor frequency of watching football matches or reading news regarding football on the interaction term for the club perception of PSV.

Feyenoord Rotterdam

Hypotheses testing

Another regression analysis was done, whereby the factor score of the Feyenoord club perception is the dependent variable and the factor score of the Feyenoord fan perception as well as the factor score of the Feyenoord club dissociation are the independent variables. Besides, other elements were added to the regression analysis. To examine the effect of the club dissociation on the overall perception regarding the club, an interaction term was created and added on the regression analysis. Two questions in this regression analysis were categorical, namely the question regarding the ''gender'' and ''club''. For these questions, dummy variables were created. For each club, a dummy variable was made of the question regarding the club that the respondent is supporting to see if there is a bias, as stated in the Methodology. A dummy variable for Feyenoord supporters was made to see if the supporters have a significant effect on the perceptions of the club that they are supporting.

Model	Unst. coefficients	Stand. coefficients	Sig.			
	B	β				
(Constant)	-.591		.257			
Frequency	-.033	-.129	.657			
Age	-.028	-.097	.652			
Education	-.042	-.039	.607			
Income	-.045	-.005	.448			
Male	.550	.080	.177			
Female	.575	.122	.192			
Fans	.815	.176	.000*			
Fan perception Feyenoord	-.183	-.327	.014*			
Club dissociation Feyenoord	.231	.192	.000*			
Fan perception Feyenoord * Club dissociation Feyenoord	.039	.077	.439			
Model summary			Sig.	R	R Square	Adjusted R Square
N= 172 *p<0.10			.000*	.656	.430	.395
Dependent variable: Club perception Feyenoord						

Table 14: Main regression Feyenoord

The variable fans is a dummy variable for the Feyenoord supporters out of question 7 of the survey, namely the club that the respondent does support. The variable fan perception Feyenoord is the factor score for the three questions in Q14. The variable club dissociation Feyenoord is the factor score for the three questions in Q15. The last independent variable is the interaction term between the factor score of the fan perception of Feyenoord and the factor score of the club dissociation of Feyenoord. The dependent variable, club perception Ajax, is the factor score for the three questions in Q16.

The R Square of .430 concluded that there is a positive, but weak correlation between the dependent and independent variables. The adjusted R Square concluded that 39.5% of the

variance in the independent variables can be explain by the club perception. The ANOVA has a significance level of .000. Thus, the model that was performed is significant.

The coefficients of the regression analysis concluded that there is no significant effect of $\beta 1$, $\beta 2$, $\beta 3$, $\beta 4$, $\beta 5$ and $\beta 6$ on the club perception of Feyenoord. $\beta 7$ has a significant effect (p=.000) on the dependent variable. $\beta 7$ is positive with .815. Thus, there is a significant positive effect of being a Feyenoord supporter on the club perception of Feyenoord. This concluded that the suggested bias is present for Feyenoord.

There is a significant effect (p=.014) of the fan perception on the club perception. $\beta 8$ is negative with -.183. Thus, there is a negative significant effect of the perceptions on Feyenoord fans on the perception of Feyenoord as a brand. The conclusion is that whenever someone does agree more with the misconduct of Feyenoord fans, there is a negative effect on the perception of Feyenoord as a brand. Therefore, the support for H1 was also found for Feyenoord Rotterdam, which means that there is a significant relationship between the negative perceptions of the football supporters and the negative brand image of the football club.

Besides, with a significance level of p=.000, there is a significant effect of the club dissociation on the club perception. $\beta 9$ is positive with .231 Thus, there is a positive significant effect of the level of club dissociation on the club perceptions. The conclusion is that whenever someone is more positive about the dissociation of Feyenoord on fan misconduct, there is a positive effect on the club perception of Feyenoord.

Lastly, the interaction term of the fan perception and the club dissociation was presented to examine the moderation of this research, namely if the disassociation of the football club on the misbehavior of the football supporters does moderate the impact on the brand image of the football club. With a significance level of p=.439, there is no significant effect of the interaction term on the dependent variable. This means that, also for Feyenoord, the null hypothesis is accepted and H2 of this research is rejected.

Other effects

3-way interactions

The regression analysis was performed based on the interactions with the variable frequency of watching football matches and read news regarding football per week. The variable ''Zuid-Holland'' is the dummy variable out of question 6 of the survey, namely the regions wherein the respondents are located. The dummy variable is made, so that only Zuid-Holland respondents are selected, which is the region wherein Feyenoord is located.

Model	Unst. coefficients	Stand. coefficients	Sig.			
	B	β				
(Constant)	-.434		.425			
Age	-.030	-.037	.658			
Fan perception Feyenoord	-.460	-.460	.015*			
Club dissociation Feyenoord	.095	.095	.641			
Age * Fan perception Feyenoord	.045	.143	.448			
Age * Club dissociation Feyenoord	.052	.155	.446			
Fan perception Feyenoord * Club dissociation Feyenoord	-.295	-.350	.122			
Club dissociation Feyenoord * Fan perception Feyenoord * Age	.114	.397	.084*			
Frequency	-.058	-.052	.460			
Male	.674	.249	.112			
Female	.645	.224	.159			
Education	-.116	-.092	.166			
Income	-.015	-.021	.808			
Zuid-Holland	.503	.213	.002*			
Model summary			Sig.	R	R Square	Adjusted R Square
N= 172 *p<0.10			.000*	.629	.396	.346
Dependent variable: Club perception Feyenoord						

Table 15: Regression including three-way interaction of age Feyenoord

To examine the effect of the factor frequency of watching football matches or reading news regarding football on the interaction term, β4 up to including β7 were analyzed. β7 is positive with .114. This means that age moderates the interaction between fan perception and the perception of club dissociation positively. Thus, the older a person is, the more likely it is that if Feyenoord dissociates from misbehaving fans the perception of the club will be more positive for that person.

The regression analysis was performed based on the interactions with the variable frequency of watching football matches and read news regarding football per week.

Model	Unst. coefficients	Stand. coefficients	Sig.			
	B	β				
(Constant)	-.591		.271			
Frequency	-.036	-.032	.649			
Fan perception Feyenoord	.158	.158	.375			
Club dissociation Feyenoord	.216	.216	.182			
Frequency * Fan perception Feyenoord	-.226	-.538	.003*			
Frequency * Club dissociation Feyenoord	.001	.002	.992			
Fan perception Feyenoord * Club dissociation Feyenoord	-.091	-.108	.538			
Club dissociation Feyenoord * Fan perception Feyenoord * Frequency	.068	.201	.264			
Male	.766	.287	.064*			
Female	.818	.284	.072*			
Age	-.043	-.053	.504			
Education	-.114	-.091	.168			
Income	.001	.001	.993			
Zuid-Holland	.511	.216	.002*			
Model summary			Sig.	R	R Square	Adjusted R Square
N= 172 *p<0.10			.000*	.644	.415	.367
Dependent variable: Club perception Feyenoord						

Table 16: Regression including three-way interaction of frequency Feyenoord

To examine the effect of the factor frequency of watching football matches or reading news regarding football on the interaction term, β4 up to including β7 were analyzed. The two-way interaction, β4, has a significant (p=.003) effect on the dependent variable. β4 is negative with -.226. Thus, this means that the more frequently someone consumes football, the more likely he or she will have a negative perception on the club he or she has a negative perception of the fans.

6. Discussion

The results of the thesis have showed that having more negative perceptions on the fans of a club has a negative effect on the perception of the club. This is the case for all clubs that are researched, namely Ajax, PSV and Feyenoord. Prior research has already showed that the behavior football players, who are internal aspects of a football club, does have an influence on the perceptions of the football club (Bodet & Chanavat, 2009). With this research, it is clearly visible that the behavior football supporters, who are not internal aspects of a football club, does have an impact on the perceptions of a football club. Thus, H1 of this thesis is accepted.

Biel (1992) has noted that associations with the brand could also arise from product image, corporate image and user image. This research emphasized the effect of user image on the associations of the brand, which are the football clubs in this case.

According to Morrow (1999), football do not need the supporters just as visitors or customers, but because they are part of a total product. The results of the research emphasize that football fans can be considered as a part of a total product, because of the effects of fan misconduct on the perception of the football club.

A study by Hickman and Ward (2007) has found that people do spread positive word of mouth messages to support the brand that they like. This thesis has examined this phenomenon in terms of football supporters. The results of the research have showed that respondents who are supporting Feyenoord or PSV do have a strong positive effect on the perceptions of the club that they support. Thus, these fans are spreading positive messages to support their own club, like Hickman and Ward mentioned. The effect of the Ajax supporters is insignificant. Consumer are more loyal to sports teams in comparison with other types of brands and football fans do see themselves as loyal in spite of the successes of their club (Sebastian & Bristow, 2001).

The results of this thesis have showed that there is a significant positive effect of the dissociation on club perception, which means that club dissociation lead to more positive club perception. Nevertheless, there is no moderating effect found of dissociation on the relationship between the fan perception and the club perception, which was the interaction effect. Thus, the disassociation of the football club on the misbehavior of the football supporters does not moderate the impact on the brand image of the football club, which means that H2 is rejected.

Managerial Implications

This thesis has showed the importance of the behavior of football fans on the image of the football club. Football fans do have a strong impact on the perception of the club that they are supporting. The results of the thesis have showed that the respondents do link the behavior of the football fans with the club that they support. This thesis has examined the misconduct of the fans, which is a negative effect. Nevertheless, it could be the case that respondents will have more positive perceptions with a football club when the fans do have good conduct. A good example of good conduct is the behavior of the Japanese football fans in the world cup of 2018, whereby the supporters cleaned the rows and seats after the game (Ilmer, 2018). The actions of Japanese fans might lead to positive perception with the national football team of Japan. It is hard for football clubs to have control fan misconduct, because it can take place anywhere at any time.

The dissociation of football clubs on fan misconduct does not have a significant effect on the club perception. This means that people do link the fan misconduct with the associated football club, even if the football clubs' states that they do dissociate from the misconduct. Thus, football clubs need to take more actions on fan misconduct. Currently, football clubs do mainly take action after misconduct has happened. In the future, football clubs need to create social media campaigns whereby they emphasize that they are against any type of misconduct. Creating campaigns through the football seasons might be more successful instead of reacting on the fan misconduct, which might be too late.

Limitations and bias

Without exception, each study does have its limitations and bias. This thesis is limited by the amount of football clubs that are examined. This research focused mainly on the three major football clubs in the Netherlands, which are Ajax Amsterdam, Feyenoord Rotterdam and PSV Eindhoven. Respondents who do support other Dutch clubs were also asked to give their perceptions on these three football clubs. The distribution of the survey was also mainly limited to Zuid-Holland, the region wherein this thesis is done. 131 of the 172 respondents are living in Zuid-Holland. Due to the major respondents from Zuid-Holland, the major part of the respondents were supporting the local club of Zuid-Holland, which is Feyenoord Rotterdam. 103 of the 172 respondents are supporting Feyenoord. Besides, this thesis has examined the bias of supporters having positive perceptions on the club that they support. Nevertheless, this thesis has not examined if rival supporters do perceive the rival club as negative to support their own club. Thus, this thesis has examined one side of Hickman and Ward's (2007) study, which was the positive effect of own supporters on the perceptions of the club that they do support.

7. Conclusion

In the last 6 months, this thesis has been designed. First and foremost, a literature review has been developed with all relevant literature which provided a basis for this thesis. Secondly, the methodology has been designed to ensure the validity and reliability of this thesis. Lastly, the questionnaire was created and distributed. The results of the survey were collected and analyzed to give answers on the research questions.

The aim of this thesis was to answer the following research question: How does the misbehavior of football supporters affect the brand image of the brands that are associated with the users? The following hypotheses were determined to give an answer on the research question.

H1: There is a significant relationship between the negative perceptions of the football supporters and the negative brand image of the football club.

H2: The disassociation of the football club on the misbehavior of the football supporters does moderate the impact on the brand image of the football club

It can be concluded that there is a significant relationship between the negative perceptions of the football supporters and the negative brand image of the football club. Respondents who did agreed more on fan misconduct had also more negative perception on the football club. The support for H1 is found for all clubs that are analyzed. However, the perceptions of the supporters on the club that they did support were mainly positive, which showed the loyalty of the supporters.

It can also be concluded that the dissociation of the football club on the misbehavior of the football supporters does not moderate the impact of the brand image of the football club. This was the case for all clubs, which means that that the null hypothesis is accepted and H2 of this research is rejected. Thus, the answer on the research question is that the misbehavior of football supporters affects the brand image of the brands that are associated with the users is a negative way. The results showed that the negative behavior of football supporters does have a negative impact on the club perceptions.

Even though one of the hypotheses is rejected, the results of the thesis has showed significant insights for football clubs on the effects of the misbehavior of the fans that are associated with their football club. This made the research successful and this research has a contribution to the field of the thesis.

Future research

This thesis has tested the impact of the fan misconduct on the perceptions of the football club. Now that the negative effect of fan misconduct on the perceptions of the football club is concluded, future research could investigate which actions can lower the associations with the football club when fan misconduct happens, because this research has also concluded that dissociation such as official statements of the football club on fan misconduct does not have an impact on the perceptions of the people. Thus, a research could be done that focuses on a solution, so that people do not link fan misconduct with the football club. Another aspect that could be researched in the future is the type of fan misconduct. This thesis has researched fan misconduct as a whole aspect, but it could be interesting to research which types of fan misconduct, for example racism or vandalism, has a bigger impact on the brand perceptions of football clubs.

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Appendix

1: Survey

Thank you for taking part in this survey. This survey will measure the effect of fan misconduct on football clubs. Fan misconduct is **unacceptable or improper behavior of football fans, such as racist chants, swearing, fighting between fan groups and vandalism**. This survey will take 4-5 minutes to complete.

Q1 How frequently do you watch football matches or read news regarding football per week?

○ 1-2 times per week (1)

○ 3-4 times per week (2)

○ More than 4 times per week (3)

○ Never (4)

Q2 What is your gender?

○ Male (1)

○ Female (2)

Q3 What is your age?

○ Under 18 (1)

○ 18-24 years old (2)

○ 25-34 years old (3)

○ 35-44 years old (4)

○ 45-54 years old (5)

○ Over 55 (6)

Q4 What is the highest degree or level of school you have completed?

◯ Less than a high school diploma (1)

◯ High school degree or equivalent (2)

◯ Bachelor degree (3)

◯ Master's degree (4)

◯ Doctorate (5)

◯ Other (6) _____

Q5 Which of these describes your personal income last year?

◯ €0 (1)

◯ €1 to €9999 (2)

◯ €10.000 to €24.999 (3)

◯ €25.000 to €49.999 (4)

◯ €50.000 to €74.999 (5)

◯ €75.000 and greater (6)

◯ Prefer not to answer (7)

Q6 Which region of the country do you live in?

○ Drenthe (1)

○ Friesland (2)

○ Flevoland (3)

○ Gelderland (4)

○ Groningen (5)

○ Limburg (6)

○ Noord-Brabant (7)

○ Noord-Holland (8)

○ Overijssel (9)

○ Utrecht (10)

○ Zeeland (11)

○ Zuid-Holland (12)

Q7 Which club do you support in the Netherlands?

○ AFC Ajax (1)

○ PSV Eindhoven (2)

○ Feyenoord Rotterdam (3)

○ Another club, namely (4) _____

You will now have an opportunity to share the perceptions on football clubs and their fans. Please indicate your level of agreement with the following questions.

Q8 AFC Ajax

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
Ajax fans are known for their misconduct behavior. (1)	○	○	○	○	○
The Ajax fans are misbehaving very often. (2)	○	○	○	○	○
In general, I have a negative opinion on Ajax Fans (3)	○	○	○	○	○

Q9 AFC Ajax

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
Ajax takes sufficient actions against misbehaving fans by penalizing them and giving stadium prohibits. (1)	○	○	○	○	○
Ajax makes sufficient official statements to disassociate themselves from misbehaving fans. (2)	○	○	○	○	○
Ajax takes sufficient actions so as not to be directly associated with misbehaving fans (3)	○	○	○	○	○

Q10 AFC Ajax

	Negative (1)	Somewhat negative (2)	Neither negative or positive (3)	Somewhat positive (4)	Positive (5)
How positive or negative is your opinion of Ajax? (2)	○	○	○	○	○
When Ajax fans engage in misconduct, it gives me positive/negative perceptions on the brand. (5)	○	○	○	○	○
My feelings regarding Ajax as a brand changes positively/negatively, when separating the brand Ajax from their supporters. (6)	○	○	○	○	○

Q11 PSV Eindhoven

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
PSV fans are known for their misconduct behavior. (1)	○	○	○	○	○
The PSV fans are misbehaving very often. (2)	○	○	○	○	○
In general, I have a negative opinion on PSV Fans (3)	○	○	○	○	○

Q12 PSV Eindhoven

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
PSV takes sufficient actions against misbehaving fans by penalizing them and giving stadium prohibits. (1)	○	○	○	○	○
PSV makes sufficient official statements to disassociate themselves from misbehaving fans. (2)	○	○	○	○	○
PSV takes sufficient actions so as not to be directly associated with misbehaving fans (3)	○	○	○	○	○

Q13 PSV Eindhoven

	Negative (1)	Somewhat negative (2)	Neither negative or positive (3)	Somewhat positive (4)	Positive (5)
How positive or negative is your opinion of PSV? (2)	○	○	○	○	○
When PSV fans engage in misconduct, it gives me positive/negative perceptions on the brand. (5)	○	○	○	○	○
My feelings regarding PSV as a brand changes positively/negatively, when separating the brand PSV from their supporters. (6)	○	○	○	○	○

Q14 Feyenoord Rotterdam

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
Feyenoord fans are known for their misconduct behavior. (1)	○	○	○	○	○
The Feyenoord fans are misbehaving very often. (2)	○	○	○	○	○
In general, I have a negative opinion on Feyenoord Fans (3)	○	○	○	○	○

Q15 Feyenoord Rotterdam

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
Feyenoord takes sufficient actions against misbehaving fans by penalizing them and giving stadium prohibits. (1)	○	○	○	○	○
Feyenoord makes sufficient official statements to disassociate themselves from misbehaving fans. (2)	○	○	○	○	○
Feyenoord takes sufficient actions so as not to be directly associated with misbehaving fans (3)	○	○	○	○	○

Q16 Feyenoord Rotterdam

	Negative (1)	Somewhat negative (2)	Neither negative or positive (3)	Somewhat positive (4)	Positive (5)
How positive or negative is your opinion of Feyenoord? (2)	○	○	○	○	○
When Feyenoord fans engage in misconduct, it gives me positive/negative perceptions on the brand. (5)	○	○	○	○	○
My feelings regarding Feyenoord as a brand changes positively/negatively, when separating the brand Feyenoord from their supporters. (6)	○	○	○	○	○

Q17 Other teams

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
${Q8/ChoiceTextEntryValue/4} fans are known for their misconduct behavior (1)	○	○	○	○	○
The ${Q8/ChoiceTextEntryValue/4} fans are misbehaving very often. (2)	○	○	○	○	○
In general, I have a negative opinion on ${Q8/ChoiceTextEntryValue/4} Fans (3)	○	○	○	○	○

Q18 Other teams

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
${Q8/ChoiceTextEntryValue/4} takes sufficient actions against misbehaving fans by penalizing them and giving stadium prohibits. (1)	○	○	○	○	○
${Q8/ChoiceTextEntryValue/4} makes sufficient official statements to disassociate themselves from misbehaving fans. (2)	○	○	○	○	○
${Q8/ChoiceTextEntryValue/4} takes sufficient actions so as not to be directly associated with misbehaving fans (3)	○	○	○	○	○

Q19 Other teams

	Negative (1)	Somewhat negative (2)	Neither negative or positive (3)	Somewhat positive (4)	Positive (5)
How positive or negative is your opinion of ${Q8/ChoiceTextEntryValue/4}? (2)	○	○	○	○	○
When ${Q8/ChoiceTextEntryValue/4} fans engage in misconduct, it gives me positive/negative perceptions on the brand. (5)	○	○	○	○	○
My feelings regarding ${Q8/ChoiceTextEntryValue/4} as a brand changes positively/negatively, when separating the brand ${Q8/ChoiceTextEntryValue/4} from their supporters. (6)	○	○	○	○	○

2: SPSS output Factor analysis

```
FACTOR
  /VARIABLES Q10_1 Q10_2 Q10_3
  /MISSING LISTWISE
  /ANALYSIS Q10_1 Q10_2 Q10_3
  /PRINT INITIAL EXTRACTION ROTATION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /CRITERIA ITERATE(25)
  /ROTATION VARIMAX
  /SAVE REG(ALL)
  /METHOD=CORRELATION.
```

Component matrix	
	Component 1
AFC Ajax – Ajax fans are known for their misconduct behavior	.865
AFC Ajax – The Ajax fans are misbehaving very often	.887
AFC Ajax – In general, I have a negative opinion on Ajax fans	.852
Extraction Method: Principal Component Analysis	
a.1 components extracted	

```
FACTOR
  /VARIABLES Q11_1 Q11_2 Q11_3
  /MISSING LISTWISE
  /ANALYSIS Q11_1 Q11_2 Q11_3
  /PRINT INITIAL EXTRACTION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /ROTATION NOROTATE
  /METHOD=CORRELATION.
```

Component matrix	
	Component 1
AFC Ajax – Ajax takes sufficient actions against misbehaving fans by penalizing them and giving stadium prohibits	.852
AFC Ajax – Ajax makes sufficient official statements to dissociate themselves from misbehaving fans	.901
AFC Ajax – Ajax takes sufficient actions so as not to be directly associated with misbehaving fans	.868
Extraction Method: Principal Component Analysis	
a.1 components extracted	

```
FACTOR
  /VARIABLES Q12_1 Q12_2 Q12_3
  /MISSING LISTWISE
  /ANALYSIS Q12_1 Q12_2 Q12_3
  /PRINT INITIAL EXTRACTION ROTATION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /CRITERIA ITERATE(25)
  /ROTATION VARIMAX
```

```
/SAVE REG(ALL)
/METHOD=CORRELATION.
```

Component matrix	Component 1
AFC Ajax – How positive or negative is your opinion of Ajax?	.739
AFC Ajax – When Ajax fans engage in misconduct, it gives me positive/negative perceptions on the brand	.719
AFC Ajax – My feelings regarding Ajax as a brand changes positively/negatively when separating the brand Ajax from their supporters.	.542
Extraction Method: Principal Component Analysis a.1 components extracted	

```
FACTOR
/VARIABLES Q13_1 Q13_2 Q13_3
/MISSING LISTWISE
/ANALYSIS Q13_1 Q13_2 Q13_3
/PRINT INITIAL EXTRACTION ROTATION
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/CRITERIA ITERATE(25)
/ROTATION VARIMAX
/SAVE REG(ALL)
/METHOD=CORRELATION.
```

Component matrix	Component 1
PSV Eindhoven – PSV fans are known for their misconduct behavior	.899
PSV Eindhoven – The PSV fans are misbehaving very often	.913
PSV Eindhoven – In general, I have a negative opinion on PSV fans	.795
Extraction Method: Principal Component Analysis a.1 components extracted	

```
FACTOR
  /VARIABLES Q14_1 Q14_2 Q14_3
  /MISSING LISTWISE
  /ANALYSIS Q14_1 Q14_2 Q14_3
  /PRINT INITIAL EXTRACTION ROTATION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /CRITERIA ITERATE(25)
  /ROTATION VARIMAX
  /SAVE REG(ALL)
  /METHOD=CORRELATION.
```

	Component matrix
	Component 1
PSV Eindhoven – PSV takes sufficient actions against misbehaving fans by penalizing them and giving stadium prohibits	.911
PSV Eindhoven – PSV makes sufficient official statements to dissociate themselves from misbehaving fans	.916
PSV Eindhoven – PSV takes sufficient actions so as not to be directly associated with misbehaving fans	.916
Extraction Method: Principal Component Analysis	
a.1 components extracted	

```
FACTOR
  /VARIABLES Q15_1 Q15_2 Q15_3
  /MISSING LISTWISE
  /ANALYSIS Q15_1 Q15_2 Q15_3
  /PRINT INITIAL EXTRACTION ROTATION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /CRITERIA ITERATE(25)
  /ROTATION VARIMAX
  /SAVE REG(ALL)
  /METHOD=CORRELATION.
```

	Component matrix
	Component 1
PSV Eindhoven – How positive or negative is your opinion of PSV?	.822
PSV Eindhoven – When PSV fans engage in misconduct, it gives me positive/negative perceptions on the brand	.720
PSV Eindhoven – My feelings regarding PSV as a brand changes positively/negatively when separating the brand PSV from their supporters.	.567
Extraction Method: Principal Component Analysis	
a.1 components extracted	

```
FACTOR
  /VARIABLES Q16_1 Q16_2 Q16_3
  /MISSING LISTWISE
  /ANALYSIS Q16_1 Q16_2 Q16_3
  /PRINT INITIAL EXTRACTION ROTATION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /CRITERIA ITERATE(25)
  /ROTATION VARIMAX
  /SAVE REG(ALL)
  /METHOD=CORRELATION.
```

Component matrix	
	Component 1
Feyenoord – Feyenoord fans are known for their misconduct behavior	.901
Feyenoord – The Feyenoord fans are misbehaving very often	.923
Feyenoord – In general, I have a negative opinion on Feyenoord fans	.842
Extraction Method: Principal Component Analysis	
a.1 components extracted	

```
FACTOR
  /VARIABLES Q17_1 Q17_2 Q17_3
  /MISSING LISTWISE
  /ANALYSIS Q17_1 Q17_2 Q17_3
  /PRINT INITIAL EXTRACTION ROTATION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /CRITERIA ITERATE(25)
  /ROTATION VARIMAX
  /SAVE REG(ALL)
  /METHOD=CORRELATION.
```

Component matrix	
	Component 1
Feyenoord – Feyenoord takes sufficient actions against misbehaving fans by penalizing them and giving stadium prohibits	.892
Feyenoord – Feyenoord makes sufficient official statements to dissociate themselves from misbehaving fans	.910
Feyenoord – Feyenoord takes sufficient actions so as not to be directly associated with misbehaving fans	.895
Extraction Method: Principal Component Analysis	
a.1 components extracted	

```
FACTOR
  /VARIABLES Q18_1 Q18_2 Q18_3
  /MISSING LISTWISE
  /ANALYSIS Q18_1 Q18_2 Q18_3
  /PRINT INITIAL EXTRACTION ROTATION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /CRITERIA ITERATE(25)
  /ROTATION VARIMAX
  /SAVE REG(ALL)
  /METHOD=CORRELATION.
```

Component matrix	
	Component 1
Feyenoord – How positive or negative is your opinion of Feyenoord?	.822
Feyenoord – When Feyenoord fans engage in misconduct, it gives me positive/negative perceptions on the brand	.720
Feyenoord – My feelings regarding Feyenoord as a brand changes positively/negatively when separating the brand Feyenoord from their supporters.	.567
Extraction Method: Principal Component Analysis	
a.1 components extracted	