

Master Thesis | Final concept version

Social experiment: Taking the Social Experience out of the consumption, what happens with Brand Loyalty?

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The Erasmus logo, featuring the word "Erasmus" in a stylized, cursive script.

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1. Introduction

Being social is a timeless phenomenon that affects people on daily bases. People communicate with each other, do activities together, and participate in other social environments. Over the years this phenomenon changed a lot. In the past people had to physically meet in order to do any form of being social. Nowadays, being social is less complex, because of the technical developments. The most important tool that created this was online communication. This way of communication made it possible to participate in a social environment, when being alone.

The rise of the internet did not have a huge impact on the hedonic activities. Adults still went out to grab a beer, children played together, and elderly people kept on meeting to play bingo. Online communication made it easier for people to plan a social activity. During these activities people had to deal with social influences. This could happen during the activity, or after the activity was done. The use of the internet made it possible to influence the social network from a distance. The ease to participate in a social environment changed a lot, due to the Covid-19 pandemic.

During the Covid-19 pandemic, humanity developed a lot more cases of anxiety, depression, and other symptoms of distress. According to Saladino, Algeri, and Auriemma (2020), a combination of security measures and social distancing resulted in a negative effect between human beings and their perception of empathy towards any others. All new rules made by the government resulted in a basic life. People had to stay at home and could only welcome one visitor at a time. Furthermore, restaurants, night clubs, shops, stadiums, and other public places were shut down until further notice of the government NU.nl (2020). In other words, being social was restricted. For humankind, this meant that their daily activities would be less varied, compared to their lives before the lockdown.

On the other hand, the lockdown had its impact on the business. The Covid-19 pandemic has hit the employees and business financially. People lost their jobs, some firms applied for bankruptcy, and other companies were way high in dept. Socially it has hit the firms, because the only way they could interact with their customers was via online platforms. For companies it was important to stay in contact with their customers, because they need those consumers to sell their goods or services to when the pandemic would be over.

Companies with a hedonic activity as core business were the ones who suffered the most due to the restrictions. For those companies it was almost impossible to sell their activity when social distancing was implied. This does not mean that they suffered more than other businesses, but they suffered more on the social aspect. For those firms it was hard to attract customers to socialize with each other, when being social was restricted. Furthermore, those companies were forced to shut down to prevent the virus from spreading faster. Talking from my own experience, it was hard to stay in touch with someone, when the only way to see each other was online. For firms it was even harder, because they did not know all the different consumers personally.

A typical example of a hedonic market is the sport branch. This market consists of a lot of different stakeholders. Examples are clubs, players, trainers, media, fans, governments, etc.

Therefore, it was very difficult to manage daily activities during the Corona pandemic. Worldwide football is the most popular sport. According to Shvili (2020), around four billion people follow this sport on a daily basis, these people are called fans.

In addition, a lot of football clubs were missing out on income due to the pandemic. They missed out on ticket fees, food and drinks, merchandise, sponsoring, and other types of income (De Boer, Gulikers, & Van Rossum, 2020). On short-term this income was needed to invest in the club. This leads to improving the facilities, and the performance of the squad. A long-term challenge was how the clubs will keep their relationship with the whole fanbase. If the stadiums are going to be open in a while, will they sell out all of the seats? It was very important for clubs to react on this fact and try to build an even stronger bond with these people. In the end, this would have a positive effect on recovering from the Covid-19 pandemic.

The research question and hypothesis to test this is:

'What happens with the brand loyalty of consumers of hedonic activities, when being social is restricted?

This thesis is interesting for managers, because it is important to know what the effect will be on the loyalty of the customer, when social is restricted. Loyal customers can be linked to customer lifetime and brand loyalty. For firms it is important to have as much lifetime customers, because they consume the goods or services the most. In addition, this research will test the effect of the restrictions on the brand loyalty. It is important information for managers as they can use this data to create a fitting marketing strategy. Furthermore, it is interesting to see, how consumers respond towards the restrictions. Do they act differently, because the government told them to, or do they act the same? For the future this is important to know for any firm, as they can adapt to the behavior of the consumer.

It is interesting theoretically, because in prior literature it was always possible to participate in a social environment. Taking a closer look to the social influences part. Verbal and non-verbal were the ways to influence someone else. Different groups tried to influence their social network, these groups consist of friends, media, peer, neighbors, members, and strangers (De Vries, Fennis, Bijmolt, Ter Horst, & Marsman, 2018), (Haenlein, 2013), (Sridhar & Srinivasan, 2012), (Viswanathan, Sese, & Krafft, 2017), (Mascarenhas & Higby, 1993), (Landsman & Nitzan, 2020). Consumers used their senses to process the social influences of someone else. What will happen to the power of the social influences, when the use of senses is minimized.

Furthermore, it is interesting, because a lot of research studied the effect of social influences on the opinion of someone else regarding hedonic activities. Raghunathan and Corfman (2006) researched the link between a person's opinion about a hedonic stimulus and the enjoyment of the other. A person who has a positive opinion about hedonic stimuli, will enhance the enjoyment of the other. Ramanathan and McGill (2007) examined the effect of joint consumption on the feelings of an individual. They discovered that joint consumption influenced the other individual feeling towards the good or service. As prior literature shows there was always a form of social contact possible. Therefore, it is interesting to study the

effect of social restrictions on social consumption. Will the enjoyment of the consumers suffer, due to the restrictions?

In addition, there are a lot of different metrics to calculate the Customer Lifetime Value. There is a metric that calculates the CLV by using the Cashflow of a company (Glady, Lemmens, & Croux, 2015), and other metrics use brand switching, multiple discreteness, budget-constrained consumption (Sunder, Kumar, & Zhao, 2016). A different research domain that measures repeat purchases over a long time period is brand loyalty. To measure brand loyalty nine variables are used. These variables are involvement, perceived value (functional value, emotional value, price-worthiness factor, social value), brand trust, customer satisfaction, commitment, and repeated purchase behavior (Punniyamoorthy & Raj, 2007). The gap in the literature review is the impact of social restrictions on the brand loyalty of consumers of a hedonic activity.

Finally, it is interesting theoretically, because Sport Marketing is a very important industry in gaining revenue for countries and organizations (Meenaghan & O'Sullivan, 1999). Sport will help other sectors to grow (Ratten, 2016). Furthermore, it is one of the last hedonic activities that is still allowed for professional teams and players during the Corona pandemic.

2. Literature Review

This chapter will give a review about existing literature, regarding various topics. The following research domains are reviewed to create a better picture on the subject: **Social Influences, Social Consumption, Customer Lifetime Value, and Sport Marketing**. The goal of this review is to gain more insights on the topics, to find the grey area, which can be used as the research question of this thesis. Every sub-section will end with my own review of the prior literature.

Social influences

Social influence stands for: *“A process where a person / group’s opinion, behavior, attitude or belief are changed by a certain way of social communication.”* (Colman, 2008, p. 622). This means if someone is trying to convince you to act or think differently, they are doing a form of social influences.

According to De Vries, Fennis, Bijmolt, Ter Horst and Marsman (2018) friendship is one of the most important things in life. Friends can make or break you. Therefore, it is one of the most important social groups. Their study takes a deeper look into the effect of influences from friends regarding self-control for compulsive and impulsive buyers. Their conclusion is that influences from friends do have an impact on both compulsives as impulsive buyers. People tend to react on what their friend’s opinion is. Sometimes this effect is positive and other times it is negative. For example, if you want to buy an expensive car, the opinion of your friends is important. Real friends will tell you to save your money, where others will tell you to buy it just to be part of a ‘social group’. A strong quote to underline their research is *“A faithful friend is the medicine of life”* (De Vries, Fennis, Bijmolt, Ter Horst, & Marsman, 2018, p. 336)

According to Nitzan and Libai (2011) the effect of social influences on retention decreases over time. Their paper investigated the social effects on customer retention. They used neighbors as the social group. The pair concluded that the probability of defection increases for customers, if the attraction of their neighbors decreases. This means that the social group has the power to influence the decision of their counter party.

In addition, Haenlein (2013) did his research regarding the effect of social influences on the retention process. He investigated churn behavior. This is a type of measurement, whether people cancel their subscription. In this case it was regarding mobile phone providers. His findings were positive. There is a relation between social interactions and customer churn decisions. Customers who had contact with a focal actor, were influenced on their churn behavior. This research confirms that social network effects are present during customer retention and after service (retaining the customer for a longer period by giving them an excellent service). In the end this effects the customer lifetime value.

Secondly, this research gives insights to the dynamics of social influences. There is a relation between the type of social contact and the churn of the customer. This effect can be positive, and it can be negative. It all depends on the relationship of the social group towards the customer. For example, if you have an outgoing phone call to your mobile phone provider

regarding a payment. You are more likely to end your contract, if you think the employee is being rude. This works the other way around as well, if the employee is helping you decently.

Sridhar and Srinivasan (2012) have done research regarding social influence effects in online product ratings. Their research gives insights whether an online rating of a product is prone to the social influences of others. Key here is that the online ratings are given by other customers. It is a form of word of mouth but digitized. There are two types of findings. The first one was regarding social influences among opinion leaders. Online reviewers are influenced by opinion leaders. They check the online ratings. If the rating is high, this will have a positive effect. If the rating is low, this will have a negative effect. Opinion leaders are more credible than 'normal' consumers. This leads to the second finding.

In addition, the second type is regarding customers checking each other's rating. This effect is slide weaker. Here it all depends on whether you thrust the review of another. There is too little information about this statement to really use it.

According to Viswanathan, Sese, and Krafft (2017) members with an elite status have a higher probability of social influence, than regular members. Their research is about the role of elite loyalty members in influencing others to obtain an elite program in a B2B market (Business to Business). This study shows that elite members, compared to lower status members, have a stronger social influence towards non-members. If the numbers of elite status members are growing, the chance of adoption for non-members is growing as well. There is also a downside of this fact. If there is negativity between the elite status members, the chance of adoption for non-members is decreasing.

Mascarenhas and Higby (1993) did their research about influences in teen apparel shopping. There are three types of social groups in this research peer, parent, and media. Their conclusion is that teenagers are more influenced by their parents in terms of special shopping, than for regular stuff (ordinary shopping). If the media wants to target teenagers for ordinary shopping, they could do it directly. For special shopping the media need to target the teenagers by using the parents.

Ma, Krishnan, and Montgomery (2015) did their research regarding the difference between social influences and homophily. The group described social influences as follows: "*The ability of one consumer to directly influence another consumer's decision based upon their communication.*" (Ma, Krishnan, & Montgomery, 2015, p. 454). Homophily means: "*Consumers who are connected to one another are likely to have similar characteristics and product preferences.*" (Ma, Krishnan, & Montgomery, 2015, p. 454). The different meaning between the two is important to know for firms, because each has a different promotional strategy. The strategy for homophily is to directly target the friends of existing customers. For social influence the strategy is to stimulate existing customers to influence their friends.

Their conclusion is that it is hard to separate both social influence and homophily, but it is necessary in order to create a fitting marketing strategy. There is a strong social influence effect in product choice decision and purchase timing. Furthermore, there is a stronger in-group influence, than out-group influence regarding the purchase incident decision. Homophily has a strong effect on susceptibility to influence and on product taste.

The last paper about social influences is from Landsman and Nitzan (2020). A lot of prior research concluded that companies and other organizations can use the data from consumer's product adoption and defection, as an advantage to influence the behavior of their social network. The pair suggested that there still was a lot to learn regarding cross-decision social effects. Therefore, they took a closer look to the social effect of cross-decision on product defection and adoption. Cross-decision social influences is described as: *"in which behavior of a network neighbor (adoption or defection) affects a focal customer's decision to engage in the opposite behavior (defect or adopt, respectively)."* (Landsman & Nitzan, 2020, p. 232)

The pair concluded that cross-decision social effects is a kind of influence in both defection and adoption. This means that besides same-decision social influences, a new variant is created. In the past managers and organizations had a lot of tunnel vision towards same-decision social influences. Using the new findings will minimize the chance of creating a strategy that is not sufficient.

In conclusion, social influences happen on a daily basis. The behavior regarding adaption or defection of a person is influenced by someone out of their social network. These social groups consist of family, friends, neighbors, media, colleagues, (elite) members of a club, strangers, and plenty other groups. Verbal and non-verbal are the ways to influence someone. Looking back at prior social influence papers, gives a few gaps. In all the above literature there was a form of physical contact possible. People could see, hear, and feel the reaction towards a certain product or service, which influenced their opinion towards that activity. This raises the following question: Is social influence still possible, if we minimize the use of our senses. During the Covid-19 pandemic it was hard to have any form of physical contact with each other. In other words, face-to-face interaction was restricted. How does this impact social influences? Online communication was still possible during the pandemic. Was the use of online communication effective to influence others?

Social Consumption

With social consumption I mean goods or services that are most likely to be consumed by a social group, and not alone. For example, you can drink a beer alone, but most of the time people drink a beer when they are together with someone else (Sayette, et al., 2012). Hedonic stimuli are mostly consumed by people in company of others. (Ragunathan & Corfman, 2006). Examples of Hedonic stimuli are movies, food, vacations, team sports, theme parks, etc.

Markiewicz (1983) made a connection between Gender and Social consumption. With this paper she focused on females, who used the facilities in hotels and public houses. Her goal was to identify the obstacles to female consumption, which could be used to create a strategy to prevent this in the future.

However, back in 1983 most of the males were dominate and in control of their wife. This had his impact on the cultural and social consumption of females. This dominance resulted in a lot of restrictions for females. Some public places in hotels were forbidden and unaccompanied woman were not allowed to enter the building. For females in this time period, it was hard to choose between social consumption and solo consumption. It was

better than before, but still it needed to develop. This study alone is not sufficient to creating a strategy. It needs more research to develop a fitting strategy

According to Raghunathan and Corfman (2006) it's important to understand the effect of social influence on the enjoyment of shared experiences. The research question in this paper is: "*How does sharing a hedonic activity (versus experiencing it alone) influence its enjoyment.*" (Raghunathan & Corfman, 2006, p. 386). The answer to this question is simple. A person who has a positive opinion about hedonic stimuli, will enhance the enjoyment of the other. This works the other way around, when someone is negative about a social consumption good or service, this will diminish the enjoyment of the other.

This outcome is interesting for companies as they can create a fitting marketing strategy. This strategy should focus on a shared hedonic stimuli experience, that will result in a repurchase of the good or service. The goal for the long run is to establish customer lifetime value.

The paper from Ramanathan and McGill (2007) explores in more detail the effect of social influences on retrospective and moment-to-moment evaluation of an experience. It depends on whether they are consumed in pairs or alone.

Social consumption happens a lot. You can watch TV, follow a guided tour, or even attend a class. All these hedonic stimuli are followed by others. The others can be your family, friends, but also strangers. During these moments there are two forms of communication: verbal and non-verbal. Both are social influences. Due to this it was interesting for Ramanathan and McGill (2007) to investigate the effect of joint consumption on the opinion of an individual. Their conclusion was that joint consumption influenced the other individual feeling towards the good or service. For moment-to-moment evaluation this effect was stronger than for retrospective evaluation.

For the future their research needs more point-of-views from different branches. The research is limited now, because they only used short films and the participants were strangers from each other.

The last paper of social consumption is from Ratner and Hamilton (2015). They investigated the feelings of people consuming hedonic activities alone, when in presence of people consuming together. Do the people inhibited themselves from going alone, because of the way other people think about them? Or are they going anyways?

Ratner and Hamilton (2015) concluded that people are more willingly to consume alone when the hedonic activity is less visible to others. In general, this means that people who do not have a choice of going alone, have a low percentage of visiting a public hedonic activity. This has a negative effect on the consumer welfare.

To summarize it all, people fear the reaction from others, when they consume a hedonic activity on their own. This is one of the main reasons why people tend to visit these activities together. The other reason is that some hedonic activities are more fun, when together. The enjoyment of a hedonic activity is impressionable. This means that social influences play a role in the likeness of social consumption. The gap in prior literature regarding social

consumption is how people will react, if being social is restricted. Do the people still like the hedonic activity, if they cannot do it for a long time? Does it stimulate to do other activities, for example solo stimuli.

Customer Lifetime Value (CLV)

Customer lifetime value stands for: “ *A technique for analyzing all the potential purchase values from a single customer over the lifetime of a relationship with a supplier or service provider. This moves the focus away from looking at customers in terms of single purchasing transactions and, equally, gives an assessment of the cost of losing a potentially lifetime customer.*” (Doyle, A Dictionary of Marketing, 2011, p. 112).

According to Gladly, Lemmens and Croux (2015) CLV is measured by the following key decision processes: Transaction timing (when to buy), Spending process (How much to spend), and dropout process (when to become permanently inactive). These decisions together create the cash flow that businesses can expect to receive from the customers over their lifetime. Their research is based on updating an existing model to calculate the CLV.

Venkatesan and Kumar (2004) created a framework to use CLV as a metric to use for marketing resource allocation and customer selection. This framework would improve the customer relationship, which had a positive effect on the CLV.

In 2016 Kumar did another research about CLV. This time the research was with Sunder and Zhao (2016). Their subject was “*Measuring the lifetime value of a customer in the consumer-packaged goods industry.*” (Sunder, Kumar, & Zhao, 2016, p. 901). Their goal was to create a flexible framework. They used brand switching, multiple discreteness, and budget-constrained consumption as the key factors for their framework. They believe that their research will close the gap between CLV metrics and customer packaged goods. Instead of calculating the overall CLV for the category level, their new framework can be used to calculate it at the brand level. Managers can use this to understand how to increase the profitability ladder, and to see what the position of the firm is regarding future customer profitability.

In addition, **Brand loyalty** is used as a close related area of study. Both research domains are not the same, but in a way, they add value to each other.

Brand loyalty stands for: “*A measure of the consumers’ unwillingness to switch to a competing product or service. Successful brands are characterized by high levels of customer satisfaction and repeat purchases of the branded goods or service by existing customers over a long period of time.*” (Doyle, A Dictionary of Marketing, 2016, p. 202)

The study of McAlexander, Kim, and Roberts (2003) focused on the influences of brand community and satisfaction on loyalty. Loyalty is an important marketing goal; therefore, it is important to know the possibilities to achieve this. A high level of loyalty normally results in favorable attitude towards the brand or company, which leads to repeat purchase behavior. To gain loyalty, improved customer satisfaction is needed. The team of professors concluded that brand community has a bigger impact on loyalty, compared to overall satisfaction, when customers are willing to engage in a marketing relationship with a brand or firm. This means

that companies should focus on creating customer satisfaction, in order to build loyal customers.

According to Punniyamoorthy and Raj (2007), the brand loyalty is measured by involvement, perceived value, brand trust, customer satisfaction, commitment and repeated purchase behavior. The reason for this number of different measurements is caused, due to the fact that loyalty is a multidimensional construct. In total there were nine measurements. Perceived value was divided into four sub-values. These sub-values were functional value, emotional value, price-worthiness factor, and social value. Based on their research repeated purchase has the biggest impact on brand loyalty, followed by functional value. In addition, commitment plays a key role in creating brand loyalty, followed by brand trust and emotional value. In general, all variables had an impact on brand loyalty. The effect of price-worthiness on brand loyalty was less compared to all the others. The pair concluded that their model can be used for different branches to measure brand loyalty.

A different point of view regarding brand loyalty is given by Iglesias, Singh, and Batista-Foguet (2011). Their team researched the indirect and direct relationship between brand loyalty and brand experience. During their research they proposed that the indirect relationship between brand experience and brand loyalty is mediated by affective commitment. The group concluded that developing brand experience influenced brand loyalty only through affective commitment. This means that organizations, firms, and other institutions must improve their communications as well as brand experience in order to increase brand loyalty.

This thesis will look further into the sport branch. Therefore, it's important to use keywords which are familiar in that industry. It is necessary to find something similar in the sport branch as CLV and brand loyalty. CLV is the metric to calculate the lifetime relationship between a consumer and a firm. Brand loyalty stands for the loyalty of a consumer towards a brand. To address this to a supporter of a sport team it's called: **Fan loyalty**.

Fan loyalty stands for: *"A form of sports spectatorship characterized by a strong sense of attachment to and affiliation with a particular sport or team. For a loyal fan, as opposed to the fair-weather fan, winning is only one of several factors that influence their loyalty to the team. Fan loyalty is now viewed by sports management as an important variable that can be manipulated to increase revenue as well as build and maintain a brand."* (Levinson & Pfister, 2013, p. 469)

According Decrop and Derbaix (2010) pride feelings play an important role in the life of loyal fans. There are four types of pride: vicarious, introspective, contagious and conspicuous. For sport teams it's important to understand this, to use it as an advantage. Proud supporters lead to stronger commitment and a higher level of loyalty. This will lead to an increase in consumption of merchandise, kit's, tickets, food, and drinks. Furthermore, this will lead to a positive word of mouth, which can lead to more fans due to the social influences of other supporters.

This study concluded that pride is a self-conscious emotion based on achievement. These achievements are based on the past and on the current situation. History and the future play a key part in the pride feeling of a fan. Another finding is that if people are proud of the place

they live in, it leads them to support the locale football club. For sport teams it is important to study this, before they create a marketing strategy. For the future this means that the clubs should take this in account.

Oliver (1999) did his research about consumer loyalty. He takes a deeper look into the link between the consumer satisfaction response and implications for loyalty. His findings showed that satisfaction is an important step in creating loyalty. It becomes less significant when social bonding and personal determinism play a role in building loyalty. For firms it's unrealistic to use loyalty as a goal. It's smarter to use satisfaction as a goal, which can lead to loyalty in the end.

In conclusion, prior literature gave a lot of different metrics to calculate the Customer Lifetime Value. These metrics used Cashflow, brand switching, multiple discreteness, budget-constrained consumption, and other variables to calculate the CLV. The outcome of the CLV is to know how long, and how much a certain consumer will buy your product or services. The optimal goal is to sell it for a lifetime. Besides CLV, brand loyalty is a key marketing goal to achieve repeat purchases over a long period of time. A lot of studies showed the importance of measuring brand loyalty. Others showed key measurements of brand loyalty. Punniyamorthy and Raj (2007) created a model to measure brand loyalty. In total there were nine measurements to test brand loyalty. The gap in prior literature is the link between CLV and fan/brand loyalty. Furthermore, there is a gap between brand loyalty and hedonic activities. basically, brand loyalty is focusing on the feelings of a customer towards a certain brand or company. Does this have the same impact on a random hedonic stimulus?

Sport Marketing

Sport Marketing stands for: "*A marketing strategy that is aimed at promoting sporting events, equipment or products and services using an athlete or a team.*" (Rana, 2020, p. 1).

According to Meenaghan and O'Sullivan (1999) sport marketing is a new, dynamic, and fast-growing area. The media and television made it possible to grow so fast. The amount of revenue increased extremely due to sponsorships and TV-rights. In 1999 this was the beginning of a new market. The pair concluded that there needed to be more research about how to use sport marketing in the right way. Nowadays, more information is available, as provided below.

One of that research is from Ratten and Ratten (2011). They did their research about international sport marketing. They found a lack of integration between international firms and sport marketing.

The goal of their research is to discuss why it is important to B2B to use sport marketing as an attribute. The exposure of sport in general had an extreme growth. Therefore, it is important for business to check whether it is an option to do something in this branch. This does not mean that firms have to create a new club. Promoting or sponsoring is a good beginning. Due to the technological innovations everything is open. This means you can watch a game of American basketball, while living in the Netherlands. For the B2B market it's necessary to understand this. So, they can use it as an advantage towards there future businesses.

In a later research of Ratten (2016), she took a closer look to the dynamics of sport marketing. Her goal was to address the growing market of sport marketing, sport management and sport entrepreneurship. Sport is going to have a big contribution in future income of the global economy. Not only by earnings in their own industry, but also by linking with others. Think about tourism, education, manufacturing and technology. To make it a success marketing intelligence and planning is going to play a big role. Therefore, it is important to know and understand the sport industry, before engaging it.

Da Silva and Las Casas (2017) made a link between sport marketing and loyal fans. Their research was about sport fans as consumers, to use as an approach to sport marketing. They wanted to create a better understanding of supporters.

The pair concluded that, sport has changed from an economic and entertainment success to a more central part in sport, which means that it is not about the game itself, but more about everything around a sport event. It developed a customer-oriented mindset as main focus. Game facilities have evolved; the ticket buying process changed significantly, it shifted from individual fans buying the tickets to corporations who would buy the tickets. The effect of fast-growing technology is helping as well. Fans can check the score everywhere and anytime, with help from the internet. They stay up to date regarding news about the league, club, and players. The types of revenue of the clubs are changing as well. It used to be from sponsorships and TV-rights, but nowadays it's from (social)media rights, ticket sales, licensing's of products, etc. People attending the games are still the most important target group for the teams. A full stadium and well performance leads to other customers: Media, sponsors, etc.

In conclusion, sport is a very important element in gaining revenue for countries and organizations. These revenues consist of sponsorships, TV rights, merchandise, licensing, and indirect sales. Sport will help other sectors of an economy to grow. It will attract tourist, it will help by creating education platforms, it will invest in locale companies, and it will use new technologies. Sport is attractive, because it is a dynamic and fast-changing industry. In this industry the consumers are the most important group to target. Without the fans it would not be profitable to play. Empty stadiums mean no ticket income. This leads to a decrease of number of sponsors, which will have a negative result on the profit of a sport club. Profit is necessary to improve and expand the sport organization. The gap in prior literature is regarding the effect on sport clubs, if fans are prohibited from the stadiums. What are the possibilities for clubs to stay in contact with the supporters? How do the consumers respond? Visiting a sport match is the ideal atmosphere for supporters, but what happens if this is restricted?

3. Theoretical Framework

Chapter three will describe the hypothesis followed by the variables. A conceptual mapping is shown based on the hypotheses and variables. The literature review is used as input for this chapter.

The literature review showed that in the past decades being social was possible. Furthermore, it showed that social influence is a daily activity. People influence each other, which can lead to a change of behavior, change of enjoyment (Raghunathan & Corfman, 2006), and change in adoption or defection (Landsman & Nitzan, 2020). Consumers use their senses to perceive this. Furthermore, brand loyalty plays a key role for firms in order to build loyal customers. It is important to know what effects the brand loyalty, in order to use it as an advantage in gaining loyalty. According to Punniyamoorthy and Raj (2007), involvement, perceived value (functional value, emotional value, price-worthiness factor, social value), brand trust, customer satisfaction, commitment, and repeated purchase behavior are the variables to measure brand loyalty. The gap in the prior literature is the impact of social restrictions on the brand loyalty of consumers of a hedonic activity. Before the corona pandemic this was not an issue, but for the future this is important to know. It prevents that companies will be overtaken by events. The following research question will be used to answer this:

'What happens with the brand loyalty of consumers of hedonic activities, when being social is restricted?

Based on combing the literature review with my own argumentation the following hypothesis are formulated:

Hypotheses

Brand loyalty is measured by involvement, perceived value (functional value, emotional value, price-worthiness factor, social value), brand trust, customer satisfaction, commitment, and repeated purchase behavior. Normally, this is used to measure the brand loyalty for companies and other organizations. During this thesis it is used to measure the brand loyalty of a hedonic activity. The hedonic stimulus used for this research is watching a football match. Due to social restrictions, it is not possible to take part in a hedonic stimulus. Therefore, these hedonic activities are most likely consumed alone and in a different environment. This could influence the brand loyalty of the social consumption in a negative way. The following hypothesis incorporates this thought process:

H1: The hedonic activity has a direct, positive effect on brand loyalty

H2: Covid-19 restrictions has a direct, negative effect on brand loyalty

H3: Covid-19 restrictions weaken the relationship between the hedonic activity and brand loyalty

Variables

First, the **dependent variable** of this research question is brand loyalty. I will examine if the brand loyalty of hedonic activities is affected by the restrictions of the government. The focus of brand loyalty lays on brands who are placed in the category hedonic activities. The following variables measure brand loyalty: involvement, perceived value (functional value, emotional value, price-worthiness factor, social value), brand trust, customer satisfaction, commitment, and repeated purchase behavior. This thesis used the variables perceived value and customer satisfaction to measure brand loyalty. Furthermore, the empirical section will describe the hedonic activity used for this thesis: Watching a match of the Dutch football league "The Eredivisie".

Secondly, the **independent variable** linked to this is hedonic activity consumption, which is the form of social consumption. Due to the moderator the hedonic stimulus will change into solo stimulus. In some cases, this will adjust the environment of the hedonic activity consumption. Will there be less or more consumption? Will the number of people involved during the hedonic activity will be less or more? These questions are focusing on the frequency of different facets of hedonic activity consumption, which is needed to answer the different hypothesis. The different facets of hedonic activity consumption were time, location, companionship, competition, and enjoyment.

Finally, the moderator restriction is the last variable for this research question. Hedonic activity consumption is different compared to the situation before Covid-19. Due to this it is important to measure the impact of the restrictions on the brand loyalty of the hedonic activity.

Conceptual map

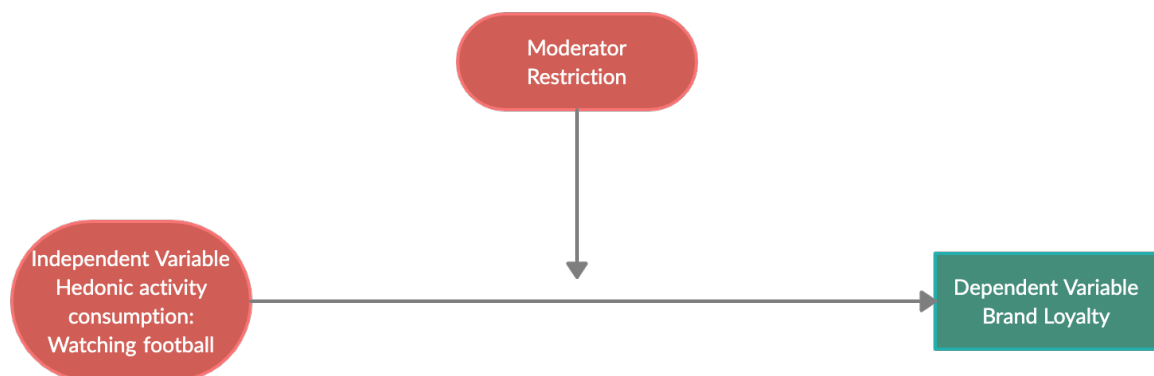


Figure 1: Conceptual Model

4. Research Methodology

This chapter will give more background information about the hedonic activity and its users. Furthermore, a detailed description on type of data, type of analyses and the differentiator of this thesis.

Empirical context

The empirical context will show insides of the Dutch football league: "The Eredivisie".

Football in general

Accordingly, football is the most popular sport in the world. It is played in more than 200 countries by over 250 million people (Kidwell, 2008). Furthermore, this sport is also the one with the highest number of supporters. In total there are four billion fans. Looking into the financial side shows that the total amount of revenue is exorbitant. In the season 2018/2019 the total revenue of all competitions in Europe was 28.9 billion U.S dollar (Lange, 2020). Due to the high popularity and the fact that football is the biggest sport branch in the world, this sport was used as the hedonic activity of this thesis. Using football gives a lot of advantages during this thesis. The high popularity helps with retrieving sufficient data from the target group. Furthermore, the amount of public information is huge, which is helpful to substantiate statements.

Football in the Dutch league: "The Eredivisie"

To make the research specific I chose for The Eredivisie as the football competition. The Eredivisie is the highest competition in The Netherlands. Clubs like Ajax Amsterdam, PSV Eindhoven, and Feyenoord Rotterdam are the ones you will find in this league. The competition is managed by the KNVB, which is the national football organization of The Netherlands. The competition counts a total number of eighteen teams. These teams are divided in almost every province in Holland, only Zeeland is the one without a professional club.

Type of data collection

In a short time period, the world changed due to the Corona virus. The pandemic had its impact on all aspects of society. In terms of research this meant that a whole new area of studies was needed to answer all unknown effected by Covid-19. The usage of prior studies helped to gain relevant data. In order to improve this data to recent events, field research was needed. The ideal tool for this was an online survey via Qualtrics.

During this pandemic it was hard to do physical forms of data collection. An online survey was the ideal solution to collect sufficient data, without breaking the rules. Furthermore, the results were easily transferred into SPSS. For the respondents it also was an advantage, because they did not have to travel, and they did not have to feel uncomfortable by being in a group.

Data characteristics: Inclusion and exclusion criteria

For this research it was important to use fully completed surveys, in order to create reliable data. Furthermore, the respondents should be familiar with "The Eredivisie". To be sure that

the respondents were fan of the Eredivisie and/or one of its teams, one screening questions was stated in the beginning of the survey (Q1).

In addition, in order to improve the confidence level and to ensure validity, the following strategies were used:

Confidence level:	Ensure validity:
Large sample size	Use specific questions
Repeating questions	Ask the questions in a neutral way
Peer examination	Use the right jargon
Test survey	Guarantee confidentiality
Control question/screening question	Explain terms

Table 1: improving confidence level and ensure validity (Fischer & Julsing, 2015)

Sample size & method

Every year in the Netherlands an estimated number of six million fans were visiting a stadium to watch a football match. These people diverse from boys and girls to man and women from all age categories (KNVB Expertise, 2015). Furthermore, the Netherlands counts a total of eight million individual fans (PWC, 2021). These people consist of regular watchers to people who occasionally watch a game. For this research a 95% confidence level was needed to be valid. That meant that a total of 385 respondents was needed to reach this goal. To ensure this number of people, two sample methods were used.

Firstly, snowball sampling. The survey was sent directly to friends, family, and colleagues. These groups received a private message with the link of the survey and the question of sending it to their network. The goal was to create a snowball effect. This meant that a social network would recruit additional subjects, who recruit additional subjects. Secondly, convenience sampling, which meant that the survey would be placed wherever you could find the right participants. The usage of social media, online forums, and blogs regarding the "Eredivisie" were useful platforms to spread the survey. A useful example was the online forum Reddit. As a user you could create your own platform within the application. This platform receives a topic of choice, other users could follow this page, and start connecting with each other. Everyone was allowed to share and post their thoughts, if it was regarding the main subject.

To make it logical for the respondents a chronical structure of four parts was created for the survey.

Part one:

First of all, screening questions. It was important to screen the respondents, because it was essential that the right people's answers were used. Therefore, these questions were stated at the beginning of the questionnaire. The screening was based on how often the respondents watched an Eredivisie game. People who answer this question with seldom and never were not used for the analyses.

Part two:

Secondly, questions related to the situation before Covid-19 were asked. The answers to these questions gave a detailed impression on how the respondents reacted to hedonic activity consumption, without being restricted on the social part.

Part three:

Thirdly, questions related to the situation effected by restrictions were asked. The same questions in part two are used for this sector. The only difference was the time period. In the end, this strategy made it easier to compare the old situation with the new one.

Part four:

Finally, basic background questions like age, gender, income, and demographics were asked, which were so called control variables. These questions were specifically related to football. The main goal of these questions was to better understand demographics and backgrounds of the sample. Furthermore, these questions added value to the questions in part two and three.

Appendix 1 shows the survey.

Type of analyses

The last step of the methodology was to describe various test and analyses, which were useful for analyzing the questionnaire. A lot of questions in the survey were paired to another. For example, question Q8 and Q14. The difference between those questions were the time period. These questions examined the impact of the restrictions on hedonic activity consumption. To analyze the difference between 2019 and 2020, a paired sample t-test was used. According to Kim (2015), a paired sample t-test compares the mean of two paired samples. In other words, comparing data for the same groups in two different settings.

In addition, a chi-square was used to analyze two categorical variables. Q9 and Q19 were the questions used for the chi-square analyze. These two questions focus on whether the restrictions caused a shift towards a new favorite hedonic activity.

Furthermore, Q9 and Q15 were multiple answer questions. These questions gave insights into the locations, where the respondents went to watch a football match. Based on the type of question a multiple response analysis was needed. These sets of answers were treated as categorical variables, which meant that the output could be used in further analysis.

Lastly, a linear regression was used to answer the different hypotheses of this thesis. To perform the linear regression a lot of dummies were made. The next step was to create a combined dependent variable out of the different brand loyalty questions. By using a factor analyses this was possible. The following equation will be used for the linear regression:

5. Results

This chapter will provide all the different results of the survey. The tool SPSS is used to analyze all questions. First of all, every analysis will begin with a small paragraph stating what the intention of that section was and why. Secondly, the output of the different analysis will be explained.

Screening analyses

This paragraph will analyze which respondents are worthy to use for this research. The first question of the survey was to screen the respondents by asking the frequency of watching an Eredivisie match. As mentioned before, only the respondents who answer very often, often, or sometimes are going to be used.

	Frequency	Percent	Cumulative percent
<i>Very often</i>	131	34	34
<i>Often</i>	174	45,2	79,2
<i>Sometimes</i>	80	20,8	100
Total	385	100	

Table 2: Frequency table screening question

The results showed that from the 385 total respondents, 385 answered the screening questions in the right way, which is 100%. The majority of the respondents watched a lot of football (79,2%), which tells they had a strong affinity with the Eredivisie. The smallest group counted 80 respondents, which is 20,8%. The total group of respondents are going to be used for further analysis. In addition, 385 respondents were enough to reach a confidence level of 95%.

Descriptive analyses

This chapter shows all demographic outcomes of the questionnaire. A frequency test was used for each control variable, due to the fact that this test gives a detailed overview on the various questions. This section was developed to understand the respondents, by getting to know them better.

First of all, the respondents were asked to tell their gender. As shown in table 3, male responded were the ones who answered the questionnaire the most with a total of 301, which is 78,2%. Followed by 83 females who answered the survey (21,6%). Only one respondent had a third gender. This outcome shows that males have a higher affinity than the other groups. This confirms that football is a male-dominance sport (McDowell & Schaffner, 2011).

	Frequency	Percent	Cumulative percent
<i>Male</i>	301	78,2	78,2
<i>Female</i>	83	21,6	99,3
<i>Non-binary / third gender</i>	1	0,3	100
Total	385	100	

Table 3: Frequency table gender

Secondly, the age of the respondents was asked. Most of the respondents were between the age group of 25 till 35. This group had a percentage of 52,2%, which is more than a half. This tells that football is very popular in this age group. Furthermore, the differences between the rest of the age groups were small. This means that football is accessible for every age group.

	Frequency	Percent	Cumulative percent
<i>Under 25</i>	93	24,2	24,2
<i>25-35</i>	201	52,2	76,4
<i>36-45</i>	46	11,9	88,3
<i>46-55</i>	32	8,3	96,6
<i>56-65</i>	10	2,6	99,2
<i>65+</i>	3	0,8	100
Total	385	100	

Table 4: Frequency table age

Thirdly, the highest school degree of the respondents was asked. As shown in table 5, most of the respondents had a bachelor's degree for the university of applied sciences (154 respondents). Followed by a degree in MBO (100 respondents). The results show that people with affinity for football come from a variate school background. This means they differ from well-educated persons to less-educated persons.

	Frequency	Percent	Cumulative percent
<i>College school</i>	49	12,7	12,7
<i>MBO</i>	100	26,0	38,7
<i>HBO-Bachelor</i>	154	40,0	78,7
<i>University-Bachelor</i>	39	10,1	88,8
<i>Master</i>	43	11,2	100
Total	385	100	

Table 5: Frequency table education

Fourthly, the current occupation of the respondents was asked. As shown in table 6, the majority of the respondent were working (266 respondents), followed by people who are studying & working (60 respondents). The results showed that most of the people had a job (84,7%). This could lead to the fact that supporters who want to see an Eredivisie match need an income to pay for a ticket, or a TV membership. Therefore, it is understandable that most of the respondents had a job.

	Frequency	Percent	Cumulative percent
<i>Student</i>	39	10,1	10,1
<i>Working</i>	266	69,1	79,2
<i>Studying & working</i>	60	15,6	94,8
<i>Unemployed</i>	9	2,3	97,1
<i>Retired</i>	8	2,1	99,2
<i>Other</i>	3	0,8	100
Total	385	100	

Table 6: Frequency table occupation

Fifthly, the respondents had to provide the province they lived in. As shown in table 7, the provinces with the three biggest football clubs in holland were best represented. PSV plays in Eindhoven, which is located in North Brabant (39 respondents), Ajax plays in Amsterdam, which is located in North Holland (43 respondents), and Feyenoord plays in Rotterdam,

which is located in South Holland (249 respondents). A few reasons why South Holland had way more respondents than other provinces could be that South Holland has three big teams with loyal fans (ADO, Feyenoord, and Sparta). Another reason could be due to sample method: "Snowball sample". The majority of my own social network lives in South Holland, which could explain the big differences.

	Frequency	Percent	Cumulative percent
<i>Drenthe</i>	2	0,5	0,5
<i>Flevoland</i>	2	0,5	1,0
<i>Friesland</i>	6	1,6	2,6
<i>Gelderland</i>	11	2,9	5,5
<i>Groningen</i>	5	1,3	6,8
<i>Limburg</i>	7	1,8	8,6
<i>North Brabant</i>	39	10,1	18,7
<i>North Holland</i>	43	11,2	29,9
<i>Overijssel</i>	4	1,0	30,9
<i>South Holland</i>	249	64,7	95,6
<i>Utrecht</i>	12	3,1	98,7
<i>Zeeland</i>	5	1,3	100
Total	385	100	

Table 7: Frequency table province

Lastly, the respondents had to give their favorite Eredivisie team. As shown in table 8, Feyenoord (147 respondents) was the most favorable team in the Eredivisie, followed by Ajax (100 respondents) and PSV (37 respondents). The majority of the respondents lived in South Holland. Feyenoord is located in this province; this could be the reason for this high percentage.

	Frequency	Percent	Cumulative percent
<i>ADO</i>	19	4,9	4,9
<i>Ajax</i>	100	26,0	30,9
<i>AZ</i>	14	3,6	34,5
<i>FC Emmen</i>	2	0,5	35,1
<i>Fortuna Sittard</i>	2	0,5	35,6
<i>FC Groningen</i>	5	1,3	36,9
<i>Feyenoord</i>	147	38,2	75,1
<i>SC Heerenveen</i>	6	1,6	76,6
<i>Heracles</i>	2	0,5	77,1
<i>PEC Zwolle</i>	1	0,3	77,4
<i>PSV</i>	37	9,6	87,0
<i>RKC Waalwijk</i>	4	1,0	88,1
<i>Sparta Rotterdam</i>	15	3,9	91,9
<i>FC Twente</i>	5	1,3	93,2
<i>FC Utrecht</i>	8	2,1	95,3
<i>Vitesse</i>	7	1,8	97,1
<i>VVV-Venlo</i>	5	1,3	98,4
<i>Willem II</i>	6	1,6	100
Total	385	100	

Table 8: Frequency table favorite Eredivisie team

T-Test analyses

The independent variables are asked in two time periods. As mentioned before, the following factors: time, location, companionship, competition, and enjoyment were measured to examine hedonic activity consumption and the effect of the restrictions. The t-test will measure time, companionship, competition, and enjoyment.

The impact of the restrictions on hedonic activity consumption

The survey stated a lot of questions regarding various topics of watching a football match. These questions were asked in two different time periods. The first time period was the Eredivisie season 2019/2020 without restrictions, and the second time period was the Eredivisie season 2020/2021 with restrictions. This section of the analyses will compare the differences between all time periods. In the end, this will show the impact of the restrictions.

The first T-test was performed to determine whether the restrictions impacted the amount of time watching an Eredivisie match per week. As seen in table 9, the means were very close to each other (2,91 & 2,44). This means that in both time periods the respondents watched an Eredivisie game between one and two hours a week versus three and four hours a week. Furthermore, the 2-tailed significant was 0,000, which is less than 0,05. This means that there is a significant difference. In conclusion, the restrictions did have an impact on time spend watching. It resulted in a decrease of watching an Eredivisie game.

Model	Mean	N	Std. Error Mean	Std. Error Mean				
2019: Time spend watching an Eredivisie game per week	2,91	385	,891	,045				
2020: Time spend watching an Eredivisie game per week	2,44	385	,934	,048				
Model	N	Correlation	Sig.					
2019: Time spend watching an Eredivisie game per week & 2020: Time spend watching an Eredivisie game per week	385	,413	,000					
Model	Mean	Std. Deviation	Std. Error Mean	Lower	Upper	T	df	Sig. (2-tailed)
2019: Time spend watching an Eredivisie game per week & 2020: Time spend watching an Eredivisie game per week	,468	,989	,050	,368	,567	9,273	384	0,000

Table 9: T-test table time

The second T-test was performed to determine whether the restrictions impacted the number of persons in company of the respondents, when watching an Eredivisie game. As seen in table 10, the means were very different from each other (3,12 & 1,7). This means that pre-Corona the respondents watched an Eredivisie game with an average of 3 persons and during Corona they watched it with an average of 2 persons. Furthermore, the 2-tailed

significant was 0,000, which is less than 0,05. This means that there is a significant difference. In conclusion, the restrictions did have an impact on the number of persons watching an Eredivisie match. It resulted in a decrease of number of persons, when watching an Eredivisie game.

Model	Mean	N	Std. Error Mean	Std. Error Mean				
2019: With how many persons did you watch an Eredivisie game?	3,12	385	1,749	,089				
2020: With how many persons did you watch an Eredivisie game?	1,70	385	,977	,050				
Model	N	Correlation	Sig.					
2019: With how many persons did you watch an Eredivisie game? & 2020: With how many persons did you watch an Eredivisie game?	385	,260	,000					
Model	Mean	Std. Deviation	Std. Error Mean	Lower	Upper	T	df	Sig. (2-tailed)
2019: With how many persons did you watch an Eredivisie game? & 2020: With how many persons did you watch an Eredivisie game?	1,423	1,768	0,090	1,246	1,601	15,799	384	0,000

Table 10: T-test table companionship

The third T-test was performed to determine whether the restrictions impacted the total amount of time spend on hedonic activities per week. As seen in table 11, the means were different from each other (4,49 & 3,46). This means that pre-Corona the respondents spend between five and six hours a week on hedonic activities and during Corona they spend between three and four hours a week on hedonic activities. Furthermore, the 2-tailed significant was 0,000, which is less than 0,05. This means that there is a significant difference. In conclusion, the restrictions did have an impact on time spend on hedonic activities per week. It resulted in a decrease in the total number of times spend.

Model	Mean	N	Std. Error Mean	Std. Error Mean				
2019: Time spend hedonic activity per week	4,49	385	1,144	0,058				
2020: Time spend hedonic activity per week	3,46	385	1,285	,065				
Model	N	Correlation	Sig.					
2019: Time spend hedonic activity per week & 2020: Time spend hedonic activity per week	385	,414	,000					
Model	Mean	Std. Deviation	Std. Error Mean	Lower	Upper	T	df	Sig. (2-tailed)
2019: Time spend hedonic activity per week & 2020: Time spend hedonic activity per week	1,029	1,320	,067	,896	1,161	15,294	384	0,000

Table 11: T-test table competition & time

The final T-test was performed to determine whether the restrictions impacted the level of enjoyment of the respondents. As seen in table 12, the means were different from each other (4,16 & 3,02). This means that pre-Corona the enjoyment level of the respondents was high and during Corona the enjoyment level of the respondents was normal. Furthermore, the 2-tailed significant was 0,000, which is less than 0,05. This means that there is a significant difference. In conclusion, the restrictions did have an impact on the enjoyment level of the respondents. It resulted in a decrease from high to normal.

Model	Mean	N	Std. Error Mean	Std. Error Mean				
2019: Level of enjoyment	4,16	385	,621	,032				
2020: Level of enjoyment	3,02	385	1,052	,054				
Model	N	Correlation	Sig.					
2019: Level of enjoyment & 2020: Level of enjoyment	385	-,004	,930					
Model	Mean	Std. Deviation	Std. Error Mean	Lower	Upper	T	df	Sig. (2-tailed)
2019: Level of enjoyment & 2020: Level of enjoyment	1,143	1,224	,062	1,020	1,265	18,323	384	0,000

Table 12: T-test table enjoyment

Chi-square

The impact of the restrictions on hedonic activity consumption

In following of the previous part, this section again will focus on the impact of the restrictions on hedonic activity consumption. In this part a chi-square is presented to measure competition.

A chi-square was performed to determine whether the restrictions caused a shift towards a new favorite hedonic activity. As seen in table 13, the assumption has been violated, due to the fact that 71,4% is much bigger than 20%. Therefore, the likelihood ratio is going to be used. A significant of 0,00 is higher than 0,05, which means that there is a significant difference between the favorite hedonic activities of 2019 and 2020.

Between 2019 and 2020, the top three of favorite hedonic activity changed a lot. In the year 2019, Sport (148 respondents) was the most favorable hedonic activity, followed by traveling (89 respondents) and culinary trips (80 respondents). In the year 2020, sport (236 respondents) was again the most favorable hedonic activity, followed by movies (66 respondents) and music (43 respondents). The restrictions caused a shift from traveling and culinary trips to movies and music, which is logical. During the pandemic it was almost impossible to travel for leisure. Furthermore, in the Netherlands during the lockdown shops, restaurants, pubs, and other culinary companies were closed for dining in, which meant you could online order for delivery at home. People had to change their daily activity to activities within their own household. An easy going alternative was watching a movie or listening to music. This could be the reason for the shift in favorite hedonic activity.

		Year 2020:		Favorite	Hedonic	Activity			Total
Model		Sport	Movies	Music	Traveling	Theme parks	Culinary trips (food & drinks)	Others	Total
Year 2019: Favorite hedonic activity	Sport	122	10	8	0	0	2	6	148
	Movies	4	10	1	0	0	0	0	15
	Music	14	5	17	0	0	0	1	37
	Traveling	47	24	7	6	0	0	5	89
	Theme Parks	7	2	0	0	1	0	0	10
	Culinary trips (food & drinks)	42	15	9	0	0	11	3	80
	Others	0	0	1	0	1	0	4	6
Total Model		236	66	43	6	2	13	19	385
	Value	df	Asymptotic Significance (2-sided)						
Pearson Chi-Square	257,418 ^a	36	,000						
Likelihood Ratio	164184	36	,000						
Linear-by-Linear Association	25,851	1	,000						
N of Valid Cases	385								
35 cells (71,4%) have expected count less than 5. The minimum expected count is ,03.									

Table 13: Chi-square table competition

Multiple response analysis

A multiple response analysis was performed to determine whether the restrictions impacted the location of the respondents when watching an Eredivisie game. The respondents could choose between seven options: At home, At friend's house, At family member's house, At colleague's house, In pubs, In a stadium, or other. The respondents could choose more than one option; Therefore, the multiple response analysis is used.

Model		Mean	Location 2019	Frequencies
		N	Percent	Percent of cases
Means of location 2019/2020	At home	357	41,1%	92,7%
	At friends	167	19,2%	43,4%
	At family	103	11,9%	26,8%
	At colleagues	17	2,0%	4,4%
	In pubs	87	10,0%	22,6%
	In a stadium	135	15,5%	35,1%
	Others	3	0,3%	0,8%
Total		869	100%	225,7%
Dichotomy group tabulated at value 1				

Table 14: Multiple response table location 2019/2020

Model		Mean	Location 2020	Frequencies
		N	Percent	Percent of cases
Means of location 2020/2021	At home	366	73,6%	95,1%
	At friends	91	18,3%	23,6%
	At family	29	5,8%	7,5%
	At colleagues	3	0,6%	0,8%
	In pubs	1	0,2%	0,3%
	In a stadium	3	0,6%	0,8%
	Others	4	0,8%	1,0%
Total		497	100%	129,1%
Dichotomy group tabulated at value 1				

Table 15: Multiple response table location 2020/2021

As shown in table 14 and 15, the restrictions effected the place of watching an Eredivisie match. In 2019/2020 there was a total of 869 different locations and in 2020/2021 the number of places decreased to 497. A lot of public places where closed due to the restrictions of the government. Therefore, in the season 2020/2021 the only place to watch an Eredivisie match was in private areas. Table 14 and 15 showed that this was the case in the season 2020/2021. A lot of people watched at home, at friends, or at family.

Hypotheses testing

To test the hypotheses of this thesis a linear regression is going to be used. The first step regarding the linear regression is a factor analyze. The dependent variable brand loyalty is focusing on perceived value and customer satisfaction. In order to combine these variables into one variable a pooled factor analyze was needed. Secondly, adjusting the independent variables to a pooled group. A dummy variant was used for pre corona (0) and during corona (1). This resulted in merging each independent variable into a new variable. Lastly, creating dummy variables for all nominal control variables.

Factor analysis

The survey stated a lot of statements regarding the dependent variable brand loyalty. In order to use these statements in the linear regression, a pooled factor analysis was needed. This paragraph will show the factor analyze. The goal was to merge the two time periods into one variable. Two separate SPSS documents were used, each with a dummy variable for corona. Dummy corona 0 was the time period pre corona and dummy variable 1 was the time period during corona. Both documents were merged into one file, which made it possible to perform the factor analyze.

As written before, the first step of this factor analyses was to merge the two time periods into one dataset. This is needed to perform one regression with questions from both time periods. Table 16 shows, the new dataset used for the pooled factor analyses. Corona 0 was the time period pre corona and corona 1 was the time period during corona.

	ID	Corona	Satisfied	Recommendation	Valuable	Switch hedonic
1	1	0	3	4	4	3
2	1	1	4	5	5	5

Table 16: Example table merged datafile

The second step was to perform the factor analyses for the new dataset. According to Kaiser's criterium, all factors with an eigenvalue higher than one should be kept. The analyses shows that one factor had a higher eigenvalue than one. A direct oblimin method was used, due to the fact that there was an expectation of correlation between the variables. A coefficient valued below .30, indicates that there was less correlation. As shown in table 17, each question had strong correlation.

	Factor 1
Season merged: Watching an Eredivisie game gives me a satisfied feeling?	,902
Season merged: How likely are you to recommend the Eredivisie to others?	,828
Season merged: How valuable is the Eredivisie to you?	,855
Season merged: How likely would it be for you to switch hedonic activity, if an alternative was more social?	-,626
Extraction Method: Principal Axis Factoring a. 1 factors extracted. 7 iterations required.	

Table 17: Factor matrix table brand loyalty

The last step is to add the factor scores to the original dataset. This is necessary for the linear regression. These factor scores will be used as the dependent variable to analyze the hypotheses.

Interaction effect

To measure the moderating effect on the independent variable and the dependent variable an interaction effect was used

The first step of the interaction effect was to create interaction terms. The variables used for these terms were the dummy corona and all independent variables. According to Goldstein (2015), when creating interaction terms between a continuous variable and a continuous or categorical variable, the continuous variable should be centered to prevent multicollinearity. The dummy variable corona is categorical. Thus, a centered interaction term is not necessary.

Finally, the new terms were added to the linear regression. These terms were corona * time spend watching, corona * persons, corona * sport, corona * movies, corona * music, corona * traveling, corona * theme parks, corona * culinary trips, corona * time spend hedonic activity, and corona * enjoyment.

Linear regression

This section will analyze the different hypotheses by using one linear regression. The first step of the linear regression was to use a pooled factor analyses to obtain the data regarding brand loyalty, which is the dependent variable. Secondly, adjusting the independent variables to a pooled group. Again, a dummy variant was used for pre corona (0) and during corona (1). This resulted in merging each independent variable into a new variable, as shown in table 18.

	ID	Corona	Time spend watching merged
1	1	0	3
2	1	1	5

	ID	Corona	Persons merged
1	1	0	9
2	1	1	4
	ID	Corona	Enjoyment merged
1	1	0	4
2	1	1	1
	ID	Corona	Favorite activity merged
1	1	0	1
2	1	1	1
	ID	Corona	Time spend hedonic activity merged
1	1	0	6
2	1	1	6

Table 18: Example table independent variable merged datafile

Thirdly, all nominal variables had to change into dummy variants. As a rule of thumb, an answer option should have more than ten respondents to be used as a dummy variable. However, little information is found about this rule in prior literature. Therefore, only the answer options with less than 2 respondents were used in the regression.

In addition, SPSS automatically chooses a random answer choice, which was excluded from the linear regression. SPSS excludes these variables to prevent multicollinearity. Table 19 shows the list with exclusions. These exclusions will not be placed in the equation of the regression.

	Reason
<i>HBO-Bachelor</i>	Multicollinearity (SPSS)
<i>Working</i>	Multicollinearity (SPSS)
<i>Flevoland</i>	Multicollinearity (SPSS)
<i>Groningen</i>	Multicollinearity (SPSS)
<i>Limburg</i>	Multicollinearity (SPSS)
<i>North Brabant</i>	Multicollinearity (SPSS)
<i>Feyenoord</i>	Multicollinearity (SPSS)
<i>Non-binary</i>	Less than 2
<i>Primary school</i>	Less than 2

Table 19: Exclusion table control variables

Effect of restrictions on brand loyalty of hedonic activity consumption

The linear regression was performed to determine whether the restrictions effected the brand loyalty of hedonic activity consumption. As seen in table 20, the R square of 0,581 shows that there was a moderate correlation between the variables. Furthermore, the ANOVA had a significant level of 0,000, which is significant.

The coefficient of the linear regression analyses stated that there was a significant effect for independent variables (β_2 , β_{10} , and β_{11}) on brand loyalty. The independent variables had a value of 0,000, 0,013, and 0,000 which is significant. In addition, four control variables were significant (Student, North Holland, AZ, and FC Twente), all others were not significant. Therefore, this leads to accepting H1.

In addition, the moderating effect between brand loyalty and hedonic activity consumption was measured. The main effect between those two variables was presented in the previous paragraph. This time the interaction effect restrictions was added to the main effect to stop the possibility of confounding effect, which took place if a variable was not significant. To be specific, when the main effect was missing in the regression there would not be an accurate interaction coefficient.

The main variable used for restrictions is the dummy corona (β_1). The coefficient of the linear regression stated that there was not a significant effect for this variable ($,051$). This does not mean that the moderating terms will not be significant as well. The moderating terms are created by multiplying the dummy corona with all independent variables, which created ten new variables (β_{48} , β_{49} , β_{50} , β_{51} , β_{52} , β_{53} , β_{54} , β_{55} , β_{56} , and β_{57}). Only for β_{49} (Interaction corona*persons), the coefficient of the linear regression analyses stated that there was a significant effect. This interaction term had a value of $,001$, which is significant. Therefore, this leads to partially accepting H3.

Note that the interaction effect alone is not sufficient to calculate the net effect of the variables on the dependent variable. In order to calculate the net effect, the coefficients of the main variables should be added to the interaction coefficients.

Model	Unst. Coefficients B	Stand. Coefficients β	Sig
(Constant)	1,382		,146
Corona dummy	,877	,460	,051
Season merged: How much time did you spend on watching an Eredivisie game?	-,290	-,287	,000
Season merged: On average, with how many persons did you watch an Eredivisie game?	-,018	-,030	,384
Sport	-,116	-,061	,676
Movie	-,128	-,041	,693
Music	,116	,037	,690
Traveling	,034	,012	,904
Theme parks	-,467	-,061	,183
Culinary trips	-,106	-,036	,707
Year merged: In general, how much time did you spend on hedonic activities per week?	,087	,121	,013
Year merged: Rate your enjoyment level	-,330	-,358	,000
Male	-,016	-,007	,985
Female	,036	,015	,967
College school	,020	,007	,812
MBO	,006	,003	,918

University Bachelor	,062	,020	,506
Master	,151	,050	,083
Student	-,239	-,076	,007
Studying & working	,016	,006	,811
Unemployed	-,023	-,004	,889
Retired	-,043	-,006	,858
Occupation other	-,458	-,042	,092
Drenthe	,240	,018	,612
Friesland	-,214	-,028	,564
Gelderland	,083	,014	,715
North Holland	,341	,113	,010
Overijssel	-,269	-,029	,407
South Holland	,018	,009	,870
Utrecht	-,316	-,058	,130
Zeeland	-,155	-,018	,610
ADO	,286	,065	,014
Ajax	-,117	-,054	,079
AZ	-,362	-,071	,017
FC Emmen	-,498	-,033	,446
FC Groningen	,062	,007	,791
Fortuna Sittard	-,436	-,033	,248
SC Heerenveen	,261	,034	,469
Heracles	,218	,016	,532
PEC Zwolle	,331	,018	,515
PSV	,020	,006	,850
RKC Waalwijk	,168	,018	,512
Sparta Rotterdam	-,101	-,021	,435
FC Twente	-1,044	-,124	,000
FC Utrecht	,360	,054	,101
Vitesse	,091	,013	,749
VVV-Venlo	,138	,016	,557
Willem II	,060	,219	,786
Interaction corona time spend watching	,050	,072	,396
Interaction corona persons	-,141	-,162	,001
Interaction corona sport	,146	,070	,653

Interaction corona movies	,182	,053	,622			
Interaction corona music	-,220	-,053	,523			
Interaction corona traveling	-,288	-,027	,507			
Interaction corona theme parks	,230	,012	,709			
Interaction corona culinary trips	-,232	-,031	,529			
Interaction corona time spend hedonic activity	-,072	-,147	,125			
Interaction corona enjoyment	0,34	,060	,634			
Dependent variable: Factor brand loyalty merged						
Model	Sum of Squares	df	Mean square	F	Sig.	
Regression	406,029	57	7,23	17,291	,000	
Residual	293,322	712	,412			
Total	699,351	769				
Model	Sig.	R	R Square	Adjusted R Square		
1	,000	,762	,581	,547		

Table 20: Linear regression brand loyalty

Brand loyalty merged

$$\begin{aligned}
&= \alpha + \beta_1 \text{ Corona dummy} + \beta_2 \text{ Time Spend Watch} + \beta_3 \text{ Persons} + \beta_4 \text{ Sport} \\
&+ \beta_5 \text{ Movie} + \beta_6 \text{ Music} + \beta_7 \text{ Traveling} + \beta_8 \text{ Theme parks} \\
&+ \beta_9 \text{ Culinary trips} + \beta_{10} \text{ Time Spend Hedonic Activity} + \beta_{11} \text{ Enjoyment} \\
&+ \beta_{12} \text{ Male} + \beta_{13} \text{ Female} + \beta_{14} \text{ College school} + \beta_{15} \text{ MBO} + \beta_{16} \text{ University} \\
&+ \beta_{17} \text{ Master} + \beta_{18} \text{ Student} + \beta_{19} \text{ Studying \& Working} + \beta_{20} \text{ Unemployed} \\
&+ \beta_{21} \text{ Retired} + \beta_{22} \text{ Occupation, other} + \beta_{23} \text{ Drenthe} + \beta_{24} \text{ Friesland} \\
&+ \beta_{25} \text{ Gelderland} + \beta_{26} \text{ North Holland} + \beta_{27} \text{ Overijssel} + \beta_{28} \text{ South Holland} \\
&+ \beta_{29} \text{ Utrecht} + \beta_{30} \text{ Zeeland} + \beta_{31} \text{ ADO} + \beta_{32} \text{ Ajax} + \beta_{33} \text{ AZ} \\
&+ \beta_{34} \text{ FC Emmen} + \beta_{35} \text{ FC Groningen} + \beta_{36} \text{ Fortuna Sittard} \\
&+ \beta_{37} \text{ SC Heerenveen} + \beta_{38} \text{ Heracles} + \beta_{39} \text{ PEC Zwolle} + \beta_{40} \text{ PSV} \\
&+ \beta_{41} \text{ RKC Waalwijk} + \beta_{42} \text{ Sparta Rotterdam} + \beta_{43} \text{ FC Twente} \\
&+ \beta_{44} \text{ FC Utrecht} + \beta_{45} \text{ Vitesse} + \beta_{46} \text{ VVV - Venlo} + \beta_{47} \text{ Willem II} \\
&+ \beta_{48} \text{ Interaction CoronaTime Spend Watch} \\
&+ \beta_{49} \text{ Interaction CoronaPersons} + \beta_{50} \text{ Interaction CoronaSport} \\
&+ \beta_{51} \text{ Interaction CoronaMovie} + \beta_{52} \text{ Interaction CoronaMusic} \\
&+ \beta_{53} \text{ Interaction CoronaTraveling} + \beta_{54} \text{ Interaction CoronaTheme parks} \\
&+ \beta_{55} \text{ Interaction CoronaCulinary trips} \\
&+ \beta_{56} \text{ Interaction CoronaTime Spend Hedonic Activity} \\
&+ \beta_{57} \text{ Interaction CoronaEnjoyment} + \varepsilon
\end{aligned}$$

6. Discussion

The previous chapter showed that the restrictions had an impact on the brand loyalty of hedonic activity consumption. One-year of Covid-19 resulted in a negative effect on different aspects of hedonic activity consumption. The majority of the values were positive pre corona, which tells that during this time period people were happy to engage in any form of hedonic activity consumption. People tend to spend more hours, with a high number of different people around them, at a lot of different locations, which gave the people a high enjoyment level. Combining this result with the high level of brand loyalty during this time period, leads to accepting H1, the hedonic activity has a direct, positive effect on brand loyalty.

Accepting H1, confirms that the research of both Oliver (1999) and Punniyamoorthy and Raj (2007) was indeed correct. Using satisfaction and perceived value as a scale to measure brand loyalty is certainly the right way. As Oliver (1999) quoted for firms it is unrealistic to use loyalty as a goal. It is smarter to use satisfaction as a goal, which can lead to loyalty in the end. In addition, the enjoyment of the customers explains a lot about their feelings towards an activity or brand. Therefore, it should be added to the factors of measuring brand loyalty, or merged with satisfaction, due to the close related features of both keywords.

During Covid-19 the results changed from a positive point of view to a negative one. For hedonic activity consumption this meant a low number of total times spend, number of persons, and venues. The enjoyment level of the people was normal, which is average. Combing these results with an average level of brand loyalty, leads to rejecting H2, the Covid-19 restrictions had a direct, negative effect on brand loyalty. The restrictions made it harder for everyone to be free, which means that people, companies, governments, and others had to adapt to the new situation. Instead of a direct effect, an indirect effect arose.

The indirect effect was measured due to the differences of the pre and during corona periods. In many cases the measurements of the main effect hedonic activity consumption decreased when the restrictions of Covid-19 applied. As seen in the result section there was a negative effect for time, location, companionship, competition, and enjoyment, which explains that the restrictions had a negative effect on hedonic activity consumption. Combining these results with the interaction terms reveal that there was only one interaction term that influenced the relationship between hedonic activity consumption and brand loyalty. The variable restrictions*persons had a negative effect on brand loyalty. In other words, brand loyalty will be decreased, if the restrictions led to a lower number of companionships. In conclusion, since only one moderating effect arose, this led to partially accepting H3, covid-19 restrictions weaken the relationship between the hedonic activity and brand loyalty.

As Raghunathan and Corfman (2006) quoted, a person who has a positive opinion about hedonic stimuli, will enhance the enjoyment of the other. Thus, the restrictions led to a negative opinion about hedonic activity consumption, which led to a negative enjoyment/satisfaction.

Managerial implications

The relationship between hedonic activity consumption and brand loyalty was very strong. If one of the two was positive, the other one was it as well. This worked the other way around,

when one of the two was negative the other one was negative too. Furthermore, this thesis showed that being social is an important feeling towards hedonic activities. The results showed, when being social was restricted, the brand loyalty decreased over time. This negative effect should be encountered by actions of the hedonic activity. For those companies it is important that in a future lockdown, the brand loyalty does not decrease, if being social is restricted. This means that these firms have to find a way to let the consumer feel no differences between the hedonic activity consumption. According to Diebner, Silliman, Ungerman, and Vancauwenberghe (2020) commissioned by McKinsey, the customer experience should adapt to the coronavirus. For hedonic stimuli this means changing to another platform where social contact is forbidden, but where the customers still have a feeling of being social. This should lead to a positive opinion of the consumers, which leads to a high level of brand loyalty. A great tool for watching an Eredivisie match could be an online platform where fans can share their feelings during a match. In this application, they could predict the final score, goalscorers, and other events during the game. Inviting friends, family, and others to compete with each other in private groups would be a great additional feature.

Limitations and bias

As a lot of other studies, this thesis encountered some limitations and bias. This thesis was focussing on every club within the Eredivisie, which had a positive effect on the different outcomes. However, a lot of clubs did not have enough respondents, which led to a biased view. This is the first limitation/bias of this research. Secondly, the respondents mainly lived in South Holland (249 from 385), which resulted in a high number of Feyenoord fans (140 from 385). This limitation leads to a less varied group of respondents. Thirdly, this thesis only takes a look into hedonic activity consumption. To explain the effects of the restrictions on a greater scale, different areas should be measured. Lastly, the dependent variable only used customer satisfaction and perceived value. To give a more detailed description of brand loyalty the following measurement should be used: involvement, brand trust, commitment, and repeated purchase behavior. Besides the limitations, omitted-variable bias occurred during the regression of this thesis.

7. Conclusion

The last couple of months this thesis was designed to answer the research question: 'What happens with the brand loyalty of consumers of hedonic activities, when being social is restricted?'. Firstly, a well-designed literature review was built to gather enough information from prior studies regarding the topics, which were concerning the research question. Secondly, the theoretical framework was created to give the research a goal. Thirdly, to ensure validity and reliability a methodology had been designed. Finally, a questionnaire was made and distributed. The results of the questionnaire were analyzed to explain the hypotheses and to answer the research question.

As written before, the research question was: 'What happens with brand loyalty of consumers of hedonic activities, when being social is restricted?'. To answer this research questions three hypotheses were formulated.

H1: The hedonic activity has a direct, positive effect on brand loyalty

H2: Covid-19 restrictions has a direct, negative effect on brand loyalty

H3: Covid-19 restrictions weaken the relationship between the hedonic activity and brand loyalty

It can be concluded that the hedonic activity had a direct, positive effect on brand loyalty. As written before, the brand loyalty of hedonic activity was positive, if the consumers were satisfied. Secondly, there were no assumptions of a direct effect of Covid-19 restrictions on brand loyalty. As written before, the restrictions had an indirect effect on brand loyalty.

Accepting H1 and rejecting H2, leads to the conclusion of H3. Due to the direct effect of the Covid-19 restrictions on hedonic activity consumption, the relationship between these activity and brand loyalty decreased. Furthermore, the moderating effect showed that the restrictions mainly had an effect on brand loyalty, if the number of persons decreased. This effect indicates that Covid-19 restrictions weaken the relationship between the hedonic activity and brand loyalty, which leads to partially accepting H3.

Accepting two of the three hypotheses shows that this thesis had enough significant relationships between brand loyalty and the effect of Covid-19 restrictions on hedonic activity consumption. The following answer gives an answer to the research question. The brand loyalty of hedonic activities decreases when being social is restricted.

Future research

This thesis has focused a lot on hedonic activity consumption. For future research it would be beneficial to analyze different types of activities. Perhaps the effect of the restrictions is different for movies, compared to football. Secondly, on a larger scale it would be interesting to see the effect of Covid-19 restrictions on the different types of industries. For example, the fashion-, or music industry. Thirdly, the direct effect of covid-19 restrictions in general on brand loyalty would be a great expansion on the results of this thesis. Finally, future research should use other measurements for brand loyalty.

Appendix

Appendix 1: Survey

Box of conceptual map:	Source:	Question:	Possible response
General info	Own	<p>Dear Participant,</p> <p>Thank you in advance for taking part in this research. This survey will be used for my master's thesis in Marketing at the Erasmus University Rotterdam.</p> <p>The questionnaire will take approximately 5 minutes. All responses will remain anonymous, and you will only be able to participate once. If you fill in the questionnaire on your mobile phone, please turn it to the side to see the full version.</p> <p>Questions If you have any questions regarding this study, please contact me at 509744dv@eur.nl.</p> <p>Consent Please click on the 'I Agree' button below, if you have understood the information regarding the</p>	

		<p>participation in this survey, you are aware that all records are confidential, you agree to participate, and you may discontinue participation at any point of the experiment.</p>	
Screening question	Own	<p>How often do you watch an Eredivisie match?</p>	<ul style="list-style-type: none"> • Very often • Often • Sometimes • Seldom • Never
General info	Own	<p>The following questions will focus on the first half of the Eredivisie season 2019/2020. This was the last time period without Covid-19 issues and restrictions. Please keep this situation in mind, when answering question 2 till 11.</p> <p>In addition, this survey focusses on hedonic activities. Here is a short explanation on this term. Hedonic activities are activities that are most likely to be consumed by a social group, and not alone. For example, you can drink a beer alone, but most of the time people drink a beer when they are together with someone else.</p>	

		Examples of Hedonic activities are watching a movie together, going out to have dinner together, going on vacation together, playing a team sport, going to a theme park together, etc.	
Brand loyalty (Customer satisfaction)	Prior + internet websites (Punniyamoorthy, M., & Raj, M. (2007). An empirical model for brand loyalty measurement. Journal of Targeting, Measurement and Analysis for Marketing, 222-233.)	Eredivisie season 2019/2020: Watching an Eredivisie game gives me a satisfied feeling?	<ul style="list-style-type: none"> • Very likely • Likely • Somewhat likely • Neither likely nor unlikely • Somewhat unlikely • Unlikely • Very unlikely
Brand loyalty (Customer satisfaction)	Prior + internet websites (Punniyamoorthy, M., & Raj, M. (2007). An empirical model for brand loyalty measurement. Journal of Targeting, Measurement and Analysis for Marketing, 222-233.)	Eredivisie season 2019/2020: How likely are you to recommend The Eredivisie to others?	<ul style="list-style-type: none"> • Very likely • Likely • Somewhat likely • Neither likely nor unlikely • Somewhat unlikely • Unlikely • Very unlikely
Brand loyalty (Perceived value)	Prior + internet websites (Punniyamoorthy, M., & Raj, M. (2007). An empirical model for brand loyalty measurement. Journal of Targeting, Measurement and Analysis for Marketing, 222-233.)	Eredivisie season 2019/2020: How valuable is The Eredivisie to you?	<ul style="list-style-type: none"> • Very valuable • Valuable • Somewhat valuable • Neither valuable nor invaluable • Somewhat invaluable • Invaluable • Very invaluable
Brand loyalty (Perceived value)	Prior + internet websites (Punniyamoorthy,	Eredivisie season 2019/2020: How likely would it be for	<ul style="list-style-type: none"> • Very likely • Likely

	M., & Raj, M. (2007). An empirical model for brand loyalty measurement. Journal of Targeting, Measurement and Analysis for Marketing, 222-233.)	you to switch to another hedonic activity, if an alternative activity was more social? (For example, watching football to playing an online video game)	<ul style="list-style-type: none"> • Somewhat likely • Neither likely nor unlikely • Somewhat unlikely • Unlikely • Very unlikely
Hedonic activity consumption	Own	Eredivisie season 2019/2020: How much time did you spend on watching an Eredivisie game per week?	<ul style="list-style-type: none"> • 0 hour • 1-2 hours • 3-4 hours • 5-6 hours • 7-8 hours • 9+ hours
Hedonic activity consumption	Own	Eredivisie season 2019/2020: In general, where did you watch an Eredivisie game? (More than one answer is possible)	<ul style="list-style-type: none"> • At home • At friend's house • At family member's house • At colleague's house • In pubs • In a stadium • Other, ...
Hedonic activity consumption	Own	Eredivisie season 2019/2020: On average, with how many persons did you watch an Eredivisie game?	<ul style="list-style-type: none"> • 1 • 2 • 3 • 4 • 5 • 6 • 7 • 8 • 9+
Hedonic activity consumption	Own	Year 2019 What was your favorite hedonic activity?	<ul style="list-style-type: none"> • Sport • Movies • Music • Traveling • Theme parks • Culinary trips (food & drinks) • Others, ...
Hedonic activity consumption	Own	Year 2019: In general, how much time did you spend on hedonic activities per week?	<ul style="list-style-type: none"> • 0 hour • 1-2 hours • 3-4 hours • 5-6 hours • 7-8 hours • 9+ hours

Hedonic activity consumption	Own	Year 2019: Rate your enjoyment level during these activities?	<ul style="list-style-type: none"> • Very low • Low • Neutral • High • Very high
General info	Own	<p>The following questions will focus on the Eredivisie season 2020/2021. During this time period The Netherlands was in lockdown, due to the restrictions of the government. Examples of these restrictions were: Pubs/restaurants were closed for dining, only take away was possible, public areas were closed, keep 1,5 meters from each other, wear a face mask, attending a professional sport game was forbidden, only one visitor allowed at home, a curfew between 22:00 and 04:30, etc. Please keep this situation in mind, when answering question 12 till 21.</p>	
Brand loyalty (Customer satisfaction)	<p>Prior + internet websites (Punniyamoorthy, M., & Raj, M. (2007). An empirical model for brand loyalty measurement. Journal of Targeting, Measurement and Analysis for Marketing, 222-233.)</p>	<p>Eredivisie season 2020/2021: Watching an Eredivisie game gives me a satisfied feeling?</p>	<ul style="list-style-type: none"> • Very likely • Likely • Somewhat likely • Neither likely nor unlikely • Somewhat unlikely • Unlikely <p>Very unlikely</p>

Brand loyalty (Customer satisfaction)	Prior + internet websites (Punniyamoorthy, M., & Raj, M. (2007). An empirical model for brand loyalty measurement. Journal of Targeting, Measurement and Analysis for Marketing, 222-233.)	Eredivisie season 2020/2021: How likely are you to recommend The Eredivisie to others?	<ul style="list-style-type: none"> • Very likely • Likely • Somewhat likely • Neither likely nor unlikely • Somewhat unlikely • Unlikely Very unlikely
Brand loyalty (Perceived value)	Prior + internet websites (Punniyamoorthy, M., & Raj, M. (2007). An empirical model for brand loyalty measurement. Journal of Targeting, Measurement and Analysis for Marketing, 222-233.)	Eredivisie season 2020/2021: How valuable is The Eredivisie to you?	<ul style="list-style-type: none"> • Very valuable • Valuable • Somewhat valuable • Neither valuable nor invaluable • Somewhat invaluable • Invaluable Very invaluable
Brand loyalty (Perceived value)	Prior + internet websites (Punniyamoorthy, M., & Raj, M. (2007). An empirical model for brand loyalty measurement. Journal of Targeting, Measurement and Analysis for Marketing, 222-233.)	Eredivisie season 2020/2021: How likely would it be for you to switch to another hedonic activity, if an alternative activity was more social? (For example, watching football to playing an online video game)	<ul style="list-style-type: none"> • Very likely • Likely • Somewhat likely • Neither likely nor unlikely • Somewhat unlikely • Unlikely Very unlikely
Restrictions	Own	Eredivisie season 2020/2021: How much time did you spend on watching an Eredivisie game per week?	<ul style="list-style-type: none"> • 0 hour • 1-2 hours • 3-4 hours • 5-6 hours • 7-8 hours • 9+ hours
Restrictions	Own	Eredivisie season 2020/2021: In general, where did you watch an Eredivisie game?	<ul style="list-style-type: none"> • At home • At friend's house • At family member's house

			<ul style="list-style-type: none"> • At colleague's house • In pubs • In a stadium • Other, ...
Restrictions	Own	Eredivisie season 2020/2021: On average, with how many persons did you watch an Eredivisie game?	<ul style="list-style-type: none"> • 1 • 2 • 3 • 4 • 5 • 6 • 7 • 8 • 9+
Restrictions	Own	Year 2020: What was your favorite hedonic activity?	<ul style="list-style-type: none"> • Sport • Movies • Music • Traveling • Theme parks • Culinary trips (food & drinks) • Others, ...
Restrictions	Own	Year 2019: In general, how much time did you spend on hedonic activities per week?	<ul style="list-style-type: none"> • 0 hour • 1-2 hours • 3-4 hours • 5-6 hours • 7-8 hours • 9+ hours
Restrictions	Own	Year 2019: Rate your enjoyment level during these activities?	<ul style="list-style-type: none"> • Very low • Low • Neutral • High • Very high
Control variable	Prior	What is your gender?	<ul style="list-style-type: none"> • Male • Female • Non-binary / third gender • Prefer not to say
Control variable	Prior	What is your age?	<ul style="list-style-type: none"> • Under 25 • 25-35 • 36-45 • 46-55 • 56-65 • 65+
Control variable	Prior	What is your highest school degree?	<ul style="list-style-type: none"> • Primary school • College school • MBO

			<ul style="list-style-type: none"> • HBO-Bachelor • University-Bachelor • Master
Control variable	Prior	What is your current occupation?	<ul style="list-style-type: none"> • Student • Working • Studying & working • Unemployed • Retired • Other, ...
Control variable	Own	Which province do you live?	<ul style="list-style-type: none"> • Drenthe • Flevoland • Friesland • Gelderland • Groningen • Limburg • North Brabant • North Holland • Overijssel • South Holland • Utrecht • Zeeland
Control variable	Own	<p>What is your favorite Eredivisie team?</p> <p>(These clubs are the same as the year before, so it is possible for every fan to compare their feelings)</p>	<ul style="list-style-type: none"> • ADO • Ajax • AZ • FC Emmen • Fortuna Sittard • FC Groningen • Feyenoord • Sc Heerenveen • Heracles • PEC Zwolle • PSV • RKC Waalwijk • Sparta Rotterdam • FC Twente • FC Utrecht • Vitesse • VVV-Venlo • Willem II

Table 21: Survey

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