Does Quest for Entertainment and Socialization Attract Football Fans to Stadium? Insights from Ghana

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Abstract:
This paper delved into the twin factors of socialization and entertainment as key factors influencing attendees' patronage of football matches at the stadium. The study was undertaken against the backdrop of calls to introduce strategies that can have social and entertainment impacts on fans as an attraction to sway fans to stadiums. Whilst socialization and entertainment has helped fuel attendance in other countries, the influence of these factors has yet to be empirically tested appreciably within the context of sub Saharan Africa. Earlier theoretical models and empirical works were critically appraised. The research used a qualitative approach to build in-depth understanding of fans attendance motivation as a factor of socialization and entertainment. Data was gathered using semi structured interviews to draw responses from seven participants with data analysed based on content analysis. The Researcher found that socialization is crucial in influencing attendance. The influence of friends, the Researcher found also impacts on fans decision to attend games. Entertainment also influences young fans to watch football matches at the stadium but the study discovered fans beyond the youth age bracket are not enthused about entertainment in stadiums. Fans attendance can be boosted by adding more social constructs to add to stadium experience and the youth can be targeted to prop up their attendance by promoting performance of artiste at the stadium.

Keywords: Socialization, entertainment, artiste, influence, fans, attendance

1. Introduction

Football has teeming followers across the worldwide generating immense interest amongst and football is now acclaimed as the game with the largest pool of fans (Molinaro, 2014; Foer, 2010; Butler, 2014). It is estimated that 20% of the world's population engaged in football in 2014 (Smith, 2014) with 950 million viewers tuning to watch at least one minute of the 2014 World Cup final in Brazil which is a new world for viewership (Ozanian, 2014). Van Houtum and Van Naerssen (2002) express the idea that football is a game in which opposing teams lock horns in a contest. Three possible outcomes in a football encounter usually determined at the end of the competition are a win, draw or lose. In time past, football was once a physical exercise deeply rooted in leisure. In recent times however, football has taken a business direction where investors sink their funds. Football leagues in Europe and across most parts of the world have become lucrative. Player transfers are conducted around whopping amounts and the European Championship League and Football World Cup Football have become the cynosure of media spotlight attracting huge corporate sponsorship and record crowds' attendance (see e.g. Beech & Chadwick 2004; Horne & Manzenreiter 2004; Dauncey & Hare 1999).

Football events on domestic front and in international arenas have yielded colossal revenue to host nations, cities and towns (Kruger, Botha & Saayman, 2012). Fans attendance to stadiums is the cornerstone of revenue generation of football clubs (Howard 1999; Hill & Green 2000) and according to Shamir and Ruskin (1984), fans appearance in matches is now an integral part of the game. Spectators are the source of economic and moral support for football clubs. They cheer their teams during matches and purchase team regalia, paraphernalia and tickets to pump revenue to finance club operations (Fisher & Wakefield, 1998). Club sponsorship from corporate entities constitutes another major source of revenue for football clubs. However, the amount of corporate sponsorship that a club attracts hinges on the club's support base and fans attendance to the stadium when the club is in action (Gwinner & Swanson, 2003). Most clubs have resorted to floating shares for public patronage in an attempt to rake in much needed revenue and even in this situation, it is fans who buy the shares and by becoming shareholders, such fans concretize their stakes by turning into investors in the club (Akerlof & Kranton, 2000). The importance of fans to sports in general and football in particular has been acknowledged by stakeholders of the game because of fans massive contribution to revenue accumulation, media attention and corporate financial support (Banks, 2002; Bühler, 2006; Cashmore, 2003; Conn, 2001, & Pierpoint, 2000). Sports Marketers and Strategists endeavour to make strides in comprehending football fans consumption patterns in their bid to develop strategies and design programs that will attract record crowds to stadiums during football matches in order to boost liquidity of football clubs and sustain interest in the game (McDonald, Milne & Hong, 2002; Snelgrove, Taks, Chalip & Green, 2008

The immense contribution fans make to the survival and growth of clubs notwithstanding, empirical works have revealed an emerging but continuous trend of a slump in fans attendance to football encounters (Ross, 2006). European leagues that still record high levels of fans patronage of football matches at the stadium have also been hit by scores of fans shying away from making their presence felt at the stadium during matches. According to Matheson (2003), the English and Scottish football leagues continue to experience observable decline in the frequency of spectatoring. This trend has triggered copious academic and empirical works into factors influencing fans attendance to stadiums to witness live action between opposing clubs. (Skourtis, Zafeiropoulou & Assiouras, 2011; Wann, Grieve, Zapalac & Pease, 2009; Isabirye and Surujlal, 2008; Won & Kitamura, 2007; Correia & Esteves, 2007; Robinson & Trail, 2005; Funk, Ridinger & Moorman, 2004). These studies were however undertaken using European and American perspectives prompting the need to contextualize the phenomenon and study of football fans attendance within the West African sub region of Africa (Shani, 2015). This study will bring into focus just how much the quest for entertainment and socialization induce fans in Ghana to attend live matches in stadiums. This study therefore attempts to bridge the geographical gap in scholarly works involving fans attendance that has been skewed in favor of Europe and America. In their research conducted in South Africa, Isabirye, & Surujlal, (2012) pinpointed socialization and entertainment as two key influencers of soccer attendance. However, attempts to replicate these findings in Ghana without the benefit of contextual analysis will be fraught with challenges. Kotler and Armstrong (2004) disclose that international researchers operate in several countries whose markets exhibit different traits adding that these markets are distinct by their demography, size and scale of economic vibrancy. These disclosures point to the need to contextualize research work within the socio-cultural dynamics of different locations. Therefore, this present study explores attendees' motives in Ghana with the objective of highlighting the influence of socialization and entertainment in fans attendance to stadiums.

Previous studies in on sport consumption have identified several factors influencing fans attendance including game quality, escape, socialization, entertainment and achievement (Trail & James, 2001; Al-Thibiti, 2004; Bravo, Won & Lee, 2013). These studies are quite generic and lack focus. This study will focus on two factors; socialization and entertainment and explores their influence on fans attendance allowing for deeper scrutiny of the subject. The Ghana football Association (G.F.A) in its resolve to improve fans attendance in the 2016/ 2017 football season organized a seminar for club administrators on strategies to attract fans to stadia. This was an apparent move to reverse the deep slump in stadium attendance that characterized the 2015 football calendar in Ghana. A facilitator at the seminar Dr. Kwaku Ofosu-Asare, a lecturer at the Ghana Institute of Management and Public Administration (GIMPA) Business School entreated the participants to spice football matches with vibrant entertainment for friends and families in order to boost crowds during matches. This call in the view of this researcher needs to be tested with empirical research in Ghana. This work focuses on exploring the influence of socialization and entertainment on match day attendance at football stadiums in Ghana.

Fan is an abridged word for fanatic. Wann (1995) views a fan as an energetic follower of the game of football and exhibits immense passion in supporting his favourite club. Fans congregate to watch their favorite teams play during matches and display enormous joy when their teams chalk important victories. Conversely, fans slide into melancholy when their teams are defeated but are quick to rally round behind the club and show support in subsequent matches (Agas, Georgakarakou, Mylonakis & Panagiotis, 2012). Fans form groups and sing their voices hoarse during football encounters in an attempt to goad and incentivize their teams to match glory (Shani, 2015).

Socialization is described as the level at which persons desire to become football fans based on the need to interact with other persons (Al-Thibiti, 2004; Kim &Chalip, 2004; Beccarini & Ferrand, 2006). Research has revealed that, individuals are motivated to follow the game of football because matches provides a theatre to be with family members and connect with others in the spirit of forming networks (Lee, Shin, & Shinchi., 2010; Harrolle, Trail, Rodriguez, & Jordan, 2010). Entertainment involves the degree at which individuals are inspired to become football fans in their quest to have a good time and to enjoy the euphoria and excitement during matches (Al-Thibiti, 2004; Mahony et al., 2002; Izzo, Munteanu, Langford, Ceobanu, Dumitru, & Nichifor, 2013). Football teams entertain fans by generating excitement though electrifying atmosphere at stadium that includes colorful scoreboards, singing, drumming, marching bands, cheerleaders and promotions (Uhrich & Benkenstein, 2010).

2. Literature Review
I will introduce some concepts and frameworks that have been espoused in earlier works to underpin this research on a theoretical base and I will then proceed to put across some empirical works of authors on entertainment and socialization within the realm of their influence on fans attendance.

2.1. Previous Models on Fandom
This section appraises earlier theoretical models on fans attendance. Three relevant models are discussed in this study.

2.1.1. Maslow's Hierarchy of Needs Theory
The concept of Maslow's hierarchy of needs has been used to throw some light on factors prompting stadium attendance (Marsh 1978). Fans patronize football matches to fulfill a need. Such needs, diverse as they are will find space in Maslow's hierarchy of needs (Gencer, Kiremitci, & Boyacioglu 2011). Maslow's theory postulates that every individual has a pattern of needs which need to be satisfied in order to make life worth living. Maslow categorizes the need into five (5) which includes Physiological, Safety, Love and Belonging, Self-esteem, and Self- actualization. The Physiological class covers basic need of human existence of food, clothing, shelter and breathing. The safety group involves free from danger, security, health and gainful and sustainable employment. Love and belonging segment deals with peer recognition, social networks and family cohesion. The self-esteem section includes human rights,

mutual respect and self belief and character. The self-actualization category includes career progression and unhindered channels of fulfilling one's dreams in life. With the notable exception of safety needs, all the other category of needs has been linked to factors driving sports participation and spectatorship. Milne and McDonald (1999) determined that Maslow's hierarchy to be an appropriate base upon which to build a theory of sport activity. Depending on the fan, stadium attendance may be an attempt to socialize with friends, associate with a group and promote family cohesion (Gencer, Kiremitici, & Boyacioglu 2011)

Fans derive utility from watching games at the stadium. When teams are evenly matched in terms of depth and quality, it leads to record turn outs. In situations where players exhibit finesse and mesmerizing skills that thrills and entertains the crowds, it results into a groundswell of attendance (Drever & MacDonald, 1981; Jones, 1969; Noll, 1974). In their study on stadium attendance, Beech and Chadwick (2004) as corroborated by Mehus and Osborn (2010), found three core factors which inspire football fans to attend stadiums namely entertainment, quests for achievement and escape from stress associated with work. However, unexpected poor performance from idol teams has often left many a fan in a deep state of melancholy.

2.1.2. Motivation of the Sport Consumer (MSC)

Milne and Mcdonald (1999) as refined by McDonald et al., (2002) derived the MSC from Maslow's motivation theory. The MSC contains 12 key parts namely; risk-taking, stress reduction, aggression, affiliation, social facilitation, self-esteem, competition, achievement, skill mastery, aesthetics, value development, and self-actualization. The MSC has often been criticized as being constructed on limited methodology and will wither when tested for validity and reliability (Trail, & James, 2001). This spurred the duo into undertaking a robust statistical examination of sports consumption motivation culminating into the construct of Motivation Scale for Sport Consumption. The inclusion of skill mastery can be elusive because many a time, some games are bereft of star players resulting in ordinary displays and sub- par performances that leave fans unenthused.

2.1.3. The Motivation Scale for Sport Consumption (MSSC)

The elements that make up the MSSC are; achievement, acquisition of knowledge, aesthetics, drama or eustress, escape, family, physical attractiveness of participants, quality of physical skill of the participants and social interaction (Trail, & James, 2001). The MSSC is credited for its rigour and robust research design resulting in nine elements. In the light of Howard and Sheith (1969) idea that consumers weigh both merits and demerits in their decision-making process, the MSSC can be criticized for analysing one side of the coin - motivators but turning a blind eye to the other side- constraints.

2.2. Socialization

According to Weidman, Twale & Stein (2001) socialization is involves acquisition of knowledge and development of traits by individuals that make them fit into societal norms and active members of their communities. Socialization makes members of societies internalize acceptable behaviors and engaging in socialization assists members to connect well to other individuals and groups (Luhmann 1995). Socialization plays a germane role in society by allowing people to imbibe the values, norms and behaviors in the social environment. Every society has an internal structure which is largely defined by the attitudes exhibited by its people. These attitudes are learnt through social engagement by members of the community (Vanderstraeten 2000)

The game of football is not only a sport but it is also a social theatre where fans, friends and relatives converge for pleasure (Isabirye, A.K. & Surujlal, J. 2012). At the stadium, fans also get the opportunity to interact with others. This enhances personal relationship of attendees and promotes social connections. Young person's usually throng to stadiums to socialize with their friends and end up carousing (Funk, Filo, Beaton & Pritchard 2009.) Avid fans develop strong bond of social affiliation with their favorite teams. The values that characterize clubs tend to shape and influence the behavior of their fans in their daily endeavors. Such avid fans associate strongly with their idol teams which find expression in attendance during football matches involving heir clubs (Gibson, Willming & Holdnak, 2002).

Isabirye and Surujlal (2012) from the evidence of their findings established that socialization is a major factor driving fans attendance. Fans in South Africa find their way to stadiums to fraternize with friends and other people and utilize the occasion to eat, drink and have fun.

The influence of socialization and entertainment on stadium attendance also has engaged the attention of some researchers in Europe. Skourtis, Zafeiropoulou, and Assiouras, (2011) found that Greek fans factor socialization and entertainment when making decisions on stadium attendance. A sporting event which provides avenues for socialization tends to be favorably considered by potential fans (Sloan, 1989; Funk et al., 2009). Socialization has widely been recognized as a magnet to stadium attendance (Irwin, Sutton, & Macarthy, 2008; Devasagayam & Buff, 2008) and is often linked to the search for fun and peer acceptance (Funk et al., 2004; Armstrong, 2008). Kitamura (2006) drew comparisons between Japan and Korea leagues and concluded that taking a break from routine activity is a strong factor driving fans attendance.

The social facet of fans experience gains more prominence when the sporting arena such as the stadium is known to have a charged atmosphere during live matches (Crawford, 2004). Fairley (2003) affirms the idea that fan's networks with other fans might be the reason why fans occupy stadium stands during matches. Sports consumption in many respects is an active venture and has social constructs that liven the spirits of fans in attendance (Crawford,2004; &Fairley,2003).

But socialization also occurs within family settings. Family members constitute agents for developing sport interest, desire and patronage (Mullin, Hardy & Sutton, 2000). Consequently, the decision to attend sport events such as football matches may hinge on family considerations (Armstrong, 2008), which underscore the dominant position of family appeal in sports and event marketing.

Matsuoka, Chelladurai, and Harada (2003) posit that fans interaction at stadiums crystallizes into strong bonds which propel fans to become regular attendees. For most fans, the stadium becomes a rallying point to coddle in collective fun such as singing and cheering in chorus for their team. Thus, the opportunity to socialize at the stadium with friends and family members and possibly celebrate victories is a major attraction for fan attendance (Dietz-Uhler et al. 2000; Fink et al. 2002; Robertson and Pope 1999; Wann et al. 2004). Kahle and Riley (2004) indicate that socialization spices the overall experience during football matches by heightening emotions through group activity which in turn makes football encounters quite memorable and worth repeating which engenders a virtuous cycle of attendance (Arnould & Price, 1993; Celsi, Rose & Leigh, 1993; Havlena & Holbrook, 1986; Mehrabian & Russell, 1974; Moneta & Csikszentmihalyi, 1996). Socialization is widely acknowledged as a fundamental motive for sport consumption (Irwin et al., 2008; Devasagayam & Buff, 2008) and is closely related to the desire for group affiliation, camaraderie, and group identity (Funk et al., 2004; Armstrong, 2008).

Fan groups emerging from social engagements at stadium lead to members of the group becoming reference points. Referrals emanating from the groups become crucial factors that play an influential role in decision making on stadium attendance (Blackwell, Miniard, & Engel, 2001; Shank, 2002). Reference groups contain members who provide information that shapes group behaviors (Shank, 2002). Many scholars have emphasized the role of reference groups which underscores the critical function of socialization in influencing fans attendance (Funk et al., 2002; Funk et al., 2004; Trail & James, 2001). For some fans, attending games at stadiums brings them closer to their friends in an exciting mood (Toma, 2003).

Funk, Mahony and Ridinger (2002) opined that avenues for socialization exist when fans attend football matches at the stadium. The match venue serves as a magnetic force that inspires interactions and promotes togetherness (Giulianotti, 2002). Football fans may derive more social benefits than the satisfaction from watching the match because there in defeat or exhibition of abysmal performance, fans can co-create value and can find comfort in shared experiences (Cova & Cova, 2002; Prahalad & Ramaswamy, 2004).

2.3. Entertainment

Entertainment is excitement and euphoria generated by an event (Brooks, 1994). Sport events have become entertainment spots and attract scores of people to venues such as stadiums. Fans revel in the excitement that comes with football matches. People are attracted to various entertainment venues in their search for pleasure and amusement. Football entertains fans through uncertainty of outcomes which keeps fans on edge especially when competing teams are evenly matched (Shank, 2009) Excitement is critical to fans motives. Excitement starts building before titanic encounters and sparks a feeling of intense expectations. However, when teams are not evenly matched, some fans of the weaker team may develop eerie feelings which can be melancholic. Not the case with avid fans. The element of surprise in football outcomes makes die- hard fans optimistic of their chances even if their team is weaker on paper. For avid fans therefore, entertainment factor holds sway before and during matches. The drama that ensues during matches coupled with celebrity attraction combine to make live matches at stadiums worth attending (Funk, Filo, Beaton & Pritchard 2009). Sport events have one big advantage against broadcasted sport: the atmosphere. Schramm and Klimmt (2003) reveal that entertainment is a crucial ingredient in fans motivation for stadium attendance adding that the excitement which entertains fans peaks during grand finales. Entertainment is a social construct which boosts fan attendance in an attempt to derive amusement from watching the contest and being optimistic of victory (Wasserberg, 2009).

Kahle and Riley (2004) explicate that the quality of entertainment is a dominant factor in attendee's motive than outcome of matches. This explains why fans fail to exude excitement when their favorite teams clinch victory on the back of lethargic performances. Football matches at crowded stadiums provide fans with experiential benefit that leads to happiness and contentment (Smith 2014; Gladden & Funk 2002)

Wann's (1995) study found an overwhelming majority of fans affirming entertainment as a reason for their stadium attendance. Smith and Stewart (2007) add that attendees' entertainment value find expression in memorable displays, loud cheers, colorful memorabilia and group solidarity. Pre- game activities such as tailgating which is the congregation of fans at parking lots engaged in group songs, flag waving and taunting opposing team fans before match commencement also add to the entertainment flavor. In the course of a football match, fans around the stands indulge in frenzied enthusiasm and delight themselves with relentless cheering, jumping up and down and punching the air with clenched fist when their team scores (Shimizu, 2002). After a game, fans in Ghana for instance, tootle the horn of their cars as a sign of victory as they return home thereby extending their excitement and pleasure. However, some scholars espouse the view that entertainment can be derived from watching matches on television or listening to live commentary adding that passive fans are most likely to consider entertainment when deciding to attend live matches in stadiums (Funk, Mahony & Ridinger, 2002; Greenwell, Fink & Pastore, 2002; Sutton, McDonald, Milne & Cimperman, 1997; Wann, et al., 1999). Wann et al., (1999) assert that the desire to escape from routine activities of normal life connects seamlessly with entertainment because it provides people with the opportunity of disconnecting from hustle of daily life and find comfort and pleasure in leisure.

Live performances by famous artistes before football a match and during the interval can impact positively on fans turnout. The performance of artiste delights fans and has been found to be a major consideration by South African fans in making decisions on match day attendance (Isabirye, & Surujlal, 2012). Football matches do not always sparkle. Teams at times exhibit lack luster performances to the chagrin of fans. Therefore, fans quest to be entertained with non- football related activities such as displays by guest artiste in order to draw crowds to the stadium can compensate for nightmares experienced by fans owing to unexpected losses (Petrecca, 2000). This proposition is supported by Ferreira and Armstrong (2008) who opine that pre-game and in-game entertainment in the form of live band performances impact positively on sport attendance such as football.

3. Methods

Achieving research objectives is anchored on the adoption of sound research methodology. This study is anchored on qualitative research; a research approach that allows the researcher to gain immense amount of information that will advance understanding of a phenomenon under consideration (Tewsbury, 2009). Olafson (1990) suggests the use of qualitative studies in the arena of sports management research to permit the researcher to delve deeper into the experiences and acuities of participants. By probing into grey areas of responses from participants and exploring for further and better details, I was able to expand the frontiers of understanding regarding the research subject. Insights and narratives of the participants in this work will assist in building a body of knowledge and understanding on socialization and entertainment and their roles in fans attendance (Stake, 2005). A sample size of seven participants was used using non-random sampling in the selection of participants. This is a qualitative research which gives impetus for the use of small sample size which allowed the researcher to probe deeper where necessary (Creswell, 2009; Willis & Jost, 2007).

Data was gathered using semi structured interview with the help of an interviewer guide. The researcher in the process of interviewing the participants engaged in direct observation to complement participant responses to engender multiple sourcing of data (Yin, 2009). Multiple sourcing of information is important because no single source can provide sufficient information for research purposes (Patton, 1990). The interviews took place at the stadium during competitive premier league matches. By using the stadium, it created a kind of natural atmosphere that generated excitement with participants providing responses with vigor (McFee, 2009) to vouch for the validity of this work, I engaged in member checking by cross checking with respondents about data collected and interim results emanating from analysis (Merriam, 1998). All interviews were audio recorded and subsequently transcribed (Bryman, 2008). I analyzed the data by categorizing principal ideas emerging from analysis (open coding), Thereafter, sub themes and their linkages to principal themes were put into another category to facilitate analysis. I them embarked in selective coding where I interpreted data taking cognizance of the patterns linking overriding themes and sub themes (Creswell, 2009).

4. Results and Discussions

The results and discussions are captured under the main ideas of this study- Socialization and Entertainment.

4.1. Socialization

Most respondents opined that socialization is a variable that motivates them to attend football matches. Stadiums create a public space which creates a fertile avenue for attendees to fraternize (Arcodia & Whitford, 2007; Wilks, 2012). As fans sit closely to each other, the participants were of the view that the proximity to each other promotes interaction. A participant cited the situation where fans hug each other in celebration of a goal and thereafter, acquaintances are developed. The researcher got a sense that socialization is indeed a key factor that influences fans attendance. A participant revealed that he is yet to attend a match at the stadium alone and one respondent corroborated this view by saying that he comes to the stadium in a group. Asked whether their decision to attend a football match can be influenced by a friend, most of them said they are likely not to attend if their friends quail at attending a match. Two participants however objected saying that, much as they find delight in attending matches with friends, they will attend a match once they take a decision regardless of their friend's disposition. Some fans attend smarting under team paraphernalia. When fans are clad in similar outfit such team replica jersey, it generated warmth and erases inhibitions to interactions that exist in other gatherings. And as one participant points out "I easily enter into conversation with those I sit close to who were the same replica jersey and most often such conversation revolves around player performance." The fans clap and sing in unison and in Ghana such fans play and dance to the sound of drums which adds to the aura of sociability around the stadium. The researcher then introduced the variable of family influence into the equation. The respondents, in a sense of unanimity discounted the influence of family members in getting fans to the stadium. A participant made a poignant revelation. He pointed to the events of May 9, 2001 when over 100 fans died at the stadium following a stampede that ensued when Police Officers attempted to disperse angry fans from the Accra Sports Stadium by firing tear gas. This depressing event which is now commemorated annually marks a dark chapter in the annals of Ghana football. Whilst these episode points to insecurity, a participant posited that even before the heartrending events of May 9, 2001 family was not a decisive factor in attendance. It was clear that fans do not attend matches in the company of family members and as I observed around the stadium, there was hardly a sight of children or spouses in attendance.

4.2. Entertainment

Participants were divided along demographic lines. Four of the participants were below the ages of forty whilst three were above the age of forty. I introduced the idea of getting popular artiste engage in live performances before a game and during recess. The four participants' who were below 40 years disclosed that, artists will bring more excitement and splendor into the stadium. According to them, this will influence them to regularly attend matches. The rest of the three participants who were above 40 years were simply unexcited about the artistes performing during matches and as one of them mocked "If I am looking for entertainment from artistes, I will go to a disco." However, a participant above 40 years revealed that he will be encouraged to bring his spouse if musicians perform at the stadium. This finding goes to corroborate the view that age differences induce disparate reactions to situations. Scholarly work by Bowen and Daniels (2005) and Gelder and Robinson (2009) also support this standpoint by demonstrating that different attendee segments display different motivations. All the participants agreed that the performance of popular musicians will add pleasure to children and the youth in the stadium. One respondent said football itself is an entertaining game which is why fans attend games and any initiative to add to that experience should be welcome. A participant expressed the view that pre- game entertainment will most likely add pleasure and entice attendees into new and repeat attendance but felt that in- game entertainment may not fascinate some cross section of fans if by match recess, the team they affiliate with are trailing score line wise. The youngest

participant was interested in time allotted to the artiste to perform. In his opinion, more time should be given to the artiste to perform to perform at half time and possibly after the match end adding that fans on the winning side will celebrate long into the evening. It is reasonable to say that some fans on the losing side may find performance of such artiste nauseating but it may as well serve as consolation to some fans affiliated to the vanquished side.

5. Conclusions and Recommendations

Fans are drawn to the stadium to watch football for a number of reason but social constructs hold sway. Football can be viewed live on television and on the internet but the fact that some fans choose to go to the stadium has more to do with the opportunity to fraternize and interact with peers. Human beings are social and character and latches on to avenues that promote sociability. This resonates with the conclusions of Paterson and Johnstone (2009) who suggested that the quest to socialize with friends is a major attraction to attending sporting events such as football played at stadiums. It is not uncommon to find fans engage in post match comments bordering on the social impacts rather than the functional attributes of the match. Whilst friends have been found to have profound influence on peers' attendance, this study found no evidence of family influence on fans attendance. Therefore, this study contradicts the conclusion that family can influence match day attendance as postulated by Isabirye and Surujlal (2012). Football fans enjoy football because it has an inherent entertainment value. There are times when fans fail to celebrate at full stretch because their team won on the back of a drab show. This study, on the strength of its finding concludes that entertainment influences fans attendance. However, an augmented product such as bringing artistes to perform at the stadium has led to some divided insights. In-spite of this, this study concludes that most attendees find live performances at stadiums to be attractive and can galvanize stadium attendance although some attendees especially those above 40 years are not enthused about artiste's performances at the stadium. This study contributes to the discourse on social impacts of football games. Stadium attendance competes with viewership of live broadcasts of matches including those trending on the internet. To sustain attendance and possibly peel away attendance of matches at television studios, football administrators and sports marketers need to add to the social dimensions of the game. This study recommends that, sport marketers and football authorities should segment the fans market for effective strategy formulation and implementation. Consequently, bringing guest artistes can prove efficacious to fans under the age of forty which makes such a stratagem worth pursuing because the youth are more buoyed to attend matches for purposes of socialization and entertainment. This recommendation substantiates the proposition of Crompton & McKay (1997) that football events affords young people the opportunity to interact and meet new people and as Cormack (1992) states young people troop to events in droves and have the affinity to participate with their, therefore this constitutes an influential in their decision-making process on match attendance. However, using guests' artistes may not enthused fans above forty years which calls for diverse strategies to get fans to the stadium. Future studies should consider adopting a quantitative method using the survey approach in order to use bigger sample size to facilitate replication of findings.

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