



# Customer experience in 1<sup>st</sup> Division A basketball events in Central Finland

Semi Saari

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**Saari, Semi**

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**Abstract**

The purpose of the research was to analyze and compare the customer experience of three different basketball teams Kipinä Basket, Huima Basketball, and Jyväskylän Basketball Academy, during home game events in the Central Finland region in the season 2023-2024. The objective of the thesis was to find out and compare different factors affecting the overall customer experience of the teams in the same geographical area playing in the same division A level.

The theoretical framework of the research created an understanding of the theoretical basis and concepts regarding the subject, which was conducted from trustworthy academic databases. This study utilizes fan identification, non-fandom, Fear of Missing Out, CRM in sports, and sport consumer and event motivation theory to explore the factors influencing teams' customer experience in-game events. The research provides new insights into applying these theories in 1st Division A customer experience settings by examining how different factors impact customer experience in sports events. The findings suggest that, for example, motivation can enhance customer engagement and create a better understanding of the identification of fans and factors for not participating in-game events. The quantitative research included an in-game survey questionnaire collected through the QR codes during the team's home game events. During two two-month data collection periods, 308 responses were analyzed: Kipinä Basket 122, Huima Basketball 97, and Jyväskylän Basketball Academy 89. The data analysis process was conducted in Excel and Webropol using data collection analysis software.

Communality is a crucial factor as it was essential for Central Finland basketball teams. Problems with arena functionality, such as parking spaces, music sound volume, and quality, negatively impacted customer experience. The research included a comprehensive number of answers varying from side to side. Still, the study's main results show that factors such as communality, arena facilities, atmosphere, and events around game events are highly appreciated by 1st Division A basketball consumers in the Central Finland area. In conclusion, different teams have different areas of development. As a common target for improvement, for example, the research reveals the need to improve or add events around game events to cultivate loyal supporters in highly communal customer bases. The research results can be used to develop or understand the different factors and aspects affecting game events and customer experience.

**Keywords/tags (subjects)**

basketball, Customer experience, Fan engagement, Fan profile, sport fans, motivation, sport consumer, questionnaire survey, Finland basketball

**Miscellaneous (Confidential information)**

No.

Saari, Semi

## Asiakaskokemus koripallon Miesten 1 divisioona A koripallo ottelutapahtumissa Keski-Suomessa

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### Tiivistelmä

Tutkimuksen tavoitteena oli analysoida ja vertailla kolmen eri koripallojoukkueen Kipinä Basketin, Huima Basketballin ja Jyväskylän Basketball Academyn asiakaskokemuksia Keski-Suomen alueen kotiottelutapahtumissa kaudella 2023-2024. Opinnäytetyön tavoitteena oli selvittää ja vertailla eri tekijöitä, jotka vaikuttavat samalla maantieteellisellä alueella sekä 1 A-divisioonan tasolla pelaavien joukkueiden kokonaisasiakaskokemukseen.

Tutkimuksen teoreettinen viitekehys luo ymmärrystä aiheeseen liittyvistä teoreettisista perusteista ja käsitteistä, jotka kerättiin luotettavista lähteistä. Tutkimuksessa hyödynnetään fanien tunnistamista, non-fandom, Fear of Missing Out, CRM urheilussa sekä urheilun kuluttaja- ja tapahtumamotivaatioteoriaa tutkiakseen tekijöitä, jotka vaikuttavat joukkueiden katsojien asiakaskokemukseen ottelutapahtumissa. Tutkimus antaa uusia näkemyksiä näiden teorioiden soveltamiseen 1 A-divisioonan asiakaskokemuksessa tutkimalla miten eri tekijät vaikuttavat asiakaskokemukseen. Tulokset viittaavat siihen, että esimerkiksi motivaatio voi lisätä asiakkaiden sitoutumista ja luoda parempaa ymmärrystä fanien tunnistamiseen ja tekijöistä, jotka vaikuttavat asiakkaan osallistumiseen ottelutapahtumiin. Tutkimuksen kvantitatiiviseen tutkimusosuuteen sisältyi ottelutapahtumissa toteutettu kyselylomake, jonka vastaukset kerättiin QR-koodien kautta joukkueiden kotiottelutapahtumien aikana. Kahden kuukauden tiedonkeruujaksolla vastauksia analysoitiin yhteensä 308: Kipinä Basket 122, Huima Basketball 97 ja Jyväskylän Basketball Academy 89. Aineiston analysointiprosessi suoritettiin Excelissä ja Webropolissa tiedonkeruuanalysiohjelmistojen avulla.

Yhteisöllisyys on ratkaiseva tekijä, sillä se oli Keski-Suomen koripallo asiakkaille olennaista. Koripallohallien toiminnalliset ongelmat, kuten pysäköintipaikat, musiikin äänenvoimakkuus ja laatu, vaikuttivat negatiivisesti asiakaskokemukseen. Tutkimus sisälsi kattavan määrän vastauksia, jotka vaihtelivat joukkueiden välillä puolelta toiselle. Silti tutkimuksen päätulokset osoittavat, että yhteisöllisyys, areenan tilat, tunnelma ja oheisohjelma, ovat Keski-Suomen alueen koripallokatsojille tärkeitä. Yhteenvedona voidaan todeta, että eri joukkueilla on erilaisia kehitysalueita. Yhteisenä kehityskohteenä tutkimuksen tulokset paljastivat, tarpeen parantaa tai lisätä oheisohjelmaa ottelutapahtumissa sekä sen ympärille, jotta voidaan kasvattaa uskollisten kannattajien määrää yhteisöllisissä asiakaskunnissa. Tutkimustulosten avulla voidaan kehittää tai ymmärtää erilaisia ottelutapahtumaan tai asiakaskokemukseen vaikuttavia tekijöitä ja näkökohtia.

### Avainsanat (asiasanat)

koripallo, asiakaskokemus, fanien sitoutuminen, fani profiili, urheilufanit, motivaatio, urheilun kuluttajat, kyselytutkimus, Suomi koripallo

### Muut tiedot (salassa pidettävät liitteet)



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# 1 Introduction

This thesis aims to give the three basketball teams playing in Central Finland the same 1<sup>st</sup> division A information, insights, and data about the overall customer's experience in their game events. Commissioners of this thesis are all three basketball teams: Kipinä Basket, Huima Basketball, and Jyväskylän Basketball Academy. The information and data in the research will help these teams know how various aspects of the customer experience impact overall customer satisfaction in the game events and which are the factors most valued by customers at the home game events. The data from the research helped all three teams better understand their customer base and what the customers expect from the events. The purpose of the study is to find differences between the teams playing in the same geographical area in Finland and the benefits of the finished results help to improve the respective teams' knowledge of their customers and how to improve the customer experience from a marketing point of view as also from the perspective of events for the spectators. Rising customer bases and studying and understanding different teams' strategies and concepts better are becoming trends in the sports industries that are on the surface. New motivational factors and possibilities will be opened by understanding concepts, approaches, history, customer base, and goals from the research teams' perspective. Studying the customer experience during the home game events is essential for these teams and will help them discover new ideas and improvements that have not yet come up to the teams' knowledge. The most crucial thing in this thesis is to compare and help all three teams from Central Finland collectively understand their customer experience in the game events and who and why the customers attend their home games.

The research aims to discover different factors and various aspects affecting Central Finland's three basketball teams' customers in terms of the overall customer experience. The major problem with this study is sorting out the customer experience of consumers visiting the game events of three teams from Central Finland. None of these teams' customer experiences have been studied earlier, so knowing the team's customer base revolves around different people's experiences, speculations, guesses, and hypotheses. Some teams have no history yet, while others

have a long history; instead, all of the team's roots and people working behind them still have history from Central Finland basketball. The world is changing, and to be successful with the customer experience alongside 1st division A basketball customers, the need to understand not just “how” but also “what needs to be done” plays an important role. This research defines this problem. All of the selected teams and their customer experience will be analyzed and compared with each other to find out the factors and various aspects of the overall customer experience in-game events. This thesis had one central question:

How does the customer experience vary among spectators attending basketball games of three teams in the 1<sup>st</sup> Division A in Central Finland, and what factors influence these variations?

And two sub-questions:

1. How do various aspects of the customer experience, such as facilities, team performance, and fan engagement, impact overall customer satisfaction?
2. Which factors are the most valued by customers at the home game events?

The main question leads the research process, and all questions will be answered in the conclusion chapter. This thesis has five chapters: Introduction, Theoretical Framework, Methodology, Results, and Conclusion. The first chapter, Introduction, briefly explains the study's background and presents the researched teams, the thesis process, and the structure. The second chapter, theoretical framework, includes an overview of the published academic understanding and the investigation of the existing literature on the thesis topic. The third chapter, Methodology, discusses the research process and methods used. The fourth chapter, results, will clearly show and explain the research results, whereas the last fifth chapter, the Conclusion, summarizes all the main findings of the research.

## 1.1 Background of the research

Basketball is a very friendly sport for viewers to watch because of its fast tempo and the contact that happens in the game. Because of its straightforward nature, the ease of basketball viewing ensures that audiences, as consumers of sports content, can readily engage with and comprehend the game dynamics. Typically, a basketball game is over in less than two hours, containing four ten-minute periods and a halftime. At the 1st Division A level, the customer base and interest in the league, which this thesis is about, can grow even more significantly than at the current stage. According to the interviews made with the chairpersons from Kipinä Basket (Liimatainen 2024), Huima Basketball (Hakkarainen 2024) and Jyväskylän Basketball Academy (Juvonen 2024) Central Finland basketball teams have possibilities to grow to the top league teams (Korisliiga). As all the teams have stated their intentions and possibilities to try someday being part of the top league, it gives reasons to research the customer experience to find out the current stage of the customers. The differences in average attendance during the regular season 2023-2024 for 1st Division A compared to the top league (Korisliiga) are massive alongside the top league's top teams.

NR	JOUKKUE	KOTIOTTELUT	KESKIARVO
1.	Kauhajoki	21	1740.52
2.	Salon Vilpas	18	1361.67
3.	Kataja Basket	21	1220.29
4.	KTP-Basket	16	1046.38
5.	Helsinki Seagulls	22	996.46
6.	Lahti Basketball	16	896.44
7.	Kouvot	17	799.35
8.	Korihait	18	692.00
9.	BC Nokia	22	672.50
10.	Tampereen Pyrintö	16	623.00
11.	Kobrat	17	599.06
12.	Bisons Loimaa	16	567.31

Figure 1 average attendance at Korisliiga game events season 2023-2024 (Suomen Koripalloliitto ry, 2024).

As shown in Figure 1, the last seven teams of the top league have the same average or are higher than two of the top teams in First Division A.

No	Team	Home games	Average
1.	Jyväskylä Basketball Academy	15	713.53
2.	Tapiolan Honka	15	594.53
3.	Äänekosken Huima	12	392.83
4.	Raiders Basket	12	387.50
5.	Oulu Basketball	11	332.36
6.	Kipinä Basket	13	306.23
7.	Torpan Pojat	13	216.69
8.	Helsingin NMKY	11	169.27
9.	Raholan Pyrkivä	12	153.17
10.	HBA-Märsky	11	135.82
11.	Turun NMKY	11	115.73
12.	Pyrintö Akatemia A	12	69.08

Figure 2 average attendance at 1st Division A game events season 2023-2024 (Suomen Koripalloliitto ry, 2024).

Figure 2 shows the average attendance during the regular season in the 1st Division A from 2023 to 2024. These figures highlight the differences between these two leagues and give some perspective on the stages of customer attendance in the two highest leagues in Finnish basketball.

## 1.2 Huima Basketball, Kipinä Basket and Jyväskylän Basketball Academy

Äänekoski is a city of possibilities as also northern Central Finland's central district. The town has approximately 18,000 people living there (Äänekoski kuntaliitto, n.d.). The number one sport for the customers in Äänekoski is basketball, as two basketball teams are the only sports in the city playing as high as the second highest league in Finland, so the possibilities for sports consumers to find themselves at the basketball games are pretty ordinary. The city of Jyväskylä has approximately 138,000 people living there. According to Jyväskylän Kaupunki, Jyväskylä is said to be "the capital of sport" and many times bigger city than Äänekoski. Many different things support the statement, such as what makes Jyväskylä the capital of sport, but it mainly comes from great resources and lively, active residents. Jyväskylä has a lot of sports events, such as Secto Rally Finland, but also the famous Finnish Faculty of Sport Sciences, industry's top research institutes like KIHU (Finnish Institute of High-Performance Sport), LIKES (Research Centre for Physical Activity

and Health) and the JAMK University of Applied Sciences Sport Business School (City of Jyväskylä, n.d.). The difference between the sports customers side compared to Äänekoski is that in Jyväskylä, the customers can find many different sports competing on top levels and second highest levels, such as Finnish baseball (pesäpallo), ice hockey, and football (soccer).

Sports club Äänekoski Huima is a non-profit registered association founded in 1904 and the basketball section in 1946. Between 1950 and 1970, basketball was only played between the men in Huima. Today, Huima has a lot of junior teams for boys and girls under the name of Huima Basketball (Auvinen, n.d.). Huima has firm roots in basketball in Central Finland. Huima basketball began to work in 1974 towards their goal: to be in the top league (Korisliiga). In 1975, Huima basketball became the first team in Central Finland to play in the top league (korisliiga). Basketball was the top trend in Äänekoski in 1975 and played in Finland's top league between 1975 and 1978, from 1981 to 1982, from 1986 to 1987, and from 1996 to 2005 (Vuorinen, 2015). Huima has been playing in 1<sup>st</sup> Division A from 2021 to 2024. Huima basketball have also history of a many customers attending their games in the year 1981, in Äänekosken Liikuntatalo, Huima was playing its first top league game in Liikuntatalo, and even 1454 people participated in a game event where Huima was playing against KTP, and won 121-107 (Blom, 2023). These events from 1981 clearly show that in Äänekoski, filling the arenas packed and creating great customer experiences in the game events is nothing new. Huima has a history of never-ending culture regarding basketball.

Sport Club Koiviston Kipinä is a non-profit registered association founded in 1945. There is not a lot of information available about the basketball section of Koiviston Kipinä as it was founded only four years ago, in 2019, and they have been playing 1st Division A only for the last two years, 2022 to 2024. Both of the teams from Äänekoski, Kipinä, and Huima were playing 1st Division B in the season 2020-21, which ended with Huima Basketball rising to Division A and Kipinä Basket rising to 1<sup>st</sup> Division A year later. Kipinä Basket has only a men's basketball team and no juniors, girls, or women's teams. The sports club Jyväskylän Basketball Academy was founded in 2016 and is the only team among the research teams from Jyväskylä.

JBA is a non-profit registered association trying to develop basketball activities in Central Finland to help support different clubs and cooperate with educational institutions in organizing basketball activities such as tournaments and summer camps for children and young people. The idea behind the JBA system is the overall development of children and young athletes, enabling the combination of studying and training close to home. The goal is to improve young players and allow them to grow into professional basketball players (Jyväskylän Basketball Academy, n.d.). JBA currently has teams of men, women, U19 boys, and U19 girls. In the future, the plan is also to have a basketball team for students studying at the university level, but at the moment, only at the idea level.

## **2 Customer experience in sports**

Understanding the theoretical basis of the research is essential for constructing the structure upon which the study is built. In this chapter, the theoretical framework aims to discuss and explain concepts relevant to the research within existing academic knowledge. The theoretical framework opens concepts necessary for the study and helps guide the shaping of understanding the research phenomena. Various academic databases, such as Google Scholar and Jamk's database library Janet Finna, were used to collect information and knowledge. Few criteria were followed in the process of selecting the databases. Easy to access as also prior knowledge on how to use them. The relevant articles were gathered based on the keywords customer experience, sports fans, sports consumers, motivation, sports events, and basketball, selected as appropriate for the subject.

### **2.1 Sports fans as a consumers**

Sport is a significant concept containing many different collective and individual human activities. Sport can be defined as (Veal and Darcy, 2014, p. 4) points out: "Physical activity which is rule-based and competitive". Competitions happen between individuals or teams, and sports as a collective whole either involve, use, maintain, or improve skills. The word sport does not just mean

physical activity; it also means social interactions and serves as a platform for many people to meet each other or build communities in activity or watching someone else perform the activity. Sports are full of different values such as fair play, discipline, competition, tolerance, and many others, and they are a huge part of different generations and cultures.

Sports consumers attend sports events for different reasons, motivations, and interests. They like to participate in the sport in various ways, but their motives for attending games differ significantly. Some spectators are attached to teams, clubs, athletes, or other fans. For some, it is more about the in-game experience than just the sport itself. Sports consumers are humans from different backgrounds, but many fans share the possibility of escaping from the everyday life they live every day and getting little excitement through the sport (Yoshida & James, 2010). Sports consumers are highly researched subjects around the different sports worldwide. The role of sports consumers has been studied heavily, and many published studies are available worldwide. Various brands that influence the sports business want to know more and more profound facts about factors that motivate the behavior of the fans and customers (PwC's Global Sport Survey 2023, 28).

Teams and organizations in sports want to dig deeper and know more about their customers. Gathering research data through surveys or interviews at sports events is simple. Chelladurai and Chang (2000) emphasized the importance of getting post-event feedback to know the level of customer satisfaction and react to the areas needing improvement. Post-event surveys are great tools and can help organizers gain valuable insights and make improvements to the concerns of the customers or fan bases. On the other hand, there has been a significant lack of research on Finnish sports events, especially from the standpoint of this study, resulting in a limited availability of research data. Without the consumers attending sports events, there would be no possibility for selling TV rights, involvement of sponsors, or huge events around the sports. Building the culture around clubs and teams or growing a sports club requires continuous knowledge of the customers and gaining knowledge in the same area to develop sports consumers from the teams' perspective (The Future of Sports, 2015).

To fully comprehend the true significance of the term "fan," it is beneficial to explore its definition. A fan comes from the word fanatic, which means highly interested in something. It is defined as someone whose concentration and interests are towards the specific sports event when not even realizing it (Norris et al., 2014). The actions of sports consumers are not always identical; some consumers like to take part in game events, while others occasionally do so. Furthermore, it is worth noting that only some participate in-game events. Another segment of consumers prefers watching sports on TV or just following the statistics and results online (Stewart et al., 2003). The difference that the fan makes from a regular sports consumer is passion. Fans in sports can be defined as (Guttman, 1986, p. 6) points out: "emotionally committed consumers of sporting events". Fans like to live in the moment and enjoy their favorite team or athlete in the sports. It involves not only the sport but also the attitudes, beliefs, commitment, and emotions. When discussing being a sports consumer or a fan, there are many similarities to consider. Crawford (2004) asserted that it is difficult to categorize someone as a fan because being a fan is more than just a category. Social context or different social factors affect the consideration of being a fan. Supporting or being interested in sports does not make you a fan because things like not attending live games affect a lot of being a fan, as being a fan follows patterns of interest, authenticity and support.

## **2.2 Fan profile**

Research into fan identification has a long history, as Wann and Branscombe (1990) explored the concept of fan identification and its impact on fan behavior. The fans who feel strong identification towards the team are more into behavior reflecting glory than failure, leading to greater community and emotional connections with other fans. Fans live the sports event experience with feelings, so, typically, fan involvement includes emotions and many mood changes in connection with team results. (Mahony et al. 2010) introduced a system of fan profile classification based on four characteristics: emotion, intolerance, supportive social context, and memorabilia. The inability to accept defeat is a characteristic trait of devoted fans, who are unwaveringly committed to the success of their preferred team and deeply invested in their

emotions. This will often cause different sports, such as British premier league football teams, to focus their strategies in the sports business first on fans such as kids and their parents. The difference between intolerance and emotional characteristics in fan profiles is that hardcore fans expect their favorite team to win in intolerance. If it does not happen, it will lead to emotions. The other part will participate in the games, whether winning or losing, making better business possibilities if things are not going well with the team result-wise. Supportive social context drives the fans to form supportive decisions without external pressures such as friends, media they want to follow, and things they want to collect. The last characteristic of memorabilia is one of the strongest because these fans live and breathe being fans of some team. They collect anything from clothes to autographs to gain memories (Da Silva & Las Casas, 2017).

Characteristics create the fan profile and help to understand sports consumers better. To fully know the sports fans, classification of fans helps to know their intentions and type of loyalty for taking part in a game event. First, aficionado means that the fan is more into the sport than a specific team; this kind of fan is about an excellent in-game experience. Second, theatergoers seek entertainment from the game event but have little loyalty to the team. These two classes share the same idea of enjoying the sport more than some specific team, so the love of the sport drives the behavior. Third, passionate partisans are loyal and follow the team, whether winning or losing. They are more about the team than the sport itself. Fourth, success excites the champ follower, who is loyal and follows the team, but only in the case of success. Lastly, the reclusive partisan is faithful to a team they stand for but likes to follow the team through media and occasionally participates in-game events (Smith & Westerbeek, 2003). As specified in the study of Yoshida and James (2011), positive interactions between players and fans influence overall satisfaction during sports events. For example, fans interacting with players through greetings, pictures, or autographs tend to report higher enjoyment and loyalty towards the team. That will lead these fans to return, hoping to live the moment again.

## 2.3 Motivation

Individuals attend sports events for many different reasons. Motivation occurs in sports mostly when a person is attracted to a sport to either get enjoyment from the activity or excitement around the competition that sport often contains. Some sports consumers are very attracted to things such as self-improvement in some sports skills, feeling of achievement in activity, or just watching your favorite team or athlete performing. There are a lot of external and internal factors to consider when talking about motivation in sports. Cambridge Dictionary defines motivation as willingness, enthusiasm, need, or reason to do something (Cambridge Dictionary n.d.). Basketball in the 1<sup>st</sup> Division A level in Finland, the second highest league, is played with teams that want to get as crowded arenas as possible from the standpoint of sports customers and keep the consumers entering the event all over again from season to season. Customers are paying to get entertainment during the basketball game from many perspectives. Some like to follow basketball, others have favorite players, or some might be loyal to a specific team in the game. That is why it is vital to know sports consumers' motivational factors and the idea behind the sports consumer motivation process. It is simply to make people behave as consumers in sports (Funk, 2011).

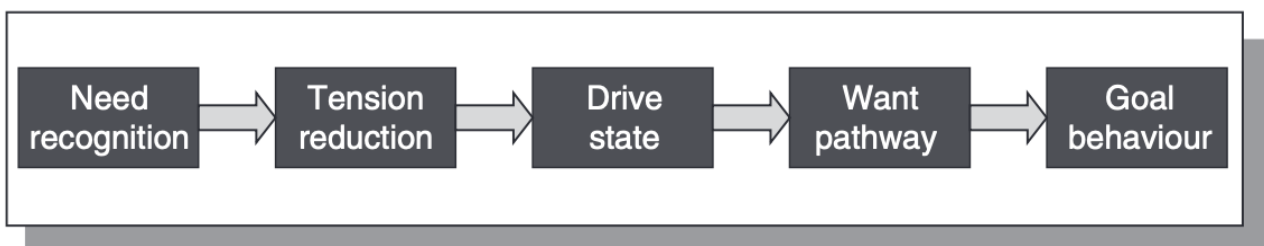


Figure 3 Sport and event consumer motivation process (Funk, 2011).

Figure 3 illustrates how the sport consumer and event motivation process works. According to Schiffman & Kanuk (2001), the book motivation process contains five stages: needs, tension, drive, want, and goal. As shown in Figure 3. The need for recognition is the first step of the motivation process. According to (Funk, 2011, p.17), "Need is created when a discrepancy exists between the

individual's present state and some ideal state". For example, Josh moved to a new city and got many friends after starting a new school. Josh follows basketball and wants to buy a season ticket for the local basketball teams games. Josh knows that two of his best friends have season tickets, but many other friends from the class do not have tickets for the season. This is called the present state. Josh wants the season tickets even though they are costly. This again, is called some ideal state. These numerous internal and external needs bring together the recognition stage (Funk, 2011). The second stage is tension reduction from the present and perfect state (need recognition). Tension occurs according to (Funk, 2011, p. 17) "when a need remains unfulfilled". For example, Josh has now bought the season tickets and wants to show the tickets to his friends in the classroom during the school day; he creates tension as he wants his friends to think how cool, rich, or authentic he is to his words. Tension can occur from many different types of needs. The third stage is called the drive state. It is simply eliminating biological and cognitive needs. For example, Josh wants to participate in a game event now that he owns the season ticket, tell stories, and show video clips about the game event as he knows how he will get many positive encounters and effects after getting the season ticket. This reduces the tension. The fourth stage is called the want pathway, meaning the desire for a product or service to generate a desirable outcome. In Josh's case, it would be the new season ticket, which Josh believes will, after the purchase, reduce the feeling of having a lousy sense of his two best friends taking part in a game event. The final stage is the ultimate goal of the motivation process, meaning in Josh's case, he has now bought the new season ticket and feels pleasant about the new experience at the local basketball games with his two best friends, and he feels like he has made the right choice. The motivation process is an integral part of understanding the side of sports marketing by finding the suitable and most effective communication path to consumers' minds toward goal behavior (Funk, 2011). In Josh's case, as mentioned earlier, the local basketball team would like to know the motivational factors behind the purchase decision. In this case, was his friends own the season ticket before Josh.

## 2.4 Non-fandom

Not all sports consumers are characterized as being fans. According to McDonald et al. (2024), in sports management reviews, there are many reasons why not everybody at game events is characterized as a fan. Non-fans in sports are typically consumers who are not categorized as fans of the sport or not fans of a sports league. As being a non-fan in sports commonly refers to someone who does not actively follow or engage with sports events, teams, or related activities. Goldsmith & Walker (2015) identify non-fans as negatively having no interest, attachment, or emotional connection towards sports. There are many different approaches to being a non-fan of sports. Drayer et al. (2010) describe sports non-fans as people not tied up with sports, meaning activities and products connected with sports. As a sports consumer, the behavior does not refer to normal fandom behavior, and you do not consider yourself a fan; you are defined as a non-fan (McDonald et al., 2024).

Non-fans perspectives offer valuable insights in understanding the customer base outside the fandom. Non-fans can create different approaches for the teams whose income comes from more than the ultimate fans. Finland 1<sup>st</sup> Division A basketball is more about non-fans and sports consumers than fans or people who consider themselves ultimate fans. Non-fans' behavior is not driven by goals, meaning that being a non-fan is involuntary and is spread and learned through other fans and their behavior. Non-fans are typically harmless, but non-sport fans inclined towards sports fandom from heritage or under social pressure can limit engagement because of too many sports to follow. It is a concept where the mind wants to be a sports fan. Still, at the same time, you are not interested, and as there are a lot of different sports available at the same time, it reverses to the opposite, which will lead to a limitation of engagement. Non-fans can also form their anti-brand communities. It means that non-fans create an anti-brand community formed against the rival club fans. It does not need to be straight hate against the other team; it is simply just enjoying more about being rivals with other team fans than being a fan of a sports event, team, or specific players (McDonald et al., 2024). According to Koronios et al. (2020) study, sports consumers tend to stay home and watch sports events as it is so easy nowadays through different

streaming platforms. The findings from the survey show that internal and external motivators significantly impact participants' consumption intentions. Lacking attachment to a team, achievement, social, drama, or role model restricts non-fandom consumers from participating in a sports event.

## **2.5 Service quality and technology in fan engagement**

Customer satisfaction is about more than just the sports event itself. When considering the sports event researched by Lee and Trail (2011), an important aspect is that service quality directly impacts the satisfaction and intentions to return among National Basketball Association spectators. The research suggests improving services such as food, drinks, tickets, and restroom cleanliness for greater fan satisfaction and repeat attendance. Kwortnik and Ross (2007) highlighted the importance and role of technology in loyalty and fan engagement. For example, mobile apps providing real-time updates on scores, player statistics, or even different angle cameras following only your favorite player contribute to a more immersive and personalized experience for spectators. Service quality combined with technology has begun a new era in understanding the interplay around these things and sports organizations as they are seeking to enhance fan engagement and loyalty. Service is not only happening during the event, but technology is expanding the service across various things, such as technology possibilities to deliver personalized fan interactions in the hope of helping to create a solid and loyal fan base. Moreover, collecting feedback becomes more accessible through technology and enables continuous improvements taken into consideration quickly. By creating memorable experiences, organizations can provide deeper connections with fans and, through the possibilities of technology, create and use new virtual spaces, social media channels, and digital opportunities that have created new types of communication channels with other people, but also directly with brands more accessible than ever (Fenton et al., 2023).

Customer relationship management is a strategy to obtain customer satisfaction, and in sports, the organization or team seeks different ways to maintain customer relationships (Suharto &

Yuliansayah, 2023). Managing different activities and interacting with customers creates customer relationship management (CRM), the new millennium key business strategy worldwide for an effective and enduring customer relationship. Still, it is heavily growing to be part of the sports events, too. Customer relationship management processes around sports clubs, marketing, media, sponsorships, merchandise, ticketing, events, and participation development. As the world constantly brings new inventions to the technology arena, sports clubs must stay at the same pace. They need to generate more data to manage the relationships with the customers and use the data they collect most effectively, as well as understand the transformational role of technology in sports events and the ecosystems in general (Glebova et al., 2023). Sports organizations have various CRM strategies for increasing customer relationships, including marketing communications, data analytics, loyalty programs, and fan engagement. Implementing CRM strategies in the sports industries is challenging as it brings a lot of new challenges. The newcomer of customer relationships is AI. AI combined with customer relationships can have great potential effectiveness. Ledro et al. (2023) studied the integration of AI in CRM. They found that an empirical understanding of AI in customer relationships will offer a long-term perspective for using AI alongside customers. Effective sports organizations on social media can benefit highly from using social media in customer relationships, but first learn how to use it properly and then build a culture around the organization, customers, and management to improve CRM performances (Pashaie, 2023). AI mixed with CRM and sports will open new positive paths in studying the customer experience of the sports industries.

## **2.6 History of basketball**

Professional basketball has roots very far, and it was invented in 1891 in the United States very quickly after the game of basketball was invented. The beginning of basketball can be said to have been a rough limited amount of spectators from the lower or working class and a minimal number of rules compared to today's basketball (Nelson, 2009). The birth of international basketball occurred in the 1930s; the game was first played under the name International Basketball Federation FIBA in the 1936 Olympic Games. 1950 first FIBA Basketball World Cup and 1953 first

Women's Basketball World Cup (Fiba Basketball, n.d.). Basketball was growing very fast in The United States after it was invented. After the 1960s, basketball began to increase internationally. The only difference compared to American basketball was that leagues in Europe during that time were considered "amateur" by the FIBA because their players could take part in the Olympic games and world championships (Grasso, 2010).

The Finnish Basketball Association (FBA), also known as Suomen Koripalloliitto (SKL) in Finnish, was founded in 1939; it is the most essential part of Finnish basketball as it plays a pivotal role in organizing, raising, and fostering talent for basketball in Finland. The landscape of Finnish basketball is characterized by a mix of domestic leagues, youth programs such as different tournaments and camps for juniors, and a strong emphasis on player development, such as HBA and JBA (Suomen Koripalloliitto, 2024). The Finnish basketball association holds many levels, from amateur to pro, girls to women, boys to men, and kids to pensioner. Men's basketball in Finland from the side of the paying customers are played in three levels: Korisliiga, 1st Division A and 1st Division B (Suomen Koripalloliitto, 2024). Notable players like Lauri Markkanen, who have been playing in JBA and taken the path of youth programs and player development in Finland, show that something has been done right in Finnish basketball. Lauri Markkanen also played in the same league before going abroad as a professional basketball player, which this thesis considers. He has gained international recognition as the second player ever to be a professional basketball player in the NBA and as the first player from Finland who has taken part in the All-Star game in the highest-valued league in the world. Lauri Markkanen keeps contributing to Finland's rising profile in basketball and is by far the most famous Finnish basketball player in Finland. The national team's participation in FIBA competitions reflects the country's commitment to the global sports stage.

Suomi Tänään Mielikuvat urheilulajeista 2020 research clearly states that basketball is still only 6 in Finland, but from the team's perspective, sports ahead of basketball are only ice hockey and football. Based on the same research, basketball will be the third popular hobby in Finland (Jääkiekko on yhä arvostetuin urheilulaji – jalkapallo kirinyt toiseski 2020). The number of people who consider basketball as their hobby has increased over the past ten years, but as Finland

hosted the basketball competitions in 2017, there has been an even rising trend in the number of people playing basketball as a hobby (Koris- buumi jatkaa kasvuaan 2023; Korishuuma näkyy seuroissa 2017). The Finnish national basketball team has recently garnered significant attention and hype within the basketball community, domestically and internationally, by becoming the first European team to qualify for the World Cup held in Japan. In Japan, Finland shocked the other countries by eliminating Croatia in the round of 16 to reach the top eight for the first time since 1967, hype was rising, but in the next game Finland lost to Spain and returned from the event, the game was still tight and Finland showed other countries that they can compete on a high level with more prominent countries (Fiba, 2023).

The 2024 Finnish basketball national team is heading to Olympic qualifying games in Valencia in July. The team's rise to prominence can be attributed to several factors, including its impressive performances in international competitions, the emergence of talented players, and strategic investments in youth development and infrastructure. Tampere Deck Arena, which opened its doors in 2021, is an excellent example of the infrastructure. It is not the only one, as Kauhajoki IKH Arena and Joensuu Motonet Arena are new arenas where basketball can be played. Tampere was officially named as one of the host cities for the group phase of FIBA EuroBasket 2025 in Finland (Fiba, 2023). Finland's success in qualifying for major tournaments, such as the FIBA EuroBasket, has captured the imagination of basketball fans and media, fueling anticipation for the team's future prospects.

Additionally, the increased visibility of Finnish players in top professional leagues worldwide, such as the NBA and Euroleague, generated excitement called "6. kenttäpelaaja" among supporters. The Finnish Basketball Association retired number 6 in 2017, meaning nobody in any national basketball team in Finland can use number 6. Also, many different kinds of activities began to rise around the support of Susijengi, and there is even a free possibility to join a community called "6. Kenttäpelaaja" and own a shop for the merchandise of "6. Kenttäpelaaja" (Fiba, 2017). Finnish fans have already created something around the hype in Finnish national basketball. However, as Finland continues to make strides in basketball, the hype surrounding its national team is expected

to grow, further solidifying its position as a rising force in international basketball. According to customer experience research in co-operation with Tampere City and Finnish Basketball Federation (2023), Finnish basketball made record-breaking attendance against Lithuania in 2023 with 13,054 people and 1,3 million financial influence. Research produced by Salmi Platform (2023) revealed that the number of respondents reached 1350 people, and the results illustrate how well Finnish Basketball can hold events. The general satisfaction about the event reached 9,31 and willingness to return to 9,71 (the maximum in both was 10). The net promoter score (NPS) reached 91,81. From the customers, over 40% stayed at Tampere over the night during the game day. Also, to highlight how family-oriented Finland basketball game events are, even 50% came to a game event with their family. These findings demonstrate the possibilities, hype, and potential that can be reached in the future in the landscape of Finnish basketball.

## **2.7 Fan culture in Finland**

From the perspective of Finnish sports culture, it isn't easy to find relevant literature as there have not been much published literature available. Different kinds of literature from Finland related to sports marketing, sponsoring, or leadership in sports can be found, but do not give answers or facts on fan culture in Finland. Even the literature is missing. Finland discovers different phenomena related to supporting other teams, for example, on a national level. Finnish culture in sports, which makes people support either the local or national teams, is driven mainly by success. Trendsetters on this lately have been the Finnish men's ice hockey team and Finnish men's basketball team, attracting many fans to support the team even in different countries, but only if they are gaining success in various competitions. According to Sponsor Insight Finland (2024), research about most exciting sports and athletes in Finland are ice hockey, track and field, cross-country skiing, football, and rally. These sports illustrate clearly how all the sports on the list of top 5 are driven by the factor of success and supported by Finnish track and field athlete Wilma Murto risen to the top seat of being the favorite athlete in the respondent's mind after winning the European gold medal in pole vault. The Wednesday competition in the 2023 München European track and field championship competitions that was live on YLE TV2 over 4 hours was followed in

Finland with an average of 1,3 million TV viewers (Saarinen, 2023). Sponsor Insight Finland (2023) research about Finnish favorite athlete found out that Lauri Markkanen was Finnish favorite athlete as he was playing on a phenomenal level in the national team as also in the NBA, making his way as the first Finnish athlete to the NBA All-star game in 2023.

Fan culture in sports holds a significant place in Finnish society culturally and historically but heavily relies on success. Some Finnish sports consumers see the most important thing in sports being winning medals, some think it is an excellent concept to change the world better place, some are looking for role models to follow, and lastly, some just like to live an active lifestyle where sport is on a huge role. Finland is a small country, but its size created the stage of being known as a sports superpower. Sports have developed a long list of national heroes for Finnish society in decades: Nurmi, Virén, Nykänen, Selänne, Räikkönen, Murto, Niskanen, Markkanen etc. Finnish sports fans are known for being active every time sports are seen on TV, and consumers are interested in whether it is men's or women's sports (Jokisipilä, 2022).

Sports create motions reflecting the nation's passion for athleticism and competition. According to Jokisipilä (2022), Sports in Finland are the most popular hobby among Finnish kids and younger generations. Finnish sports fans are known for their unwavering loyalty and genuine support for their favorite teams and athletes as role models and national heroes through sports; they can be seen as an affecting factor for the younger generation's interest in sports. National identity and patriotism are heavily connected with sports. Many older athletes have had possibilities after their careers as part of parliament and have even jumped to the minister position in Finland (Jokisipilä, 2022). Ice hockey holds a special place in Finnish hearts, with fans cheering for the national team and the top teams in the Finnish ice hockey league, such as Tampereen Tappara. The fan experience often in Finnish culture reaches stadiums, sports bars, social media communities, and fan forums (Facebook) to discuss matches, share insights, and express their feelings. Fear of Missing Out (FOMO) is highly part of Finnish society in sports as all the fans want to share the same ideas with other fans. The community highlights the concept behind different sports well alongside Finnish fan culture. Fear of Missing Out in sports stands for apprehension of missing

social interactions in that specific sport fan chooses. In their research, Lee et al. (2023) found that fans with FOMO must continuously connect with other fans, leading to social media activities towards the sport or team. Traditional chants, songs, and rituals enrich the fan culture but differ from other countries' sports fan cultures. Many teams have traditions, cultures, and different aspects for a fan to interact. Still, Finnish sports culture relies more on expressing and sharing the feelings that sports, specific teams, or patriotism towards Finland on a national level creates.

Sports also can give hope to the fans of Finland when the time in the world is not good. Sports work as an escape for many Finnish sports consumers, especially in their situation or even during a global crisis. The first evidence of Finnish fans using sports to heal the scars of the war years was the Olympic games held in Helsinki in 1952. The second evidence would be that 1995 Finland won the Ice Hockey World Cup in Sweden for the first time. Both of these scenarios symbolize the importance of sport in the fan culture of sport in Finland (Jokisipilä, 2022). These demonstrate that Finnish fan culture plays an integral role in shaping the atmosphere, community, passion, and dedication to creating a stable structure for sports fan culture in Finland.

### **3 Methodology and research implementation**

This chapter is called Methodology and Research Implementation, and it outlines the approach to answering the research questions of this thesis. The methodology section is crucial as it clarifies the study's framework, techniques, and tools utilized to gather and analyze data and establish its findings' credibility, reliability, and validity. Furthermore, this chapter provides insights into chosen methodologies and opens the thought process that guided the researcher throughout the study. Methodology is a map for a researcher and reader to guide the research journey through data collection, analysis, and interpretation.

The reasons and customer experiences of different sports events in Finland have been researched quite well. As an example, Katila (2023) investigated in his thesis how to get customers to participate in the matches of the host country of the Fiba European Championships held in Finland

2025. Tummala & Mäki (2015) mapped out which motivational factors made Finnish people go to Bilbao to watch Finland's 2014 Basketball World Cup matches. Valkama (2022) pro gradu-measured people's most significant factors that affect their attendance at the matches of the Helsinki Seagulls. Pupaza & Ruskio (2019) found out which factors made college students from Joensuu go to the match events of the local basketball club. Boricheva (2022) studied people's motivational factors for attending Hämeenlinna volleyball club matches. In their thesis, Lahtinen & Karadjov (2020) investigated motivational factors for buying a Lahti football club's season ticket. On the other hand, this type of thesis has not been published or completed by the teams on their own, in which three different teams' customer experience is investigated in the Central Finland area in the basketball 1st division A level.

### **3.1 Research approach**

According to Veal and Darcy (2014), scientific research always follows the rules and conventions of science, which means that the research follows logic, reason, and examination of evidence. Replicated is the word for other researchers or the same researchers to conduct within the scientific model for similar conclusions. Sports research involves the collection, analysis, and presentation of statistical information. In this thesis, the data used is quantitative. Mostly in sport-related research, the information is quantitative, for example, money spent by spectators to fan products in a sports event. Sometimes, the data can still be qualitative but presented as quantitative. Both quantitative and qualitative research are about different manners of figuring out reality. However, as the chosen method for this study was a quantitative approach, the researcher defined the fixed point of fact, which significance, utility, and necessity can be estimated. As the answering scale is given, the data collection can be implemented on a larger scale than in the qualitative approach. This enables dependencies between variables and different groups' differences, which clarifies the picture gotten from the bigger picture that in this study are the customers of three Central Finland basketball teams playing in the 1<sup>st</sup> Division A (Ikonen, 2016). In this thesis, numerical scores were obtained by asking people to indicate levels of satisfaction and agreement or not with different services, ranging from 1 very satisfied to 5 very

satisfied and from 1 fully disagreeing and fully agreeing. The quantitative approach to research relies on numerical evidence, primarily for drawing conclusions or testing hypotheses. Reliability is paramount in the quantitative approach. To secure reliability, it is necessary to study large numbers of people and use different electronic devices, such as computers, to analyze the data. Questionnaire surveys and observations involving counts or measurements are various types of data in the quantitative approach (Veal and Darcy, 2014).

As Veal and Darcy (2014) explain, there are three different kinds of approaches to quantitative research.

1. Hypothetical-deductive: Including invariably statistical methods and tests.
2. Statistical: Not necessarily hypothetical-deductive, statistical methods are used and can be descriptive, exploratory, and/ or deductive.
3. Inductive: no or just a little use of statistical tests, but still based on numerical data. Most sophisticated statistical measure by percentages or means/averages.

Quantitative techniques studying large groups of people are robust in research by not just looking at the sample being studied, but also creating and studying possibilities for a broader group around the sample (Holton et al., 2005). With quantitative research, a researcher can collect data from a large target group, especially when the audience is more receptive to results in graphs, facts, charts, and statistics. According to (Holton et al. 2005, p. 30), "Researchers collect data for two reasons to understand better phenomena in a specific group and to make inferences about broader groups beyond those being studied". The selection to use quantitative data was seen as the best option as the objective of the study assesses a problem or answer such as "what", "which," or "how many" of a research question. Holton et al. (2005) highlight that the quantitative research process follows five steps. The first and probably the central part of the quantitative research process is determining the research question. A research question is a challenging question for an issue or problem in the study, answered with evidence in hopes of creating new insights for the old problem (Lipowski, 2008). The second step includes the participants (population and sample). The third step of the quantitative process in research is the selection of

methods to answer the questions the study is creating. The fourth step includes determining the needs of different tools and analyzing and selecting them. The fifth and last step in the end is to understand and interpret the research results.

In this thesis, the quantitative process was seen as the best option for the research as customer experience from the survey generates statistical insights into customer perceptions, preferences, and behaviors. It also allows to measure the impacts of different factors on customer satisfaction, helps to identify patterns between various groups, in this case, the team's customers, and draws understandable significant conclusions into the research findings. The quantitative research study aimed to understand the relationship among the customers in different teams' game events between an independent variable and one or more dependent variables (Williams, 2021). For the research, a survey was used to understand the team's customer base better and determine what the customers expect from the events. Quantitative analysis helps to understand the landscape of customer experience, customer base, and comparison of different teams from Central Finland.

### **3.2 Data collection and analysis**

In this research, the target groups for the data were divided into three different teams' home games. The population used varied from under 18 to over 65 years old. Data for this research was collected twice in three different teams' home games using a survey made in Webropol that included 15 parts, nine multiple-choice, four Likert scales, and two open questions. The survey was a questionnaire form featuring questions related to the research subject: customer experience in 1st division A basketball events in Central Finland (Gürbüz, 2017).

Multiple choice questions processed basic information such as demographic and background information of the respondents. Likert scale questions handled information about the game events, such as satisfaction on different aspects. The Likert scale was the best option as it allows the possibility to investigate the customers from multiple angles and provides a higher probability of accurately understanding the survey participants for arriving at interpretations and conclusions

(Nemoto & Beglar, 2014). The last two open questions allowed participants to open ideas for developing the game events as also things that they think are the best in the game events for understanding the customer base better and what they expect from the game events. Most of the questions were mandatory to answer for reaching enough data. Still, the last two open questions were set to be obligatory to allow participants to open ideas and finish the questionnaire faster. Webropol was chosen as the tool for creating the survey and collecting data because of its availability and ease of use. It quickly updated the results and offered QR code possibilities for data gathering and management. Responding to the survey needed any device that could read QR codes and an internet connection, which may have decreased the response rate from the older and younger populations. QR codes were chosen to gather data because they are accessible for survey participants and quick for researchers to share with target groups; according to Pandya et al. (2014), QR codes are an effective tool for users to converse URLs quickly and efficiently. The contact information of the respondents was visible to the researcher only for a draw containing their names and e-mail addresses, but it was handled carefully and deleted after lottery winners were reached through e-mail. None of the contact information could be combined with answers as Webropol filtered the answers to be anonymous, and the contact information stayed visible for the researcher only when contacting the winners.

Answers for the survey were collected with a QR code, which people could answer during the home game. The best way to reach out to customers in these home games was through social media marketing before the game on the team's Facebook and Instagram. All the survey participants also could win merchandise and tickets for the following games by participating in a lottery at the end of the survey. This was a good option for attracting more customers to answer the survey. The survey was presented in Finnish to increase the response rate and avoid misunderstandings as the questions are more accessible for the target group to understand. The survey was marketed in each team's social media channels only one week before each game event but published just before the game event by targeting all the answers from customers who have been participating in the game event and closed after the game event. This was seen as the best option for limiting the research to the participants who have experienced the game event by

themselves and making sure that the QR codes or the link for the questionnaire is not spreading alongside participants who have not been at the game event present. The answers to the survey were collected in three different cycles as the research customers were from three other teams. The first and second cycles were conducted for Huima Basketball and Jyväskylän Basketball Academy, where data collection happened during January and February. The last cycle was performed for Kipinä Basket, where data was collected during March, and the target number of responses for quantitative research was set to 80 answers from each team, totaling 240 answers. Sample size gathering took approximately two months, and the target goal was reached as the final amount rose to 308 (Kipinä Basket 122, Huima Basketball 97, Jyväskylän Basketball Academy 89). Data analysis was conducted using Excel and Webropol data collection software to categorize and group these three teams into their segments.

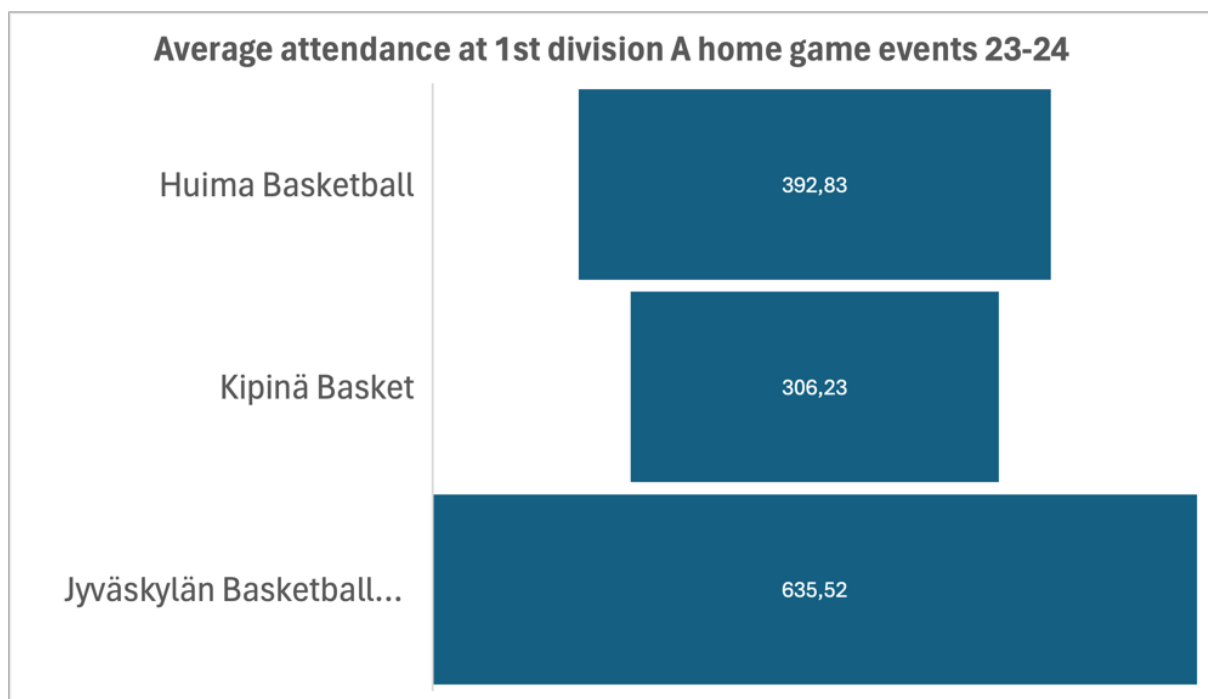


Figure 4 Average attendance at 1st division A home game events 2023-2024 (Suomen Koripalloliitto ry, 2024).

By observing and analyzing each team's average attendance at the home game events during the season 2023-2024, figure 4 illustrates the deciding factor of the target sample size in this research. The combination of basic math calculations in Excel, expectations towards participation in the survey, and the average number of customers visiting each team's basketball game events combined to create a target goal for the sample size. The target number of responses was set according to Fowler et. al (2019) instructions for knowing your population, how responsive they are, and being realistic by understanding subject attrition and participation in the survey for this type of research.

### **3.3 Validity and reliability**

Validity and reliability are paramount for successful data collection. Fink and Litwin (1995) highlight well that bad surveys produce insufficient data that only wastes resources, leading to unreliable and irreproducible outcomes. Good surveys instead provide information generating positive outcomes on the topic, leading to greater validity and reliability. Validity means, in simple words, how widely a research study accurately measures the concept it claims to measure, while reliability, in simple words, means how reliable the measurement is. Reliability was secured by ensuring the sample size was large enough for this research. The preparation face did not include a hypothesis, so biases did not occur. Sample bias was avoided by validating and sampling the target group correctly. Correct research type selection ensured the validity so that the information on the topic and the general opinions of the public would be identified. The questions in the survey were universal so that participants could answer the survey even if they had never taken part in basketball games or any sports event; this was chosen to ensure reliability. Questions of the survey were based on a theoretical framework, and for the desires of all three teams, interviews were conducted. Face-to-face interviews with each teams representative were held before data collection. According to Fox (2009), the interviewer can explain the purpose of the research, present the survey, clarify questions, ask for cooperation help, correct possible misunderstandings, and test the functionality of the survey. This was seen as an essential aspect by also addressing the validity and reliability concerns before the beginning of the data collection

or the first release of the survey to understand insights about the teams, data collection, and information gathered about the customers from Kipinä Basket, Huima Basketball and Jyväskylän Basketball Academy.

Researchers can use different types of validity measurements when assessing the performance of the survey. In this study, two types of validity were used. Face validity and content validity. In face validity, a few untrained individuals, such as girlfriend and family members, assess whether the items look good or bad to them. In content validity, the items are evaluated by a set of reviewers who know the subject chosen to ensure that the survey includes all the parts it should (Fink & Litwin, 1995). In this research, family members were used in face validity to assess the validity of the survey. Content validity, where each team's board member got to determine the study for validity, was chosen to ensure that the survey includes everything it should and avoids what it should not include.

### **3.4 Ethicality**

Ethical dilemmas occur every day for most people. Shampoo & Reshnik (2014, p. 14) describe ethics as “standards of conduct that distinguish between right and wrong, good and bad, and so on”. They emphasize ethics discipline as being concerned with answering questions concerning duty, honor, integrity, virtue, and justice. In everyday life, ethics often get mixed with law. For normal human beings, right and wrong usually means either breaking a law or doing something that should not be done. Shampoo & Reshnik (2014) highlight that ethics differ from a law from many angles. Firstly, law and ethics have very different scopes. Secondly, conducts that are unethical are not necessarily illegal. Thirdly, the law has areas with either nothing or little to do with ethical concerns. For example, person A significantly contributes to a project, and person B uses the project as a source without crediting person A. This is perfectly legal in the eyes of the law, but the action itself would be unethical as it violates the principles of fairness and honesty. Ethical behavior in research considers things such as plagiarism and honesty in reporting results. These problems arise in all research, but when research is conducted alongside animal or human

subjects, not just in biological science but also in social science. Following the underlying principles, respecting the honesty and integrity of the ecosystem guides to follow ethical matters in research and behavior (Veal and Darcy, 2014).

## **4 Results**

The questionnaire included 15 questions; 13 were mandatory to answer, and the last two questions were open questions and obligatory to answer. This was seen as an option to increase the response rate as all the respondents, after many questions, might not open anything in the written form, or the responder needs something to highlight these things. The survey was divided into four sections, starting with general demographic questions, including three questions, and then moving on to prerequisites, including three questions. The last two sections, satisfaction, included three questions, and event experience, included six questions, gather evidence on the ideas and thoughts about customer experience in the game event.

### **4.1 Demographics**

The first three questions considered the demographics of the respondents. Identifying the population of survey responders is essential and helps to illuminate potential disparities in this study (Ziegenfuss et al., 2021). Demographic questions were mandatory, but when asking about the gender of the respondents, there was a possibility not to declare the gender or answer with the option other. This was allowed for giving respondents the possibility to protect their own identity in case of wanting to do that and respecting the respondent's freedom to not to identify themselves on a specific category with their biological sex. This was seen as a possibility to increase the rate of responses.

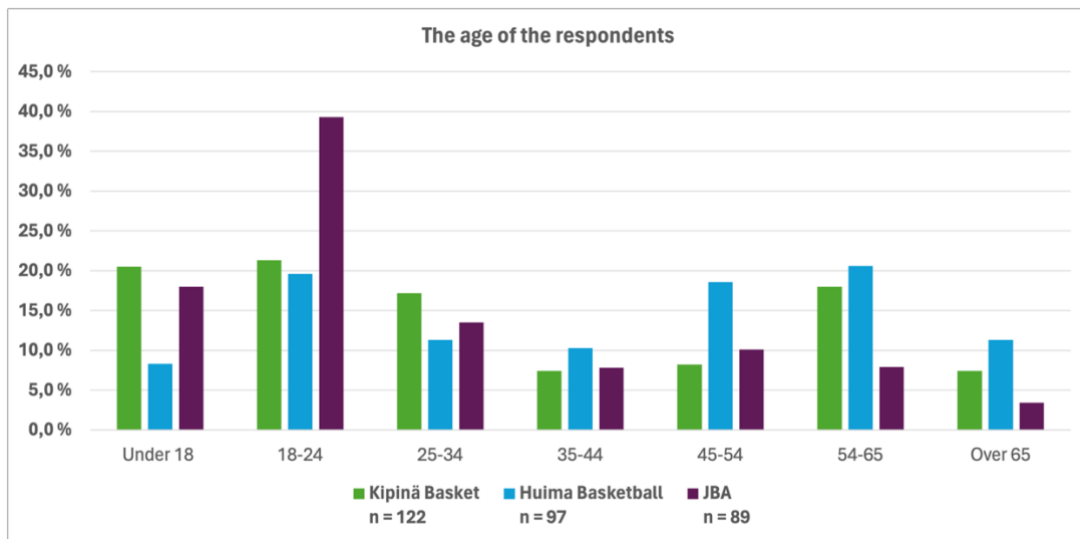


Figure 5 The age of the respondents.

Figure 5 reveals the age of the respondents. All age categories got votes, indicating that the division was well prepared. Responders' age groups were balanced tightly except for JBA, which was 18 to 24 years old. All of the groups are represented under 18 years old to over 65 years old from all of the three teams. Ages 18-24 were the age category with the most votes, with 80 respondents (about 26%). Second, ages of 54-65 years old 49 of the respondents (about 16%). Third, ages of 25-34 years old 44 of the respondents (about 14%). Fourth, ages of under 18 years old 39 of the respondents (about 13%). Fifth, age of 45-54 years old 37 of the respondents (about 12%). Sixth, of the respondents aged 35-44, 26 were aged (about 8%), and lastly, the least voted category was age over 65 years old, with 23 responses (about 7%).

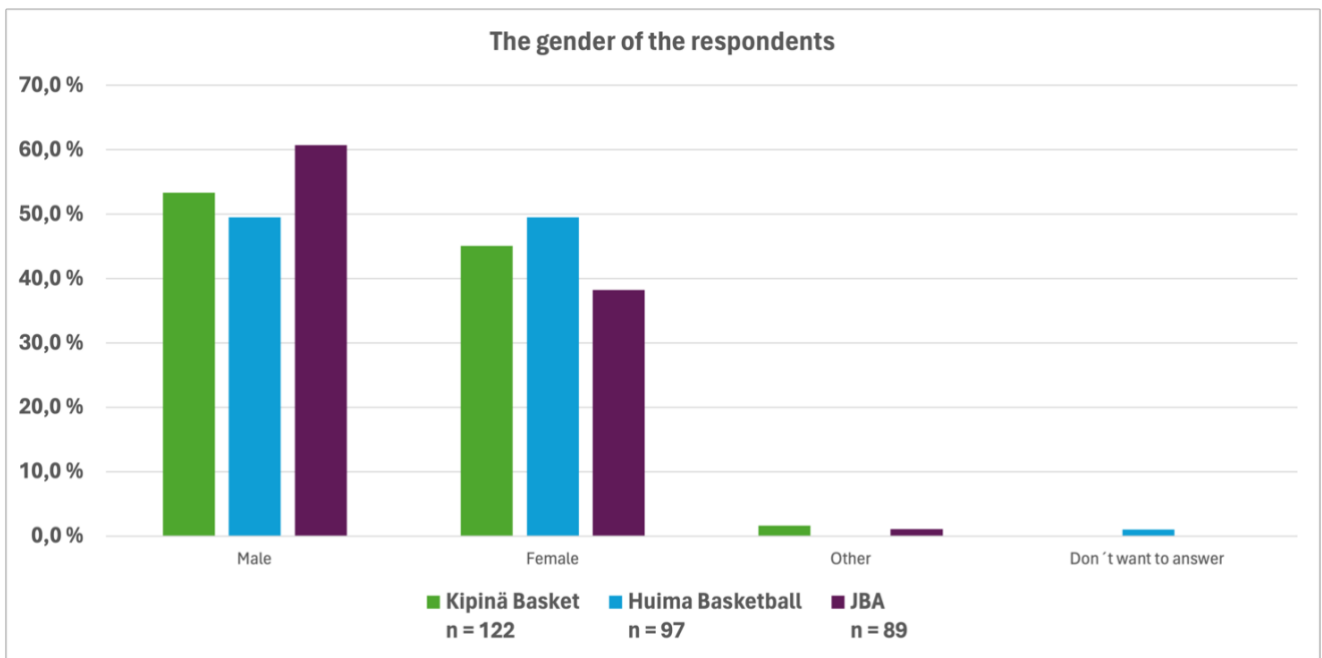


Figure 6 The gender of the respondents

As Figure 6 illustrates, males and females in the sample population were evenly distributed. Males answered the survey more actively than females, with 168 respondents (about 55%). One hundred thirty-six respondents were female (about 45%), 3 identified themselves as other (about 1%), and one did not want to declare the respondents' gender.

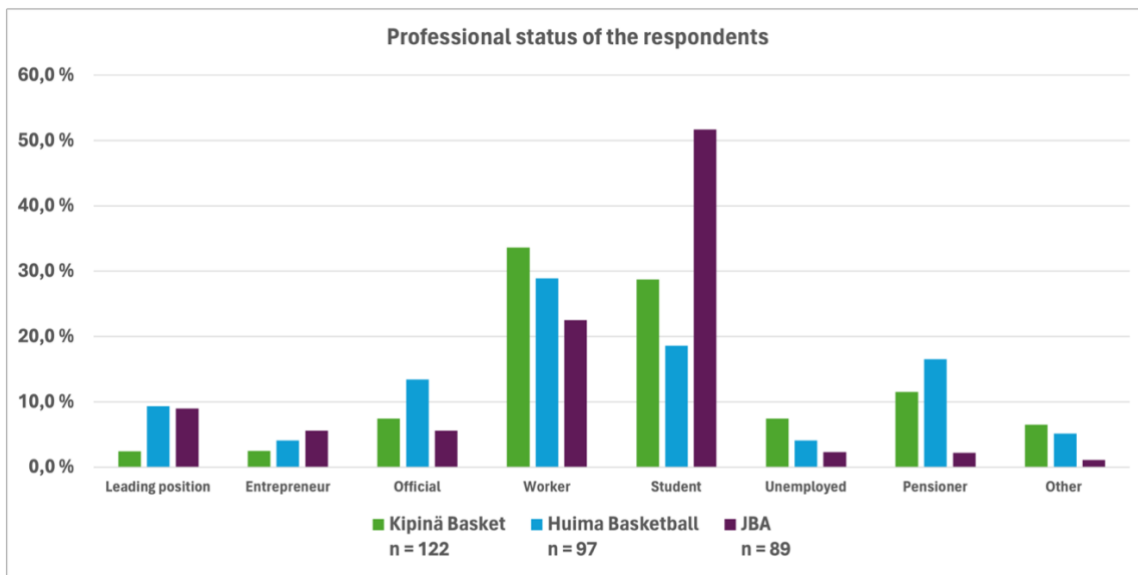


Figure 7 Professional status of the respondents

Figure 7 shows the respondent's professional status. All of the categories were represented. Worker and student categories from all of the teams got the most votes. One hundred eighty-eight of the respondents identified themselves as workers or students (about 61%), but to highlight the considerable difference in JBA's professional status alongside customers, over 50% of JBA respondents declared themselves as a student. Pensioners and officials, meaning people working for the team as volunteers or paid workers, were the third most-voted category 59 respondents (about 19%). Leading position and entrepreneur got 32 answers (about 10%) alongside the respondents and was the fourth most popular category. The unemployed category remained with only 15 answers (about 5%). The last category was for the responders who could not find a suitable professional status from the categories, and it got 14 answers (about 5%). All respondents from this category identified themselves as children in elementary school.

## 4.2 Prerequisites

The second three questions dealt with prerequisites. In this study, it was seen as essential to understand the respondents' background information regarding the game event without directly diving into the subject's heart. These three questions processed information about respondents' living place, information about the game event, and how respondents arrived at a game event. This was an essential part of a questionnaire to gather information to help answer a research question and know about the three teams' sustainability stage. All of the questions were mandatory to answer, but in the second part, respondents could select up to 9 different answers maximum and minimum of one answer.

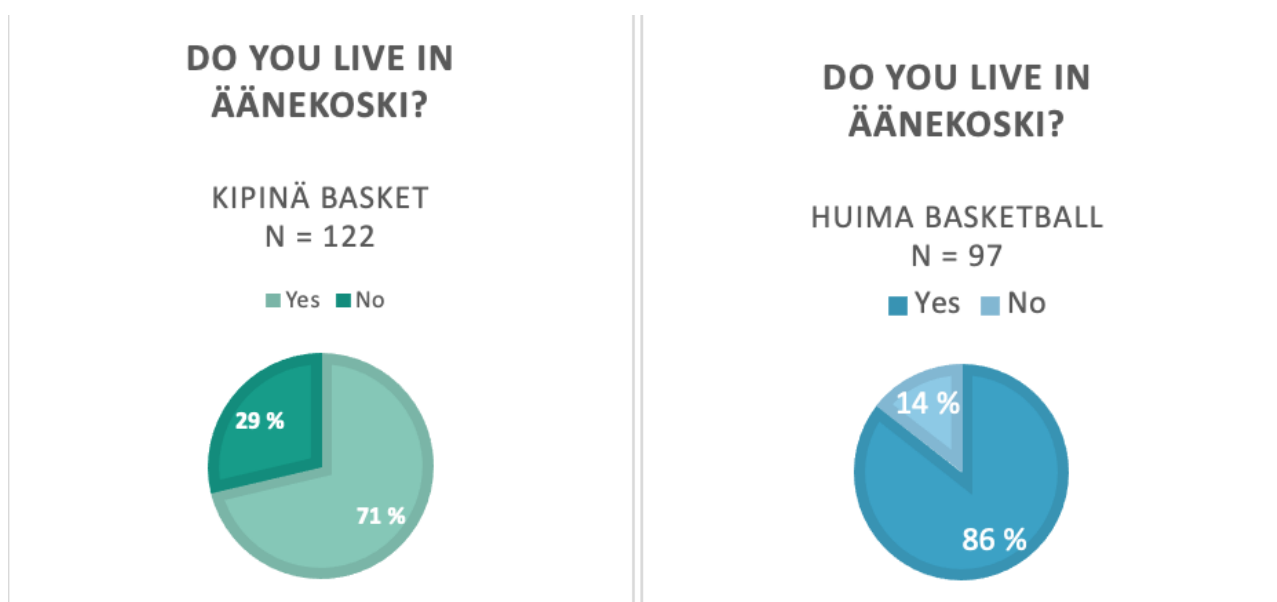


Figure 8 Do you live in Äänekoski? (Kipinä Basket and Huima Basketball)

Figure 8 illustrates the Kipinä Basket and Huima Basketball respondents' place of living. As two of the three teams are geographically located in the same city, it is vital to categorize Kipinä Basket and Huima basketball in the same segment. Most of the respondents from both teams answered their living place was Äänekoski. From Kipinä Basket 86% of the respondents and from Huima

Basketball, 71% reported their living place being in Äänekoski. Of Kipinä Basket respondents, 14% and from Huima Basketball, 29% answered their living place was somewhere other than in Äänekoski.

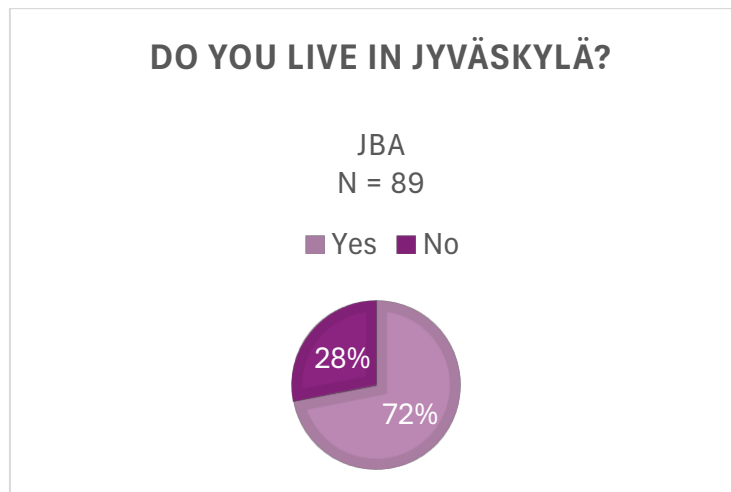


Figure 9 Do you live in Jyväskylä? (JBA)

Figure 9 illustrates the JBA respondent's place of living. JBA respondents' living place is shown in its segment as it is geographically located in a different city in Jyväskylä. 72% of the respondents stated that their living place was in Jyväskylä, and 28% of the respondents lived somewhere else other than Jyväskylä.

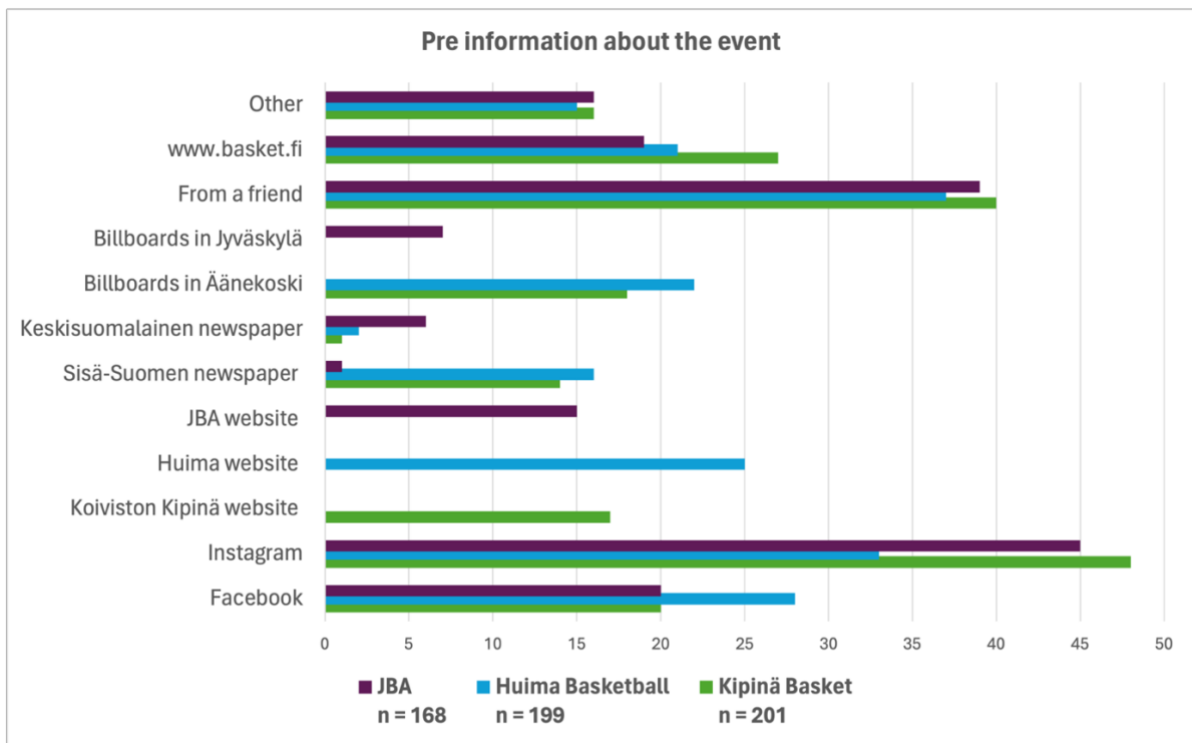


Figure 10 Pre-information about the event

Figure 10 shows pre-information about the game event that the respondents had gotten before attending a game event. All the parts got votes, showing that the division was successfully prepared. Social media such as Facebook and Instagram were the most popular places for respondents to gain information about game events, getting 194 votes (about 34%). From a friend was also famous for gaining information as getting 116 votes (about 20%). The Finnish Basketball Federation (Koripalloliitto) website got votes from all of the teams' respondents 67 (about 12%). All three teams' websites got 57 votes (about 10%). Billboards in Äänekoski and Jyväskylä got votes from 47 respondents (about 8%). Another part could open places that were not available to answer in the survey, and it got votes from 47 respondents (about 8%). The most famous part in the other section that respondents lifted was from a junior team playing in Äänekoski. Keskisuomalainen and Sisä-Suomen newspapers got votes from 40 respondents (about 7%).

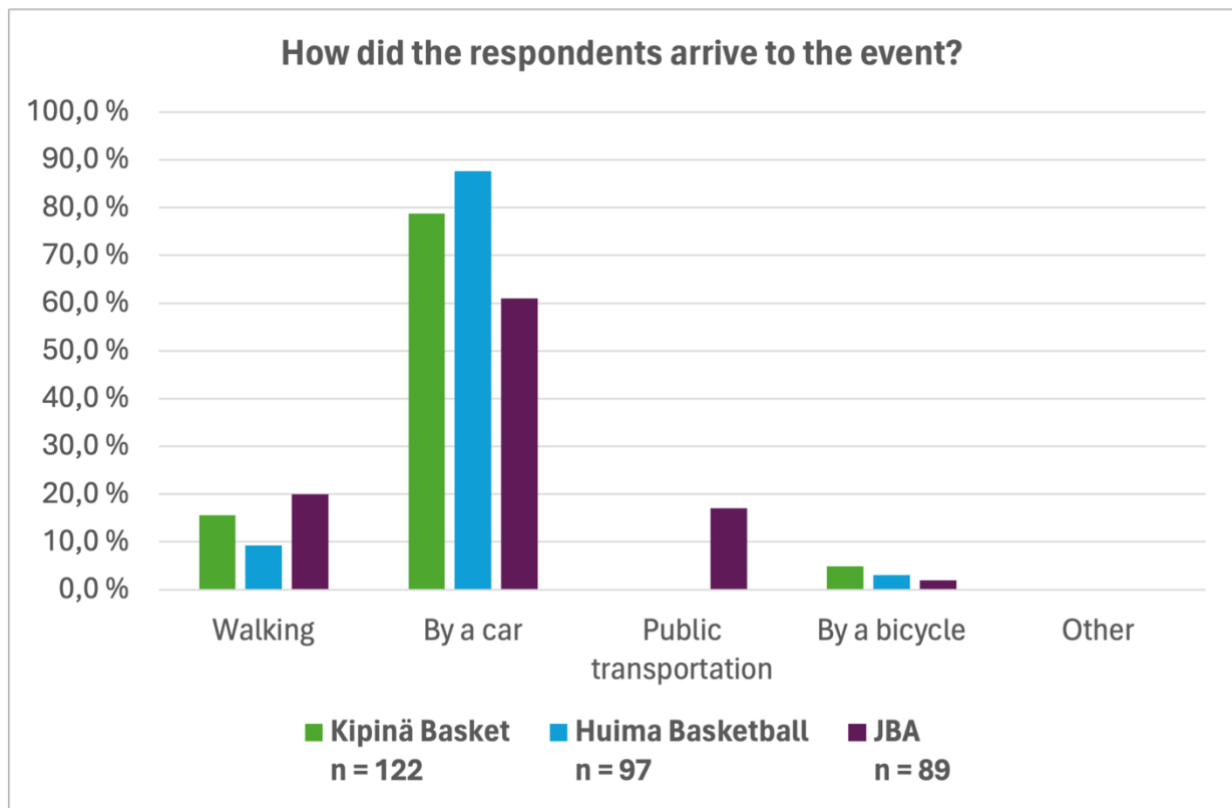


Figure 11 How did the respondents arrive at the event?

Figure 11 shows how the respondents arrived at game events. The most popular vehicle for arriving at a game event alongside all three teams' respondents was a car, making up 235 answers (about 76%). Forty-six respondents (about 15%) arrived by walking to a game event. 11 respondents (about 4%) came by bicycle to a game event. Public transportation was favored only alongside JBA respondents, as 15 respondents (about 17%) informed arriving by using public transportation to a game event.

### 4.3 Satisfaction

The third part of the questionnaire considered factors affecting respondents' satisfaction with Arena functionality, game event quality, and communality. This part gathered vital information to answer a research question. All the questions were mandatory to answer in the form of a Likert-

scale questionnaire. Questions consisted of a series of statements in which respondents indicated their level of agreement or disagreement on a scale ranging from very unsatisfied and very satisfied and entirely disagree to agree from 1 to 5 fully. Likert scale also included the possibility of choosing the neutral option for respondents who neither agree nor disagree with a statement. The neutral option was seen as an option to increase the response rate alongside the respondents who could not indicate the level on either side of the scale. This was seen as the best instrument not just being standard for measuring variables such as attitudes, opinions, or behaviors, but also for allowing the researcher to gather large amounts of data relatively quickly (Nemoto & Beglar, 2014).

#### 4.3.1 Functionality of different arenas

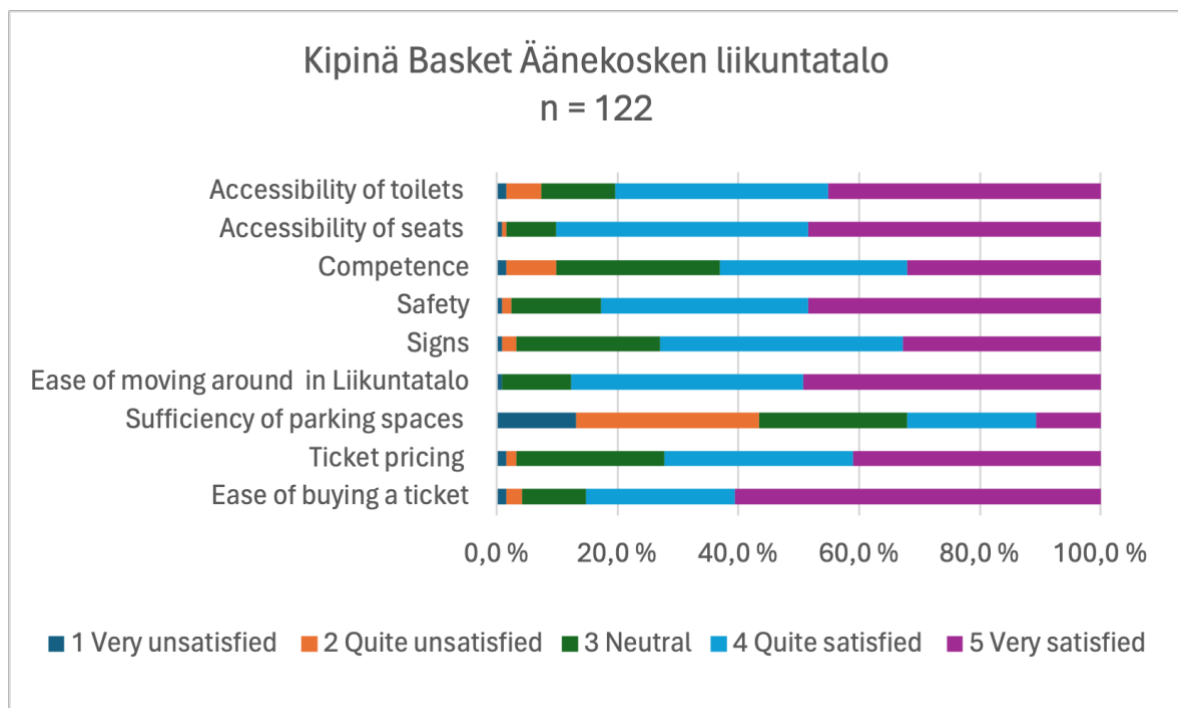


Figure 12 The functionality of Äänekosken Liikuntatalo.

Figure 12 illustrates the functionality of Äänekosken Liikuntatalo alongside the respondents of Kipinä Basket. Most of the respondents were either really satisfied or quite satisfied with all of the aspects of the functionality in the Äänekosken liikuntatalo. Sufficiency of parking spaces was seen by almost half of the respondents (about 43%), either very unsatisfied or quite unsatisfied. The most satisfied factors alongside respondents who answered either very satisfied or quite satisfied were ease of moving around in Liikuntatalo (about 88%), accessibility of seats (about 90%), and ease of buying tickets (about 85%).

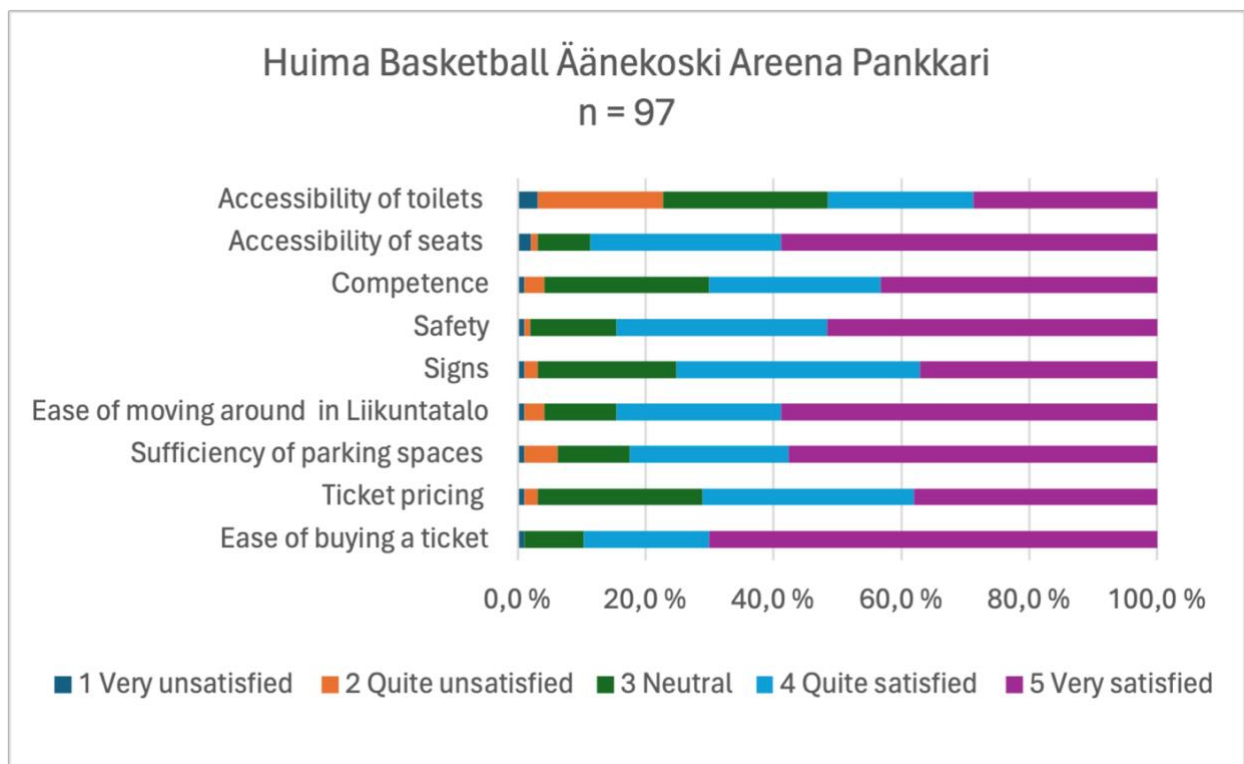


Figure 13 The functionality of Äänekoski Arena Pankkari

Figure 13 illustrates Äänekoski Arena Pankkari's functionality alongside Huima Basketball's respondents. Most of the respondents were either really satisfied or quite satisfied with all of the aspects of the functionality in the Äänekosken Arena Pankkari. Accessibility of toilets was seen (about 23%) of the respondents either very unsatisfied or quite unsatisfied. The most satisfied

factors alongside respondents who answered either very satisfied or quite satisfied were ease of buying ticket (about 90%), accessibility of seats (about 89%), and ease of moving around Pankkari Areena (about 85%).

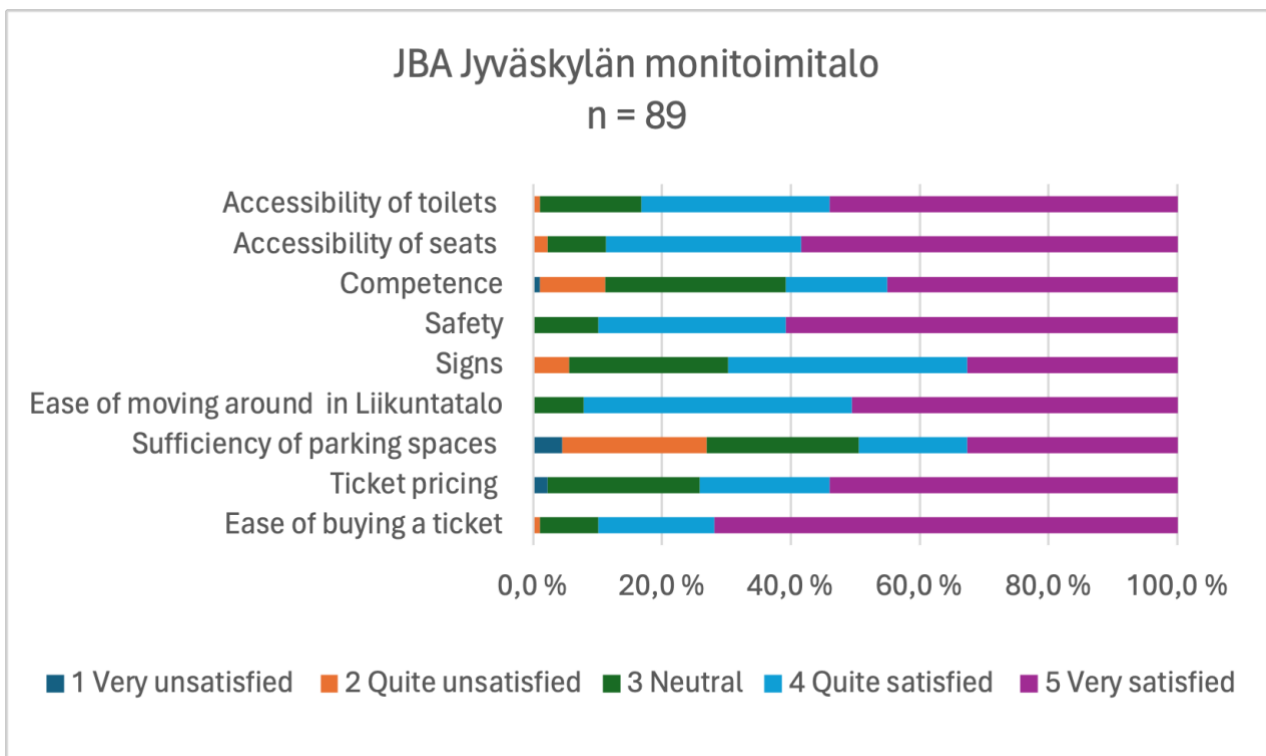


Figure 14 The functionality of Jyväskylä monitoimitalo

Figure 14 illustrates the functionality of Jyväskylä Monitoimitalo alongside the respondents of Jyväskylän Basketball Academy. Most of the respondents were either really satisfied or quite satisfied with all of the aspects of the functionality in the Jyväskylän Monitoimitalo. Sufficiency of parking spaces was seen (about 26%) of the respondents either very unsatisfied or quite unsatisfied also, from the respondent's answers, competence (about 10%) and signs (about 6%) were quite unsatisfied. The most satisfied factors alongside respondents who answered either

very satisfied or quite satisfied were ease of moving around Jyväskylän Monitoimitalo (about 92%), ease of buying tickets (about 90%), accessibility of seats (89%) and accessibility of toilets (about 83%).

#### 4.3.2 Quality of the game event

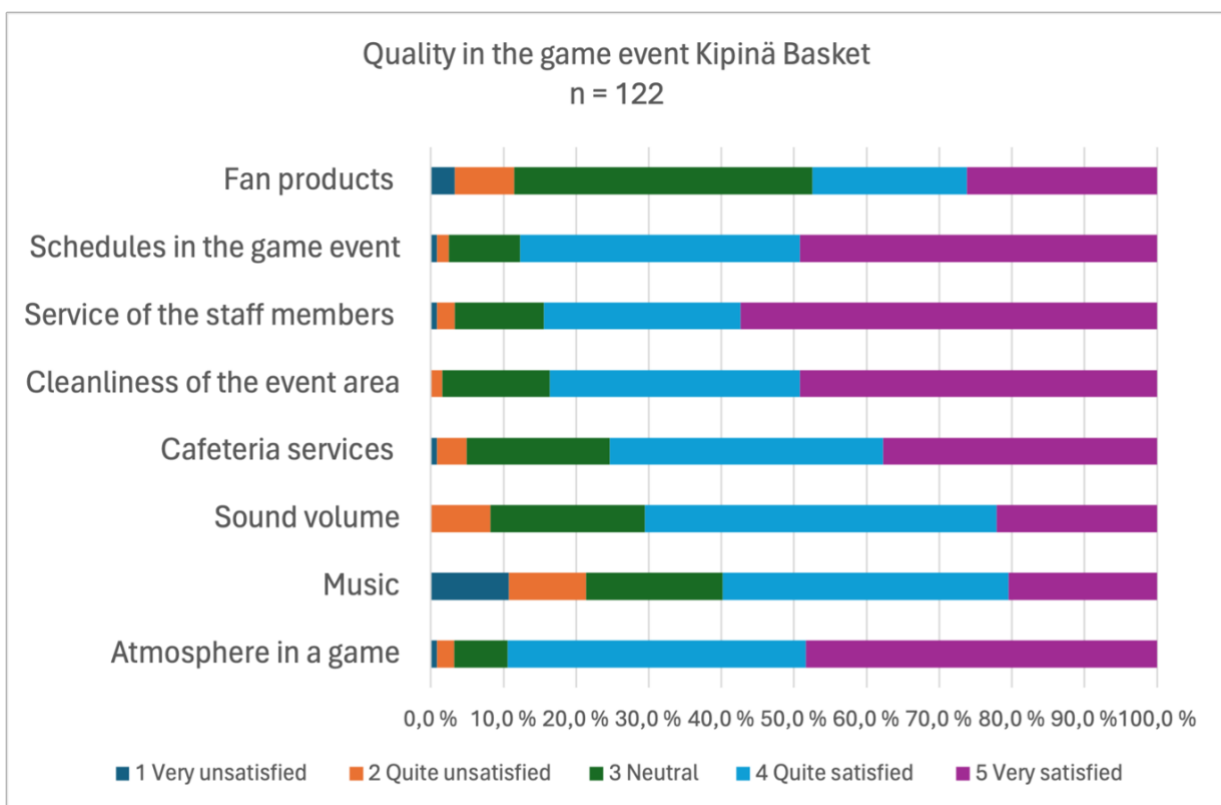


Figure 15 Quality in the game event Kipinä Basket

Figure 15 illustrates the quality of Kipinä Basket game events alongside the respondents of Kipinä Basket. Most of the respondents were either really satisfied or quite satisfied with all aspects of the quality of the game events. Music and sound volume were the least confident, as respondents (about 30%) were either very unsatisfied or quite unsatisfied with the music and sound volume at the game events. Fan products were also seen from the (about 12%) and cafeteria services (about 5%) of the respondents were either very unsatisfied or quite unsatisfied. The most satisfied factors

alongside respondents who answered either very satisfied or quite satisfied were the atmosphere in a game (about 89%), schedules in the game event (about 87%), service of the staff members (about 84%), and cleanliness of the event area (about 83%).

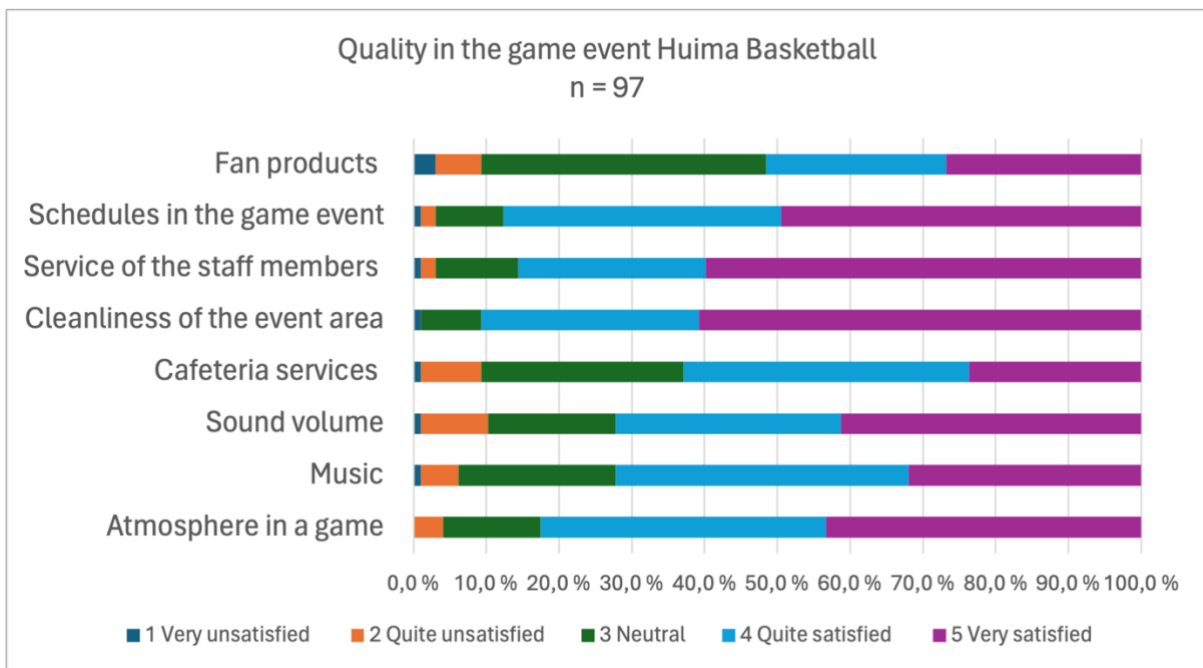


Figure 16 Quality in the game event Huima Basketball

Figure 16 illustrates the quality of Huima Basketball game events alongside the respondents of Huima Basketball. Most of the respondents were either really satisfied or quite satisfied with all aspects of the quality of the game events. Cafeteria services, fan products, Music, and the sound volume were seen as the least satisfied by the respondents. (about 16%) The respondents were either very unsatisfied or quite unsatisfied with the music and sound volume at the game events. Fan products were also seen from the (about 9%) and cafeteria services (about 9%) respondents, who were either very unsatisfied or quite unsatisfied. The most satisfied factors alongside respondents who answered either very satisfied or quite satisfied were cleanliness of the event

area (about 91%), schedules in the game event (about 88%), service of the staff members (about 86%) and atmosphere in a game (about 82%).

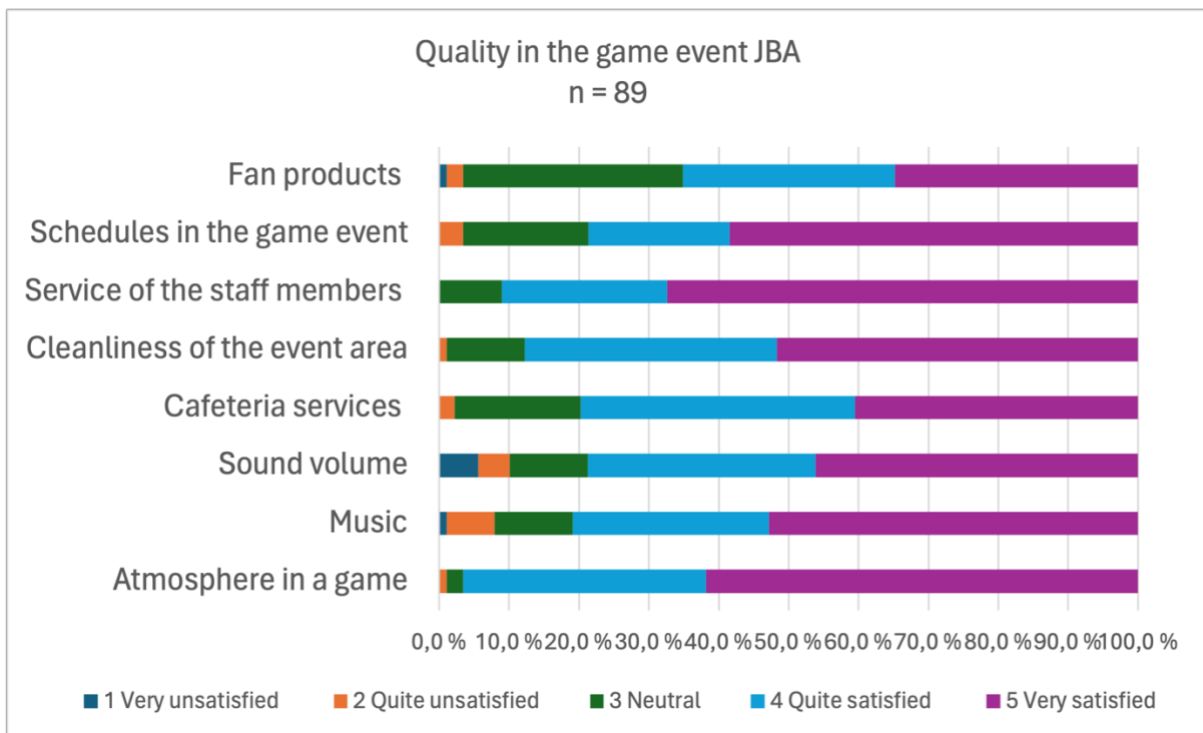


Figure 17 Quality in the game event JBA

Figure 17 illustrates the quality of Jyväskylän Basketball Academy game events alongside the respondents of JBA. Most of the respondents were either really satisfied or quite satisfied with all aspects of the quality of the game events. Music and the sound volume were seen as the least satisfying, as the respondents (about 18%) were either very unsatisfied or quite unsatisfied with the music and sound volume in the game events. The most satisfied factors alongside respondents who answered either very satisfied or quite satisfied were the atmosphere in a game (about 97%), service of the staff members (about 91%), cleanliness of the event area (88%), and schedules in the game event (about 79%).

### 4.3.3 Communalities

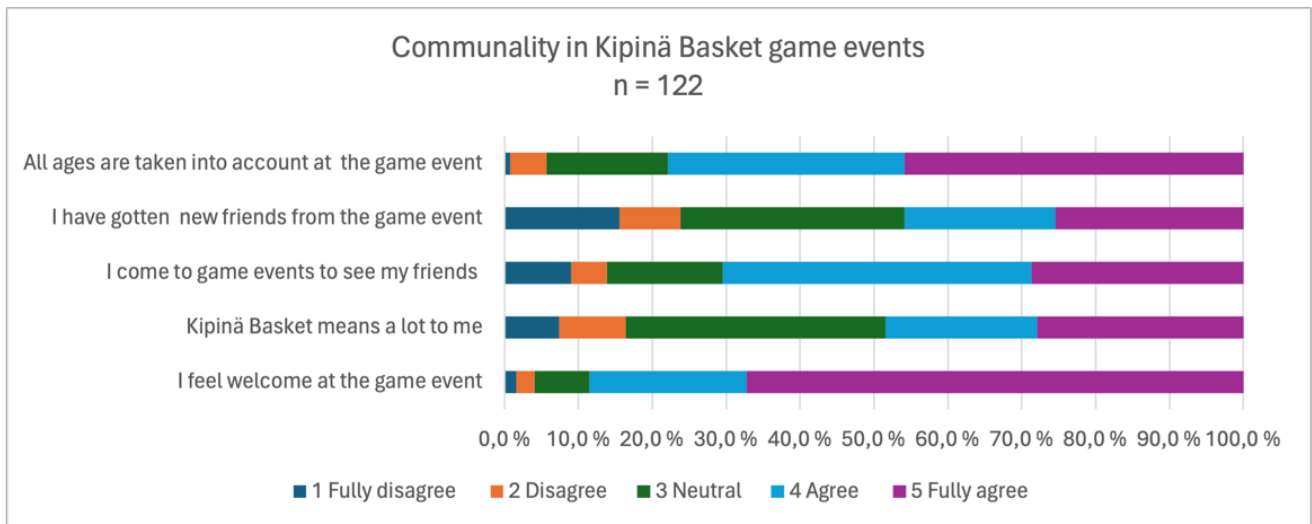


Figure 18 Communalities in Kipinä Basket game events

Figure 18 illustrates the communalities in Kipinä Basket game events alongside the respondents of Kipinä Basket. Most of the respondents agreed with the claims or answered neutral. (About 38%) Some respondents either thoroughly disagreed or disagreed with claims about getting more friends or coming to game events to see friends. Also (about 6%) of the respondents either entirely disagree or disagree with the claim that all ages are considered at the game event. The most agreed or fully agreed claims alongside respondents were feeling welcome at the game event (about 88%), and all ages were taken into account at the game event (about 78%). The rest of the claims were balanced highly between neutral and agree alongside respondents.

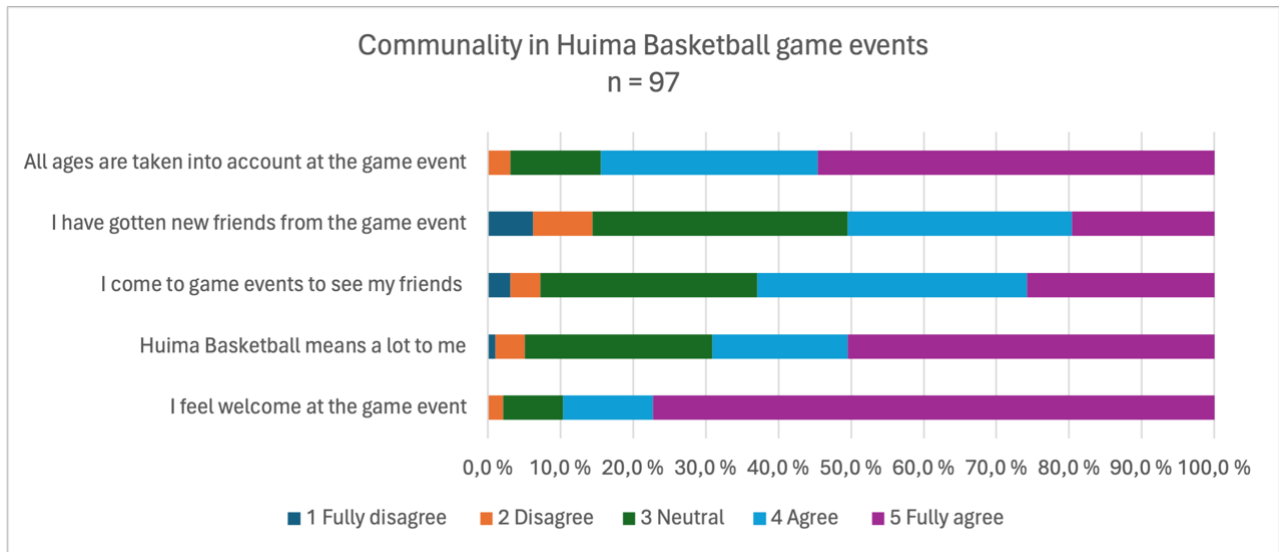


Figure 19 Community in Huima Basketball game events

Figure 19 illustrates the communality in Huima Basketball game events alongside the respondents of Huima Basketball. Most of the respondents were either fully agreeing or agreeing with the claims. (about 18%) The respondents disagreed entirely or disagreed with claims about getting more friends or coming to game events to see friends. The most agreed or fully agreed claims alongside respondents were feeling welcome at the game event (about 90%), and all ages were taken into account at the game event (about 85%). The rest of the claims were balanced highly between neutral and agree alongside respondents.

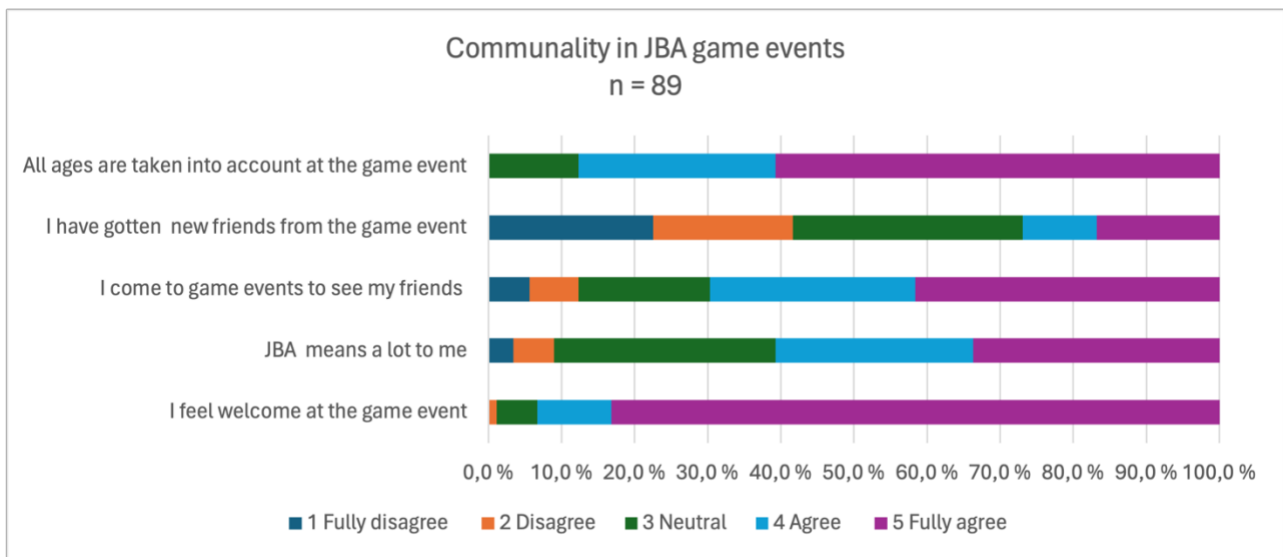


Figure 20 Communality in JBA game events

Figure 20 illustrates the communality in Jyväskylä Basketball Academy game events alongside the respondents of JBA. Most of the respondents were either fully agreeing or agreeing with the claims. Over half (about 55%) of the respondents either thoroughly disagreed or disagreed with claims about getting more friends or coming to game events to see friends. The most agreed or fully agreed claims alongside respondents were feeling welcome at the game event (about 93%), and all ages were taken into account at the game event (about 88%). The rest of the claims were balanced highly between neutral and agree alongside respondents.

#### 4.4 Event experience

Event experience is the last section of the questionnaire, including six different questions concerning things such as what is the best day for a home game, information about how many games respondents come to see during the season, factors affecting arrival for a game event, best things as also development needs for a game events of three different teams. Four of the six questions were mandatory to answer. The first question of this section was given with the option to choose a maximum of 2 options and a minimum of 1. The last two questions of the

questionnaire, which were open questions, dealt with the best things and development needs of three different teams and were obligatory to answer.

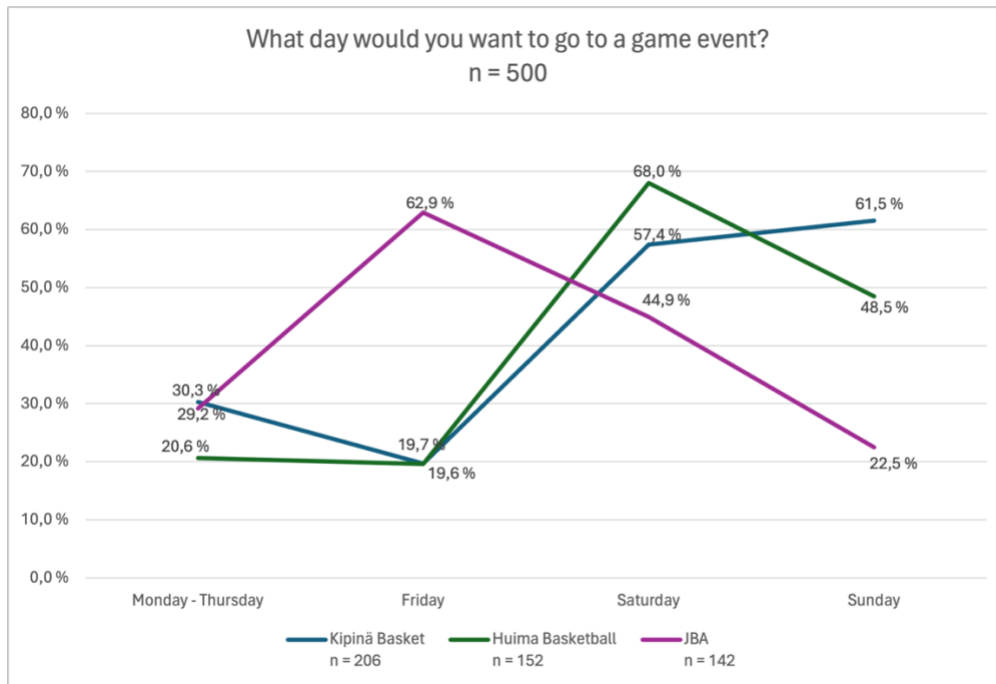


Figure 21 What day would you want to go to a game event?

Figure 21 shows what day all three teams' respondents were willing to participate in a game event as the respondents were given the option to choose a maximum of two answers, the n = 500. Respondents have closely similar results to Äänekoski teams respondents. Of the respondents of Kipinä Basket (about 62%) are willing to come to see a game event on Sunday and (about 57%) on Saturday. An interesting notice on the gamedays is that while Kipinä Basket respondents favor Sundays as a gameday from Huima Basketball respondents, only half (about 49%) are willing to come to see a game event on Sunday and (about 68%) on Saturdays. (about 30%) of the respondents of Kipinä Basket are willing to come to game events from Monday to Thursday, while the respondents of Huima basketball only (about 21%) would come to game events from Monday

to Thursday. Kipinä Basket and Huima Basketball respondents (about 20%) think Friday is the least favorite day for a game event.

JBA has very different results for willingness to participate in a game on Friday, as JBA respondents (about 63%) think Friday is the best day for a game day. Unlike Kipinä Basket and Huima Basketball, from JBA respondents, only (about 23%) would participate in the game event on Sunday. Saturday for JBA respondents (about 45%) is slightly lower than for Kipinä Basket and Huima Basketball respondents. Still, all the teams share a similar date for a least favorite day to participate in a game event, as only (about 29%) of the JBA respondents are willing to join game events from Monday to Thursday. These results are highly supported by the fact that the most favored days from all three teams are identical, as they played most of their home games during the season 2023-2024.

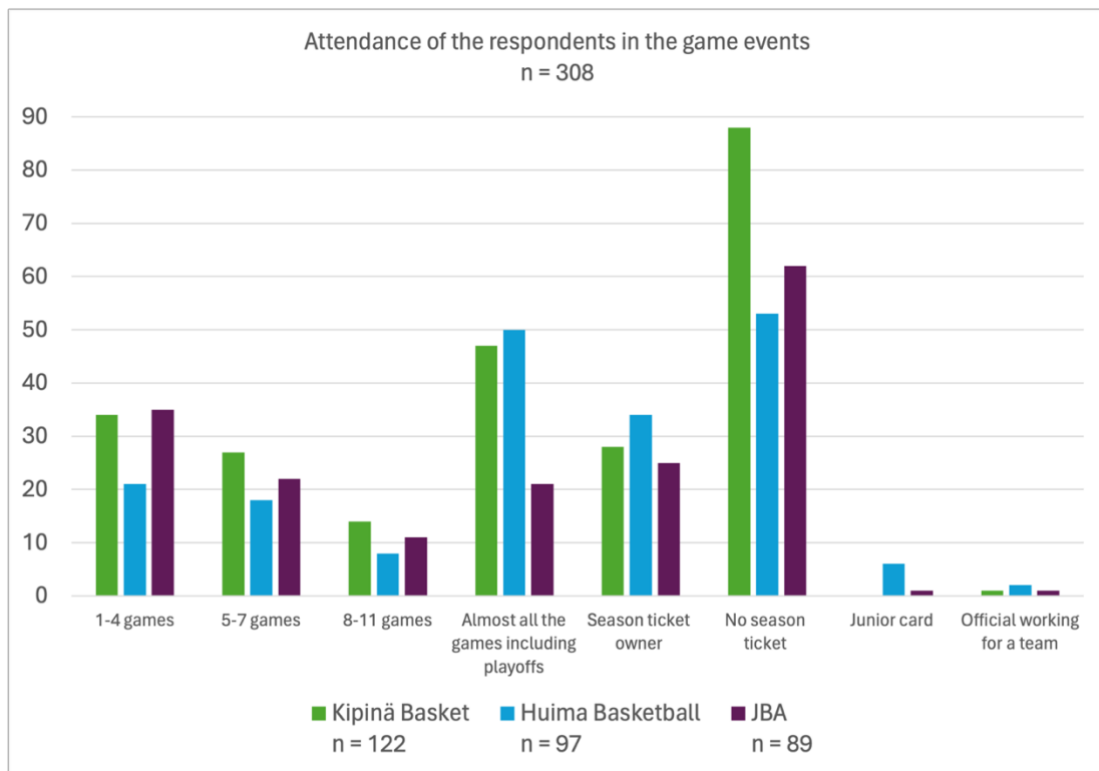


Figure 22 Attendance of the respondents in the game events

Figure 22 illustrates the estimation of the respondents' attendance in the game events and whether responders own season tickets or junior cards or are officials working for a team. In this section, two survey questions are combined and shown in the exact figure, as in the survey attendance was in its question and question about owning a season ticket as its own. In Figure 22, they are all combined in the same table for better insights. Of the respondents of Kipinä Basket (about 72%) do not own a season ticket. It is the highest of the three teams. Of the respondents of Huima Basketball (about 55%) do not own a season ticket. Of the respondents of JBA (about 70%) do not own a season ticket. Both Kipinä Basket (about 39%) and Huima Basketball (about 52%) of the respondents attend almost all the games, including playoffs, as for JBA respondents, it is only (about 24%). 1 to 4 games attendance is most favored alongside Kipinä Basket (about 28%) and JBA (about 39%) of the responders. At the same time, Huima Basketball is only (about 22%) as also 5 to 7 games attendance for Kipinä Basket is (about 22%), for JBA (about 25%) while for Huima Basketball it is only (about 19%). The least favorite attendance number to a game events for all of the three teams is 8 to 11 games being (about 12%) for Kipinä Basket, (about 12%) for JBA, and (about 8%) for Huima basketball responders.

#### 4.4.1 The influence of factors in arriving at the game event

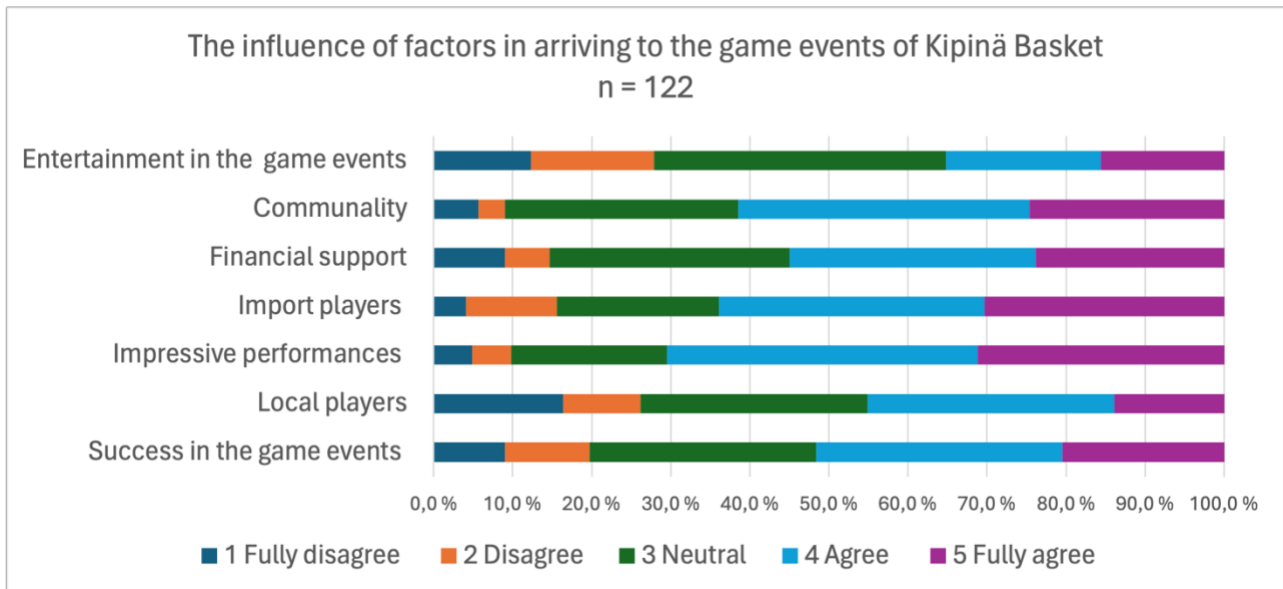


Figure 23 The influence of factors in arriving to game events of Kipinä Basket

Figure 23 shows the factors that influence arriving at game events of Kipinä Basket. Most of the respondents agreed with the claims or answered neutral. Kipinä Basket respondents in this section were more active in disagreeing and entirely disagreeing with the claims. (About 27%) Some respondents either entirely disagreed or disagreed with the claim that entertainment in the game events is the factor for participating in a game event. Also (about 26%) of the respondents either wholly disagree or disagree with the claim that the concerns factor of young local players is the reason for coming to a game event and (about 20%) of the respondents is not considering the success in the games being the factor that is affecting to a arriving to a game event. Impressive performances (about 70%), import players (about 64%), and communality (about 62%) alongside the respondents were the most agreed or fully agreed claims for being factors for arriving at a game event alongside respondents.

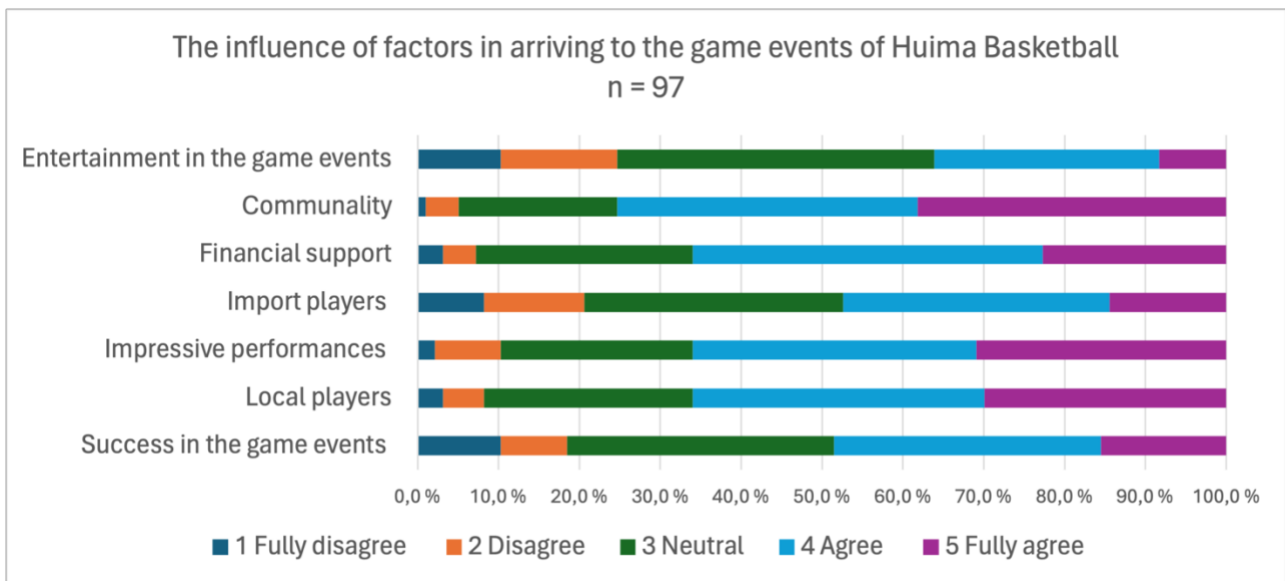


Figure 24 The influence of factors in arriving to game events Huima Basketball

Figure 24 shows the factors that influence the arrival of Huima basketball game events. Most of the respondents agreed with the claims or answered neutral. Huima basketball respondents also showed some disagreement and entirely disagreeing. (About 25%) Some respondents either thoroughly disagreed or disagreed with the claim that entertainment in the game events is the factor for participating in a game event. Also (about 20 %) of the respondents either entirely disagree or disagree with the claim that concerns factor of import players is the reason for coming to a game event, and (about 18 %) of the respondents is not considering the success of the games to be the factor that is affecting to a arriving to a game event. Communality (about 75%), impressive performances, local young players, and financial support (about 66%) alongside the respondents were the most agreed or fully agreed claims for being a factor for arriving at a game event alongside respondents.

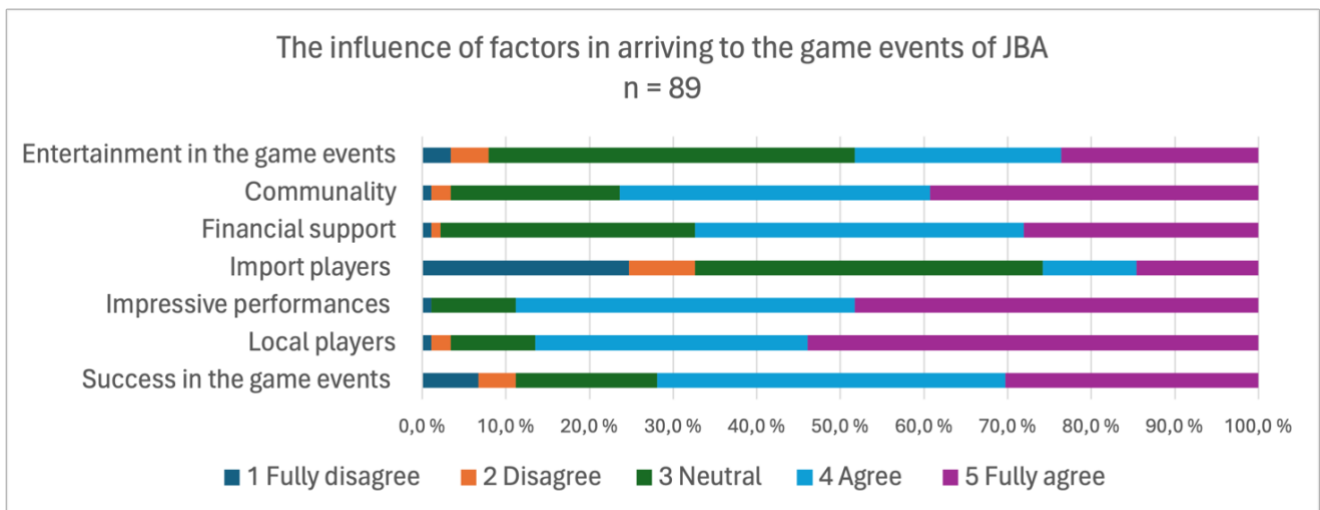


Figure 25 The influence of Factors in arriving to game events JBA

Figure 25 shows the factors influencing the arrival of Jyväskylä Basketball Academy's game events. Most of the respondents agreed with the claims or answered neutral. JBA respondents also showed some disagreeing as entirely disagreeing, but not as much as Äänekoski teams. Only one part of the claims (about 33%) of the respondents either thoroughly disagreed or disagreed with the claim that import players are the factor for participating in a game event; the rest were lower than (about 11%). Import players were also from (about 41%) of the respondents' minds answered neutral. JBA respondents scored high averages on agreeing and fully agreeing with many different claims. Impressive performances (about 89%), local young players (about 87%), communality (about 77%), success in the games (about 72%) as also financial support (about 67%) alongside the respondents were the most agreed or either fully agreed claims for being factor for arriving to a game event alongside respondents.

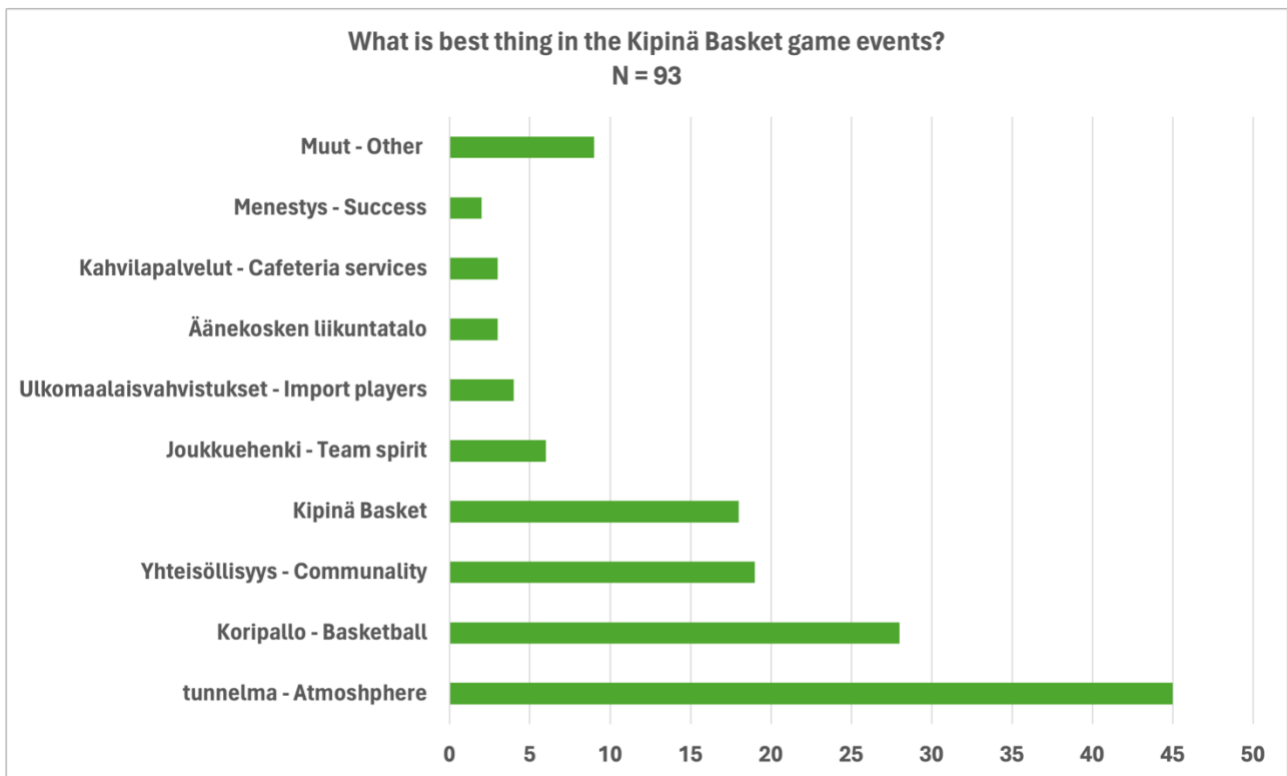


Figure 26 Best thing of the Kipinä basket game events

Figure 26 illustrates text mining results from the open answers for what Kipinä Basket survey responders keep as the best thing at the game events. The respondents of Kipinä Basket 45 mentioned the atmosphere being the best thing at the Kipinä Basket home games from 93 answers (about 48%). Basketball was mentioned 28 times (about 30%) and by basketball meaning that the respondents of the Kipinä Basket think the best thing at the Kipinä Basket games is basketball as a game itself. Communality was mentioned 19 times (about 20%) and Kipinä Basket 18 times (about 19%), meaning things at the game event, considering Kipinä Basket as an organization such as team, staff, or just being a fan.

Other things that did not get as many mentions as above were teams spirit six times (about 6%), import players four times (about 4%), Liikuntatalo 3 times (about 3%), cafeteria services and success two times (about 2%). The other part got nine answers (about 10%), but the answers were

unnecessary for the research. From the text mining results, the most important things for the customers in the game events of Huima Basketball are atmosphere, basketball as a game itself, communality, and Kipinä Basket as an organization.

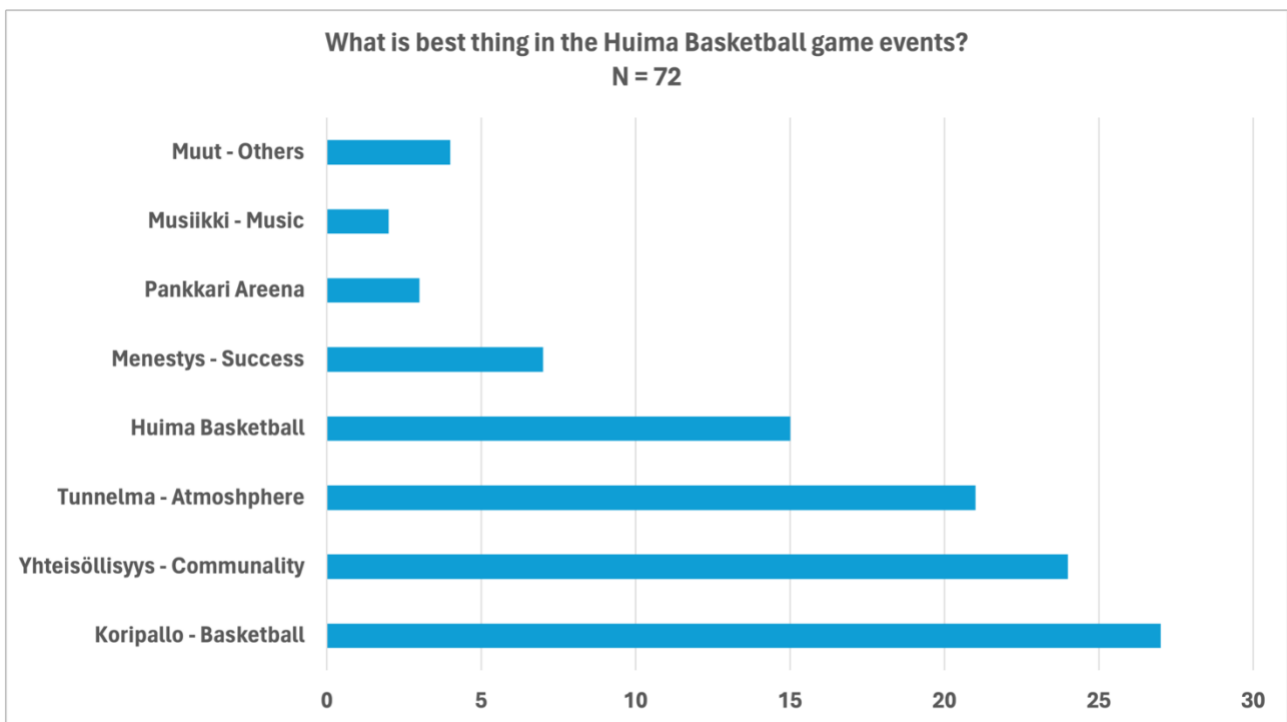


Figure 27 Best thing of the Huima basketball game events

Figure 27 illustrates text mining results from the open answers for what Huima basketball survey responders keep as the best thing at the game events. Of the respondents of Huima Basketball, 27 mentioned basketball as a game being the best thing at the Huima Basketball home games from 72 answers (about 38%). Communality was mentioned 24 times (about 33%), much higher than Kipinä Basket respondents' answers. The atmosphere was mentioned 21 times (about 29%). That is way lower than the Kipinä Basket respondent's answers. The thing that somehow considers Huima Basketball as an organization was mentioned 15 times (about 21%), about the same level as both Äänekoski team's respondents' minds.

Other things that got fewer mentions than above were success seven times (about 10%), Pankkari Areena 3 times (about 4%), and music two times (about 3%). The other part got four answers (about 6%), but the answers were unnecessary for the research. From the text mining results, the most important things for the customers in the game events of Huima Basketball are basketball as a game itself, the atmosphere, and Huima Basketball as an organization.

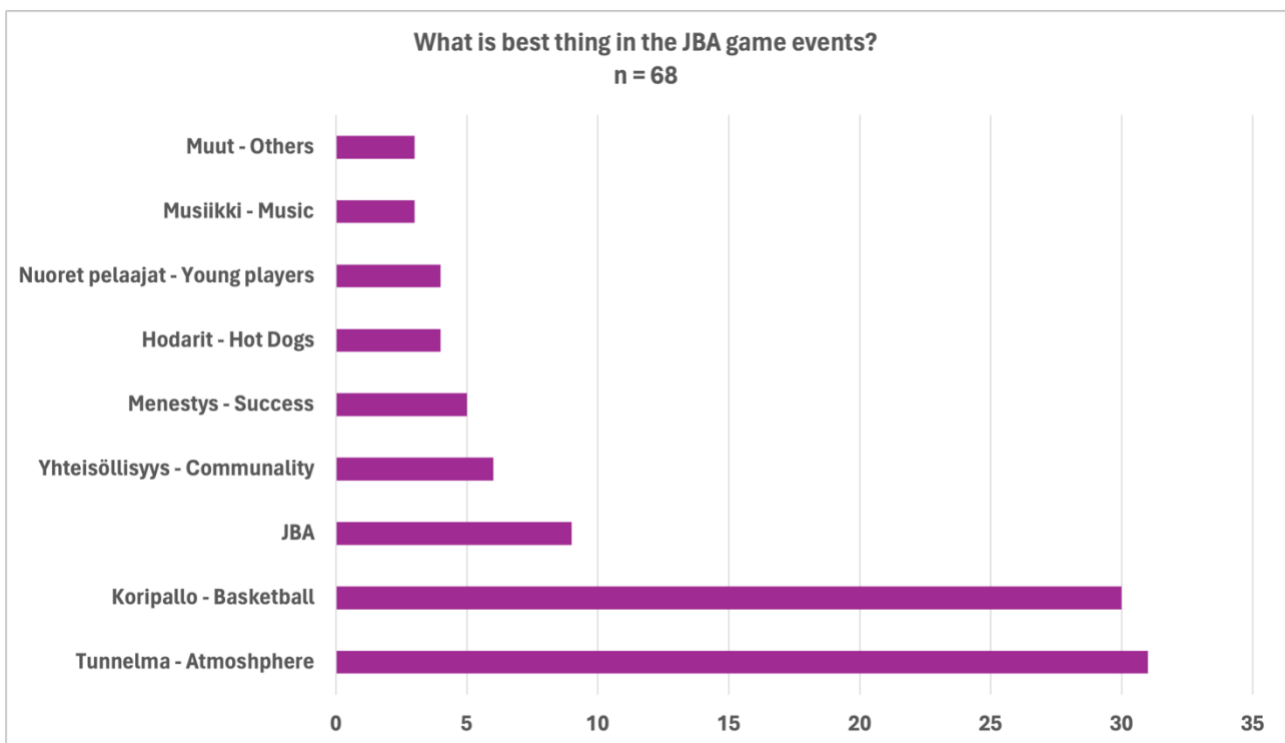


Figure 28 Best thing of JBA game events

Figure 28 illustrates text mining results from the open answers for what JBA survey responders keep as the best thing at the game events. Of the respondents of JBA, 31 mentioned the atmosphere at the JBA home games in 68 answers (about 46%). Basketball as a game interesting people was mentioned 30 times (about 44%). Things considering JBA as an organization were mentioned nine times (about 13%).

Other things that did not get as many mentions as above were communality (about 9%), success five times (about 7%), Hot Dogs 4 times (about 6%), young players four times (about 6%), and music three times (about 4%). The other part got three answers (about 4%), but the answers were unnecessary for the research. From the text mining results, the most important things for the customers in the game events of JBA are the atmosphere and basketball as a game itself.

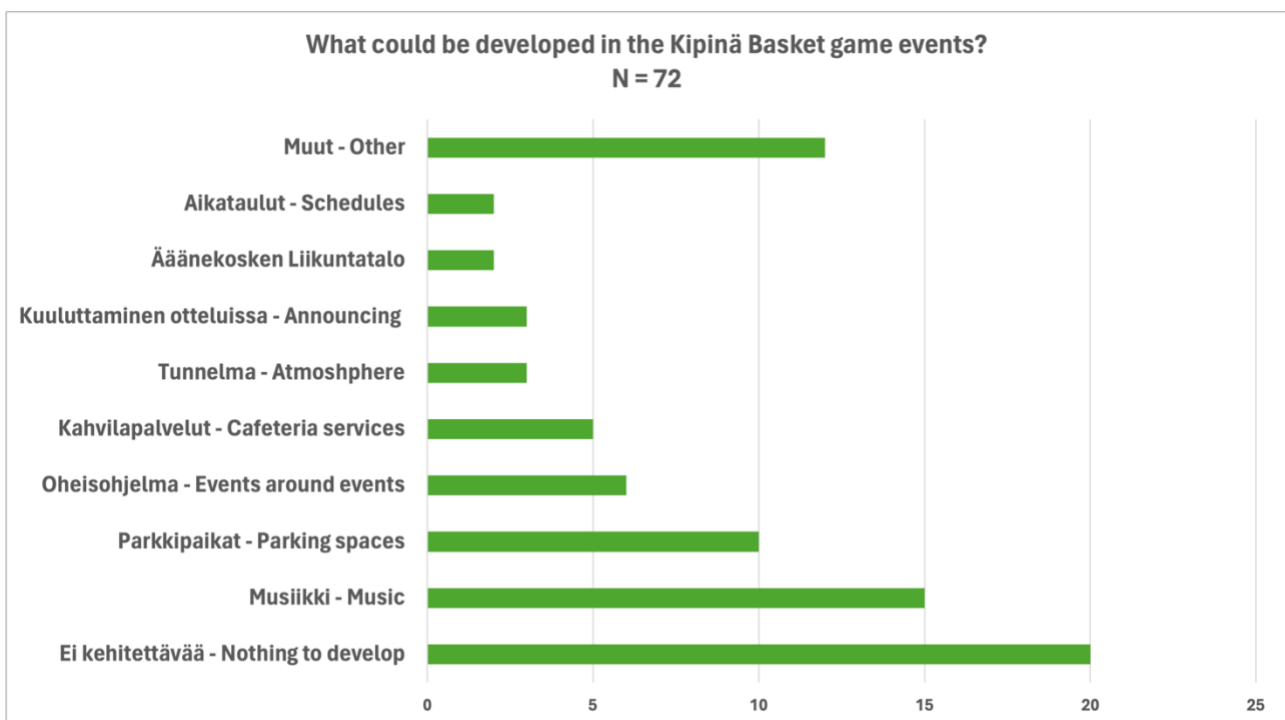


Figure 29 Development of the Kipinä basket game events

Figure 29 illustrates text mining results from the open answers for what Kipinä Basket survey responders want to develop in the game events. Of the 72 answers, 20 had nothing to develop (about 28%). Music was also mentioned many times, as 15 respondents (about 20%) thought music was inaccurate for basketball events or that the sound volume and quality were terrible. Parking spaces were mentioned ten times (about 14%) of the respondents thought there are not enough parking spaces available at Liikuntatalo and that there should be more available for the customers arriving at game events with a car. Events around the game events were mentioned six

times (about 8%) as customers of the game events want to see more action, and things such as different kinds of contests or halftime shows were mentioned. The biggest problem with the cafeteria services, according to the respondents (about 6%), was the huge lines and the lack of seats available for the customers. Customers of Kipinä Basket suggested that more people should work in the cafeteria during the game events. Announcing in the game events quality from (about 4%) minds is not good. More seating for the Liikuntatalo as also earlier game event starting times on Sundays should be developed from the minds of (about 3%) customers. The other part got 13 answers (about 18%), but the answers were not necessary for the research to open and did not consider things that would help the Kipinä Basket game event development.

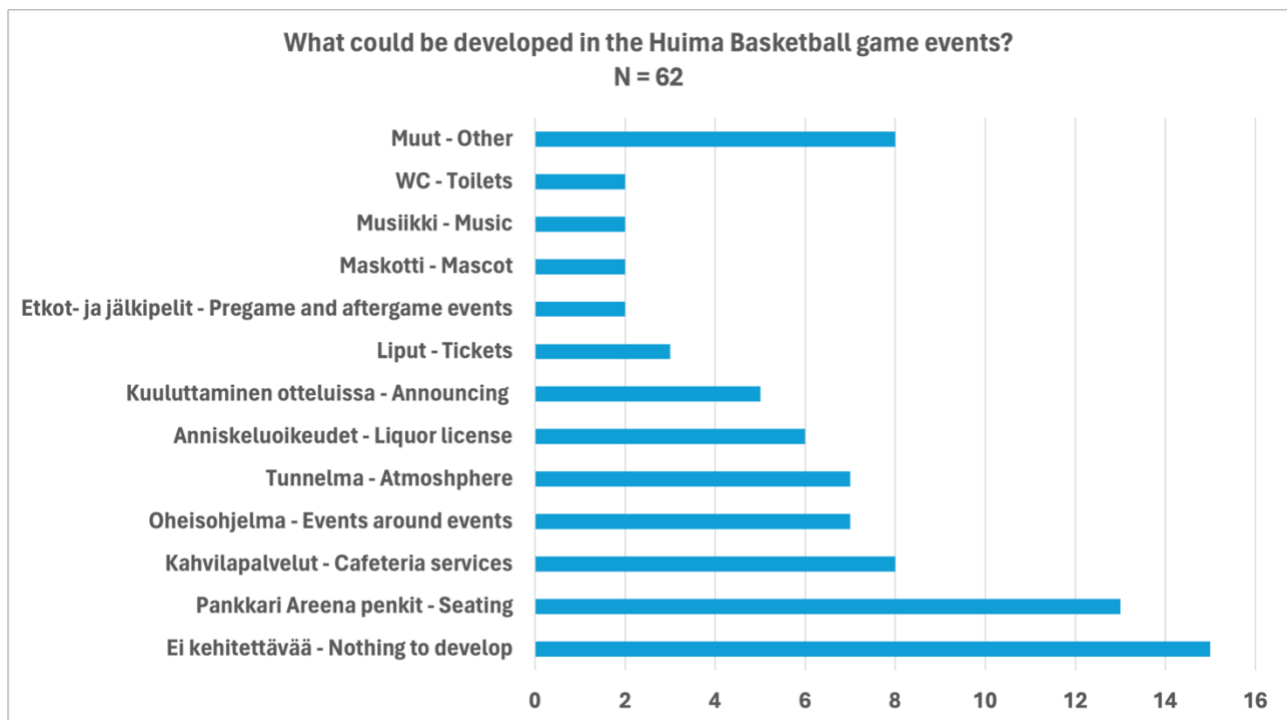


Figure 30 Development of Huima Basketball game events

Figure 30 illustrates text mining results from the open answers for what Huima Basketball survey responders want to develop in the game events. Of the 62 answers, 15 had nothing to develop (about 24%). Pankkari arena seatings were mentioned 13 times (about 21%) of the respondents

thought the seating quality needed to be better. Cafeteria services were mentioned eight times (about 13%), and the respondents felt the same way as Kipinä Basket responders, meaning there are not enough people working at the cafeteria during halftimes and massive lines. Events around the game events were mentioned seven times (about 11%) as customers of the game events want to see more action, and things such as different kinds of contests or halftime shows were mentioned, such as Kipinä Basket responders thought too. The atmosphere was mentioned seven times (about 11%), and the respondents wanted to experience more atmosphere and loudness from the fans in the Huima Basketball game events. Customers of Huima Basketball also wanted the possibility to enjoy beer during a game event, and (about 8%) of the respondents thought liquor licenses should be available in the cafeteria during game events. Announcing in the game events, mainly considering the sound volume, was mentioned five times (about 8%) of the respondents' minds they could not hear announcing at the game events. Lowering the ticket prices and possibly paying with a card were suggestions that (about 5%) of the respondents think should be developed in the game events of Huima Basketball. From the minds of (about 3%) a mascot in the game would be a good idea for Huima basketball, as music more suitable for basketball game events and signs for the toilets so that customers could know better where the toilets are. The other part got eight answers (about 13%) of the answers, but these were unnecessary development ideas or other things for this research.

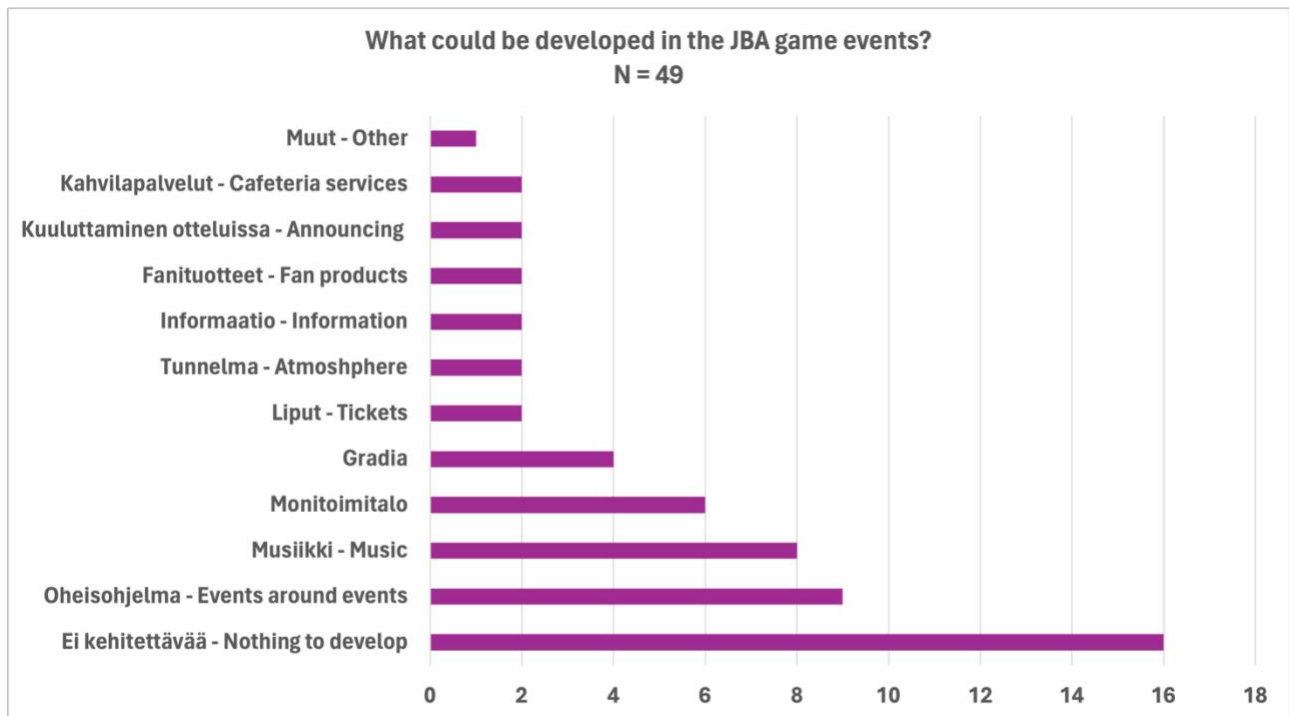


Figure 31 Development of JBA game events

Figure 31 illustrates text mining results from the open answers for what JBA survey responders want to develop in the game events. Of the 49 answers, 16 were nothing to develop (about 33%). Events around game events were mentioned nine times (about 18%) of the respondents thought there should be a halftime show and action during the game events, such as light shows. Monitoimitalo was mentioned six times, and Gradia was mentioned four times when added together, ten times (about 20%). Customers of the JBA suggested that all games should be played in Monitoimitalo as Gradia is too small and neat for JBA's game events. Music was mentioned eight times (about 16%), and the respondents thought music was too loud and suggested that music should be more accurate for basketball game events. Also, the possibility of hearing local rappers singing at the game events was mentioned. JBA respondents had many categories with two answers making (about 4%) of the respondents of every aspect. Things that these 4% groups highlighted were tickets being too expensive, atmosphere alongside other fans way too low, information in the game event needing to be more robust such as information about players

(absence of assemblies and manual program) were missing, only found from the internet. Fan products were mentioned as customers wanted to avoid the idea that you needed to order products during the game event and get them during the next game event. Also, fan shops were seen as unfinished, so people were not interested in going there. From the respondents' minds, JBA should make it possible to buy fan products straightly from the game event and take them home with them.

On the other hand, JBA fan product quality was seen as good, and people were interested in fan products. Announcing in the game events had the same problems as other teams, and the quality and volume of announcements were things to consider in developing. The most significant issues with the cafeteria services were the same as earlier teams being slow, and more people should be working during the game events in cafeteria services as there are huge lines. The other part got only one answer (about 2%) of the answers, but it was an unnecessary development idea or other thing for this research.

## **5 Conclusion**

In conclusion, the goal of this thesis was to give the three different basketball teams playing in Central Finland the same 1<sup>st</sup> Division A information, insights, and data about the overall customer experience in their game events and this study shed light on the importance of customer experience in the context of Central Finland three different basketball teams Kipinä Basket, Huima Basketball and Jyväskylän Basketball Academy. The purpose of the research was to find differences between the teams playing in the same geographical area in Finland and the benefits of the finished results help to improve the respective teams' knowledge of their customers and how to improve the customer experience from a marketing point of view as also from the perspective of events for the spectators. Differences among the teams in this research were extensively found, the goals of the thesis were achieved, and the benefits of the finished results can help all the teams improve their overall customer experience and knowledge of the team's current stage in Central Finland.

Through analysis of these teams' current state on factors such as fan engagement, customer experience, arena facilities, and community. All the teams need to enhance the overall customer experience and focus on strategies aimed at improving and keeping the things Central Finland customers are interested in. Customer experience improvement is the path that all selected teams need to take to gain success and better the sustainability stage. Sense of belonging and memorable experiences are part of sports events. By understanding the customer base and its needs, Central Finland basketball teams can attract new fans and cultivate loyal supporters.

Furthermore, this research highlights the importance and need for ongoing evaluation and adaptation to meet the rising customers' expectations in the Central Finland basketball landscape. The importance of being part of the local community in Äänekoski and in Jyväskylä will ensure long-term growth and long-lasting relationship with customers and teams from generation to generation. This thesis had one central question: How does the customer experience vary among spectators attending basketball games of three different teams in the 1st division A in Central Finland, and what factors influence these variations?

Through a comprehensive analysis of the customer experience of three basketball teams from Central Finland playing 1<sup>st</sup> division A, some findings that vary among customer experience were found. The demographics of the three different teams are shared evenly around all the teams except JBA. Of JBA responders, Over 50% were students, which supports the Jyväskylä being a city with many different colleges and institutes. Also, JBA has used marketing strategies to target specific customer segments, other than Kipinä or Huima, such as sponsoring deals with universities such as JAMK to target more students. The arenas' functionality, which creates customer satisfaction during the game event, contained differences. Overall, all the customers who answered the survey were satisfied, but parking, toilets, and seating in the arena created problems. The sufficiency of parking spaces was seen as a considerable factor creating difficulties for customers as it takes a lot of time to park your car. This was a significant problem in Kipinä Basket home games in Äänekosken Liikuntatalo as also in JBA home games in Jyväskylän Monitoimitalo. Äänekosken Huima customers did not have this problem. The reason behind this

problem is that Liikuntatalo also works as the only swimming hall in Äänekoski and Monitoimitalo as a place for many different sports such as an inside track and field sports arena and the same parking area is used for Ice hockey customers and Pesäpallo (Finnish baseball) customers. Pankkari Areena is only for basketball users and people who rent it for their use. Pankkari has a bowling hall with the same concept, but it does not affect parking surfaces. Pankkari had problems with the seating as survey responders highlighted their discomfort, lowering satisfaction. Also, the accessibility of toilets was way lower than Kipinä and JBA as there are only a couple of toilets to use at the entrance, but not all the customers could find them as there were no signs to be seen.

The quality of the game event is one of the significant parts of creating an outstanding customer experience. The quality of the game events for all the teams was satisfactory, and there were no varying things in the customer experience. When asking about the best things in the open questions in the customer experience, there were similar answers but varying factors on customer experience. For Kipinä Basket customers, success is way lower than for Huima Basketball and JBA customers, and the reason might be the short history of the basketball section. Also, Kipinä Basket was the only team mentioning import players as the best thing at their game events. The reason might be that Kipinä Basket has always played with at least two American import players. Huima Basketball has also played with at least two Americans. Still, the locality and history shed light on customers wanting to see players and their juniors get the opportunity to play, making it difficult for Huima Basketball customers to appreciate it as the best thing.

JBA does not have import players. Kipinä Basket customers were the only team from the Central Finland teams that highlighted the team spirit of Kipinä being the best thing at the game events. Development ideas created various factors alongside the teams as music was the major problem for Kipinä Basket customers. It was seen as loud, inaccurate for basketball events, or the sound quality was not appreciated. For JBA, this was the second highest problem, but not as prominent as for Kipinä and Huima, who had only little issues with music. Also, another varying factor for Kipinä Basket that was mentioned was schedules. Still, this might be because Kipinä needed to cancel the game against HBA as HBA players could not participate in the game event due to

sickness. A major problem for Huima Basketball was the cafeteria services as there were not enough people working at the cafeteria during the game events, creating lines, and customers suggested better options to choose from the cafeteria containing food and drinks. Huima basketball factors that other teams customers did not mention in the development ideas were toilets, mascot, pregame and aftergame events, and liquor licenses.

A major problem for JBA was events around game events, which was a problem for all the teams, but especially for JBA fans as they already had some events around game events, but they still needed to be at great satisfaction. JBA customers have experienced the effects of having events around game events more than other teams, and that might be the reason JBA customers want more action on these events. Other things mentioned in the development ideas that other teams did not mention were fan products and information, and the reason for this, in simple terms, was that there were no fan products or information available at the game events. Communality creates the pillar of being part of the local community, which is very important for Central Finland basketball teams. Äänekoski is a smaller place containing two teams fighting from the same city's customers, and Jyväskylä is a way bigger city fighting from other high-level sports customers. Basketball customers often share a common passion for the game, as was seen from the survey results as the open questions and text mining showed that passion towards competitive basketball was from the point of view of all teams mentioned from 233 answers 85 times. That means that from all the open questions considering what the best thing at game events of these teams is (about 36%) of the customers thought basketball as a game itself is the best thing in the game event. The differences in communality was in Huima Basketball meant most to the customers from the three teams responders, being connected with Huima Basketball's long history in the basketball scene. JBA customers felt most welcomed in the game event as they have more events around game events than Kipinä and Huima, such as contests during halftime such as frisbee throwing, kids/juniors showcase games, and lotteries. To make the customers feel welcome at the game events, Kipinä Basket and Huima Basket should prioritize creating entertainment around the game event. In essence, communality in Central Finland is a backbone for the basketball customer experience, as most basketball consumers are not newcomers. Also, communality is an essential

aspect to focus on creating culture and loyal of their audiences around all three teams. Especially for newer teams without a long history in the basketball scene, such as Kipinä Basket and JBA, but also Huima that rebuilt the organization again back to the chart after many years playing in the top league. Here are some insights that these basketball teams can employ:

**1. Community events:**

Fan meet-ups, player appearances, and junior basketball clinics are events that allow customers to interact with players, coaches, and fellow supporters.

**2. Fan feedback:**

Possibility for customers to provide feedback and suggestions continuously through social media channels.

**3. Ticketing options:**

Discounted tickets for particular groups (pensioners, students, etc.), unique promotion games such as free games in cooperation with sponsors such as Jyväskylä city or Äänekoski city, and the possibility to pay with card or cash will make attending games more accessible to a broader audience.

**4. Fan experience:**

Pre-game activities, halftime entertainment, and post-game celebrations.

**5. Stadium facilities:**

Arena functionality

This research also contained two sub-questions. The first one was how various aspects of the customer experience, such as facilities, team performance, and fan engagement, impact overall customer satisfaction. This study identified multiple elements of the customer experience, such as facilities, team performance, and fan engagement impact on overall customer satisfaction, in terms of three teams from Central Finland. Facilities, including three different arenas, seating, and amenities, are crucial in shaping the overall customer experience. Seating was seen as uncomfortable, especially in Pankkari Areena in Huima Basketball home games. Availability of park spaces was a problem in Äänekosken Liikuntatalo in Kipinä Basket home games as also in Jyväskylän Monitoimitalo in JBA home games. The music volume was either too loud or the quality was not at the level of satisfaction. Also, customers thought the music was inappropriate for basketball game events in all the cases, especially in Kipinä basket and JBA home game events. Cafeteria services did not have enough people working compared to the number of people at the game event, which created considerable lines in the game event to the cafeteria. This was mainly

a problem in both of Äänekoski team's occasions. Also, from the survey, fan products were answered neutral highly by all three teams, and the conclusion from this is unconsciousness. Customers of all three teams do not know what kind of fan products are available or where they are sold at the game events, which explains the amount of neutral answers from all three teams. Also, JBA customers did not like that the fan products were sold only by order and not in the typical way of hand-to-hand.

The other sub-question asked about factors customers value most at home game events. Several key factors were found in this research that customers in Central Finland highly value. The most valued among the customers of three different basketball teams from Central Finland were the atmosphere within the arena and engaging entertainment, that creates excitement alongside the customers. Customers in Central Finland are waiting for more than just sitting and watching basketball. They want to feel the atmosphere, nostalgia, and the great sport of basketball together, creating sport event that makes them forget everything else happening in the customers' minds. The home team's performance is a critical valued factor alongside these teams. Wann and Branscombe (1990) explored that the fans who feel strong identification towards the team are more into behavior that reflects glory than failure, leading to greater community and emotional connections with other fans. This exploration was highly contested in this study as success was not a factor for leading a greater community but emotionally created more connections. Competitive basketball games and supporting the picked team from Central Finland were seen as more important factors for Central Finland's 1st division A basketball teams than glory, as the rivals between these teams are highly appreciated. Additionally, clean, comfortable, and accessible arenas as also opportunities for fan engagement between the players and customers as interactions with players and special events are valued factors for Central Finland customers and create the overall experience and long-lasting positive impression of the event that makes customers want to return the game event all over again.

Sustainability in sports events is something to consider even at the Finland level, as it is becoming a crucially important aspect in the sports business field. From the answers to the survey,

sustainability was highlighted based on the number of people using cars to arrive at game events. Sustainability plays a small role in the field of 1<sup>st</sup> Division A basketball as the game events are not at the level of huge events, but it is a thing to consider when the goals of all three teams are to play in the top league. Sustainability has been necessary at the organizational level since adopting the Sustainable Development Goals in 2015 (Ulloa-Hernández et al., 2023). From the Äänekoski, not a single customer arrived with public transportation to a game event, and about 76% of the customers of all three teams used a car as their vehicle for arriving at a game event even though there were reported problems in this study in both Äänekosken Liikuntatalo as also Jyväskylän Monitoimitalo in parking spaces available. Arrival at a game event in Äänekoski with public transportation is at the moment difficult as public transportation areas are very narrow. Still, in Jyväskylä, the possibility to use public transportation is not just easy but also financially reasonable for the customers. As basketball customers of all three teams might be traveling to each other games during the season between Jyväskylä and Äänekoski, there is a 2024 possibility to use Jyväskylän Linkki public transportation From Jyväskylä to Äänekoski as also from Äänekoski to Jyväskylä. Link's operations expanded from the 2024 Jyväskylä–Laukaa–Muurame area to the surrounding municipalities of Äänekoski, Hankasalmi and Petäjävesi (Jyväskylän Kaupunki, n.d.).

Sustainable practices such as energy efficiency, waste reduction, and community engagement might sound unimportant to Central Finland basketball teams regarding customer experience. They can improve the team's social and economic value, especially in Central Finland. A commitment to sustainability for basketball events also allows local companies to notice the acts and share their support in sponsoring. Here are some insights that these basketball teams can better the stage of sustainability:

**1. Waste reduction:**

Recycling bins, biodegradable packages, and minimizing of the plastic.

**2. Transportation options:**

Promotion of sustainable transportation such as public transit (Jyväskylä), biking, walking or game day delivery bus (Äänekoski). Äänekoski teams could provide a bus that will drive a couple of hours of the most ordinary routes in Äänekoski, and as a customer, you could get a free ride to a game event with the purchase of a game ticket. Also, providing discounts

on a game ticket for fans using public transportation or bikes could help with sustainability and the availability of parking spaces for all three teams.

**3. Fan engagement:**

Social media campaigns with sponsors to encourage fans to participate in sustainability. Also, different kinds of contests awarded with rewards in connection to sustainability.

## **5.1 Discussion**

Even though the research questions were answered, there are still things to research on this subject. As events around the game events and atmosphere were seen as essential aspects of the customer experience in Central Finland basketball game events, it would be necessary to understand what kind of events around the game events customers like to experience. As an example from the answers, things such as “more action” or “halftime shows” do not give information about what kind of action or what kind of halftime shows customers are looking for from the game events. The data in this research provides information and insights on the atmosphere and events around the game events being essential factors, but the effects of them bettering the customer experience on game events remains unknown.

Customer experience as a concept is extensive, and factors affecting customer experience in this research give insights into different aspects from the sight of three basketball teams from Central Finland. As many other teams play in 1st Division A with different goals and histories, their customer experience could be further researched. How different geographical aspects, goals, history, and the size of attendances affect overall customer experience in the 1st Division A basketball.

Problems occurred during the data collection as many of the older population did not know how to use QR code, but because of its ease of use, it was clear to teach the participants. It still took time for a researcher to collect data when there was only time available before the game began in the event to gather answers for the survey. Also, it is challenging for a researcher to collect respondents to the survey by only passing QR codes around without giving information about the

research. It needs face-to-face communication with customers of the game event to convince them what the research is about. There was also an apparent problem between three different teams as some teams put a lot of effort into marketing as also for the lottery prices, so preknowledge about the research varied between the three teams and made it for a researcher more challenging to collect data as many of the people had not here anything about this kind of survey being conducted in the game event. In all team scenarios, the QR code leading to the survey was opened for approximately half of the answers. Some of the openings of the survey were testing the functionality of the survey, but many people either started the questionnaire but did not finish it. Or opened the QR code but did not even start to answer the questionnaire. The time to answer the questionnaire was estimated to take approximately 5 minutes. Still, as many of the responders might keep some of the questions challenging, it took a little bit more time and led some of the responders to end it before the end. The reliability of this research was taken care of from the beginning until the end of the study. All the data was collected during the game events rather than through the shared link to get valid answers from real customers who participated in a game event. This is a good thing from the side of validity and reliability.

Further research of all customer experience surveys according to 1st Division A customers should be collected in the game events for greater validity and reliability. Before sharing the survey, it was tested with the commissioners of this thesis, which led to the editing of proposals to better the functionality of the survey. Also, a couple of insights that the commissioners wanted to know about their customers came through the commissioners, and because of this, the validity got better. Reliability in this thesis was implemented by following the research methods in the data collection effort and ensuring the research can be repeated with the same results by other researchers. The data collection process involved carefully selecting the tools to maintain accuracy and consistency. Pilot testing in the survey phase with the commissioners and using multiple sources in a theoretical framework helped verify the reliability of the results of this thesis. Careful documentation throughout the research process ensured transparency and replicability. At the end of the thesis, feedback from peers was secured to catch the potential errors or biases that might affect the reliability of the research in the end phase. The ethical side of this research

remained reasonable, and the study's ethical integrity underscores its contribution to knowledge advancement by following the ethical principles of Jamk University of Applied Sciences while respecting the rights and dignity of all involved. The ethicality of this research was carefully accomplished and considerably fulfilled from the literature review to data gathering and analysis during the thesis process. Ethical considerations were followed, and the researcher ensured the findings' integrity and trustworthiness by carefully noting in-text citations and references for the original authors of the mentioned ideas.

Informed consent was obtained by informing the study's purpose, procedures, and benefits in the survey. Also, as the data collection happened in most cases by handing the QR code face to face, participants were informed why the research was executed and how the answers were used so that the participants know where they are participating. The confidentiality and anonymity of participants were protected as the questionnaire was anonymous and voluntary to participate. All the information about respondents and their identities stayed hidden. Participants were allowed to leave their e-mail addresses at the end of the survey if they wanted to participate in the lottery organized in each game event, but no other incentives were used. All the emails from the participants participating in a lottery have been deleted after the draw. Participants had the right to withdraw from the survey at any time without consequences. The questionnaire and its answers will not be stored on a personal computer; they will only be stored in the cloud services of Jamk University of Applied Sciences. Therefore, by addressing these ethical considerations, this research not only upholds the highest standards of ethical conduct but also ensures the trustworthiness and reliability of the findings.

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[demographic-survey-questions-on-response-rate-and-measurement-a-randomized-experiment](https://www.surveypractice.org/article/26126-impact-of-demographic-survey-questions-on-response-rate-and-measurement-a-randomized-experiment)

## **Appendices**

### **Appendix 1. Kipinä Basket Quantitative Customer Experience Survey**

## Kipinä Basket asiakaskokemus

Pakolliset kysymykset merkitty tähdellä (\*)



Tämän kyselyn tarkoituksena on kartoittaa kävijöiden asiakaskokemusta, sekä kehittää ottelutapahtumia tulevaisuudessa vastausten perusteella. Vastauksenne on erittäin tärkeä ja tuottaa arvokasta tietoa Äänekosken Kipinä Basket miesten edustusjoukkueelle.

Olen Semi Saari, Huiman edustusjoukkueen pelaaja ja opiskelen liiketaloutta International Business linjalla Jyväskylän ammattikorkeakoulussa, josta suuntautumislinjani on Sport Business. Teen tutkimusta Keski-Suomen alueen miesten 1. divisioonan A joukkueiden (Huima, Kipinä, JBA) asiakaskokemuksesta ottelutapahtumissa opinnäytetyötäni varten.

**1. Ikä? \***

- Alle 18
- 18-24
- 25-34
- 35-44
- 45-54
- 54-65
- Yli 65

**2. Sukupuoli \***

- Mies
- Nainen
- Muu
- En halua vastata

**3. Ammatillinen asema \***

- Johtavassa asemassa
  - Yrittäjä
  - Toimihenkilö
  - Työntekijä
  - Opiskelija
  - Työtön
  - Eläkeläinen
  - Muu, mikä?
- 

**Esitiedot****4. Asutko paikkakunnalla Äänekoski? \***

- Kyllä
- Ei

**5. Mistä sait tietoa kotiotteluista? \***

- Facebook
  - Instagram
  - Koiviston Kipinän nettisivuilta
  - Sisä-Suomen lehdestä
  - Keski-suomalaisesta
  - Ystävältä tai tuttavalta
  - Mainostauluista Äänekoskella
  - www.basket.fi
  - Muu, mikä?
- 

**6. Kuinka saavuit ottelutapahtumaan? \***

- Kävelen
  - Autolla
  - Julkisella liikenteellä
  - Pyörällä
  - Joku muu, mikä?
- 

**Tyytyväisyys****7. Äänekosken liikuntatalon toimivuus \***

Kuinka tyytyväinen olet ottelutapahtuman seuraaviin osa-alueisiin?

	1 Erittäin tyytymätön	2 Melko tyytymätön	3 Neutraali	4 Melko tyytyväinen	5 Erittäin tyytyväinen
Lipun ostamisen helppous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ottelun lippujen hinnat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parkkipaikkojen riittävyys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Liikkuminen hallilla	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opasteet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turvallisuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esteettömyys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Istumapaikan saavutettavuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WC-tilojen saavutettavuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 8. Ottelutapahtuman laatu \*

	1 Erittäin tyytymätön	2 Melko tyytymätön	3 Neutraali	4 Melko tyytyväinen	5 Erittäin tyytyväinen
Tunnelma ottelussa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Musiikki	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Äänenvoimakkuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kahvilapalvelut	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tapahtuma-alueen siisteys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Henkilökunnan palvelu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ottelutapahtuman aikataulut	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fanituotteet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 9. Yhteisöllisyys \*

1. täysin eri mieltä - 5. täysin samaa mieltä

	1 Täysin eri mieltä	2 Osittain eri mieltä	3 Neutraali	4 Osittain samaa mieltä	5 Täysin samaa mieltä
Tunnen itseni tervetulleeksi otteluihin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kipinä Basket merkitsee minulle paljon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tulen tapaamaan otteluihin ystäviäni	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Olen saanut ottelutapahtumasta uusia ystäviä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1 Täysin eri mieltä	2 Osittain eri mieltä	3 Neutraali	4 Osittain samaa mieltä	5 Täysin samaa mieltä
Ottelutapahtumassa otetaan kaikenikäiset huomioon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Tapahtumakokemus

### 10. Milloin / mikä päivä tulisit mieluiten seuraamaan Kipinän kotiottelua? \*

- Arkena (ma-to)
- Perjantaina
- Lauantaina
- Sunnuntaina

### 11. Arvioi kuinka monessa Kipinä Basketin kotiottelussa käyt keskimäärin kautta kohden? \*

- 1-4 ottelussa
- 5-7 ottelussa
- 8-11 ottelussa
- Kaikissa / lähes kaikissa mukaanlukien mahdolliset pudotuspelit

### 12. Minulla on kausikortti? \*

Mikäli pääset peliin jollain muulla kortilla kuin kausikortilla ilmoita se kohtaan (muu, mikä?)

- Kyllä
- Ei
- Muu, mikä?

### 13. Mitkä seuraavista tekijöistä vaikuttivat siihen, että saavuit ottelutapahtumaan? \*

1. Täysin eri mieltä - 5. Täysin samaa mieltä

	1 Täysin eri mieltä	2 Osittain eri mieltä	3 Neutraali	4 Osittain samaa mieltä	5 Täysin samaa mieltä
Menestys otteluissa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1 Täysin eri mieltä	2 Osittain eri mieltä	3 Neutraali	4 Osittain samaa mieltä	5 Täysin samaa mieltä
Paikalliset nuoret pelaajat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Näyttävät suoritukset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ulkomaalaisvahvistukset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taloudellinen tukeminen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yhteisöllisyyden takia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Viihdyttävä oheishjelma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Asiakaskokemus

### 14. Mikä Kipinän ottelutapahtumissa on parasta?

Ei tarvitse liittyä koripalloon. Vastaa mikä on mielestäsi parasta ottelutapahtumassa, millä tahansa osa-alueella.

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### 15. Mitä Kipinän ottelutapahtumissa voitaisiin kehittää?

Ei tarvitse liittyä koripalloon. Vastaa mitä voitaisiin tai pitäisi ottelutapahtumassa kehittää, millä tahansa osa-alueella.

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### 16. Jos haluat osallistua arvontaan, jätäthän yhteystietosi.

## Appendix 2. Huima Basketball Quantitative Customer Experience Survey

### Huima Basketball asiakaskokemus

Pakolliset kysymykset merkitty tähdellä (\*)



Tämän kyselyn tarkoituksena on kartoittaa kävijöiden asiakaskokemusta, sekä kehittää ottelutapahtumia tulevaisuudessa vastausten perusteella. Vastauksenne on erittäin tärkeä ja tuottaa arvokasta tietoa Äänekosken Huima Basketball miesten edustusjoukkueelle.

Olen Semi Saari, Huiman edustusjoukkueen pelaaja ja opiskelen liiketaloutta International Business linjalla Jyväskylän ammattikorkeakoulussa, josta suuntautumislinjani on Sport Business. Teen tutkimusta Keski-Suomen alueen miesten 1. divisioonan A joukkueiden (Huima, Kipinä, JBA) asiakaskokemuksesta ottelutapahtumissa opinnäytetyötäni varten.

Tutkimus on tehty yhteistyössä Äänekosken Huima Basketball miesten edustusjoukkueen kanssa. Kyselyssä on 15 kohtaa, ja vastaaminen vie noin 5 minuuttia. Kyselyyn vastanneiden kesken arvotaan kaksi lippupakettia, jotka sisältävät ottelulipun Huiman seuraavaan kotipeliin, nakkimukin sekä limun.

Kyselyyn vastaaminen on luottamuksellista, eikä yksinäisiä vastauksia eritellä. Mikäli haluat osallistua lippupakettien arvontaan, voit täyttää sähköpostikentän kyselyn lopussa. Yksittäisen vastaajan yhteystietoja ei yhdistetä vastauksiin. Arvonnan voittajille ilmoitetaan henkilökohtaisesti sähköpostilla.

#### Demografia

**1. Ikä? \***

- Alle 18
- 18-24
- 25-34
- 35-44
- 45-54
- 54-65
- Yli 65

**2. Sukupuoli \***

- Mies
- Nainen
- Muu
- En halua vastata

**3. Ammatillinen asema \***

- Johtavassa asemassa
  - Yrittäjä
  - Toimihenkilö
  - Työntekijä
  - Opiskelija
  - Työtön
  - Eläkeläinen
  - Muu, mikä?
- 

**Esitiedot****4. Asutko paikkakunnalla Äänekoski? \***

- Kyllä
- Ei

### 5. Mistä sait tietoa kotiotteluista? \*

- Facebook  
 Instagram  
 Huiman nettisivuilta  
 Sisä-Suomen lehdestä  
 Keski-suomalaisesta  
 Ystävältä tai tuttavalta  
 Mainostauluista Äänekoskella  
 www.basket.fi  
 Muu, mikä?
- 

### 6. Kuinka saavuit ottelutapahtumaan? \*

- Kävelen  
 Autolla  
 Julkisella liikenteellä  
 Pyörällä  
 Joku muu, mikä?
- 

## Tyytyväisyys

### 7. Äänekoski Areena Pankkarin toimivuus \*

Kuinka tyytyväinen olet ottelutapahtuman seuraaviin osa-alueisiin?

	1 Erittäin tyytymätön	2 Melko tyytymätön	3 Neutraali	4 Melko tyytyväinen	5 Erittäin tyytyväinen
Lipun ostamisen helppous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ottelun lippujen hinnat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parkkipaikkojen riittävyys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Liikkuminen hallilla	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opasteet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turvallisuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esteettömyys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1 Erittäin tyytymätön	2 Melko tyytymätön	3 Neutraali	4 Melko tyytyväinen	5 Erittäin tyytyväinen
Istumapaikan saavutettavuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WC-tilojen saavutettavuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 8. Ottelutapahtuman laatu \*

	1 Erittäin tyytymätön	2 Melko tyytymätön	3 Neutraali	4 Melko tyytyväinen	5 Erittäin tyytyväinen
Tunnelma ottelussa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Musiikki	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Äänenvoimakkuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kahvilapalvelut	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tapahtuma-alueen siisteys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Henkilökunnan palvelu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ottelutapahtuman aikataulut	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fanituotteet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 9. Yhteisöllisyys \*

1. täysin eri mieltä - 5. täysin samaa mieltä

	1 Täysin eri mieltä	2 Osittain eri mieltä	3 Neutraali	4 Osittain samaa mieltä	5 Täysin samaa mieltä
Tunnen itseni tervetulleeksi otteluihin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Huima Basketball merkitsee minulle paljon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tulen tapaamaan otteluihin ystäviäni	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Olen saanut ottelutapahtumasta uusia ystäviä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ottelutapahtumassa otetaan kaikenikäiset huomioon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Tapahtumakokemus

## 10. Milloin / mikä päivä tulisit mieluiten seuraamaan Huiman kotiottelua? \*

Arkena (ma-to)

- Perjantaina
- Lauantaina
- Sunnuntaina

**11. Arvioi kuinka monessa Huima Basketballin kotiottelussa käyt keskimäärin kautta kohden? \***

- 1-4 ottelussa
- 5-7 ottelussa
- 8-11 ottelussa
- Kaikissa / lähes kaikissa mukaanlukien mahdolliset pudotuspelit

**12. Minulla on kausikortti? \***

Mikäli pääset peliin jollain muulla kortilla kuin kausikortilla ilmoita se kohtaan (muu, mikä?)

- Kyllä
- Ei
- Muu, mikä?

**13. Mitkä seuraavista tekijöistä vaikuttivat siihen, että saavuit ottelutapahtumaan? \***

1. Täysin eri mieltä - 5. Täysin samaa mieltä

	1 Täysin eri mieltä	2 Osittain eri mieltä	3 Neutraali	4 Osittain samaa mieltä	5 Täysin samaa mieltä
Menestys otteluissa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paikalliset nuoret pelaajat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Näyttävät suoritukset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ulkomaalaisvahvistukset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taloudellinen tukeminen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yhteisöllisyyden takia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Viihdyttävä oheisohjelma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Asiakaskokemus**

**14. Mikä Huiman ottelutapahtumissa on parasta?**

Ei tarvitse liittyä koripalloon. Vastaa mikä on mielestäsi parasta ottelutapahtumassa, millä tahansa osa-alueella.

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**15. Mitä Huiman ottelutapahtumissa voitaisiin kehittää?**

Ei tarvitse liittyä koripalloon. Vastaa mitä voitaisiin tai pitäisi ottelutapahtumassa kehittää, millä tahansa osa-alueella.

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**16. Jos haluat osallistua arvontaan, jätäthän yhteystietosi.**

Yhteystiedot käsitellään luottamuksellisesti eikä niitä luovuteta kolmansille osapuolille. Vastaukset anonymisoidaan tietojärjestelmässä, eli kenenkään vastauksia ei voida yhdistää vastaajaan. Yhteystietoja ei säilytetä arvonnin päätyttyä.

Etunimi

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Sukunimi

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Sähköposti

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## Appendix 3. Jyväskylän Basketball Academy Quantitative Customer Experience Survey

### Jyväskylän Basketball Academy asiakaskokemus

Pakolliset kysymykset merkitty tähdellä (\*)



Tämän kyselyn tarkoituksena on kartoittaa kävijöiden asiakaskokemusta, sekä kehittää ottelutapahtumia tulevaisuudessa vastausten perusteella. Vastauksenne on erittäin tärkeä ja tuottaa arvokasta tietoa Jyväskylän Basketball Academy miesten edustusjoukkueelle.

Olen Semi Saari, Huiman edustusjoukkueen pelaaja ja opiskelen liiketaloutta International Business linjalla Jyväskylän ammattikorkeakoulussa, josta suuntautumislinjani on Sport Business. Teen tutkimusta Keski-Suomen alueen miesten 1. divisioonaa A joukkueiden (Huima, Kipinä, JBA) asiakaskokemuksesta ottelutapahtumissa opinnäytetyötäni varten.

Tutkimus on tehty yhteistyössä Jyväskylän Basketball Academy miesten edustusjoukkueen kanssa. Kyselyssä on 15 kohtaa, ja vastaaminen vie noin 5 minuuttia. Kyselyyn vastanneiden kesken arvotaan JBA T-paita sekä ottelulippu ja 5 ottelulippua seuraavaan kotiotteluun. .

Kyselyyn vastaaminen on luottamuksellista, eikä yksinäisiä vastauksia eritellä. Mikäli haluat osallistua lippupakettien arvontaan, voit täyttää sähköpostikentän kyselyn lopussa. Yksittäisen vastaajan yhteystietoja ei yhdistetä vastauksiin. Arvonnan voittajille ilmoitetaan henkilökohtaisesti sähköpostilla.

## Demografia

### 1. Ikä? \*

- Alle 18
- 18-24
- 25-34
- 35-44
- 45-54
- 54-65
- Yli 65

### 2. Sukupuoli \*

- Mies
- Nainen
- Muu
- En halua vastata

### 3. Ammatillinen asema \*

- Johtavassa asemassa
- Yrittäjä
- Toimihenkilö
- Työntekijä
- Opiskelija
- Työtön
- Eläkeläinen
- Muu, mikä?

## Esitiedot

### 4. Asutko paikkakunnalla Jyväskylä? \*

- Kyllä

Ei

### 5. Mistä sait tietoa kotiotteluista? \*

- Facebook
- Instagram
- JBA:n nettisivuilta
- Sisä-Suomen lehdestä
- Keski-suomalaisesta
- Ystävältä tai tuttavalta
- Mainostauluista Jyväskylästä
- www.basket.fi
- Muu, mikä?

### 6. Kuinka saavuit ottelutapahtumaan? \*

- Kävelen
- Autolla
- Julkisella liikenteellä
- Pyörällä
- Joku muu, mikä?

## Tyytyväisyys

### 7. Jyväskylän Monitoimitalon toimivuus \*

Kuinka tyytyväinen olet ottelutapahtuman seuraaviin osa-alueisiin?

	1 Erittäin tyytymätön	2 Melko tyytymätön	3 Neutraali	4 Melko tyytyväinen	5 Erittäin tyytyväinen
Lipun ostamisen helppous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ottelun lippujen hinnat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parkkipaikkojen riittävyys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Liikkuminen hallilla	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opasteet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turvallisuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1 Erittäin tyytymätön	2 Melko tyytymätön	3 Neutraali	4 Melko tyytyväinen	5 Erittäin tyytyväinen
Esteettömyys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Istumapaikan saavutettavuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WC-tilojen saavutettavuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 8. Ottelutapahtuman laatu \*

Kuinka tyytyväinen olet ottelutapahtuman seuraaviin osa-alueisiin?

	1 Erittäin tyytymätön	2 Melko tyytymätön	3 Neutraali	4 Melko tyytyväinen	5 Erittäin tyytyväinen
Tunnelma ottelussa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Musiikki	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Äänenvoimakkuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kahvilapalvelut	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tapahtuma-alueen siisteys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Henkilökunnan palvelu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ottelutapahtuman aikataulut	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fanituotteet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 9. Yhteisöllisyys \*

1. täysin eri mieltä - 5. täysin samaa mieltä

	1 Täysin eri mieltä	2 Osittain eri mieltä	3 Neutraali	4 Osittain samaa mieltä	5 Täysin samaa mieltä
Tunnen itseni tervetulleeksi otteluihin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
JBA merkitsee minulle paljon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tulen tapaamaan otteluihin ystäviäni	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Olen saanut ottelutapahtumasta uusia ystäviä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ottelutapahtumassa otetaan kaikenikäiset huomioon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Tapahtumakokemus

### 10. Milloin / mikä päivä tulisit mieluiten seuraamaan JBA:n kotiottelua? \*

- Arkena (ma-to)
- Perjantaina
- Lauantaina
- Sunnuntaina

### 11. Arvioi kuinka monessa Jyväskylän Basketball Academyn kotiottelussa käyt keskimäärin kautta kohden? \*

- 1-4 ottelussa
- 5-7 ottelussa
- 8-11 ottelussa
- Kaikissa / lähes kaikissa mukaanlukien mahdolliset pudotuspelit

### 12. Minulla on kausikortti? \*

Mikäli pääset peliin jollain muulla kortilla kuin kausikortilla ilmoita se kohtaan (muu, mikä?)

- Kyllä
- Ei
- Muu, mikä?

### 13. Mitkä seuraavista tekijöistä vaikuttivat siihen, että saavuit ottelutapahtumaan? \*

1. Täysin eri mieltä - 5. Täysin samaa mieltä

	1 Täysin eri mieltä	2 Osittain eri mieltä	3 Neutraali	4 Osittain samaa mieltä	5 Täysin samaa mieltä
Menestys otteluissa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paikalliset nuoret pelaajat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Näyttävät suoritukset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ulkomaalaisvahvistukset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taloudellinen tukeminen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yhteisöllisyyden takia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Viihdyttävä oheishjelma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Asiakaskokemus

### 14. Mikä JBA:n ottelutapahtumissa on parasta?

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### 15. Mitä JBA:n ottelutapahtumissa voitaisiin kehittää?

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### 16. Jos haluat osallistua arvontaan, jätäthän yhteystietosi.

Yhteystiedot käsitellään luottamuksellisesti eikä niitä luovuteta kolmansille osapuolille. Vastaukset anonymisoidaan tietojärjestelmässä, eli kenenkään vastauksia ei voida yhdistää vastaajaan. Yhteystietoja ei säilytetä arvannon päätyttyä.

Etunimi

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Sukunimi

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Sähköposti

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