

# The Research on Ticket-Sales of Guangzhou Evergrande Taobao FC

JUNJIE ZHONG & MINGYAN HE



<b>Author(s)</b> Junjie Zhong, Mingyan He	
<b>Degree programme</b> Sports Coaching and Management	
<b>Report/thesis title</b> The Research Of Guangzhou Evergrande Taobao FC Ticket-Sales	<b>Number of pages and appendix pages</b> <b>56+6</b>
<p>The purpose of our thesis is to analyze the reasons for the success of ticket-sales of Guangzhou Evergrande Taobao FC. The football ticket-sales in China super league have always been a pain point in China's sports industry, many clubs fail to pay attention. However, Guangzhou Evergrande Taobao FC has a great succeed in their ticket-sales with amount 80 percent attendance per game (official data report of the China Super League in 2015), the CSL stands alone in its dismal ticket-sales.</p> <p>In the entire thesis, we used a variety of analysis methods, such as data collection, questionnaire survey and SWOT, for the overall analysis of the club. In addition, we also analyzed the internal factors that may affect the football ticket-sales of the club.</p> <p>After analysis, we came to the conclusion that Guangzhou Evergrande Taobao football club did not use too many commercial means in the ticket-sales, it was able to get such a good ticket-sales performance is largely because of their loyal fans and good record.</p> <p>Guangzhou Evergrande Taobao tickets sales of football club so successful, is the driving force behind their loyalty and large number of fans, and fans are their performance in recent years due to so good to get, if they can do more business in ticket-sales means or change some possible factors affecting ticket-sales, so their ticket-sales could be more wonderful.</p> <p>Therefore, the further study of ticket-sales is needed.</p>	
<b>Keywords</b> Football events, ticket-sales, sport marketing, football fans management	

## Table of contents

1 Introduction.....	1
1.1 Overview.....	1
1.2 Purpose.....	3
1.3 Current situations of Chinese football.....	3
2 Literature Review.....	5
2.1 Introduction of Sport Marketing.....	5
2.2 Review of different ticket-sales methods between China and Europe.....	6
2.3 Introduction of price discrimination.....	8
2.4 Introduction of New Media.....	10
3 Research question.....	12
4 Research Process.....	13
5 Methods of research.....	14
5.1 Questionnaire.....	14
5.2 Data analyze.....	15
5.3 Use of SWOT.....	16
6 Results of research.....	17
6.1 Results of data research.....	17
6.2 Results of questionnaire.....	19
6.3 Results of SWOT.....	23
6.3.1 Strengths of Guangzhou Evergrande Taobao FC ticket-sales.....	23
6.3.2 Weakness of Guangzhou Evergrande Taobao FC ticket-sales.....	26
6.3.3 Opportunities of Guangzhou Evergrande Taobao FC ticket-sales.....	27
6.3.4 Threats of Guangzhou Evergrande Taobao FC ticket-sales.....	27
7 Analyze of Guangzhou Evergrande Taobao FC.....	29
7.1 Using price discrimination of Guangzhou Evergrande Taobao FC.....	29
7.2 Ticket type and prices of Guangzhou Evergrande Taobao FC.....	29
7.3 Ticket sale methods of Guangzhou Evergrande Taobao FC.....	32
7.4 Ornamental of Guangzhou Evergrande Taobao FC.....	33
7.5 Customer satisfy of Guangzhou Evergrande Taobao FC.....	34
7.6 New media effect of Guangzhou Evergrande Taobao FC.....	35
7.7 The limit factor of Guangzhou Evergrande Taobao FC.....	40
7.8 Football fans management of Guangzhou Evergrande Taobao FC.....	41
8 Conclusion.....	43
9 Discussion of improvement of ticket-sales strategy on Guangzhou Evergrande Taobao FC.....	45
9.1 Significance of changing improvement of ticket-sales strategy.....	45

9.2 Brand promotion.....	45
9.3 Consolidate the relationship and cooperation with media.....	48
9.4 E-tickets support.....	49
9.5 Special price offering to ticket agency.....	50
9.6 Interaction in competition.....	50
9.7 Increasing the amount of annual tickets.....	51
9.8 Advancing sales of ticket strategy.....	52
9.9 The advantage of developing new media.....	53
9.10 Improving the Football fans management of Guangzhou Evergrande Taobao FC	54
10 Quality of thesis.....	56
11 Appendices.....	57
11.1 Questionnaire.....	57
11.2 Questions of interview.....	59
12 References.....	60

# 1 Introduction

## 1.1 Overview

Football, having the most influence and magic sports item in this world, is recognized as the largest sport in the world. On the basis of incomplete statistics. There are now about 800,000 regularly competing teams in the world, about 40 million registered athletes, including about 100,000 professional athletes, 2.8 billion passionate football fans around the world. Especially during the World Cup period, there are 10 billion audiences watching the event. It has nearly 0.1 billion people work for football industrial globally.

It is said that football is coming from China, before 2300 years ago, it was shown in Shandong Province, China. It was the ancient force training the soldier and the way of select the healthy people. In Ming dynasty, the Arabs spread the football into Europe and developing the modern football. (Chen 2017, 33.)

From 1994, Chinese football club has been the revolution about 25 years. Up to now, China has built a professional football club developing model, it is suitable for the Chinese marketing economy and compare with international football development situation. China football league has been well fitted with Chinese marketing economy. (Chen 2017, 35.)

However, 16 China Super League clubs still the loss of operating and they can not get benefit during operating. Sponsor and advertise are the biggest part of Chinese football clubs income. But Europe football clubs income always from three part: football match day income, broadcast right sale and business income. Matchday income including football ticket and product sales, not only souvenir but also food and drink.

The income of Chinese football clubs is mainly from the sponsors and advertisers. We can not be denied that Chinese football clubs operate only a short time and lack of football management experience. But it didn't mean that the operation of Chinese clubs cannot be improved.

Obviously, China has the biggest football marketing in Asia and it has full of opportunity to make a profit including football gambling. However, it seems that some Chinese football clubs do not focus on business strategy.

If football clubs are willing to pay more attention to the marketing of football ticket-sales. It seems that the small proportion but bigger impact on income component, to find the solution and make a strategy, clubs can make a profit by improving strategy on the ticket -

sales marketing and increase the ticket-sales income proportion. strategy about ticket marketing and increase the ticket-sales income proportion of total income.

Sports industry can not leave football, football industry developing cannot leave the benign competition. The competition between the club and the club not only limited by the club but also connecting to the football fan and ticket-sales.

The sales revenue of the ticket is a kind of capital, which is the capital of competition among the clubs. If the club wants to gain an advantage in the competitive environment, it is necessary to build an effective and feasible ticket-sales plan.

A successful football club, ticket-sales income always proportion 30% to 50% of the main income source. (Sheng 2014.) ticket-sales connection with football club operations and morale, the club's ticket-sales model directly related to the development and future of a club, the fans are willing to spend money to see a game and go to support club, audience came to a city to watch the city club games ,there are acknowledge about the morale of the club and the level of competition .

Ticket revenue directly reflects the participation and attention of fans and spectators, therefore directly or indirectly affects other income of the game.

Ticket income is an objective reflection of the attendance rate of the game and is an important indicator of the influence of the game. If a club can attract a large number of fans to watch and have a very high attendance rate, and if the spectator and football club brand match with commercial company target people, the spectator who match with some company product position, then the commercial company has a lot of probability become the sponsor. The high level of participation can also prove to broadcast media that the event has a broad market demand. (Xu, Zhang & Wang 2009.)

What's more, some of the clubs do not as a goal to win benefits, they only want to make a huge advertise with the company. That is the bottleneck of Chinese football developing, Guangzhou Evergrande Taobao FC is also. Although they are an excellent football club in Asia, if they leave the Evergrande Group, they will not has enough money to keep operating.

Guangzhou Evergrande Taobao FC does not have the commercial property about CSL and AFL(Asia Football Champion League). Their main income depends on the sponsor, naming rights, tickets and special product sales. Improving the ticket marketing can not

only follow the step about mature football ticket sales developing in Europe but also make a great issue for lack of ticket marketing experience Chinese football clubs, as well as to make benefits for Chinese football fans and to make Chinese football industry development.

Comparing with Europe Football Club, Guangzhou Evergrande Taobao FC has a great lack of make strategy and executive. But Guangzhou Evergrande Taobao FC is most of the profitability in CSL(China Super League), they own enough marketing space and great brand value, those make a great platform in ticket marketing.

## **1.2 Purpose**

The main purpose of this thesis is to find out what is the key fact behind the successful operation on ticket-sales in Guangzhou EverGrande Taobao FC, in fact, almost every game the tickets are all sought out while every other are likely flat or even bleak. In order to search the answer, the SWOT, the questionnaire is used as a tool, analyzes Guangzhou EverGrande Taobao FC from the aspects of marketing method, price discrimination, team squad, and player performance, compared with the ticket sales strategies of some clubs in the famous European leagues. the summary and some suggestions for improvement are likely dropped. Hopefully, future study can be carried out on this matter.

## **1.3 Current situations of Chinese football**

Starting with “Hongshankou Meeting”, Chinese football beginning professional club revolution. A preliminary stage in 1994, China football First League was very popular, it seems like a very beautiful future in Chinese football. However, Chinese football club lack of a player who is accepted by system training and own good basic, the political condition cannot satisfy with Chinese football revolution. So the entire system can not follow the process of Chinese football, the overall level of the football club declined. That is the reason why Chinese football revolution cannot become a success. (Chen 2017, 39.)

Although China team acquire the qualification of 2002 world cup that makes some hope for Chinese football. Nevertheless, China team did not acquire any point or won any match which hit the confidence of Chinese football fans.

Xie Yalong, who was the vice chairman of China Football Association, was under arrest with corruption that marks Chinese football trade management corruption and cheats in football match showing on the surface. And China team stands far away from the World

Cup. Chinese society starts to blame Chinese football, through which forced the football community makes a big changes.(Li 2010, 48.)

In 2012, Xi Jinping was the election the President of People Republic of China which indicate China start with developing sports industry. At the same time, entire football trade starts with strict supervise. From the 18th China communist meeting, many national revolution measures were published, as an important part of the revolution plan, state department and centre of the communist party thought highly of the sports industry. Make Chinese football great again being a slogan about developing sports industry and building a stronger country of sport become an important mission.

From 2014 the state department publish 《State council of China suggestion about increase developing sports industry and promote sport consume State Public [46]》 [is said that developing potential sports item and require up to 2025 the scale of sports industry need to over five thousand billion China CNY. (China State Council 2014.) Liu Peng, the director of China general Sports department, who was said that increase the revolution strength of China Football Association is an important part of the sports association revolution.

Because of that , the China Football Association separate itself from China General Sports Department and take charge of football management. At the same time, start to developing the sport which is the popular and high focus, large market item, push industry deep developing.

As for football, the General Sports department make middle-long distance developing a plan and put out the ground facility building plan, focus on developing school football and social football. 《State council of China suggestion about increase developing sport industry and promote sport consume State Public [46]》 pointed out that government have to entire revolution about football club system and establishment football club market major status, follow the modern company system request and the characteristic of football, revamp football club business system and improve the human resource and remuneration system. Encourage diversification capital investment and growing football club by the capital market. Change the earnings allot system .Football match ticket income and rebroadcast income is an important part of football income, reasonably make allocation system in football match income and introduce international football match broadcast. (China State Council 2015.)



## 2 Literature Review

### 2.1 Introduction of Sport Marketing

Sports Marketing is Completely different from traditional marketing that creates value and makes economy profit by creating, communication, spread and exchange products. It made an economy profit by sports equipment, sports activity organism, and sports star during the commercial activity, Matthew D. Shank has defined sports marketing as "the specific application of marketing principles and processes to sports products and to the market of non-sport products through association with sport" (2001)

There are huge differences in sports marketing and traditional marketing, traditional marketing just use the normal way to sale normal goods. But sports marketing promoting and branding their product by using a sports event or activity.

Sports marketing has two different models. One is marketing sports directly as a product, such as providing sports venues such as fitness or swimming, charging customers fees, or selling sports equipment like NIKE or ADDIDAS. The second type is non-sports products with sports events as the carrier but marketing. For example, the advertising marketing during the World Cup belongs to sports marketing, which is understood by the audience through advertising during the match or at the match site to expand the popularity. (Huang 2017, 56.)

In addition, China's sports marketing is also a very special way, is the enterprise by buying football club won the team's naming rights, especially in the Chinese super league club, 16 club owner only two clubs were doing automobile manufacturing industry and fund management companies, with the rest of the 15 clubs are real estate company, one of the leading is Guangzhou Evergrande Taobao football club.

Guangzhou Evergrande group, they set up. Guangzhou Evergrande football club since 2011, the height of Evergrande group's real estate business, Football clubs in the opening of the Evergrande group visibility.

Advertising opportunities obtained through sponsoring sports events have a lot of audience quantity and directly aim the goal customers. Especially the international football game, the audience is very large, through the media broadcast the process of advertising more audiences. Even a regional event, as long as it is well organized, it also can get a huge audience. (Wu 2018, 18.)

Therefore, this advertising model is very suitable for enterprises to effectively communicate with the sales target and achieve a higher advertising effect than the general. In addition, the process of sports marketing has public welfare. Sponsoring sports events is not only the business behavior of enterprises but also the behavior of enterprises to fulfill their social responsibilities.

Sports marketing is the enterprise recombine with their resource, making sports event or activity integrating into the products, realizing the integration of sports culture, brand culture and corporate culture, making resonance of consumer and enterprise, building a long period special predilection in consumer' s mind, becoming a competitive strength in the enterprise. (Zhang 2018, 6.)

Sports activity is a huge business. With the widespread of sports fever, sports marketing will make such a huge success with their characteristics of ornamental, competitive and playful, it is also the most widely recognized human activity. For this, the attention economy and sport economic which produce by sports activity has made a deep influence on enterprise developing or brand value promoting. Many business companies have recognized the magic which produces by sports marketing. They believe that will lead them to earn much more treasure. (Zhang 2018, 7.)

## **2.2 Review of different ticket-sales methods between China and Europe**

In this article, we use SWOT for analyzing the ticket-sales strategy of Guangzhou Evergrande Taobao FC.

The SWOT analysis is a way to help enterprises research their competitive advantages, competitive disadvantages, opportunities, and threats. Combine with enterprises strategy and resources to analyzing. Strength, weakness, opportunity and threats, this four factors always influence and association each other. (Wehrich 2001, 55.)

It is always used as a strategy analyze tools by EMBA(Executive Master of Business Administration) and MBA(Master of Business Administration). It also plays an important role in sports business management, always used in sports entrepreneurship to analyzing the operating situation of a sports club or sports enterprise, laid the foundation for the rational formulation and implementation of the strategy.

We can know advantage, weakness, opportunity, and threats by using SWOT to analyzing the ticket-sales strategy of Guangzhou Evergrande Taobao FC. By doing this, we make deep analyzing about how to catch the opportunity, overcome weakness and take advantage to boost ticket-sales and reduce the risk.

For investigation Europe famous football clubs ticket-sales, we choose Real Real Madrid Football Club, Football Club Barcelona and Club Atlético de Madrid S.A.D, they all belong to Spain First Football Leagues. By experience, they have such characteristic:

1. The website has a clear guide and a clear concise page. It offers a wide selection of languages, not only Spanish and English but also Chinese, Arabic and so on.
2. The official website can provide a VR perspective for fans to buy tickets, and the team's sales ticket page will offer the choice for fans about one month match at the home field(if you need sign in for the European championship cup),
3. Fans in addition to buying tickets on the day of the event, also can choose to buy to visit the club's stadium ticket, upgrade to fans lounge for enjoying meals, Football Club Barcelona also offers team B tickets sales, it is a good news for enthusiastic fans
- 4.Support international mainstream credit card payment like VISA, MASTER, AMERICAN EXPRESS
5. The annual ticket needs to register football club official fans member.
- 6.send the message to football fans or customers e-mail to promote the match

As a most sought-after event in the world, FA Premier League, always devote to developing their fans buy annual tickets. So their not a lot ticket to sell, some big clubs like Liverpool FC, Manchester United and Arsenal always out of supply. So before but the ticket, you'd better buy their membership, because members have priority in buying tickets and then turn to normal fans. As for some small club is need not to buy the membership, but if you are interested in some club, buy the membership is the first choice. Besides ticket, membership has many priorities like a discount on the special product. Membership priority for buying a ticket

- 1.priority for buying a ticket

It means that easy to buy a ticket, many sessions of competition only open to membership, non-members only can buy few session, like FA cup League Cup, both of membership and non-members also can purchase in front time of the event, it is difficult to buy a final session with non-members.

## 2. priority for draw lots to buying the ticket

Draw lots means when need to buy some hot sessions, it has a lot of demand for tickets, then they need to draw lots select some lucky fans to watch the games, if be choice, the system will be purchased by memberships credit card and their fans buy the tickets. If it is some important games like Manchester United VS Manchester City FC, it needs to watch credits from fans membership, which is how much games has watched and so on, if lack of credits, their fans also can not have right to buy tickets.

For investigation Chinese famous football clubs ticket-sales, we choose Beijing Guoan Football Club, Shanghai SIPG football club and Guangzhou Evergrande football club, they are all belongs to China Super Football Leagues. By experience, they have such characteristic:

1. The sales website layout is simple, lack of richness.
2. Fans can only choose the seat but the ticket-sales website cannot offer the view of the seat.
3. Web servers are extremely unstable and prone to collapse.
4. Only Alipay and some Chinese Banks are supported, and VISA, MASTER and other international mainstream credit cards are not supported.
5. Annual ticket need to register football club official fans, member.

### **2.3 Introduction of price discrimination**

Price discrimination refers to the fact that the suppliers of goods or services sell the same goods or services at different prices or rates for different buyers. If the provider of a commodity does not have a valid reason to set a different price for the same commodity for different consumers under different conditions, then it constitutes price discrimination. (Gao 2013.)

Price discrimination is an important monopolistic pricing behaviour of exclusive suppliers to obtain excess profits by offering differential prices. It puts different buyers in an unfair position under the same conditions and enables exclusive suppliers to obtain more profits, hindering fair competition among buyers and limiting the risk of competition. Because the risk of price discrimination has a great impact on the market economy, countries all over the world have made restrictions on this behaviour in the anti-monopoly law, while western economics defines price discrimination as different consumers who buy the same product at the same time ask for different prices. (Gao 2013.)

If the supplier attempt to use the price discrimination to acquire high profits, it always needs three conditions to achieve:

First of all, the market must be develop uncompleted, it means that there are few competitors or none competitors, information asymmetry between consumers and suppliers, or the market be divided by the nation condition or capital intervene, the supplier who wants to earn a high profit will take advantage of it.

Second, the same product different kind of demand for the different market. At that time, the supplier who try to monopoly the whole market can make a price higher than a reasonable one, and achieve the goal to obtain the great profit.

Third, it has been influenced by objective environmental condition to separate the market from the state or capital, the free trade is limit, creating regional trade barriers, make the atmosphere of monopolistic conditional markets.

Price discrimination has been divided into three levels:

First-degree price discrimination: The supplier has enough ability to monopoly the market and fully aware of their client, it can go through a marketing research to estimate the highest price what can be accepted by their client, and capture all consumers' value. (Chen 2013.)

Second-degree price discrimination: The supplier make different kinds of price which depend on the quantity of buyers intention (Chen 2013.)

Third-degree price discrimination: The monopoly supplier divide into two kinds of buyers at least, draw up different price corresponding different types of buyer, make more flexible prices for buyers, split revenue from the market and charge higher prices from the less

elastic side of demand, offer more resilient side of demand sets more attractive prices, and make the profits. (Chen 2013.)

Price discrimination, as an act of monopoly price, is not only a means for monopolists to obtain the maximum monopoly profits, but also leads to unfair competition and should be restricted.

However, restricting price discrimination does not mean eliminating all price discrimination. In a utility service with a natural monopoly, for some services that cannot be stored, use different prices for peak and non-peak periods. By shifting some peak demand to lower peaks, you can make better use of its equipment resources, for society, it is positive.

On the contrary, using price discrimination in a malicious way will place the consumer into the most unfair placement when they buy the products. In order to seek higher profits, operators intervene the market order artificially, which brings the risk of disrupting the free trade market order. Therefore, the anti-monopoly law of each country makes different provisions on price discrimination, which guarantees the market order and the interests of consumers to some extent. (Jing,L,H. & Liu, P 2005.)

In a well-developed market environment, all buyers are only willing to pay the same reasonable price for a product of the same quality, there will be hasn' t any different of the price if the consumer has the knowledge enough. Because if any supplier attempt to charge the price higher than the reasonable price in the market, they are unlikely to have any consumer even the market, but if in a monopoly market, the price discrimination will be normal.

## **2.4 Introduction of New Media**

New media is the new media form under the new times environment which is different from the traditional media, like newspaper, broadcast and TV, new media is in the environment with other media, which is the new media form developed after the traditional media, like newspaper, broadcast and TV, the main manifestation patterns are website, phone media and computer media, new media is a wide concept, it provides the communication pattern of information and entertainment service for users by Internet, broadband LAN, wireless net, satellite and the terminals like computer, phone and digital TV. (Kuang 2015, 11)

New media has the relatively accurate concept, which is different from the traditional media, it is the digital reflection of all traditional media, under the support of scientific technology, newspapers, TV, broadcast and TV are transferred to digital newspaper, digital TV, digital broadcast and digital TV, besides, the emergent media like short message, network view, digital film and phone network are called “the 5th media” compared with the four media traditionally. (Kuang 2015, 11)

However, it shall have the following points if defined as “new media” .

1. Value. New media is the information carrier with value, this carrier has the definite audience, information transmission time, transmission condition and spatial condition of the audience's psychological reaction. These form the basic value of media comprehensively.

2. Originality. It is the creation of new contents endowed by times in a specific period, a kind of innovation in the content form and idea which distinguishes with that in the previous times.

3. Effect. New media must have the speciality to form the specified effect, a kind of response which can affect people’ s vision or audition so that it can generate the relevant result.

4. Vitality. The value embodiment period is the vitality embodiment of new media. New media is also a wide concept, it provides the communication pattern of information and entertainment service for users by the Internet, wireless net, satellite and the terminals like a computer, phone and digital TV through digital technology and network technology. To be accurate, new media shall be named as digital new media.

### **3 Research question**

Football ticket-sales are not the most important source of revenue among clubs, and Guangzhou Evergrande Taobao Football Club is no exception. But Guangzhou Evergrande Taobao Football Club is indeed among the most football clubs football ticket revenue ratio.

In order to study the football ticket-sales of Guangzhou Evergrande Taobao Football Club why the performance of so many clubs so good. After our analysis and research and consultation with relevant professionals. we analyze from several aspects.

First, we analyzed the whole company of Guangzhou Evergrande Taobao Football Club by using questionnaire, SWOT and data collection.

Then, we started to analyze the internal factors of the club, and respectively adopted price discrimination, type and price of football tickets and sales method of football tickets in the process of selling tickets.

After the analysis of the sales of tickets, we will analyze the perspective of fans, including the appreciation of the game, the club's fan management, the influence of new media on fans and customer satisfaction.

Then it analyzes the direct or indirect reasons that may influence the audience to watch the game. To make a comprehensive analysis and guarantee the reliability and validity of the research problem, finally, draw a conclusion.



## **4 Research Process**

First of all, we are very interested in football, and then we selected topic to find China's football club problems generally do not take the football ticket sales, in addition to Guangzhou Evergrande Taobao football club in recent years, ticket revenue accounted for in the income to the common levels of European clubs, other club tickets income only 5% - 10% of income, we decided to Guangzhou Evergrande Taobao football club as an example, through questionnaire survey, using the SWOT analysis and the club tickets sales related influence factors in the analysis of the way, Analysis of Guangzhou Evergrande Taobao football club why can get such results? Does he use relevant marketing strategies? Finally, draw a conclusion, and put forward to improve Guangzhou Evergrande Taobao football club ticket sales Suggestions.

## **5 Methods of research**

### **5.1 Questionnaire**

According to the topic of this paper designed questionnaire is: "Guangzhou Evergrande Taobao game spectators tickets survey", in order to develop the questionnaire, we consulted the only sports colleges and universities in Guangdong province-Guangzhou sports university teacher's advice, according to the target group, the main problem formulated questionnaire element such as the problem.

We according to the theme, from reality to formulate problems, to ensure the problem is clear, the purpose of highlighting, no unnecessary problems. Reasonable structure and strong logic. The questions should be arranged in a logical order, online with the respond thinking process.

In order to issue the questionnaire, we developed two versions of the questionnaire in Chinese and English on the Internet. A total of 150 people participated in our questionnaire survey, and 127 valid questionnaires were collected, with the recycling rate reaching 84.67%, which met the effective standards of the questionnaire.

The purpose of this research is to understand the audience to buy Guangzhou Evergrande Taobao home ticket-sales, events and Guangzhou Evergrande Taobao whether marketing for their tickets, made a good sales strategy or whether it has used in the process of ticket marketing strategies or marketing tool, whether fill in the fans to watch the game.

Both provide clear numerical analysis and evidence for our investigation and research, the goal is to form a good structure before theoretical research and ensure the accuracy of the investigation direction.

The analysis of Guangzhou Evergrande Taobao ticket-sales strategy provides the foundation to study the important role of fans in ticket-sales. Through the questionnaire survey to the fans, we established our research direction and gradually approached the fact that the tickets of Guangzhou Evergrande Taobao matches were so popular.

Aiming at the influence of Guangzhou Evergrande Taobao football club, we decided to use the questionnaire in the online social networking area where Evergrande fans gather, in order to achieve the most satisfactory effect and reduce the bias of the research results

The questionnaire was collected between February 2018 and April 2018, the off-season period of the Chinese football super league.

## **5.2 Data analyze**

The research data collection of the thesis "the ticket-sales research for Guangzhou Evergrande Taobao Football Club" is a search scheme based on the characteristics of this paper. Because this article is aimed at the analysis and research of the football club of our country, we must refer to a lot of domestic articles and information, because China belongs to the third world countries, China's national conditions, unlike other countries, we make analysis and investigation must be based on China's national conditions, especially in the case of pondering consumer psychology and consumption tendency

Due to the rapid rise of the Internet in China, we need to introduce new media theory to study the impact of new media on ticket-sales. Because Chinese merchants are not as good at integrity and fairness as foreign merchants, we must conduct critical analysis and research on domestic merchants based on the theory of price discrimination.

In addition, we according to the routine use of the SWOT as our business data analysis method, at the same time with sports marketing as the theoretical guide of paper, ensure our thesis writing direction is correct, we need to put the supporters of the domestic and foreign fans and analyze and compare their tickets habits, ensure good thesis demonstration.

In order to find the data what we need, in the two month period when we in China, Benson and I try to research the literature of the different language of all library in Guangzhou to make more thinking. At the same time, we also used the library in Haaga-Helia's Virerumaki Campus and Theseus.fi to find more data in English. But we still limited by our ability and district different, so some literature and data cannot be used for ourselves.

However, we use the knowledge learned from Haaga-Helia to analyzes the theory, applying analysis method and train of thought on our research, so this thesis uses the proportion of references in Chinese will be more than foreign language, but at the same time, we also have access to all the foreign experts in theory and magazines, so the proportion of references is relatively reasonable.

### 5.3 Use of SWOT

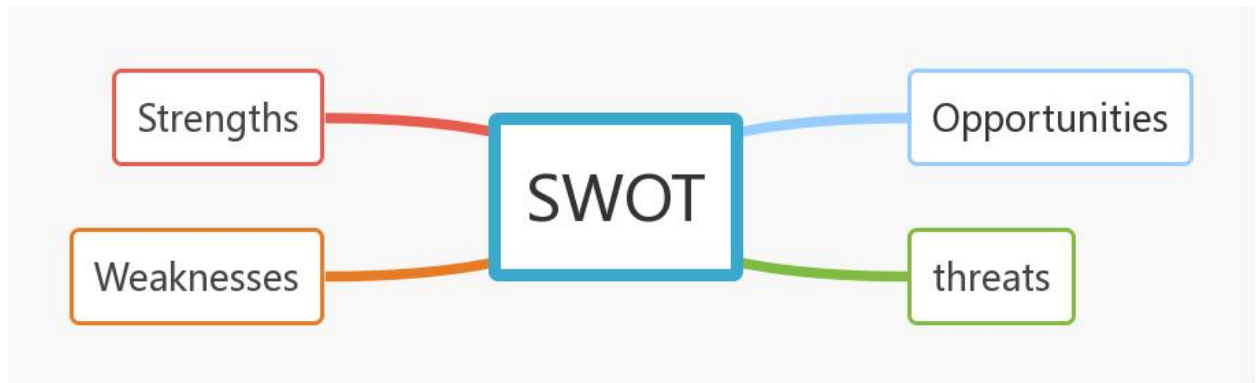


Figure 1. SWOT

Based on exterior competition environment, through the analysis of enterprise is closely related to the various main internal situation, such as the strength, weakness, opportunities and threats, SWOT listing through investigation and according to the different state, the thinking of using systemic analysis for each case matching and analysis, the conclusion from the results of the survey to assist in making decisions.

It is the most popular ways of enterprise analyzing, making an entirely, system and correct analyzing with the research target. Play an assistant role for the enterprise to make a developing strategy, helping enterprise take a measure by research result, improving the competitiveness of enterprise external.

S instead of strength, W instead of weakness, O instead of opportunity, T instead of a threat. According to the entire concept by the strategy of enterprise competition, the strategy should be the strength and weakness combine with opportunity and threat, there are four-factor used in the strategy of the enterprise. (Wang & Gu 2007, 56.)

SWOT always used in the analyse the inside of the enterprise. It can be used to analyse different kinds of environmental factor, including the external environment factor and internal capability factors. (Wang & Gu 2007, 56.) Both of opportunity and threat are the factor can affect enterprise developing directly. They are objective factors. Strength and weakness are internal environmental factors, they are important factors which lives in the process of enterprise developing, play an important role in investigating analyse of the enterprise. It is not only considered about the history and realistic but also consider the developing of future.

## **6 Results of research**

### **6.1 Results of data research**

Guangzhou football team, founded in June 1954, is China's first municipal professional football team. On March 1, 2010, Evergrande group paid 100 million CNY(Tencent Sport.2014) to buy out all the shares of Guangzhou football club, which officially changed its name to Guangzhou Evergrande football club.

In the 2010 season, the team made three rounds of success in the first place in the league, hoping to revive Guangzhou football.

In the 2011 season, Guangzhou Evergrande Taobao created 44 league unbeaten records and won the title of the Chinese super league four times in advance to win the top league title for the first time in Guangzhou. (Guangzhou Evergrande Taobao 2017.)

In the 2012 season, Guangzhou Evergrande Taobao advance round to become the first Chinese super league champions in the history of Chinese football, and won the first fa cup champions in the history of the Guangzhou football and the super cup, one for three trophies.

In the 2013 season, Guangzhou Evergrande scored the highest score of 77 points in the top league and 78 goals in the top league. The winner of the first Asian champions league, which created the Chinese football club history and won the first championship of the Asian champions league.

	Income		Payment
ticket-sales income	48	Salary for players (staff)	1090
Advertise income	400	Foreign player introduction	335
Product sales	10	Operation payment	156
Rewards	100		
Authorization income	3		
Investment income	209		
TOTAL	770		1581

unit of quantity: million

Figure 2. Guangzhou Evergrande Taobao football club operating details in 2016.

(Guangzhou Evergrande Taobao Football Club 2017.)

As for this chart, 2016 Guangzhou Evergrande Taobao football club revenue was \$770 million, total spending for 1.581 billion, 811 million loss, and the ticket income accounts for more than 48 million, only 8.5% of the club's revenues(Guangzhou Evergrande Taobao Football Club 2016.)



Picture 1.Brand from Guangzhou Evergrande Football Club

## 6.2 Results of questionnaire

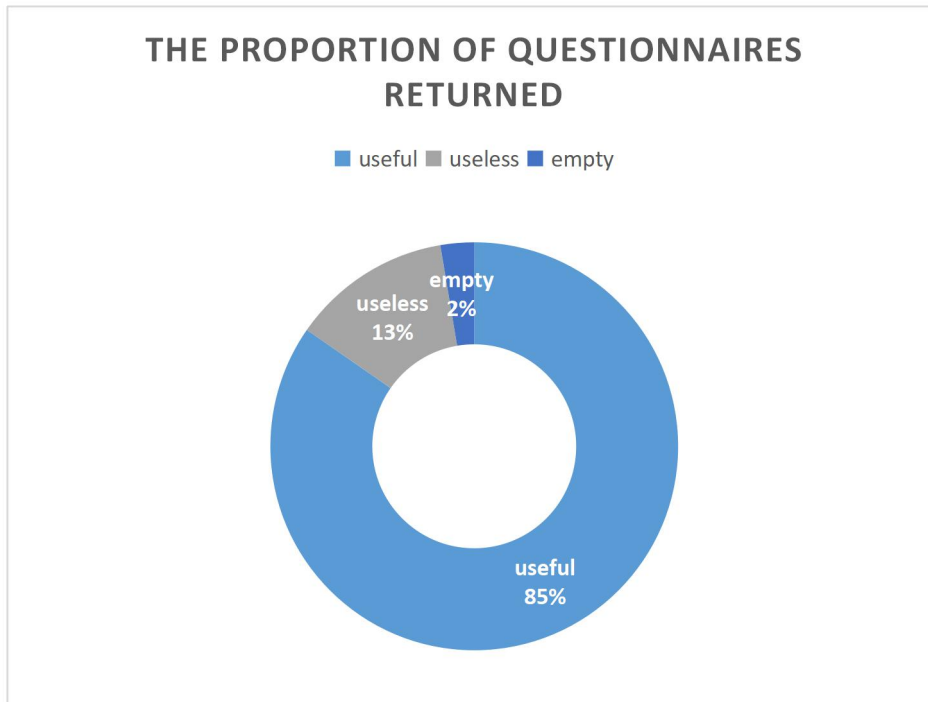


Figure 3. The proportion of questionnaires returned

By connection with some Guangzhou Evergrande Taobao FC fans who full of football fans resource, we give the questionnaire in social network and take a simple random sampling method to assign 150 copies. Without useless and not entire copies, totally recycle 127 valid copies, recycle proportion about 84.67%.

## DISTRIBUTION OF THE PEOPLE WHO HAD ACCEPTED THE QUESTIONNAIRE

■ 24 – 35 years old ■ 36 – 60 years old people ■ over 60 years old people

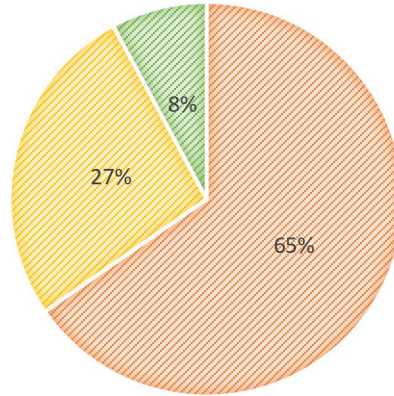


Figure 4. Distribution of the people who had accepted the questionnaire

According to the questionnaire, there are 127 people filled in the questionnaire,

24 – 35 years old people have 83 person

36 – 60 years old people have 34 person

over 60 years old people have 10 person



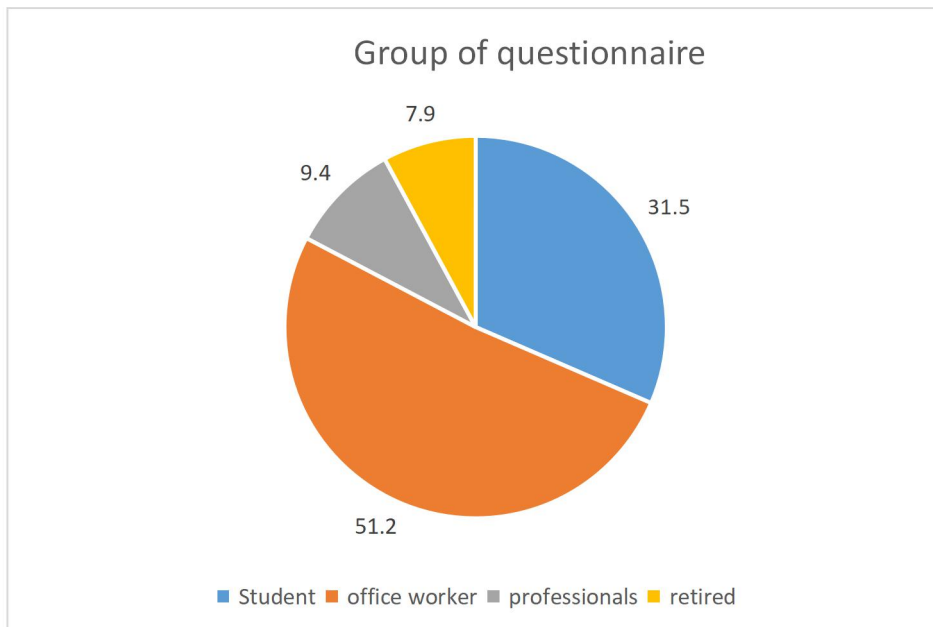


Figure 5. Group of questionnaire

31.5% were students

51.2% was an office worker, most of the office worker was ranges from 24 – 55 years old.

9.4% were professionals

7.9% were people who have been retired

So we can analyze that the student and the social person are the main customers of the Guangzhou Evergrande Taobao FC. The students will go to the court see the game ever home games, and the office workers show that the will go to the court see the matches in weekend or holiday, the professional fan will choose the matches which they very want to see.

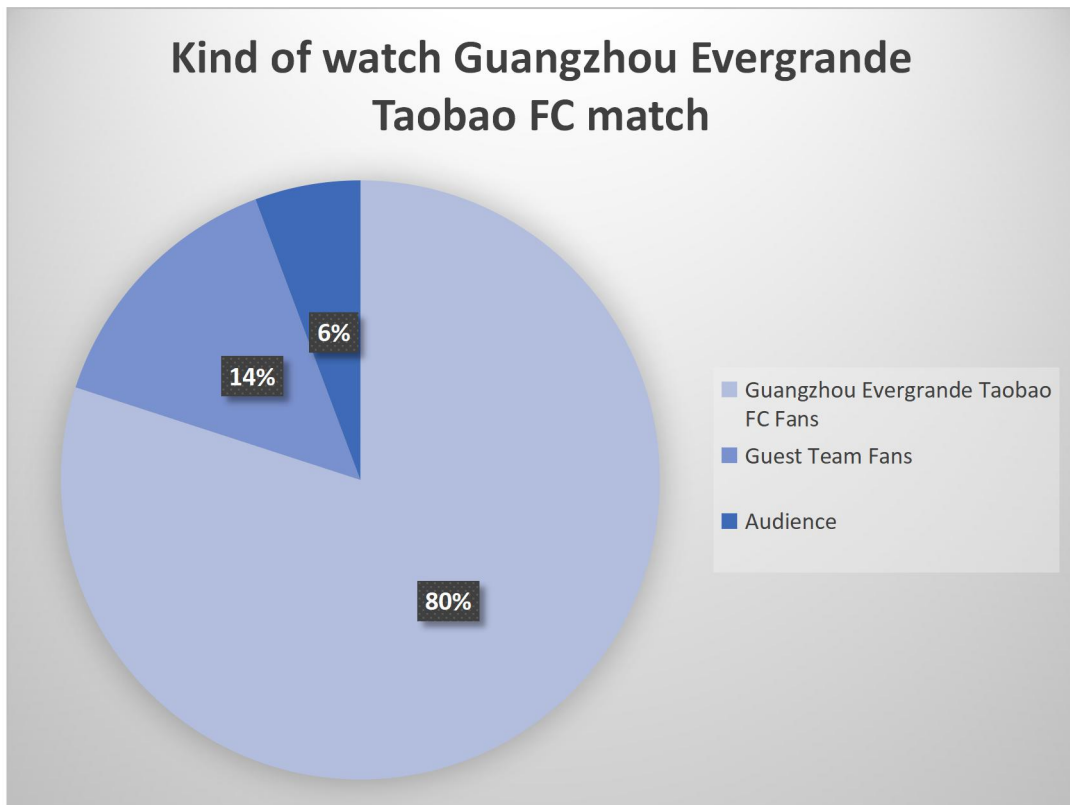


Figure 6. Kind of watch Guangzhou Evergrande Taobao FC match

There are three kinds of the customer for visit Guangzhou Evergrande Taobao FC football match: football fans for Guangzhou Evergrande Taobao FC, football fans for guest team and audience.

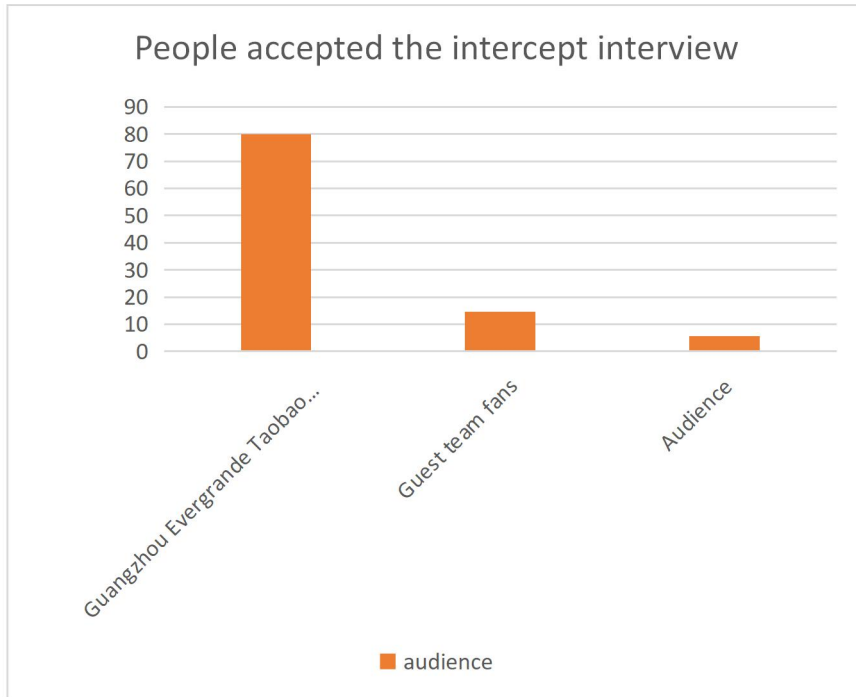


Figure 7. People accepted the intercept interview

According to intercept Interviews, 80% audience is Guangzhou Evergrande Taobao FC fans, 14.3% is guest team fans and only 5.7% audience. As for this audience, they all brought by their friends and family, but they do not accept any information during normal life.

But all of them has been heard Guangzhou Evergrande Taobao FC, it seems that Guangzhou Evergrande Taobao FC is well know in canton area. But the events marketing still only cover the fans but not the audience and normal citizen. It is a lot different to Barcelona, their people are proud of their FC Barcelona.

As well as explain that seat occupancy rate which is first seat occupancy rate in Asia depends on Guangzhou Evergrande Taobao FC fans, although they own well brand, it still lacks making more marketing strategy in the audience who is interested in the event and willing pay for the ticket.

### 6.3 Results of SWOT

#### 6.3.1 Strengths of Guangzhou Evergrande Taobao FC ticket-sales

The Achievement effect: Since 2011, Guangzhou Evergrande Taobao football club has been entered the china super league about 7 years, In this 7 years, they got successful achievement, they won the china super league championship 7 times continually , they

also won a lot of football cup championship including two times championship of The Asian Football Confederation Champions League.

Guangzhou Evergrande Taobao football club completed the goal “Three years win two Asian football confederation champion league championship” which made by President XU JIAYIN( The chairman of the Guangzhou Evergrande Taobao FC), this is the reason why The Guangzhou EVERGRANDE Taobao FC can attract amount of fans and be the best football club in China even in Asian.

In this 7 years, the market of the football ticket sells in Guangzhou are become better and better, Guangzhou Evergrande Taobao FC has total of 673,253 spectators in 2016 , Averaging 44884 spectator each home game , the Averaging are more 705 spectators than 2016 season home game days (China Super League 2017.) , this spectator number is the most in China even in Asian , it is honour for Guangzhou Evergrande Taobao FC .

All the successful achievement of Guangzhou Evergrande Taobao FC cannot leave the president XU JIAYIN and his team support.

In the 2014 season, The ALIBABA group increase capital and expand shares, in the 2015 season, Guangzhou Evergrande Taobao FC appears on the market in the NEW OTC Market, they became the first stock in the Asian football territory. This achievement makes Guangzhou Evergrande Taobao FC has further expanded influence in China even in Asian.

The magazine which named “ The world of football ” , their official website disclosed a Ranking list of the world football league attendance, in this list, Guangzhou Evergrande Taobao FC ranked the sixth, exceed much famous football clubs such as the club from the France league and so on. So in this case, the reason why Guangzhou Evergrande Taobao FC have the huge attendance depends on their great achievement.

Star effect :

In the 2011 season, Guangzhou Evergrande Taobao FC was the first year entered the china super league, although was the new football club in the china super league , Guangzhou Evergrande Taobao FC have a lot of the main player of the national team and some strong foreign aid, such as ZHENG ZHI, GAO LIN, FENG XIAOTING, HUANG BOWEN, MURIQUI, Cleo, and so on ... chief of all, ZHENG ZHI, HUANG BOWEN, FENG XIAOTING are the returnee, and the MURIQUI is the MVP of the Brazil football League.

List of first-team players for Guangzhou Evergrande Taobao football club			
Number	Player	Birthday	Nationality
Goal keeper			
19	Zheng Cheng	1987-01-08	China
Full back			
3	Mei Fang	1989-11-14	China
5	Zhang Linfan	1989-05-09	China
6	Feng Xiaoting	1985-10-20	China
21	Zhang Chenglin	1987-01-20	China
25	Zhou Zheng	1988-02-07	China
35	Li Xuepeng	1988-09-18	China
Midfielder			
2	Liao lisheng	1993-04-29	China
4	Xu Xin	1994-04-19	China
9	Paulinho	1988-07-25	Brazil
10	Zheng Zhi	1980-08-20	China
16	Huang Bowen	1987-07-13	China
27	Zheng Long	1988-04-15	China
Forward			
7	Alain	1989-07-10	Brazil
11	Ricardo goulart	1991-06-05	Brazil
15	Zhang Wenzhao	1987-05-28	China
20	Yu Hanchao	1987-02-25	China
24	Anderson taliska	1994-02-01	Brazil
29	Gao Lin	1986-02-14	China
Coach			
Main Coach	Fabio Cannavaro	1973-09-13	Italy

Figure 8. List of first-team players for Guangzhou Evergrande Taobao football club

Most of them are in the Guangzhou EVERGRANDE Taobao FC, it is good news for the club, and it also is the good news for the fans, at that season , the season ticket sell minimum 320 CNY (Guangzhou Evergrande Taobao FC 2018.) , the fans can easily spend the low money to see the lots of football star in each home game, at that moment , Guangzhou Evergrande Taobao FC was attracting amount of fans .

In the middle of 2012 season, Guangzhou Evergrande Taobao FC held a press conference that announces the Italy famous coach Marcello Lippi will take office the Guangzhou Evergrande Taobao FC take place of LI ZHANGZHU.

Marcello Lippi, is an Italian famous football coach and current manager of the China national team . the honours of the Marcello Lippi, coaching in Juventus football club :

SerieA: 1994 – 95, 1996 – 97, 1997 – 98, 2001 – 02, 2002 – 03,  
Coppa Italian: 1994 – 95, Supercoppa Italian: 1995, 1997, 2002, 2003,  
UEFA Champions League: 1995 – 96,  
UEFA Supercup: 1996  
Intercontinental Cup: 1996, coaching in Italy national team  
FIFA World cup: 2006. (Wikipedia 2018.)

### **6.3.2 Weakness of Guangzhou Evergrande Taobao FC ticket-sales**

Although Guangzhou Evergrande Taobao FC is the best football club in Asia, the fans plenty of them are from Guangzhou local people and some from other provinces in China and a little ethnic Chinese, It is very different from the Europe famous football clubs, such as Real Madrid FC, Barcelona FC and so on... the fans of the Europe famous football clubs are global, they are attracted by fans all over the world, They have the global market, but the market of the Guangzhou Evergrande Taobao FC just concentration on China, the Guangzhou Evergrande Taobao FC brand only is known in China.

From the player' s performance, the desire to win the championship is not strong any more, here have some reason why, first of all, the Guangzhou Evergrande Taobao FC main players are ageing, they are average age already over 30. Secondly, the other league football clubs are more and better than formerly , some of them are buying many strong foreign aids, some of them change their coaches , the foreign aid and the coaches come from the world' s five major leagues , the most important thing is the player's attitude are not stronger than before.

In 2016 season , Guangzhou Evergrande Taobao FC crashed out in the opening round , that achievement direct the ticket-sales of the Guangzhou Evergrande Taobao FC is 160 million CNY less than the previous year. (Guangzhou Evergrande Taobao FC 2017.)

Player' s performance on the field directly influences fan's enthusiasm and sense of belonging to the club, If Guangzhou Evergrande Taobao doesn't perform as well as fans expect, the fans are more likely to turn to support another club rather than continue to support through Guangzhou Evergrande Taobao, and fans need to gain honour from the club's performance, at the same time, the club's performance is also the power source that fans to buy their event tickets, if the team's performance continues to weaken, So it's very likely that Guangzhou Evergrande Taobao will lose most of their fans.

### **6.3.3 Opportunities of Guangzhou Evergrande Taobao FC ticket-sales**

In recent years, China is in the sunrise period of the development of sports market. The state provides strong policy support to encourage all people to participate in sports activities. It not only begins to cultivate the national awareness of intellectual property rights, vigorously combats infringement and piracy, but also encourages the national people to buy tickets and buy the right to watch the event on TV. The policy is very positive for Guangzhou Evergrande Taobao FC, which will attract more and more fans to buy tickets for home court events to support their favourite clubs.

According to the Guangzhou government municipal issued the 2017 Guangzhou population size and distribution situation, the 2016 Guangzhou population size and distribution situation, the population of Guangzhou is growing every year, at the same time (2017). According to the southern talent market released the annual salary survey report for southern in Guangdong, it pointed out that from 2017 to 2018, the average salary in Guangzhou is 7210 CNY (SINA 2018.), it was rise about 300 CNY than last year. It is meaning that the life of the Guangzhou citizen have become better and better,

Moreover, when people satisfy their material consumption, they turn to satisfy their spiritual consumption. Such as watching movies, playing ball games, or buying tickets to concerts. The increasing improvement of people's material quality represents the continuous change of consumer demand, which is a rare opportunity for the ticket-sales of Guangzhou Evergrande Taobao FC. After all, when fans' daily needs are met, they would think of buying tickets for the events.

### **6.3.4 Threats of Guangzhou Evergrande Taobao FC ticket-sales**

The Chinese football association will implement the following new measures in 2018 season, All teams must have U23 players in the starting line-up, In the whole game, the total number of players of U23 athletes should not be less than the number of foreign aid players, this new policy must weaken the league's ornamental, the Chinese football association not only increase the playing time of youth Chinese players but also decrease the foreign aid players work chance, this will reduce the audience's expectations, this new policy is a big threat and challenge to Guangzhou Evergrande Taobao FC.

From the other side, The appreciation of the Chinese super league will greatly reduce, will let the fans down, Guangzhou Evergrande Taobao FC faces unprecedented impact, it will

spend the club a long time and money to solve this threat. Guangzhou Evergrande Taobao FC need spend high pay and transfer fees to the players and coaches, the player salaries and transfer fees are the Club' s biggest costs, if overall compensation and transfer fee increases, the income of club cannot grow in sync, the club will be adversely affected.

Apart from them, the club' s operations are based on its huge fan base and premium brand value, the team performance is the core of the club' s operations, if the club achievement is bad in the season, can not meet the fans expectations , Guangzhou Evergrande Taobao FC will be faced with any threat, such as Ticket revenue fell, the club products and fans decreased, lower the appeal to the sponsor and so on...

All of the threat will take Guangzhou Evergrande Taobao FC imponderable damage, The ticket sale will reduce rapidly finally.



## **7 Analyze of Guangzhou Evergrande Taobao FC**

### **7.1 Using price discrimination of Guangzhou Evergrande Taobao FC**

Price discrimination is a price difference. It offers different price when they offer the same quality and level products or services to the different consumer. Price discrimination has three degrees: First-degree price discrimination, Second-degree price discrimination, Third-degree price discrimination.

According to the online survey and research, Guangzhou Evergrande Taobao FC is rarely used in price discrimination, and they are usually used in the final of Chinese super league or Asian champions league.

For example, In 2015 season AFL final competition, Guangzhou Evergrande Taobao FC divided ticket price into eight grades(price in CNY): 600, 1500,3000,4000,6000,10000,18000(VIP),39000(VVIP). (Neteasy Sport 2015.)

Guangzhou Evergrande Taobao FC is the monopoly of football tickets. No one can know the price of the game, because the price of each game is considered by them through big data comparison analysis.

However, in 2015 season AFL final competition, Guangzhou Evergrande Taobao FC applies first-level price discrimination and captures all consumer values to the maximum, Although their price is high, consumers are willing to pay three times or even five times the price of a match to buy a ticket, which indicates that Evergrande Taobao FC has a huge audience.

Such tickets, which are three times or even five times higher than the normal price, may reflect that the price of tickets for the daily matches of Guangzhou Evergrande Taobao FC is too low and have to make a profit by selling tickets for the finals, but it did, it was earned 210 million in the 2015 (Guangzhou Evergrande Taobao Football Club 2016.) , price discrimination behaviour of Guangzhou Evergrande Taobao captures all the consumer's value, but he also screened the audience for himself. Only the most loyal fans would buy the high-priced tickets to watch the game in person, avoiding the waste of resources.

### **7.2 Ticket type and prices of Guangzhou Evergrande Taobao FC**

There are three types of tickets for the Guangzhou Evergrande Taobao FC,

One is the season tickets



Picture 2. Season tickets of Guangzhou Evergrande Football Club

The others are scattered ticket and complimentary ticket



Picture 3. Normal tickets of Guangzhou Evergrande Football Club

The price of the season tickets from 500 CNY to 2500 CNY (SINA 2018.)

The price of location-allocation

below:



Picture 4. Seats map of Guangzhou Evergrande Football Club

500 CNY, the red area is the Fans union seat, only sell for the Fans union members. The season tickets only 25,000 copies are sold each year, the season tickets will sell out in one day, it is very hard to buy on season tickets. The TIANHE sports hall can hold 60,000 people, but for the security, Guangzhou police only permit 50,000 people to enter the sports hall during the game, so the other 25000 tickets are Guangzhou Evergrande Taobao FC main selling direction.

The Scattered ticked, the club' s main selling direction, according to the different matches, the price of the tickets will change.

For example, the Asia champion league opening round Guangzhou Evergrande Taobao FC VS Cerezo Osaka, the tickets price respectively are 150 CNY, 300 CNY, 500 CNY, 800 CNY

The main round in China super league Guangzhou Evergrande Taobao FC VS Shanghai SHANGGANG the tickets price respectively are 200 CNY, 300 CNY, 500 CNY, 600 CNY, VIP 1000 CNY.

In the 2015 season, the final of the Asia champion league the tickets price respectively are 600 CNY ( A little), 1500 CNY, 3000 CNY , 4000 CNY, 6000 CNY, 10000 CNY, VIP for 18000 CNY, VVIP for 39000 CNY. (Neteasy Sport 2015.)

In the main matches, the ticket will sell out immediately, but in the general matches, the ticket is hard to sell out, even will ticket left. such as in the 2016 season China super league, Guangzhou Evergrande Taobao FC VS Tianjin TAIDA, Guangzhou Evergrande Taobao FC VS Shijiazhuang YONGCHANG, the number of averaged just have 30000(China Super League.2016) , it was 15000 people low than the normal games , and that tow matches , the maximum tickets price only 500 CNY.

Most of the complimentary tickets are from Guangzhou Evergrande Taobao FC or the club sponsor, this type of tickets seat are not good, but they can feel the atmosphere.

According to research estimates, the season tickets hold 50 %, the Scattered ticket hold 40 %, the complimentary tickets hold 10%.

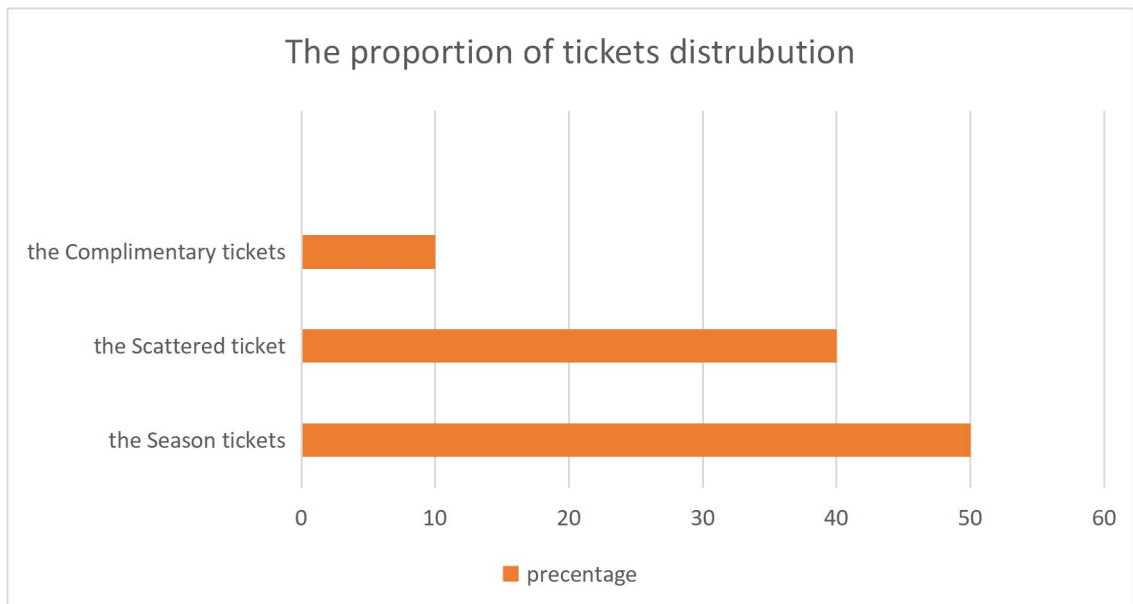


Figure 9. The proportion of tickets distribution

According to the questionnaire, 87% of fans said that they can handle the price of the ticket, the pricing is very good, close to the fans consumption demand. This behaviour can attract more fans to follow the club.

### 7.3 Ticket sale methods of Guangzhou Evergrande Taobao FC

According to the data collection of Guangzhou Evergrande Taobao FC ticket channel, Guangzhou Evergrande Taobao FC has three main ticket channels, which are the official website, official application and ticket office.

The official website only sells tickets for the competition within a week, without the function of pre-sale of football tickets, and the official website is only limited to Chinese,

with no English option, and does not support international mainstream credit card, which is not conducive to foreign audiences buying tickets.

Besides, the operation interface on the official website is not smooth and it is unfriendly to customers. However, the official website can choose the seat you like according to the plane seat map. According to a clearer plane map, ticket buyers can roughly predict their viewing Angle.

The official app has obvious problems with a hobble and is easy to flashback. The language selection is single, and the ticketing interface is not obvious, which is not conducive to fans using mobile phones to purchase tickets. The official booth is used only to sell tickets that have not been sold before the event starts, fans don't usually use this channel, this channel is only used to attract tourists or spectators who are interest in.

However, according to the questionnaire, some important matches, such as the final or semi-finals, make it more difficult for fans to buy tickets because of the official website, which puts those fans who haven't a good computer in an unequal position. Three per cent of fans said they had to buy expensive used tickets from illegal ticket sellers around the stadium because they had no way to buy tickets for events which they were interested in on the official website.

#### **7.4 Ornamental of Guangzhou Evergrande Taobao FC**

Winning or losing doesn't play an important role in audience mind, they come here and watching the event, has more concern about whether there are players they like playing, whether the team they play against is challenging, how many offensives, how many red or yellow CARDS and the technical coordination between players.

The fans not only focus the result of the match, they will more concentration on the detail of the matches, for example, Guangzhou Evergrande Taobao FC and Beijing GUOAN are the enemy with each other, not only the team, but the fans of this two club also are. Every match with Guangzhou Evergrande Taobao FC VS Beijing GUOAN was called National derby, in one match will have 2 red cards and 13 yellow cards, it was big to attract too many fans to see the derby.

In the Guangzhou Derby, players from both teams turned the field into a battlefield. In the first half alone, there were six yellow CARDS. After the game, nine of the two teams were

booked. It is worth mentioning that the game was played by a referee who did not like to control the situation by playing frequently.

In addition to the two teams players compete fiercely, the technical content of the game is also very high, the two teams' foreign aid is mainly in South America, the style of Guangzhou Evergrande Taobao football club need not say, even Guangzhou R&F football club also start the way of technical football.

After the introduction of Zahavi, the Guangzhou R&F football club has finally completed the most important piece of the puzzle of the team's transfer control technology flow, which can be perfectly implemented by combining tactics in the side.

While Guangzhou Evergrande Taobao football club has always been one of the best teams in the super league. So there's a technical and tactical battle going on between two teams that have a good offensive playbook, thinking first of all about how to play your own, rather than how to disrupt and limit the other team's tactics. Over the course of the game, the two sides attacked the 30-meter pass zone with nearly 200 passes and 34 shots, drawing attention from the audience, even more so than a Hollywood movie.

From the player, the fans will concentration on the player performance, which player will first play in the match, the service of the court, and the data of the matches, such as Running distance, corner, shooting time...

## **7.5 Customer satisfy of Guangzhou Evergrande Taobao FC**

To the Guangzhou Evergrande Taobao FC, customer satisfaction is fan loyalty, according to our questionnaire , 82% fans are satisfied with Guangzhou Evergrande Taobao FC , 15% fans are not satisfied with Guangzhou EVERGRABDE Taobao FC recently state , it all because the Guangzhou Evergrande Taobao FC failed in the Asia champion league, according to the 2016 Guangzhou Evergrande Taobao FC financial report, in 2016, ticket-sales have decreased compared with 2015, from 55.24% in 2015 to 8.51 % , so the competition results have a big effect to club' s fans.

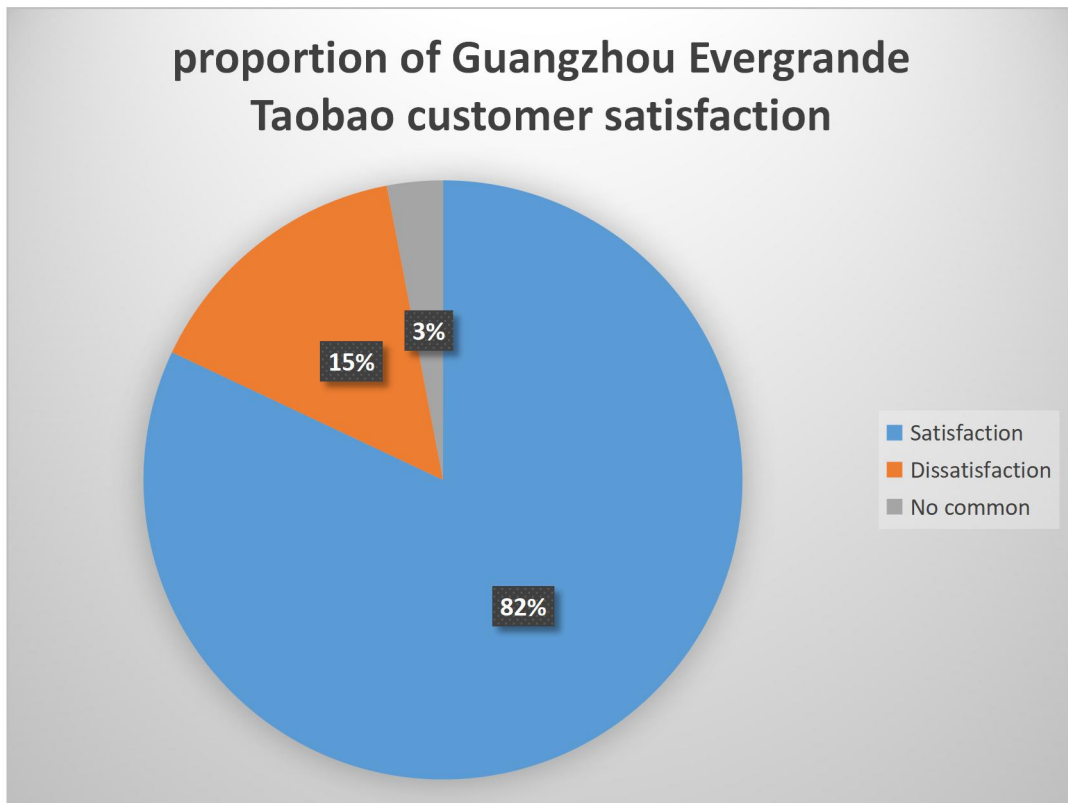


Figure 10. Proportion of Guangzhou Evergrande Taobao customer satisfaction

Guangzhou Evergrande Taobao FC in order to consolidate the fans, the club create an APP for the fans and hold up any activity for the fans. Guangzhou Evergrande Taobao FC also offers the following rights to fans who buy the season ticket:

1. Have the right to see all the league games
2. Have the right to see the opening round of the Asia champion league
3. Have the right to see all the China football cup games
4. Accumulative the points to change the product
5. Club' s product discount
6. Have the right to buy the Asia champion league ticket first

### 7.6 New media effect of Guangzhou Evergrande Taobao FC

In 2007, the rapid development of new media industry, broad market and gradually prominent influence attract the large-scale capital inflow, with the marketing value reinforcing and the international competition intensifying, the whole industry will be advanced further.

In Beijing Olympics in 2008, new media was firstly listed in the communication system of Olympics with traditional media as the independent propagation institution of the Olympics. The new media platforms like the Internet was listed into the event rebroadcast channel

officially, which fully indicated the social value and commercial of new media as a kind of new communication channel.

The huge commercial opportunity of Olympics promoted the pattern and development of new media, the copyright protection of new media was concerned. Therefore, applying the network new media is the current hot promotion channel of Guangzhou Evergrande Football Club. Now let's see which social platforms do Guangzhou Evergrande Football Club promote as follows.

### 1.Weibo.

Weibo is one of the most popular social application in China presently.



Picture 5.Weibo of Guangzhou Evergrande Football Club

The Guangzhou Evergrande Taobao Football Clubs official Weibo account has about 7.7 million followers. This official account mainly posts The Club matches information, The Club daily training picture or video, The ticket selling information and some Club souvenir.

2. WeChat "Subscriptions". It belongs to Mobile phone Media. Nowadays, The mobile phone not just only focus on communication, it plays an important role in "the 5th media".





广州队

广州恒大淘宝足球俱乐部官方微信

1 原创文章

17 朋友关注

发消息

消息

广州恒大淘宝足球俱乐部2018赛季  
中超联赛10月20日主场球票销售...

2位朋友读过



【青超】恒大U19一胜一平，本轮  
保持不败



【青超】恒大U19双线同传捷报



Picture 6. Wechat of Guangzhou Evergrande Football Club

The customer can follow this Wechat Subscriptions, Learning more about the information about Guangzhou Evergrand Taobao Football club.

3. WeChat "Subscriptions".



Picture 7. WeChat “Subscriptions” of football new media

This Wechat Subscription account it belongs to a company which named Guangzhou JIXUN Digital technology co.LTD. They use the digital technology to search data of football, and then analysis the date to show the customs some useful information, they also write some article about Guangzhou Evergrand Taobao football, they have a lot of followers.

4. Instagram , The most popular social application in the world.



Picture 8. Instagram of Guangzhou Evergrande Football Club

Guangzhou Evergrand Taobao football club Instagram account has about 4.4 thousand followers, they mainly post some Football team matches pictures and some training pictures and video. They use a foreign social account to increase international visibility.

Guangzhou Evergrande Taobao Football Club shall maintain and update the new media operation constantly, maintain good relations with football fans, increase the propaganda of football team by the new media features of interaction and timeliness, volume and shareability, multimedia and hypertext, individuation and socialization, so the ticket-sales will be benefited as well.

## 7.7 The limit factor of Guangzhou Evergrande Taobao FC

According to the interview of some fans in the club, after analysis, I think that the main factors that limit the development of the Guangzhou Evergrande Taobao football club are as follows:

Difficult to parking:

Guangzhou Evergrande Taobao's current home court is at the Tianhe Sports Center in Guangzhou, located in the Central Business District of Guangzhou, one of the city's most difficult parking spots, which inside Tianhe Sports Center is generally closed to the public. With the improvement of people's living standard, most fans who have cars will choose to drive to watch the event.

Parking at nearby Guangzhou Sports University, Zhongxin Place or Finance Place is the best choice if you want to watch the event by driving a car. If their fans decide to park, it needs to wait 3-4 hours in advance to a nearby parking place, otherwise there may be no parking space, parking nearby usually costs 6.00 Yuan an hour, which is a lot of money if you have to stop for at least 4 hours or more to watch the event.

The number of parking Spaces nearby is limited. According to the statistics, the average number of people watching football matches at home of Guangzhou Evergrande Taobao is around 39,000. Assuming that every three people have a car, there are 13,000 cars. It is impossible to solve the problem by relying on the parking lot nearby.

Limited by the home court:

Limited by Guangzhou Tianhe sports centre, it can only accommodate 48,000 people, because the police department stipulates that the maximum capacity for major sports events is 80% of the capacity of the venue.

Limited by the venue, even the very popular game, there is no way to sell more tickets, which to some extent affects the revenue of ticket sale. The Tianhe Sports centre in Guangzhou will also hold some concert business, and the match will have to be cancelled or postponed if the schedules conflict, which limits the club's development.

The main force of the team is aging:

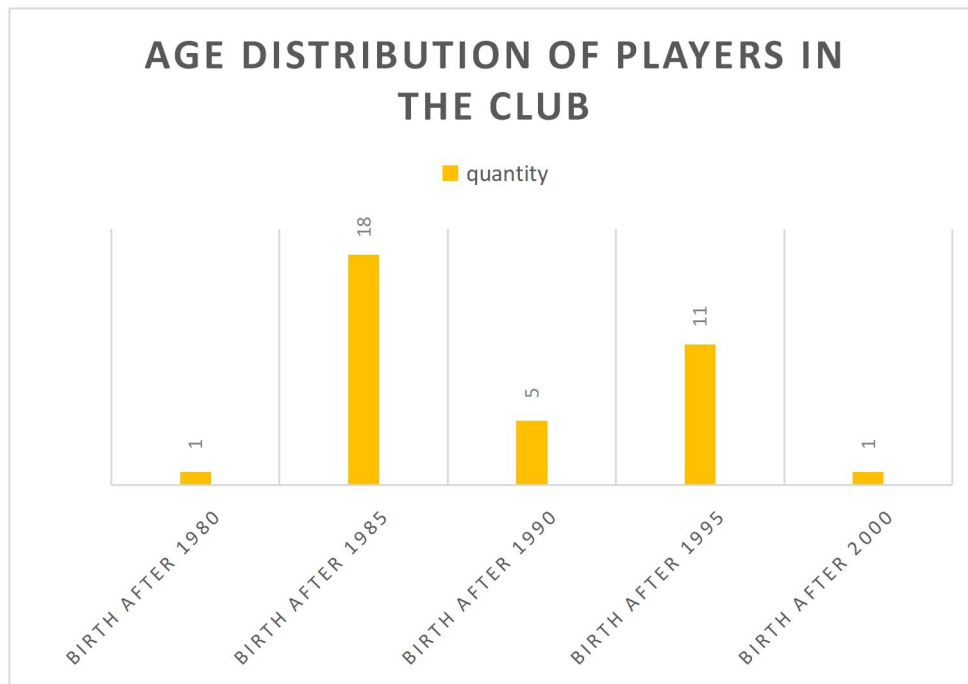


Figure 11. Age distribution of players in the club

It is well known that the career of a football player usually lasts only 10 years, that means that by the age of 30, professional players on the field are going downhill. However, according to the club's roster, players over the age of 27 make up 54.83% of the club, meaning the team is ageing badly, combined with the fact that the team's performance has been on a downward trend since 2015, the ageing of the team's main force is likely to become a big problem.

Limited by the name:

Foreign clubs generally operate independently, and the owner is always the name of the city. Even if the owner is a company, the company's name will not be added to the front. The feeling among fans is that the club is supporting the city, not the corporate sponsors. However, in China, the team is usually named by the sponsor, so it seems that you support not the team of this city but the team of this enterprise, which lacks the sense of belonging.

## 7.8 Football fans management of Guangzhou Evergrande Taobao FC

As is known from the official website of Guangzhou Evergrande Taobao Football Club, there are 18 official authorized soccer fans associations home and abroad.

Soccer fans organization of Guangzhou Evergrande Taobao Football Club:

Guangzhou Soccer Fans Union, South Guangdong Soccer fans Association, Guangzhou 12th Guard, Guangzhou Universities Union, Foshan Football Fan Union, On-line Soccer Fans Union, Wuchuan Soccer Fans Association, Huadu Soccer Fans Association, South-Chinese Tiger Soccer Fans Association, Chaoshan Soccer Fans Union, Zhanjiang Soccer Fans Union, Dongguan Soccer Fans Union, Zhaoqing Soccer Fans Union, Ram City Association, Pearl River Delta Soccer Fans Union, Guangdong Soccer Fans Union, Japanese Red Tiger and Australian Soccer Fans Union.



Picture 9. Fans Group of Guangzhou Evergrande Football Club

Guangzhou Evergrande Taobao Football Club manages the soccer fans by regions in 18 branches, including 16 domestic branches and 2 foreign branches, (in Japan and Australia), each branch has been approved officially, and has its own self-governance system, recruits members by itself, formulates its own rules and regulations, organizes interactions by itself and it has the official club Microblog in each place.

Guangzhou Evergrande Taobao Football Club communicates with the chairman of each soccer fans association at regular intervals, and organizes the welfare for soccer fans, for example, the soccer team open day once a month, soccer league of soccer fans association and team construction activity of soccer fans association.

## 8 Conclusion

By these analyses and discussion, we can easily find that Guangzhou Evergrande Taobao has such huge football fans in Guangdong Province, these fidelity fans are able to support a big part of Home court tickets in Guangzhou Evergrande FC.

From that day when it was built in 2010, it was bought such a huge excellent foreign player and elite member of China national team, because his owner Evergrande Group is rich.

As a result of their excellent player and coach group which has rich management experience of European football clubs, they did such a great job during their event time, so they attract a lot of fans whom not only in Guangdong Province but also the whole China.

In recent years, the government has made a great effort to develop the sports industry. The strong team and the support of the fans with the government's support to the sports industry, making Guangzhou Evergrande Taobao FC acquire a great score in their ticket sales.

However, due to Guangzhou R&F FC was built, some guys who have a Yuexiu Hill Stadium feelings decided to turn to support Guangzhou R&F FC. And ticket-sales will impact on the competition between the teams of CSL and team performance as well as new media influence. Football ticket-sales account of the team's revenue can't over 25 %, except in 2015 when it reached the Asian champions league final competition.

As the general administration of sport of China has issued the new policy of U23, the number of foreign players may be affected, the team performance may be affected, and as the Guangzhou Evergrande Taobao FC has been performing very well in recent years, some of the team members have a weak sense of winning, affecting the overall team's winning performance.

Although the new media played an auxiliary role in the ticket-sales of Guangzhou Evergrande Taobao FC, more potential fans found Guangzhou Evergrande Taobao FC through the new media and purchased the game to watch it on site. And it got some attention from some sport lottery buyers who bought the Guangzhou Evergrande Taobao FC win, and the number of fans increased significantly. If the team's performance continues to slow down, the number of tickets sold in Guangzhou Evergrande Taobao FC is likely to decline significantly.

From the perspective of ticket-sales, most of the club's customer group is young and middle-aged. Most of them live in Guangzhou and have a stable life, their passion for watching matches is very strong.

Guangzhou Evergrande Taobao FC also have some fans in Guangdong province and even in China, their number of fans can be said such a huge. Nevertheless, through the analysis of the official football ticket-sales channel of Guangzhou Evergrande Taobao FC, they did not use any means of promotion of football tickets except price discrimination, no team promotion measures or even the football ticket-sales website did not support the mainstream international credit card payment.

All of which leads to the conclusion that the success of club ticket-sales is largely down to the squad, the performance of the players and the morale of the club. If these conditions are met, then many fans will be attracted to the game, cheering for the team.

If the sports marketing sales skills are applied on this basis, combining with the sports business intelligence and analysis of the football ticket-sales and the flexible adjustment of the football ticket market price, the proportion of football ticket-sales in Guangzhou Evergrande Taobao FC ' s income should be able to increase slightly.

It is easy to draw a conclusion, the sale of football tickets has no any relevant with the club's marketing strategy, but rather with the club's own team performance and the number of fans, if a club has a large number of fans and has a certain reputation and status in the world, there will be a large number of domestic and foreign spectators, even if no commercial sales strategy is used, tickets are sure to be out of supply.

But the club's ticketing website is unfriendly and does not support international mainstream credit cards, which is very inconvenient for foreign fans who come to watch the game and easy to lose foreign spectator.

It is suggested that Guangzhou Evergrande Taobao FC should expand the use of new media for self-marketing, expand its position in China and even in the world, and get more fans' attention, they can achieve better results in ticket marketing.

If other clubs want to achieve results like Guangzhou Evergrande Taobao FC, they may need to spend a lot of money to change the management of the team, which is closer to the European club management mode and improve the club's morale, so as to achieve results close to Guangzhou Evergrande Taobao FC.



## **9 Discussion of improvement of ticket-sales strategy on Guangzhou Evergrande Taobao FC**

### **9.1 Significance of changing improvement of ticket-sales strategy**

Guangzhou Evergrande Taobao FC already belongs to Asia first football in popularity and ticket-sales, so what is the meaning of change the ticket sale? According to the data, although Guangzhou Evergrande TABAO FC the number of averaged is 45000(China Super League.2016), some part of the matches attendance is below the averaged.

In general are the China football cup games and against some unknown football club, in this type of matches, the number of average is about 30000(China Super League.2016) , if the club can promote this type of matches ticket sells , it will very beneficial to the club, will attract new sponsor, make the Guangzhou Evergrande Taobao FC connect to the global market, improve the ticket sale.

### **9.2 Brand promotion**

The reason why Manchester United so successful, not only the success about win the football match but also make a great industry value for football, it is relevant to British football commercial model. (Stefan 1998.)

Manchester United over the competitor by establishing a fantastic brand image, get more attention by people, so the media are willing to report them. British Sky Broadcasting spent a lot of money to purchase the broadcasting right, football league and Manchester United make a great profit from them. (Lv 2015.)

As a typical successful case, Manchester United is worth studied by Guangzhou Evergrande Taobao FC. The popularity of Guangzhou Evergrande Taobao FC is only limited in the Sports field. So how can Guangzhou Evergrande Taobao FC improve their popularity?

Nowadays, more and more football clubs choose to cooperation with airlines due to expanding global popularity, making up sponsor relationship. The airlines choose to build a cooperative relationship with football clubs by attracting more passengers to select their company's airlines.

1. The airlines which choose to sponsor some clubs often have the following characteristics:

A wide range of destination points, the location of the base usually at the centre of the Eurasian continent, As a global air transit hub, the ticket fares will be quite cheap, so there are a lot of passengers, the increase of passengers amount means the exposure of club will grow, and the airline who as a club sponsor will be focused by the club's fans.

When the club's fans need to go abroad to watch the event which belongs to their favourite club or travel, it has such a huge possibility to choose the sponsor airlines. So if the club can form a similar partnership with some airlines, it will be very powerful for the team to attract fans and even achieve a win-win result with the airlines. It can also indirectly increase the club's football ticket income and the club's licensed souvenir income.



Picture 10. Real Madrid FC by Emirate Airlines



Picture 11. FC Barcelona by Qatar Airways



Picture 12. Manchester United by Aeroflot

As a football club with a sense of social responsibility, they can organize players on a regular basis and participate in activities like soccer at school. Let students of all ages contact football understand football and experience football culture. Promoting football culture is not only for the promotion of clubs but also for the strength of Chinese football.

Now many primary and secondary schools are limited by football playground and short of teachers who can teach some useful football skill, carrying out football activities on campus not only overcomes the difficulty of promoting football in schools but also inspires them to become fans.

Not only to the city's campus, but football can also go to the remote areas of the campus, such as Xinjiang province, but they also have many remote cities, limited development, extracurricular activities may be limited to basketball.

If they can also understand football, from the perspective of corporate social responsibility, it is also very beneficial. Clubs can sponsor a standard football field for primary and secondary schools in remote areas and regular select potential players in these schools into football clubs as a reserve force.

For example, Guangzhou R&F soccer club organized some students in Kashgar, Xinjiang province, to visit the club's football training base which located in the Guangzhou university city, visit the football club and experience the fun of football training.

As a company, the first thing is to return to society and expand its popularity. The second thing is to attract fans' attention and cultivate potential fans.

### **9.3 Consolidate the relationship and cooperation with media**

In recent years, the number of fans of Evergrande in Guangzhou has increased greatly, and the team's exposure rate has also been increasing, which is inseparable from the continuous high media exposure, but most of the coverage is limited to sports, and it's hard to make it into regular news.

In addition, sometimes the club's players will argue with the reporters because of the emotion of the game and other reasons and even abuse the reporters, physical conflict and so on. Journalists may be making false or biased reports by those influence effort.

To further improve their exposure, the club should establish a friendly long-term relationship with the media. The interview requirements of the media should be satisfied as far as possible under the condition that the situation permits.

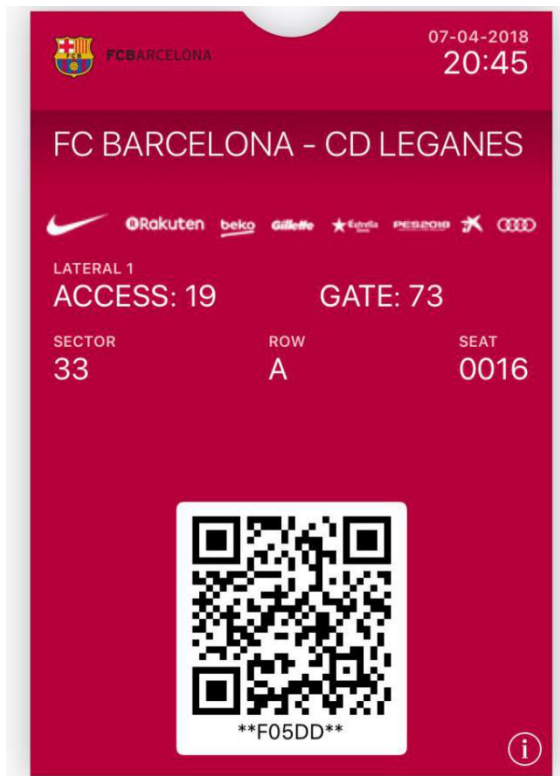
For example, arrange their reporting time during the game, or organize the players to take over the reporter's interview at the end of the game, be as friendly as possible to the reporter, and the club will invite the reporter to some activities or press conferences, these are all good ways to promote relations between the club and the media, increasing club exposure has an indirect impact to increase the number of fans and the club's ticket revenue.

#### **9.4 E-tickets support**

At present, all football tickets in China are printed and need to be checked by id card, electronic tickets are not supported in there. There are two ways to provide paper tickets. One is to send them to the address provided by the ticket buyer by express mail; the other is to get the paper tickets by the id card which belongs to the buyers. Neither approach is friendly to foreign audiences.

Along with the paperless process and the enhancement of people's environmental protection consciousness, promoting the paperless ticket will become the inevitable stage of the development of world sports economy, and the electronic ticket can largely save the cost of making tickets for clubs. Many European leagues have begun to use paperless tickets, such as the English premier league, where fans only have to rely on a QR code for a ticket sent by email or a printed electronic ticket.

If the club can take the form of electronic tickets, it can not only save the cost of making tickets to a certain extent, implement the green concept of environment-friendly society advocated by the government. It is also extremely convenient and friendly to foreign audiences who want to buy tickets. The saved part of the ticket cost can be returned to the society in the way of charitable funds, which is also an embodiment of enterprise social responsibility.



Picture 13. QR code ticket of Barcelona FC

### 9.5 Special price offering to ticket agency

It is lack of channel that only sales ticket on official website and outlets, ticket agency is popular in the Chinese ticket market. It is easy to relieving the ticket-sales pressure by selling the ticket to the ticket agency and it can increase the amounts of ticket-sales.

When selling football tickets, provide agents with tickets at a more favourable price or return a percentage of commission to agents on the basis of the sale of original tickets, requiring the ticket agent to provide the ticket buyer's email address to obtain information about potential fans.

After getting an email from a client, you can learn from Barcelona football club and offer a special discount to buy the fans lounge entry to attract they purchase for fans lounge enjoy the foods and drinks. They also can invite them to buy premium viewing seats at a discount, similar to the airline's premium upgrade marketing strategy. Customers who experience better seats are more likely to buy a better view seat.

### 9.6 Interaction in competition

In the intermission, the audience always 15 minutes to have a rest, people always make a good use of that time, someone will choose to chat with friends or but the food like cola

and sausage to supplement energy, but it is the best time to make an interaction with the audience.

Draw the ticket number to draw the lucky audience, giving lucky audience gifts which are signed by the player and offer a chance to play with the player. As we all know, football fans always long for a close to their favourite player.

On the one hand, it can increase fan loyalty attract more potential audience come to buy the ticket and watch the game, football fans win the chance by buying ticket to watch football and it increases the ticket-sales. What's more, it is advertising for the club's souvenir, attracting more audience and fans to buy the souvenir.

### 9.7 Increasing the amount of annual tickets

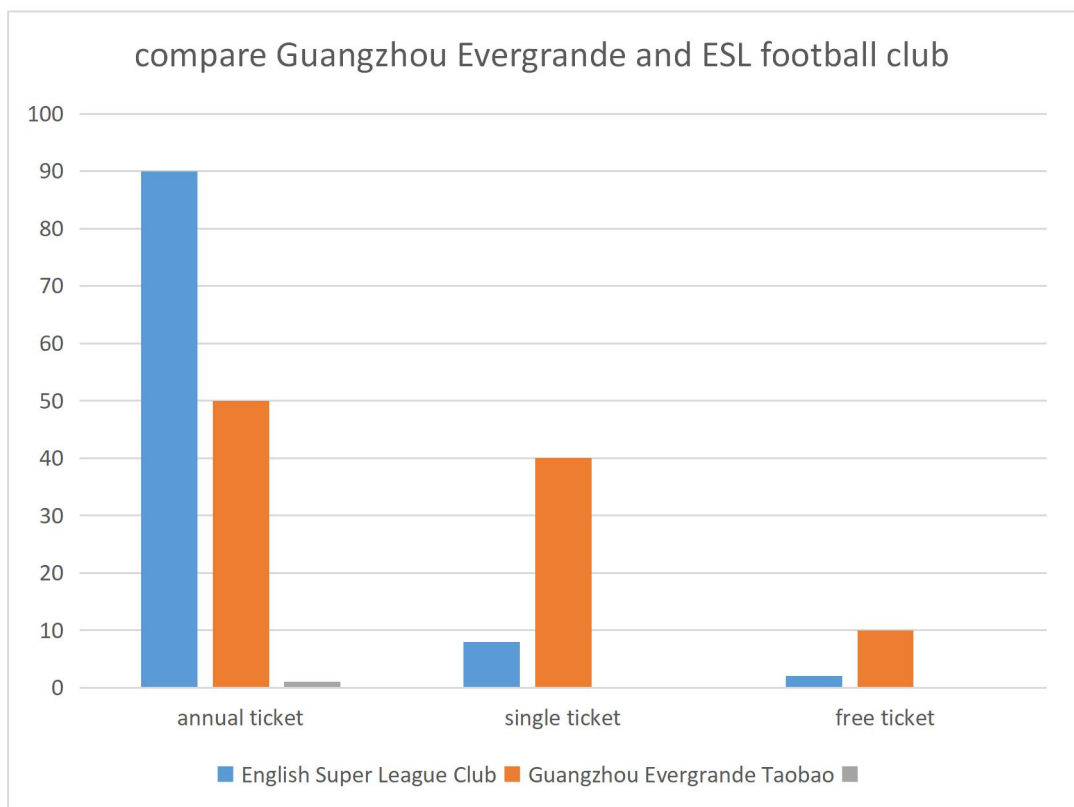


Figure 12. Compare Guangzhou Evergrande and ESL football club

At present, the population of Guangzhou is constantly on the rise, which means the potential number of fans in Guangzhou Evergrande Taobao FC is continuously increasing. Although Guangzhou Evergrande Taobao FC has stabilized its annual ticket price and it hasn't changed in recent four years, but they only offer 25000 annual tickets, it only occupies about 50% of total tickets.

On the contrary, In the club of England Premier League, we can find a phenomenon that their annual tickets number occupy the 90% of total tickets number (Zhao shanshan, Ge yuanfan.2014) , because in British football fans mind, own a favourite football clubs annual ticket is a thing which worth to pride, so they are high on buying the annual tickets, clubs also list the annual ticket revenue of main profit resource.

Nevertheless, in China, Chinese club only think the annual ticket is a way to return their faithful fans in a low price, Chinese football fans think it is a welfare also, very little profit is made from it, what really makes a profit is a loose ticket for sale.

If Guangzhou Evergrande Taobao FC can increase the number of annual ticket proportion, according to market demand flexible pricing. It is believed that increasing the number of seats available will increase ticket-sales revenue and reduce the vacancy rate of seats in some unpopular events

### **9.8 Advancing sales of ticket strategy**

According to the ticket-sales website of Guangzhou Evergrande Taobao FC, it will not open the advance booking for a long time. However, we reckon before the next event begins, doing a marketing about advance booking, people always forget something, even if the event they want to see, if they book the ticket in advance, it will strength their memory, and the club can send the message to the audience who had bought the ticket.

Each event has two weeks interval, during this two week, they can put the placard in their website to attract those fans who are interested in that event. Barcelona football club doing similar sales strategy like that, Its official website showcases the preview and ticket entry of the next three to four matches. Advance a period of time to resell the tickets, not only can advance the withdrawal of funds, using the money collected in advance for investment to create more income.

The pre-sale tickets may refer to the method of pre-sale of air tickets and train tickets, and set up seats of the same grade and various ways of ticket prices, and set up prices that can be returned in full, half-price and non-refundable, so as to provide consumers with choices. At the same time, it can increase the profits to a certain extent and create more profits for the club.



## 9.9 The advantage of developing new media

With the rapid development of technology, new media is concerned by more and more people and becomes the hot topic discussed by people in daily life. New media appears in the current age with advanced technology, it has been applied in multiple fields spanned larger and larger latitude.

So which role do new media play to Guangzhou Evergrande Club? How do the advantages affect Guangzhou Evergrande Club? Now we analyze the advantages of new media as follows.

1. In modern times, because people's work and life rhythm speed up, people's leisure time appears the debris tendency, new media exists for this demand.

As for an ordinary football fan, he can not watch the games on site played by the team he supports, but it doesn't mean that this is not the team he supports, instead of that, he pays attention to the dynamic conditions of the football team in time by other ways, such as watching games by digital TV, paying attention to the dynamic conditions of the team information...

At the moment, the function of new media can be featured, football fans pay attention to the latest dynamic conditions by social software, read the relevant report articles, at the same time, football teams also can keep contact and freshness with fans by new media operation, as for a football fans club, it is also a method of fans management, the fans quantity can be increased gradually.

2. Meet football fans' need to the interactive expression, entertainment and information at any time and anywhere, the 3rd-generation media marked by the Internet is going towards the stage of characteristic expression and communication from the aspect of transmission appeal, as for the network TV and phone, the consumer is also the producer.

Due to the promptness and transmission volume of modern media, football fans have more and more demands on social media, in order to meet their demands, Guangzhou Evergrande Taobao Club uploads the daily training and daily interesting things of football teams on their social platform by the more perfect new media operation and referring to the domestic famous club, even communicates with fans by the network broadcast from time to time, which can keep a kind of persistent enthusiasm and intimacy for fans and increase the sentiment with fans.

3. Stronger finality and selection initiative of using new media. In the current big data age, people can find something interesting easily in daily life, for example, as a football fan, he can find the files and videos of his favourite football team or when the football team publishes official information and important contents by the social platform, fans can receive the information and participate in comment in time.

3. More personalized media use and content selection cause the more sufficient market. Under the same big data environment, some new media operate by AI technology, they analyze by the articles that users read and videos they watch on the social platform to understand their favourite and promote the same type of articles, which is more convenient for users.

In short, after a football fan reads the news about his favourite football team, he will extend to more news and reports of more football teams, it is no doubt that it is win-win whether for football fans or club.

To sum up, new media features are summarized as interaction and timeliness, volume and share-ability, multimedia and hypertext, individuation and socialization. Guangzhou Evergrande Club shall grasp the good opportunity that new media guides the current age, operate the new media of this club, promote the club development and enhance to the daily fans maintenance, meanwhile, it also shall give play to the advantages of new media, increase the popularity of football team, firm the dominant position in China by the “catalyst” “new media” and shorten the distance with the world famous football clubs gradually to enter in the world market soon.

#### **9.10 Improving the Football fans management of Guangzhou Evergrande Taobao FC**

By the analysis of the soccer fans management in Guangzhou Evergrande Taobao Football Club, we can see the deficiency of club in the soccer fans association management, we will propose out suggestions and thoughts as below:

1. Short of uniformity of soccer fans association. Although there are 18 branches of Guangzhou Evergrande Taobao Football Club with large population and wide scope, it is easy to find that they are short of uniformity between them, the club shall arrange the staff to organize meetings for all the association chairmen to communicate at regular intervals,

understand the soccer fans' demand, and issue notices to each association at regular intervals, the club shall maintain all the associations well.

2. Lack of connection and communication. They are lack of connection and communication between club and all associations, the members of soccer fans organization have strong mobility and dispersibility, the club shall grasp every proper chance to communicate with soccer fans, regard them as the member of soccer team, which can make the sense of belonging and security for them, only communication can increase feelings between club and soccer fans.

3. Interchange activity between soccer fans and soccer teams. The club shall organize more soccer fans activities, reduce the barrier between the club and soccer fans and increase the appetency, for example, it can hold the soccer fans carnival, fans soccer league, soccer fans share meeting and soccer player fan meeting, which can increase the cohesive force between soccer fans and club and make them care the club.

4. Learn the soccer fans management methods from the foreign famous soccer royal club, such as "Merengues" managed by Real Madrid in Spanish Super League, "The Red Devils" managed by Manchester United in Premier League, they both are the world-class soccer fans associations, Guangzhou Evergrande Taobao Football Club shall also learn their management method, improve their soccer fans management system and become the world-class soccer club.

## **10 Quality of thesis**

I have done my best to finish my essay writing, but because of the limitation of my ability and knowledge in the field of some more professional and senior on thinking the answer or some deficiencies, and due to objective reasons such as time and trade secrets, it is hard to get more accurate data and information, restrictions on the study. Though we are in the library and the Internet, a large number of data access but because research field in China, so you need to use most of the Chinese literature and data, the limited use of English material literature and data, and my degree of subjective understanding of the problem is not enough, so some articles describe and analysis is not clear, such problems as targeted, so, I will keep on learning, by study of the problem to be better, newer, better to write the paper.

## 11 Appendices

### 11.1 Questionnaire

#### Questionnaire about Guangzhou Evergrande Taobao FC fans buy ticket research

1. Where are you living ?

- A. Guangzhou
- B. Working in Guangzhou
- C. Studying in Guangzhou
- D. Working in Guangdong
- E. Other province \_\_\_\_\_
- F. Abroad \_\_\_\_\_

2. Gender

- A. Male
- B. Female

3. Age

- A. Under 18
- B. 18-24
- C. 24-35
- D. 35-50
- E. Over 50

4. What is your purpose for buying the ticket ?

- A. Support the Club which you favor
- B. Just want to see a football match
- C. For the professional work
- D. Present a gift to somebody
- E. Recreation
- F. Team Activity

5. When would you like to watch the match in court

- A. Weekend , Holiday
- B. Weekday
- C. Both of them

6. What type of the matches you prefer to watch in the court ?
- A. China super league
  - B. Asian champion league
  - C. Both of them
7. How can you buy the Guangzhou Evergrande Taobao FC tickets ?
- A. Guangzhou Evergrande Taobao FC official website
  - B. Field sales
  - C. Complimentary ticket
  - D. Season ticket
  - E. Other ways \_\_\_\_\_
8. How do you know the ticket-sales ways
- A. Public advertising
  - B. From the family or friends
  - C. Internet
  - D. Sport applications
9. Do you think the price of the Guangzhou Evergrande Taobao FC make sense?
- A. Yes
  - B. NO , but will buy
  - C. NO , Don't buy (Why \_\_\_\_\_)
10. It is difficult to buy the Guangzhou Evergrande Taobao FC ticket?
- A. No
  - B. In general easy , some matches difficult
  - C. Yes , the reason is \_\_\_\_\_
11. The Guangzhou Evergrande Taobao FC matches wonderful for you?
- A. Yes
  - B. Normal
  - C. NO
12. What is your job?
- A. Student
  - B. Employed
  - C. Work in sport industry
  - D. Unemployed

13. Do you buy the tickets to receive other people's influence ?

A. Yes

B. No

14. How many income will you get in a month

A. Under 5000

B. 5000-8000

C. 8000-12000

D. Over 12000

## **11.2 Questions of interview**

### **Interview question about audience**

1. Are you Evergrande fans or guest team fans?
2. How can you know about this club and this competition

## 12 References

- Chen, W. 2013. Price discrimination and its application in life.  
URL:<http://www.ixueshu.com/document/0a381fe2fa1b22fb318947a18e7f9386.html>.  
Accessed 18 April 2018.
- Chen, Q. 2017. The development history of Chinese football for one hundred years.  
Huazhong university of science and technology press. Wuhan. Accessed 05 March 2018.
- China State Council 2015. General plan of Chinese football reform and development.  
URL:[http://www.mlr.gov.cn/tdzt/tdgl/cyyd/gwywj/201705/t20170516\\_1507938.htm](http://www.mlr.gov.cn/tdzt/tdgl/cyyd/gwywj/201705/t20170516_1507938.htm).  
Accessed 22 April 2018.
- China Super League 2016. official data report of the china super league in 2015 season.  
Accessed 20 February 2018.
- China Super League 2017. official data report of the china super league in 2016 season.  
Accessed 20 February 2018.
- Guangzhou Evergrande Taobao Football Club 2017. 2016 season report for Guangzhou Evergrande Taobao FC.  
URL:[http://pdf.dfcfw.com/pdf/H2\\_AN201704280539142419\\_01.pdf](http://pdf.dfcfw.com/pdf/H2_AN201704280539142419_01.pdf). Accessed 28 March 2018.
- Guangzhou Government 2017. Guangzhou population size and distribution in 2016.  
URL:<http://www.gz.gov.cn/gzgov/s5846/201802/034fad23617d465a9bfca0cd068b5e72.shtml>. Accessed 03 April 2018.
- Gao, X, Y. 2013. Price Discrimination Theory. Guangming Daily Press. Beijing. Accessed 08 November 2018.
- Huang, Y, C. 2017. Sports marketing Basic Theory. Chongqing University Press. Chongqing. Accessed 16 March 2018.
- Jing,L,H. & Liu,P. 2005. A discussion on the application of price discrimination theory in ticket pricing for professional soccer league games in China.  
URL:<https://wenku.baidu.com/view/811db8d2b9d528ea81c779a9.html>.  
Accessed 10 April 2018.



Kuang, W, B. 2015. Introduction to New Media. People university of China Press. Beijing. Accessed 15 November 2018.

Li, C, P. 2010. Corruption Inside China football. Jiangsu People Press. Nanjing. Accessed 05 March 2018.

Matthew, D, S. 2001. Sports Marketing: A Strategic Perspective. 2nd ed. Routledge press. Accessed 20 October 2018.

Neteasy Sport 2015. The Guangzhou Evergrande Taobao in champions league final ticket revenue more than 200 million annual bonuses were paid back.

URL:[http://www.baidu.com/link?url=S0Mty8ixq1fb2jBiolerbi3yP0bt\\_-xl344KPTAbCiODbGQLgQLOyCijNHqLINvLQnFmlUvYcOI1AKmSU2USA\\_&wd=&eqid=b4145dc800001012000000065ae77502](http://www.baidu.com/link?url=S0Mty8ixq1fb2jBiolerbi3yP0bt_-xl344KPTAbCiODbGQLgQLOyCijNHqLINvLQnFmlUvYcOI1AKmSU2USA_&wd=&eqid=b4145dc800001012000000065ae77502). Accessed 28 March 2018

SINA 2018. 2017~2018 Canton Area salary investigation report be public

URL:<http://www.baidu.com/link?url=C1WmgqbCkcR7g1tRLShYdmUBS1A4-v23xlvPJ4gHsjX8jhZUwgj8mcbGy7dQ2ZO4mGHSnyWruONjtoavB5V3cmVxplIZDb27Mn0q1tjTy&wd=&eqid=a2cd7f73000009fe000000065ae7743e>. Accessed 28 March 2018.

Sheng, Y, Q. 2014. the research for Shanghai Shenhua Football Club marketing Strategy.

URL:<http://kreader.cnki.net/Kreader/CatalogViewPage.aspx?dbCode=CMFD&filename=1014318142.nh&tablename=CMFD201402&compose=&first=1&uid=>. Accessed 10 April 2018.

Sohu 2018. Evergrande announces the price of 2018 package: the price has not increased by up to 2,500 CNY in 4 years.

URL:[http://www.sohu.com/a/218846753\\_463728](http://www.sohu.com/a/218846753_463728). Accessed 28 March 2018

Stefan, S. 1998. Why is Manchester United So Successful.

URL:<https://www.staff.ncl.ac.uk/mike.cox/PSY1011/case4.pdf>. Accessed 28 March 2018.

Wu, P. 2018. Sport Marketing. Tsinghua University Press. Beijing. Accessed 26 March 2018.

Wikipedia 2018. Marcello Lippi. URL:[https://en.wikipedia.org/wiki/Marcello\\_Lippi](https://en.wikipedia.org/wiki/Marcello_Lippi).

Accessed 22 March 2018

Wang, C, J. & Gu, B, J. 2007. Enterprise marketing management. Zhejiang University Press. Hangzhou. Accessed 11 June 2018.

Wehrich, H. 2011. Management: A Global and Entrepreneurial Perspective . 13th ed . Economy Science Press. Beijing. Accessed 10 November 2018.

Xu, C, J., Zhang,Y,R. & Wang, F. 2009. Analysis and Comparison of Chief Revenue Sources of Chinese Professional Football Clubs.  
URL:<https://wenku.baidu.com/view/582c086025c52cc58bd6be5e.html>. Accessed 20 April 2018

Youzhen, L. 2015. the development research of Guangzhou Evergrande FC.  
URL:<http://bbs.gzEvergrandefc.com/forum.php?mod=viewthread&tid=39322>. Accessed 12 April 2018.

Zhang, B.2018. The evolution of the market order of western professional sports and Chinese practice. China Social Science Press. Beijing. Accessed 1 November 2018.