Sports Fans' Evaluations of

Sporting Code Innovations

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ABSTRACT

Today's professional sports are frequently evolving and changing their design, structure and format. Many such innovations have been spurred on by the opportunity to capitalise financially on new markets and increase profit. This study used both quantitative (survey) and qualitative (depth interviews) methods in order to examine fans' attitudes towards the current state of Rugby Union, Rugby League, Netball, Soccer and Cricket.

The findings for Rugby Union concluded that the recent experimental law variations have succeeded in what they were introduced to do. Fans believe that Rugby is more exciting to watch than ever before and that it is now a faster and more attack-focused contest. Fans believe that Rugby League has improved following the introduction of the video referee and in particular by the use of two on-field referees. They believe that it is now a more exciting and faster game. Fans also believe that salary caps are good for Rugby League and help to increase competition and spread the wealth of talent among the teams. Netball fans are excited by possible new innovations and show support for the inclusion of power plays, two point goals, rolling substitutions and increased physical contact. Fans believe that Soccer needs to adopt technology in order to help its officials but they also admire the traditionalism of the code. Surprisingly, fans show support for increasing the sizes of Soccer's goals in order to make it easier for teams to score. Fans show support for Twenty20 cricket and seem undeterred by recent match fixing scandals. There is also evident support for the introduction of Beach Cricket to New Zealand.

Analysing fans' attitudes towards professional sport's product innovations has led to a final implication and conclusion for the administrators and governing bodies of professional sport. That is, it would be wise to keep the traditional codes and their formats as traditional as possible. However, evolve the same sport in to a completely separate format in order to financially capitalise on different markets. Twenty20 cricket is a perfect example of this.

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Chris Musgrave

TABLE OF CONTENTS

LIST OF TABLES

LIST OF APPENDICES

1.0Introduction

Product innovations in professional sport are becoming an increasingly frequent occurrence. Examples of such innovations are strewn throughout current professional sports such as Rugby Union, Rugby League, Netball, Soccer and Cricket.

In spite of this, although there is a solid literature base surrounding the sports fan's excitement motivation factor in which product innovations in professional sport are conceived, there is scant attention in the sport marketing literature with regard to how these innovations are perceived by the fans. Attaining knowledge surrounding how these changes are impacting professional sport's final-end consumer, the fan, is desirable from a managerial perspective, given that, professional sport's product innovations are aimed at positively increasing fans' enjoyment and satisfaction.

The purpose of this research was to investigate sports fans' attitudes towards certain changes and innovations to New Zealand's five highest participated and viewed professional sports. These sports (in no particular order) are: Rugby Union, Rugby League, Netball, Soccer, and Cricket. This study was bound by three central research questions. Firstly, this study needed to identify prominent innovations in the respective sports. Secondly, the underlying aim of this study was to uncover whether or not the fans believed that the innovations had achieved the governing body's desired effect. Lastly, this study hoped to shed light upon any new avenues for further innovation recommended by the fans themselves.

The research intends to add to the sport marketing literature by addressing a topic that, to date has received little attention, and hopes to encourage future research regarding professional sport's product innovations. In turn, this research hopes to provide the relevant sporting

governing bodies with an insight into how the fans have perceived recent changes and innovations to their sporting codes.

This investigation was undertaken with a mix of quantitative and qualitative methods. The paper begins with an introduction to the context of the problem in order to set the scene. It is then followed by a review of existing relevant literature. Then sections on research methods, results, a discussion of their implications follows, capped off with concluding comments.

1.1 Sport's Role in Our Lives

The history of sport is arguably at least as rich as any other form of human activity. Sport has developed across the world as a ceremony, a celebration, a physical pursuit, a leisure activity and now, increasingly, a business. To illustrate this point, consider the case of football (soccer) in England. Some people believe the sport emerged over centuries, therefore giving it a depth and context that is unsurpassed by any other current industrial sectors. In its earliest form, myth has it that during the Viking invasions, victorious warriors among the resident population would cut off the heads of the invaders and kick them around their villages. From these origins, the game most notably began to thrive during the nineteenth century in the English independent schools system, as a form of healthy activity for young men. Thereafter, the onset of the industrial revolution led both to a surge in the popularity of football as a diversion for the masses away from their harsh industrial lives (Chadwick, 2009).

Not only does sport generate interest from fans who attend matches, but it also generates interest from fans who watch games on television or listen to games on the radio, who read the sports page of the newspaper and discuss potential player moves with their colleagues, listen to sports talk radio, participate in fantasy and tipping leagues, and the like (Hone and Silvers, 2006).

The following table represents a share of the gigantic popularity and follower base behind today's sports leagues.

Table 1 Attendance Figures by Sport

Sport	League	Country	Season	Games	Average Attendance	Total Attendance (Season)
Baseball	MLB	United States & Canada	2009	2,430	30,338	73,402,524
Basketball	NBA	United States & Canada	2008-09	1,230	17,520	21,549,238
Ice Hockey	NHL	United States & Canada	2008-09	1,230	17,460	21,475,223
American Football	NFL	United States	2009-10	256	68,240	17,469,552
Association Football	Premier League	England	2008-09	380	35,600	13,527,815
Australian Rules Football	AFL	Australia	2009	176	37,760	6,370,350
Rugby League	NRL	Australia & New Zealand	2009	201	17,094	3,435,929
Cricket	Indian Premier League	India	2008	59	58,000	3,422,000
Rugby Union	Super 14	New Zealand, South Africa & Australia	2010	94	25,374	2,385,223

Source: (http://en.academic.ru/dic.nsf/enwiki/1663326)

Table 1 when summarised, allows the calculation of the annual population percentage that attends relevant live sporting events thereby illustrating just how important sport is for people. In the United States for example, 42% of the population attends at least one sporting fixture per year. The most popular of these sports include Baseball in the Major League Baseball (MLB), Basketball in the National Association of Basketball (NBA) and American Football in the National Football League (NFL). In Australia, New Zealand and South Africa, Australian Rules' AFL, Rugby League's NRL and Rugby Union's Super 14 (soon to be Super 15 with the

inclusion of a Melbourne based side) each have a strong live following. Out of each population and yearly attendance figures, 16% of the total population attends relevant live sporting events.

1.2 The Traditions of Sport

Historically, sport has been focused towards traditions, values, camaraderie and gamesmanship. Fair play is a globally understood concept, which found its origins in sport. Fair play and other traditional values are not only an essential element of sport, it has also become a more general philosophy of respect for others and respect for rules, whether on the sporting field or in business or other competitive endeavours. This is evident today as the creation of a wide range of national and international fair play committees, trophies and prizes, underlines the relevance and importance of fair play for sport and society (Renson, 2009).

Sport plays an important role in our communities by reinforcing the bonds between people and the contributions which sport can make to personal and social development (Manzenreiter, 2007). Sport can be used as an escape from everyday life, a way to meet new friends and strengthen relationships, and a way to look after your own health and well-being by living an active, healthy lifestyle. Thirty years ago very few people would have considered the flagship events of global sports, the Olympic Summer Games and the FIFA World Cup, as a business (Manzenreiter, 2007).

1.3 The Commercial Aspect of Professional Sport

Sport has been associated with business for a long time, yet the straightforward question of sport and profit-making and commercialisation is a rather recent phenomenon. Particularly in the case of professional team sports, public attention circulates between mind-boggling salaries of top

players (see Table 2), sponsorship contracts worth many million dollars and billion dollar-sales of media rights (Manzenreiter, 2007).

Table 2 Forbes Association Football/Soccer Rich List

Player	Home Nation	Club	Annual Earnings USD
David Beckham	England	AC Milan/LA Galaxy	40 million
Cristiano Ronaldo	Portugal	Real Madrid	30 million
Kaka	Brazil	Real Madrid	25 million
Ronaldinho	Brazil	AC Milan	25 million
Thierry Henry	France	New York Red Bulls	24 million
Lionel Messi	Argentina	Barcelona	20 million
Frank Lampard	England	Chelsea	17 million
John Terry	England	Chelsea	16 million
ZlatanIbrahimovic	Sweden	Barcelona	16 million
Steven Gerrard	England	Liverpool	15 million

Source: (http://www.forbes.com/2010/04/21/soccer-highest-earners-business-sports-soccer-10-top-paid.html September, 2010)

A quick glance at any statistics on the sports market and revenue streams in sports ought to convince everyone of the close association of sports with big business. Yet the actual figure of the global market size of sports related goods and services is difficult to assess. According to PriceWaterhouseCoopers' report *Global Entertainment and Media Outlook: 2004-2008,* the global sports market in 2003 achieved sales of USD 75.6 billion. This number roughly corresponds with the gross domestic product of national economies in Chile, Pakistan or the Philippines in the early 2000s. This market value comprises gate revenues for live sport events, broadcasting rights fees paid by TV stations' merchandising, sponsorship and other packages with rights to sports events or sports programming. However, these sport business activities are just the core of a much larger multi-sector economy encompassing private household consumption, indirect expenses related to sport activities, and public sector finances (Manzenreiter, 2007). The business and sport nexus is also evident closer to home:

approximately A$1.3 billion is invested in sport sponsorship alone in Australia each year, the vast majority of it on professional sport (Hoye, 2005).

Back in the 1970s, the total sponsorship money in sports worldwide amounted to USD 5 million; meanwhile it has skyrocketed to USD 20 billion. Broadcasting rights for the 1964 Tokyo Olympics, which were dubbed the Media Olympics due to the first usage of satellite technology for sport broadcasting, generated revenues of USD 1.6 million; the price for the Games' broadcasting rights registered nearly a thousand fold increase over the following forty years (2004 Olympic Games in Athens: USD 1.5 billion). Similarly, the International Football Federation FIFA increasingly generated income from broadcasting revenues and sponsorship. Starting with total annual revenue of USD 6.4 million in 1989 and USD 23 million in 1997, revenue exploded to USD 282 million in 1998. In 2002 FIFA was able to generate the impressive amount of USD 653 million; for the entire 1999-2002 period, USD 1.8 billion (Manzenreiter, 2007).

While the sales of broadcasting rights surpassed traditional main revenue sources such as ticket sales or transfer fees in the 1990s, in recent years merchandising and sponsorship (which include not only naming rights and payments to have a product associated with a player, a team or a league as an endorsement deal, but also sponsored events, naming rights for arenas, and signage in arenas) have become major sources of sports related income. Sports and sports events, particularly as media content, chiefly fulfill the function of linking consumer product manufacturers with their customers. Coca Cola sponsored football tournaments in China as early as in 1982, and its main rival Pepsi Cola followed suit as the main sponsor of China's professional football league from 1998 to 2003. At the same time Nike purportedly paid USD 400 million to the Brazilian national football team for a four year period; cell phone companies

such as Vodafone and Siemens paid USD 15.7 million and USD 20 million respectively to be uniform sponsor for European football's top clubs Manchester United and Real Madrid. The list is inexhaustible but clearly indicates that multinational corporations exploit the bourgeoning popularity of sports, sport stars, and mega-sport events as a marketing vehicle. That marketing vehicle is set to do one thing, and that one thing, is to sell a product (Manzenreiter, 2007). In addition, professional leagues expand, teams move, and broadcasting possibilities burgeon. Cities and countries expend considerable resources to attract one-time events, such as the football World Cup and Olympic Games (Hone and Silvers, 2006).

Today's commercialised professional sport industry aims certain strategic marketing activities towards bolstering the commercial success of sporting brands. The trade-off between sport as a business and sport as a game-centered and social institution has brought tension and conflict to today's professional sports era. In this uneasy balance, sports are faced with the challenge of extracting commercial value from their brands without compromising the intrinsic integrity and spirit of the game. Fuelled by a celebrity ethos and the centrality of entertainment, it is easy to undermine the brand and diminish its status as a heroic form of human endeavour. As a consequence, sport's idyllic nature is at risk whenever it commercialises itself to secure a larger share of the market. However, it also means that unless sport commercialises itself, it will be unable to survive in the contemporary competitive landscape (Foster, Greyser& Walsh, 2006).

The end-user customers are the spectators and television viewers who provide a market not only for the clubs but for the sponsors, broadcasters and corporate hospitality hosts who provide increasing proportions of the overall revenue in today's commercial sports scene. What spectators expect from sport are:

1. Uncertainty of outcome – an exciting contest between evenly matched performers. Rottenburg (1956) found that if one team dominated the league, overall attendances were lower than if several were challenging for the title.

2. Significance – the market value of a contest is greatly increased if at stake is a place in the next round of a cup, or promotion or relegation in a league (Morgan, 2002).

3. Identification with success – we all need to feel part of a winning team, albeit vicariously, and to have heroes to admire and identify with. Traditionally this identification was with the supporter's local or national team, but today it can be with team 'brands' like Manchester United or the New York Yankees, developed and exploited through the global media and catering for "satellite fans".

In today's commercial era an elite competition has to be designed to optimise these three elements of customer appeal in order to be successful (Morgan, 2002).

1.4 Professional Sport's Recent Direction

While there is no reason to take issue with the positive functions sport generally may have both for the individual and communities, a closer look at the development of sport clearly indicates that the social benefits derived from sport largely depend on national wealth and corresponding political action. In this respect, it has been argued that governments as well as non-governmental stakeholders in the administration of sport have largely failed at safeguarding sport against alternative interests, most notably those of an economic kind (Manzenreiter, 2007). The success

of professional spectator sports has been narrowed to Morgan's (2002) three factors when taking a spectator or fans' perspective. These three factors underline the reasoning behind why today's popular professional spectator sports are viable targets for drastic modification. These sports have become proven successful commercial entertainment vehicles and therefore come under huge pressure to modify the structure and composition of their game in order to satisfy other parties with considerable commercial interests like sponsor, broadcasters and investors.

Player wages have increased immensely over the last two decades and in order to cope with the wage burden, clubs and their owner companies are on the constant lookout for new revenue streams, markets, customers, and partnerships. Both the talent and the popularity of players are of great value to the professional sports clubs, contracting the professional players who are their main asset for sporting success as well as economic profit (Manzenreiter, 2007).

The attraction of the East Asian market has drawn the attention of Europe's big football (soccer) clubs. They regularly go on promotional tours through the region in which they run special merchandising shops and television programs. Real Madrid shirt sales in Japan alone were reported to have covered about 25% of David Beckham's transfer fee after his move to the Spanish club and the following promotional tour. The business of professional sport has seen a transition from concentrating upon traditions and values to maximising profit and increasing revenue streams and markets. Nowadays, generating systematic income from buying East Asian players in order to raise new opportunities for club merchandise sales, television deals and sponsorships is a widespread business plan in European football.

Locally, in the New Zealand rugby union 2010 ITM Cup, superstar league convert Sonny Bill Williams was signed to play for the Canterbury team. Similarly, ex- ACT Brumbie Christian Lealiifano was signed for Waikato. In both instances, local up and coming talented players are

overlooked for potential team positions. Williams made a humble start to his much-hyped dream of becoming an All Black by making his New Zealand rugby debut on a rural paddock in a minor club match. But such is Williams' reputation that a crowd of 3,000 including All Blacks' assistant coach Wayne Smith turned out to watch his Belfast side beat Lincoln University 22-8. Such pulling power must be an incentive for the Canterbury Rugby Union to capitalise on Williams' status and leverage any commercial successes through ticket sales, merchandising, media opportunities and sponsorship deals. The respective provinces illustrated here (Canterbury through Williams, and Waikato through Lealiifano) are local examples of professional sports using 'star' players to increase crowds, viewers and leverage commercial success.

Foster, Greyser, and Walsh (2006) addressed the "sport-as-a-unique institution" issue by compiling a list of features professional sport and business have in common, and areas where they differ. They concluded that whereas sport and business share a common concern for value creation, branding, funding new sources of revenue, product innovation and market expansion, sport is significantly more concerned with beating rivals, winning trophies, sharing revenue, and channeling the passions of both players (the employees), and the fans (the customers).

Despite the dire pronouncements linked to sport's rampant commercialisation, fears that traditional and so-called authentic fans' abandonment of professional sport have proved to be unfounded. The evidence (Table 1 above) indicates that globally professional sport enjoys a greater following than ever before (Westerbeek& Smith, 2003), and this is precisely because sport managers have wielded commercial business practices to bolster the watching and viewing experiences of fans. Professional sport has effectively ridden on the back of international broadcasting and new media into the twenty-first century and in doing so has strengthened its position in the entertainment marketplace (Smith &Westerbeek, 2004; Wenner, 1998; Wright,

1999). If consumers of certain sports are somewhat more traditionalist or ideologically pure than other kinds of consumers/fans, it has not translated into diminished ratings for professional sport. While some fans have complained about the loss of traditional values and practices, far more fans want comfortable seating, easily available merchandise, game statistics at their fingertips, replays and expert commentary, and interactive technology. Sport has been transformed into a fast-moving consumable experience that fits neatly into the 'iPod society', and as a result has gone well beyond being a symbol of a pleasant Saturday afternoon at the neighbourhood sports ground.

Increasing viewer audiences, crowds, and merchandise and apparel sales have become the driver behind the modifications made to several professional sports. Table 3 illustrates how key objectives of stakeholders create the reasons behind changes to the structure and design of the professional sport in question.

Table 3 Key objectives of the major stakeholders: Implications for design of the elite competition

Key Objectives of Stakeholders	Implications for structure and design	Issue
End-users (Spectators)		
Uncertainty of Outcome	Evenly matched teams	1,2
Significance	Type of competition	2
	Promotion and relegation	2
	Presence of star players	4
	International dimension	1
Identification with success	Brand identity of team	1
National Governing Body		
Success of national team	Development of star players	4
	Competitive intensity	1,2
	• Evenly matched teams	2
	• Representative teams	1
	• International dimension	1
	Availability of national team players for matches and training	4

	Limits on foreign players	4
Development of the sport	Spectator appeal of club competition	1,2,3,4
	Promotion/relegation	2
	• Opportunities for lower clubs	6
	Opportunities for talented players to reach the top levels	4
	Financial support for grassroots	5
Co-ordination of the whole sport	Control over broadcast and sponsorship rights	6
	Control over distribution of revenues	5,6
	Control over competition rules	1,2,6
	Involvement of junior clubs in decision-making	6
Leading Clubs		
Financial Survival, resulting from: success on the pitch	No limits on foreign players	4
	Availability of national team players	4
	Regular fixture pattern	3
	No relegation	2
Commercial Activities	Strong brand identity of the club	1
	Control over broadcast and sponsorship rights	6
	Spectator appeal of club competition	1,2,3,4
Share of NGB revenues from internationals	Compensation for development and release of star players	4,5
Broadcasters		
Maximise viewer/subscriber numbers	Regular international matches	3
	Spectator appeal of club competition (implications as for en-users above)	1,2,3,4
Packaging of the sport for TV	Control over:	6
	Timing and regularity of fixtures	3
	Brand identity of teams	1
	Competition rules	2

Source:Smith &Westerbeek, 2004
*Key issues
1 Composition; 2 Structure; 3 Scheduling; 4 Players; 5 Financial arrangements; 6 Control and Governance

Table 3 illustrates how stakeholder objectives affect the structure and design of today's professional sports. For example the sheer number of matches in a season has increased steadily. Controversial issues such as player burnout and boredom associated with "too much" sport on television has been evident. Stakeholders and governing bodies continue to maximize revenues

through ticket sales and viewer/subscriber numbers, by increasing the number of matches played in a season. Even the time in which a professional sporting match is played today is packaged with the broadcaster's interests in mind. Of course the broadcasters want to maximize viewer ratings, and to do so, screen matches at times that may not result in the best conditions for athletes but are certainly advantageous times for viewer audiences. For example, the best time to play rugby in the New Zealand domestic ITM Cup competition arguably is in the early afternoon. This is when the temperature is mild and there is less chance that there may be cold and wet surface conditions. However, more people are likely to watch matches scheduled at night, and because of this, that is when the games take place. Another issue with regard to stakeholder objectives shaping today's professional sports leagues is in regards to uncertainty of outcome. Leagues limit the number of international players eligible to play in competitions along with salary caps which spread the wealth of talent amongst the teams. With an even spread of talented players there is a higher chance that matches will be highly competitive and offer an uncertain outcome. Uncertainty of outcome makes matches exciting, and this is a dominant factor in which people watch and follow sport. Uncertainty of outcome in this respect is another means of generating revenue for the stakeholders in question.

The need to modify professional spectator sports in order to increase commercial success is clearly evident in today's sports environment. These modifications can also be classified as 'product innovations' as in this case the sports match is the product and the end-user/consumer is the fan or spectator. The administrations behind several of our favourite sporting codes have made various changes to their code's structure and design. Certain changes have been publicly scrutinized and debated. Certain product innovations to professional sport and their consequences are presented in the following section.

1.5 Professional Sport's Product Innovations

The quality of the professional sport product 'the match' has been argued to be the most troublesome (Stewart & Smith, 2010), since it is so multi-dimensional and subjective. At the outset, it has to be conceded that winning does not always equate to quality in the eyes of many sport consumers, who will rank sport's aesthetic appeal, excitement, atmosphere, social interaction, and camaraderie more highly (Fink et al., 2002; Zhang et al., 2001). However, unlike other competing entertainment products with similar commercial realities, like theatrical performances, musical groups, and artistic creations, where so much time is spent rehearsing in order to guarantee consistent and reliable service delivery, sport actually puts resources into ensuring an unpredictable result. Competitive sport relies on unscripted and uncertain outcomes to build tension, excite the fans, and consequently deliver a quality consumer experience. One-sided contests and long-term on-field domination by a few clubs can lead to declining attendance records and disgruntled fans.

The codes that will be of particular interest in this study are those that capture the highest participation in New Zealand. The table below presents participation figures by sport for New Zealand and Australia.

Table 4 Participation Figures by Sport for Australia and New Zealand 2010 (registered players)

Sport	Participation	
	New Zealand	**Australia**
Rugby Union	145,293	84,450
Netball	125,500	330,000
Cricket	110,000	519,109
Soccer/Association Football	83,800	389,000
Rugby League	22,000	423,584

Source: www.sparc.org.nz

Rugby Union, Netball, Cricket, Soccer/Association Football and Rugby League are New Zealand's most participated in and watched live, and/or viewed via media, sporting codes. Because New Zealanders are more involved in these codes than any others we can then assume that it is in these codes that the most knowledge resides in. Knowledge in particular is important for this study because if participants know more about certain product innovations and changes, they then will be able to express their attitudes more easily towards them. Furthermore, desk research revealed that these are also the codes in which some of the most publicly scrutinized innovations have been made. For example, the implementation of the experimental law variations (ELVs) in Rugby Union, the implementation of twenty20 cricket, and the introduction of the video referee along with two on-field referees in Rugby League. Studying these five codes gives this study the opportunity to examine some of the most prominent professional sport innovations to touch New Zealand.

1.5.1 Rugby Union

Rugby union continued with its amateur ideals past the division between union and league and throughout much of the 20th century. This position changed in 1995. The threat of big payments from professional rugby league clubs in countries where rugby league had a significant following became too great. A committee conclusion decided that the only way to end this threat, the hypocrisy of shamateurism and keep control of rugby union was to make the sport professional. On August 26, 1995 the International Rugby Board declared rugby union an "open" game and thus removed all restrictions on payments or benefits to those connected with the game. Since turning professional in 1995 Rugby Union has experienced a number of structural and design

changes. Arguably, the most scrutinized innovation to Rugby Union since 1995 would be the attempt to successfully implement the experimental law variations (ELVs).

These ELVs were devised because of the growing dominance of defenses, confusion at the breakdown, time-wasting and the desire to increase the entertainment package for players and spectators. The ELVs are the work of the 10-strong IRB Laws Project Group which was set up following the 2003 World Cup and included many eminent individuals of the world game, including Rod Macqueen, the former Wallaby World Cup-winning coach, Pierre Villepreux, a former international player and one of the great French backs coaches, and Graham Mourie, a distinguished All Black flanker of the 1980s. Their objectives were threefold: greater clarity for players, officials and spectators, increased enjoyment and a desire to see the results of matches influenced by players rather than officials. The laws were further appraised in competitions in Scotland, Australia and New Zealand with a consensus that matches were faster, shots at goal were reduced, and defenses were challenged more because players were able to be more inventive on attack.

Further innovation in Rugby designed to increase spectator appeal and to increase 'what's on the line', has seen the New Zealand Rugby Union introduce promotion/relegation to the National Provincial Competition as well as a multi-tiered competition structure in place for 2011. The new structure will have a Premiership (top tier) and a Championship (second tier), seven teams in each, which will be determined by the 2010 final rankings. From 2011 there will be automatic promotion-relegation between the two divisions, a 10-game regular season, six games within the division and four games outside of the division, semi-finals and final.

1.5.2 Rugby League

Rugby league came into existence due to the very issue of professionalism. Rugby football split into 'union' and 'league' over the issue of payment to players. Rugby league favoured payments and has thus been a professional sport since its beginnings in 1895, when 22 clubs based in northern England split from the more amateur-minded Rugby Football Union. Several of this code's leagues have implemented salary caps, both as a method of keeping overall costs down, and to ensure parity between teams so a wealthy team cannot dominate by signing many more top players than their rivals.

In 1990, the New South Wales Rugby League introduced a salary cap system to "even the playing field" of teams in the then Winfield Cup. The National Rugby League (NRL: an amalgamation of two Australian leagues in 1997) has adopted the salary cap system from its predecessor. A special business unit deals with salary cap issues and monitors teams on a yearly basis. Each club is allowed A$4.6875 million per season to contract 25 players, with a minimum salary of $55,000, setting an effective upper limit of about $500,000 for the game's best players.

Although an NRL salary cap was in place, on the 22nd of April 2010 it was publicly announced that the Melbourne Storm club had been stripped of its 2007 and 2009 premierships due to salary breaches. Not only had the Storm lost the right to those titles; it was also stripped of its 2006-2008 minor premierships, fined a record $A1,689,000, deducted all eight 2010 premiership points and barred from receiving further premiership points for the rest of the 2010 season after being found guilty of gross long-term salary cap breaches. Incidentally, it seems NRL clubs have been feeling the pressure to retain their star players as they receive lucrative offers to play Rugby Union in Europe or switch to the ARL (Australian Rules).

The current salary cap may be transformed in an attempt for NRL clubs to retain their stars. Leading manager George Mimis said: "I think doubling the marquee player allowance and relaxing the rules applied to it clearly gives clubs an opportunity to retain marquee players." South Sydney chief executive and NRL salary cap committee member, Shane Richardson, also said the changes were aimed at offering players better money. "But affordability is still the key and giving fans of every club the most chance of their team competing each week."(http://www.stuff.co.nz/sport/league/3613843/Melbourne-Storm-salary-cap-scandal-quotes)

Controlling matches by using two on-field referees was trialed in the late rounds of the national youth competitions 2008 season and it has drawn support from a number of observers, including Australian Rugby League half-back of the century, Andrew Johns. Its introduction to the NRL was seen as a move to eradicate the grapple tackle and its variations, which have been roundly criticised for how they can slow down play and the threat they hold to a player's safety. The introduction of having two on-field referees has had other beneficial effects for the NRL. Firstly, the fatigue factor on one referee in the modern game will be addressed. Secondly, the referees will now get another view of the ruck, and therefore be capable of making better decisions. Thirdly, the use of two referees during the preseason trials cut down on referrals to the video referee for issues such as strips and confirmation of tries. Each of these benefits should speed up the game and improve its entertainment value for fans and spectators.

1.5.3 Netball

Netball is a ball sport played between two teams of seven players. The sport shares many similarities with basketball, having been derived from early versions of women’s basketball. It

developed as a distinct sport in the 1890s in England, from where it spread to other countries. Netball is popular in Commonwealth nations and is predominantly played by women. Games are played on a rectangular court divided into thirds, with a raised goal at each short end. The object of the game is for teams to score goals, by passing a ball and shooting it into the opposing team's goal. Players are assigned "positions" that define their role within the team and restrict their movement on court. During general play, a player with the ball can take no more than one step before passing it, and must pass the ball or shoot for goal within three seconds. Goals can only be scored by the assigned shooting players. Netball games are 60 minutes long, divided into 15-minute quarters, at the end of which the team with the most goals scored wins.

Since 1928, there have been many rule changes and netball is under continuous reappraisal. Today's players enjoy netball rules which encourage fast and vigorous play. The movement between thirds permits greater mobility. Rules allow, and rebounding from missed goal shots almost demands, much more physically demanding contests for the ball. Agility and freedom of movement complemented by sports uniforms allows this freedom. For example, Australian Schoolgirl netball tournaments of the past were in sharp contrast to tournaments today. Netball rules and clothing endorsed notions that girls must retain their femininity and modesty if they were to participate in sport.

Netball's governing body the IFNA announced a series of experimental rule changes to be trialed in 2008's World Netball Series held in Manchester. The tournament, which was billed as netball's version of Twenty20 cricket featured the top six nations in the world: Australia, New Zealand, England, Jamaica, Samoa and Malawi. The changes, which include shooting for double points outside the goal circle, will put "the fitness, technical ability and tactical awareness" of the best players in the world to the test. Under the new rules, after a goal is scored, the game restarts

from a centre pass taken by the team who conceded the last goal – rather than alternating the centre passes as previous. Also in an attempt to increase the excitement of the matches, each team will elect a 6 minute power play quarter, when the point's value of all goals scored will be doubled. Shooters can also notch up double points for their team by shooting outside the goal circle, which means that during a power play quarter goals are worth up to four points each.

Double-point shots from outside the circle, a power-play quarter and a rolling substitute bench during four six-minute quarters are just some of the key rule changes that netball officials hope will deliver the sport a "wow" factor and draw new fans. (http://tvnz.co.nz/netball-news/netball-defenders-plot-stop-four-point-goals-3042319)

Coaches will also be allowed unlimited rolling substitutions while play is in progress. Australian coach Norma Plummer was not convinced the new format is fair. She said: "I wasn't sure about the power play. I think if it's a top side playing a weaker side and they go and do that they are going to double the score to 50 goals rather than 25 goals. I'm not for that." She went on: "I'm still on the fence about whether or not every time you score a goal you concede the centre pass to the opposition. Your wing attack could hardly be used in the role that she is developed for." (http://humankinetics.wordpress.com/2009/02/18/netball-rule-changes/)

A Netball rules' review was underway at the time and the International Federation of Netball Associations (IFNA) were seeking proposals for rules changes. Netball New Zealand (NNZ) was invited to submit a proposal for changes to the rules of Netball, and welcomed any ideas of improvement from the public. NNZ Talent Identification and Development Manager Leigh Gibbs said "This is a great opportunity for our supporters to have their input in the rules review, this is a chance to get another view point that will help develop the game of Netball" (http://www.mynetball.co.nz/news/521-netball-new-zealand-seeking-input-for-rules-review.html)

Australasian netball was the first to introduce a semi-professional league, beginning in 2008 sponsored by ANZ bank. As with international teams, the ANZ Championship teams comprise 12 players each, with seven starting players and five reserves. The ANZ Championship itself is the premier netball league in Australasia. The competition is held annually between April and July, comprising 69 matches played over 17 weeks. It is contested by ten teams, five from Australia and five from New Zealand. Teams are presently allowed to include one import player at their discretion, and can also apply to their respective national organising body to use an "ineligible" player – a player who is a citizen of the team's country but is ineligible to play for that country's national team. In addition, teams that finish in the bottom two placing's of the competition ladder in two consecutive years are allowed two import or ineligible players as of right.(http://www.nzherald.co.nz/anz-championship/news/article.cfm?c_id=512&objectid=16)

Other new features will see the introduction of Thursday night matches and the removal of the bye round in the 2011 competition. (http://www.stuff.co.nz/sport/netball/3775042/Changes-for-ANZ-Championship-in-2011)

1.5.4 Soccer/Association Football

Falling English soccer attendances have provoked recent concern and debate. Over the past five years English football has been hit by what many feel will mark the start of a downturn in a sport that over the most recent decade has enjoyed boom times (see Table 1 for attendance figures). Most significantly, many are claiming that match day attendances have fallen dramatically, with certain commentators suggesting that crowd sizes have actually fallen by as much as 30%. Various reasons for the apparent decline in numbers have been put forward including that there

is too much soccer on television, too many overpaid but under-performing stars involved in the game, and a strong imbalance in the league structure (Chadwick, 2006).

More directly related to marketing, the high ticket prices set by some clubs (most notable those playing in London) have been strongly criticised, the product on offer (the 90 minute contest) has been accused of lacking entertainment value, and the service provided by many clubs has been described as poor quality with little concern for fans and customers. Despite these concerns, people from within English football argue that attendance has not fallen overall; rather, attendance has evened out across the league structure. That is, while some clubs have experienced a decline in crowd size, rises elsewhere have evened out the total across the 92 professional league clubs. These representatives also contend that the future for English soccer remains a very bright one, particularly given the high global profile of its league and the continuing domestic prosperity of the country's 'national game' (Chadwick, 2006).

Locally, New Zealand football fans have little televised football available. New Zealand's only fully professional "international" football league club, The Wellington Phoenix offer some entertainment value, as they battle 10 teams spread across Australia in the Australian Football league. In comparison to Rugby Union or Rugby League, Football in Australasia receives very little attention from broadcasters. In terms of innovations, football has been historically against changing the 'pure' form of the game to incorporate technology or to change the design and structure of the game. The recent controversies at the 2010 Fifa World Cup of Football, held in South Africa, was yet another example of the recent push for specifically, technological amendments. On 27 June 2010 during two rounds of 16 matches the disallowing of England midfielder Frank Lampard's goal against Germany, and an Argentinian goal against Mexico allowed a few hours later, despite offside, led to renewed debate over the lack of video

technology in refereeing. During the Germany versus England clash, a disallowed goal may have served as the turning point of the match.Lampard's shot hit the crossbar and then crossed the goal-line before bouncing back out to German goalkeeper Manuel Neuer. The linesman Mauricio Espinosa and the referee Jorge Larrionda did not award the goal but subsequent replays and photographic evidence showed the ball had crossed the goal-line by at least a yard.

This incident reignited demands for goal-line technology. England went on to lose 4–1 following two counter-attacking German goals in the second half. The photo below clearly shows Lampard’s shot crossing the goal line.

Picture: Sourced from www.soccer-xtreme.blogspot.com

In another FIFA world cup example Carlos Tevez scored from an offside position from within the Mexican penalty box when the game stood at 0–0. Although against FIFA's ruling, the big screens inside the South Afican Soccer City stadium showed replays of Tévez more than a yard offside when Lionel Messi played the ball towards him.

Picture: Sourced from www.soccer-xtreme.blogspot.com

The goal stood, causing uproar and protests from the Mexican players. Referee Roberto Rosetti stood with his decision. Argentina subsequently won the match 3–1. Following the Argentinian goal, BBC commentators wrote that "linesman Stefano Ayroldi somehow allowed Carlos Tevez's goal to stand before a ridiculous situation developed where he, referee Roberto Rosetti and everyone in the stadium watched replays on the huge screens show exactly how far offside Tévez was"; commentator Alan Hansen added: "Before today I was not an advocate of technology in football, but now I am a convert." Associated Press sports columnist John Leicester reacted to the match between England and Germany by writing:

> *"FIFA fears that technology would undermine the authority of referees and their assistants. But the reverse is in fact happening. Match officials are being made to look like idiots because they are not getting the help that they need. Balls, as Lampard proved, can bounce in and out of goal so quickly that a linesman can miss it if he's not paying attention, blinks, is screened or for whatever reason is*

looking away. That's why technology is needed. And the time to introduce it was yesterday."(http://news.bbc.co.uk/sport2/hi/football/world_cup_2010/87623.stm)

1.5.5 Cricket

Cricket at the highest level has developed into a fully professional international sport. However, professionalism has a long history in English cricket. The first professionals had appeared by the first half of the eighteenth century, when heavy gambling on the game encouraged wealthy patrons to draft the best players into their teams. They would often offer these players full-time employment as gardeners or gamekeepers on their estates (Gupta, 2009). In the second half of the century, the famous Hambledon Club paid its players match fees. In the middle of the nineteenth century William Clarke's All-England Eleven was a highly successful all-professional venture which did much to popularise the game. The earliest overseas tours were also all-professional affairs. In the early 21st century cricket was as lucrative as some other sports, and domestic cricketers typically earned several times the average salary in their country. Regular members of the English Cricket Team earn several hundred thousand pounds a year. However, the highest paid cricketers in the world are the star members of the Indian Cricket team or the Australian Cricket team who make most of their income from endorsement contracts (Gupta, 2009).

Professional cricket has felt the entertainment pressure from other codes and, in turn, has implemented a number of innovations. These include the Indian Premier League, Twenty20 leagues in most of the Test playing nations and Beach cricket. In English cricket, for example, the elite competition – the County Championship – has recently been restructured with the stated

aim of ‘introducing greater competitiveness and intensity, and improving the qualityof first class cricket and, in time, Team England’ (England and Wales Cricket Board website, 1999).

Twenty20 is a form of cricket, originally introduced in the United Kingdom for professional inter-county competition by the England and Wales Cricket Board (ECB), in 2003. A Twenty20 game involves two teams; each has a single innings, batting for a maximum of 20 overs. A Twenty20 game is completed in about three and a half hours, with each innings lasting around 75 minutes, thus bringing the game closer to the time span of other popular team sports. Twenty20 cricket is claimed to have resulted in a more athletic and "explosive" form of cricket. It was introduced to create a lively form of the game which would be attractive to spectators at the ground and viewers on television and as such it has been very successful.

The Twenty20 format has other associated changes to traditional cricket which make it unique. The Laws of cricket apply to Twenty20, with some exceptions:

- Each bowler may bowl a maximum of only one-fifth of the total overs per innings. For a full, uninterrupted match, this is 4 overs.
- Should a bowler deliver a no ball by overstepping the batting crease, it costs 1 run and his next delivery is designated a "free-hit". In this circumstance the batsman can only be dismissed through a run out, hitting the ball twice, obstructing the field, or handling the ball.
- The following fielding restrictions apply:
    - No more than five fielders can be on the leg side at any time.
    - During the first six overs, a maximum of two fielders can be outside the 30-yard circle (This is sometimes referred to as the power play).

    - After the first six overs, a maximum of five fielders can be outside the fielding circle.
- If the fielding team does not start to bowl their 20th over within 75 minutes, the batting side is credited an extra six runs for every whole over bowled after the 75 minute mark; the umpire may add more time to this if they believe the batting team is wasting time.
- Currently, if the match ends with the scores tied and there must be a winner, the tie is broken with a one over per side "Eliminator" or "Super Over": Each team nominates three batsmen and one bowler to play a one-over per side "mini-match". In turn, each side bats one over bowled by the one nominated opposition bowler, with their innings over if they lose two wickets before the over is completed. The side with the higher score from their Super Over wins.

The Indian Premier League, often abbreviated as the IPL, is a domestic professional Twenty20 cricket competition in India. It presently includes 10 teams (franchises) consisting of players from different countries. The IPL is another example of traditional sports evolving and changing through turning professional and innovating due to the commercial interests of other parties. The IPL has a reported 2010 brand value that was estimated to be around $4.13 billion USD. The IPL is also the second highest-paid league, based on first-team salaries on a pro rata basis.

The XXXX Gold Beach Cricket Tri-Nations series is another innovation for traditional cricket, launched on September 27, 2006 and sponsored by Australian beer brand XXXX. The first series involved cricketing legends from Australia, England and the West Indies. Due to the popularity of the initial series a 2008 series was held with teams from Australia, England and

New Zealand competing.Throughout the matches the participating players have personal microphones so both fans at the game and audiences at home watching the television coverage can hear anything and everything that the players say. Music is played throughout the day whilst the matches are played. Players take the time to sign autographs for fans situated around the boundary while fielding. Mimicking much of what beach volleyball promotions do, in between the matches there are performances on field, by cheerleading squads and promotional giveaways including XXXX Gold bucket hats, beach cricket balls and other promo items. The event is positioned to drive entertainment value and is used as another way to promote the game of cricket and increase revenues through an alternative stream.

1.5.6 Technology

New technologies such as Radio Frequency Identification (RFID) are quickly getting 'in the game', as fans witness exciting in-event and on-field applications of the technology in sports ranging from golf to soccer and every form of road racing (Wyld, 2008). RFID is poised to be the successor technology to the omnipresent bar code in identifying 'things' in our economy. Using small microchips embedded in objects, RFID can create sophisticated levels of control and visibility in a wider range of applications. Sports are undoubtedly one of the most exciting areas for the application for RFID technology on the horizon. Early evidence that RFID can enhance both the participant, and the spectator, experience already exists in cricket and yachting. It can also serve as an important verification and security technology, assuring the authenticity of everything from sports tickets to sports memorabilia. RFID can also create new metrics and new gambling opportunities in the sports world (Wyld, 2008).

RFID in golf like Radar Golf, a small company based in Roseville, California, is seeking to RFID-enable the game of golf with its Radar Golf System. The company has developed a golf ball, manufactured by a Chinese contractor that has an RFID tag embedded in its core. The ball has been certified as conforming to the rigorous standards of the United States Golf Association (USGA), enabling it to be used in tournament play. The company's patented Ball Positioning System (BPS) is built into a handheld unit, which is essentially an RFID reader that transmits a specific radio frequency signal to search for the lost ball. For social golf players losing track of that wayward shot will no longer be a problem with the introduction of this technology. Golfers at the driving range, with the use of RFID chips are able to get instant information on each shot, play unique target games based on the ability to measure accuracy and distance, and receive valuable feedback, for example, results showing that an individual's driving distance increased by 10% over three months of practice (Feldmeier, 2006).

With associated companies trying to negotiate the licensing of their technology to major ball manufacturers, Wyld (2008) anticipates seeing RFID-enabled equipment being used in major golf events, including the PGA (Professional Golfers' Association) tour. The Spectator experience could be enhanced by knowing accurate measurements of shots, and the events, circuits and media could provide precise metrics on all players in real time (Wyld, 2008).

RFID in Soccer, the most noteworthy in-game example to date comes in the world's most popular sport – Soccer (Football). The Fraunhofer Institute for Integrated Circuits, based in Erlangen, Germany, has developed an RFID-based system to give complete visibility to the soccer field. The 'smartball' and shin-guards on each of the 22 players are fitted with RFID-chips. Monitors positioned to scan the entire field read the positions of each chip up to two thousand times each second. The Fraunhofer system allows referees to consult the data to aid the

calling of disputed goals and difficult offside decisions. The technology also allows soccer clubs and their fans to access performance metrics on their teams and individual players. However, for the purposes of officiating it is a moot point whether the accuracy of RFID would be sufficient.

For players, coaches, spectators, collectors and gamblers, RFID has the potential to transform the sports world. Enhancements in RFID-based systems may begin to replace some of the conventional rule enforcement techniques and consequently improve many sports. The automation of some routine scoring and statistics in major sporting events, such as line crossings, can aid referees when deciding whether or not that professional athlete really did put that foot out of bounds. RFID also has the capability to bring previously unimaginable levels of information and intelligence to our games. Already, there is a speculation that RFID could enable new forms of gambling in sporting events with the new metrics that can be delivered by the RFID-chipping of balls and players creating new opportunities for casinos and sports books.

In the end, what may emerge over the next decade with the advent of RFID technology in the sports marketplace are new opportunities for improving the games themselves and the fans continuing enjoyment of sports. For sports franchises and leagues, RFID represents a major opportunity to enhance their product offering and to secure their venues, their ticketing and their merchandising (Wyld, 2008).

1.5.7 Coverage

As sports turned into commodities and objects for speculative interests, the market became the mechanism for deciding upon success, and upon the availability and the quality of sports. The economy within sports clearly leaves its marks on the competitive power of single teams, national leagues and certain sports. Locally rooted sport cultures, as well as sports that are not

attractive to large audiences are threatened with extinction, as they receive no broadcasting time and only limited access to sponsorship money. In New Zealand, sports such as Touch Rugby and Volleyball fall into this category. Exerting ever growing influence on the international sport associations, it is the media and their corporate clients that nowadays decide the scheduling and the production of sport events, and not the governing bodies (Sabyasachi, 2003). Furthermore, broadcasters have evidently used their bargaining power to insist on changes to package the competitions more attractively for television audiences – including the timing of matches, the branding of the teams, the rules of play and even the structure of the competition (Morgan, 2002).

1.5.8 Ethics and Gambling

Concerns with profit-making and profit-raising have endangered the ethics of sport. Corruption is closely related to the big money in sports that gained the attraction of the gambling industry. The New Zealand government produces anti-gambling television campaigns yet the sports industry openly endorses gambling. As recently as September 2010 ethical conduct has been questioned with regard to professional cricket. When England's test match against Pakistan was embroiled in scandal after police arrested a man reported to be at the centre of a huge match-fixing ring. Play was overshadowed by allegations that several members of the Pakistan team were involved in cheating during the game. The *News of the World* alleged that two bowlers delivered three deliberate no-balls against England – in line with the predictions of an alleged middle man in London who met undercover reporters posing as members of a gambling cartel (http://www.telegraph.co.uk). At the time of writing, cricket's international body, the ICC, was still considering penalties, if any, on the individual players accused of corruption.

In a world where winning has become everything in order to reach financial aspirations, fair play is under threat in professional sport. Money in sports and the prospect of sport

scholarships tempt parents into pressurising their kids to aspire and train to become a top athlete from a very early age. The toll on the children's life is very high, as only a very small minority reach the top, while for every achiever many thousand are left behind. Drug abuse is one way to cope with the constant pressure to excel, both for amateurs and professionals, and doping is a further ever-increasing problem in today's sporting world (Horne, 2006).

Over the past decade, both in the United States, and in other parts of the world, there has been unprecedented growth in the legalised gambling industry. Because of increased societal and governmental endorsement, legalised gambling has become a widely accepted form of entertainment. Professional sport organisations have begun loosening the internal policies and restrictions that have historically established a firewall between professional sports organisations and legalised gambling entities like the T.A.B in New Zealand and Betfair in Australia. The more lenient restrictions have resulted in a recent proliferation of marketing alliances between the two (McKelvey, 2004).

1.5.9 Summary of Professional Sport's Product Innovations in the Chosen Codes

Table 5 Most Predominant Innovations/changes to design and structure

Sporting Code	Innovation/Change to design or structure	Desired Effect of Innovation
Rugby Union	Introduction of the Experimental Law Variations (ELVs)	
	National Provincial Championship (ITM Cup) promotion and relegation	Increase "What's on the line"
Rugby League	Introduction of salary cap	Spread talent among the league in order to increase competition
	Introduction of two on-field referees	Clean and quicken the game
Netball	Experirmental rules: 2 point goals, Power plays and unlimited number of rolling substitutions	Increase excitement and spectator numbers
	ANZ Championship (Australia & New Zealand) allowance for more international players	Increase number of star players
Cricket	Twenty20 Cricket	Cater to a new younger market
	Indian Premier League (IPL) Twenty20	Offer another form of professional Twenty20
	XXXX Beach Cricket Series	Create an exciting spectacle

2.0 Literature Review

2.1 The Economies of Professional Sport

Of all the contextual forces observed to affect sporting structures and practices over the last decade, it has been the impact of commercialisation that has received the greatest attention. Symanski and Kuypers (1999) emphasised sport as an entertainment business capable of generating prodigious sums of money and imposing into the lives of billions of people across the globe (see Table 1 attendance figures by sport and Table 2 Forbes Association Football/Soccer Rich List). Accordingly, the problems of running a sporting business are much like those found in any other business. To Szymanski and Kuypers, clubs like any other commercial enterprise, must generate revenues by selling their product to the paying customers; they must engage in advertising, marketing and promotion, and they have to invest in facilities which enable them to distribute and sell their product in the right environment (Szymanski &Kuypers, 1999).

Subsequent to Szymanski and Kuypers' analysis of professional team sports in the UK, a raft of scholarly monographs appeared that dealt with the so-called peculiar economics and business arrangements of large scale sport with a focus on North American and European sport leagues. Three of them used the title "The Business of Sport(s)" (Foster et al., 2006; Humphreys & Howard, 2008; Rosner&Shropshire, 2004), while others like Lewis' (2004) 'Moneyball', were designed to illustrate today's commercial sports owners' extensive commercial excess, flamboyant power, and unethical deals. All articles agree that sport had an immense power to generate cash, and there seemed to be little to differentiate it from a casino, theatre or shopping mall. With the addition of the moral uncertainties associated with outsourcing the manufacture of sporting wear to developing nations and the harmful effect that sport has on the environment, one might subscribe to what Thibault (2009) has described as the 'inconvenient truth'.

2.2 Corporate Social Responsibility in Professional Sport

Regardless of whether the motive of corporate social responsibility (CSR) is altruistic, strategic or both, research confirms that corporations engage in actions that further the social good, going beyond the financial interests of the corporation, and participating in activities that are not required by law (Carrol, 1979; Heath and Ryan, 1989; McWilliams and Siegel 2000; Sheth&Babiak, 2009). While there is a growing body of CSR research in general, it has only recently received attention in the sport industry. Consideration is now being given to the unique context which sport operates, and some authors argue the nature and role CSR plays in a sports organisation may be different than in other industries (Babiak and Wolfe, 2006, 2007; Smith and Westerbeek, 2007). For instance, Smith and Westerbeek (2007) claimed that sport, broadly defined, has a number of unique factors that may positively affect the nature and scope of CSR efforts including: mass media distribution and communication power, youth appeal, positive health impacts/associations, social interaction, and sustainability awareness.

Babiak and Wolfe (2007) also identify unique elements of the professional sport industry that may contribute to the practice of CSR as well as potentially making it more impactful. Specifically they discuss, (i) the passion and interest the product (the team, the game) generates among fans/consumers, leading to perhaps increased awareness of socially responsible messaging, (ii) the economic structure, for instance, special protections that professional sport leagues/teams receive from the government. They suggested that such "…perceived and actual unique protections and support from public coffers, leads some stakeholders to have higher (or different) perceptions of the role and responsibility of professional sport teams and leagues to provide social benefit and 'give back' to the community" (p. 7); (iii) transparency, where player, team, and management decisions are often well known, as are important "outcomes" i.e., wins

and losses, and athlete behaviour off the playing field; and (iv) stakeholder management where "relations with stakeholders such as media, players, various levels of government, sponsors, suppliers, fans, and local communities, can benefit from CSR activities" (p. 8).

Professional sports teams hold a high profile in the communities where they are based, CSR is perhaps more important to sport teams because, in order to succeed financially, each team is dependent on the local community to purchase tickets and other team associated goods (Extejt, 2004). Virtually all professional teams participate in some kind of philanthropic activities (Babiak& Wolfe, 2007). Extejt (2004) notes that, in the United States approximately 350 charities and foundations exist in relation to professional teams and athletes, and these charities contribute more than US $100 million annually to community beneficiaries.

In his model, Carrol (1979) synthesised previously conducted research into what he observed as the four responsibilities of CSR: economic, legal, ethical, and discretionary. Carrol suggested that economic responsibility is paramount, whether in the sport or any other industry, because companies must profit in order to remain in business and benefit society. But, with regard to the research objectives in this study, to what extent does the drive for profit start diminishing the fans experience? It is clearly evident that the financial aspect of professional sport drives sport's governing body's decisions. But with that in mind, how much thought is placed on the integrity and historical values of the sport and how do the fans/consumers feel about that aspect of today's professional sport's industry?

2.3 The Excitement Motivation Factor

Earlier, Table 3 illustrated the enormous pressure and influence in which external stakeholders place on the composition and design of today's professional sport's leagues. One of the

anticipated outcomes of such pressure is to make the sport's events, the product itself, more exciting in order to attract a plethora of viewers, subscribers, and merchandise buyers from different international markets. One method used to satisfy targets and reach goals, in this context, is to focus on the consumer's excitement motivation factor.

Over the past 20 years, sport scientists, sport marketers and sport psychologists have shown an increased interest in the psychological factors that motivate individuals to consume sport. Although the list of potential motives is naturally quite extensive, literature on the subject reveals that eight motives appear to be particularly common among fans (Wann, Melnick, Russel, & Pease, 2001; Funk, Filo, Beaton, & Pritchard, 2009; Wann, Grieve, Zapalac, & Pease, 2008). The eight motives are escape, economic, eustress, self-esteem, group affiliation, entertainment, family, and aesthetics (Wann, Grieve, Zapalac, & Pease, 2008). The motivation that is important for the context of this study is that of eustress. Eustress, i.e., euphoric stress, involves a desire to gain excitement and stimulation through sport (Gantz, 1981; Sloan, 1989). Fans with high levels of eustress motivation become involved with the pastime because they enjoy the excitement and arousal they experience watching sport.

Research regarding the eight motivational factors for sports fans has indicated several interesting patterns that distinguish between the various motives. For example, literature reveals gender differences in sport fan motivation (James &Ridinger, 2002; Wann, 1995; Wann, Shrader, & Wilson, 1999). Some of these gender differences include higher scores for male fans on eustress, economic, self-esteem, and aesthetic motivation. On the other hand, higher scores were recorded for female fans on family motivation. The higher the score, the more importance was placed on that specific motivation for the individual.

Understanding different spectator motivations can be of significant benefit to the sport marketer looking to boost team revenues and gate receipts. Of particular interest are both the marketing manager understanding the specific motivations that drive a spectator or fan to consume a sport (Bernthal& Graham, 2003) and the subsequent development of marketing campaigns and communications based on the relevant motivations. This has been observed in the public professional sport arena with sport governing bodies, along with marketing managers, acknowledging that excitement and entertainment are huge pulling factors to get fans to be more involved in their sporting code.

Effective marketing communications that specifically target certain motivations can help build groups of fans and therefore expand the customer base for the team. Certain codes have therefore identified sport fan motivations and have adapted or changed the design and structure in order to better satisfy the excitement and entertainment value for those fans.

3.0 Research Methods

3.1 Overview

The purpose of this study was to investigate empirically sporting fans' attitudes towards product innovations in Rugby Union, Rugby League, Netball, Soccer/Association Football, and Cricket. Implicitly, this research aimed to discover whether the various sporting codes' prior goals and intentions behind such innovations had achieved their desired effect. Furthermore, this study also hoped to identify further innovation recommended by the fan themselves. Therefore, the three central research questions that provided the driving force behind this study were:

- What prominent innovations, design and structure changes have occurred to Rugby Union, Rugby League, Netball, Soccer/Association Football and Cricket in recent years?
- How do fans of the five codes feel about the changes, and what are their associated attitudes towards them?
- What ideas or preferences do fans have regarding future innovation in these five codes?

3.2 Data Collection Procedures

The data for this study was collected using in-depth interviews as its qualitative measure, and a survey as its quantitative measure. By using a mixture of data collection techniques this study is able to capture more subjective insights alongside more objective measures for the topic in question via the quantitative survey. The two data collection methods were performed and analysed separately. The results and discussion chapter brings together, synthesises and offers insights and answers for the study's three central research questions. The time period in which

the data for this study was collected spanned a four month period between the 1st of August 2010 and the 31st of November 2010. All data collection procedures were carried out in Hamilton, New Zealand.

3.2.1 Depth Interviews

The purpose of conducting a qualitative in-depth interview phase was primarily to gain a grasp of the most important professional sport product innovations. Semi-structured interviews allowed the participant and the author to "toss ideas around" in a relaxed fashion as to the changes in each chosen code that are most noteworthy for either good or bad reasons. The desired "feel" for these depth interviews would be much like that of one sports fan chatting to another sports fan over a beer. Only when relaxed and comfortable can one completely and openly express how they feel about a certain issue. A list of innovations was developed through desk research and was used as conversation starters or prompters. If one conversation was coming to an end another could readily be picked up on through the use of the issues list (see Appendix2). Three in-depth interviews were conducted and the duration of such ranged between 45 and 90 minutes. Each interview was recorded and transcribed with the consent of the participant.

3.2.2 The Survey

A number of design and structure innovations have occurred to the sporting codes in question for this study in recent, and not so recent, years. Earlier in chapter 1, changes that had occurred to Rugby Union, Rugby League, Netball, Soccer/Association Football and Cricketwere discussed, and where possible, explanations given regarding the governing body's desired outcomes for such changes (see Table 5). These product innovations or design and structure changes act as the

backbone of this study's quantitative survey. The innovations and the participant's attitudes towards those innovations hugely influenced the design of the survey. The survey (see Appendix 3) includes seven sections, each structured with a sufficient number of questions to examine each product innovation under examination.

The questions in the survey are phrased as attitude statements inviting either a favourable or unfavourable response. The questions are phrased in this manner because the survey's goal is to uncover the participant's attitudes towards each of the innovations. Each question is gauged using a five-point Likert scale running from strongly disagrees at 1 to strongly agree at 5. Likert scales ask the respondent to indicate the extent to which they either agree or disagree with a series of belief statements. Research designs that use self-administered surveys or online methods to collect the data best suit a Likert scale approach (Hair, Lukas & Miller, 2008). The survey developed for this study applied the QualtricsResearch software for which The University of Waikato has a license. Qualtrics software allows researchers to develop and create their own web-based surveys and conduct statistical analysis. Qualtrics offers a research suite that has been used in the past to conduct research in academic, corporate, not-for profit and government organisations. The Qualtrics research suite builds the database and records the completed responses as they are submitted. The data may then be analysed online, exported to Microsoft Excel, or imported into a dedicated statistical analysis program such as SPSS. The main advantages of this research tool for this particular study are its cost advantages as it is free to use and free for the participants to send responses back, along with its statistical analytical power. Quantitative statistical analysis performed with Qualtrics is cited in a number of professional and academic journals such as the Handbook of Marketing Research and the Journal of New Communications Research.

The content for the questions, more specifically, the sporting innovations that were singled out and focused on for this study were chosen through information retrieved through a combination of desk research and qualitative research. Desk research identified all of the changes and innovations that have occurred over time. And, the qualitative depth interviews judged the level of importance (salience) and prominence for each innovation. The most prominent and noteworthy innovations were then used as subject areas for respondents to be questioned upon.

Following the collection of data through the online survey instrument, it was necessary to assess the reliability of the recorded data. Peter (1979) describes reliability as the extent to which measures are free from error and achieve consistent results. Cronbach's coefficient alpha can be considered as the most appropriate technique to assess reliability (Churchill, 1979; Peter, 1979, Parameswaran *et al.,* 1979) and was used to assess the reliability of this study's five scales. Each scale for each of the five sporting codes reported a positive and therefore reliable Cronbach's alpha (see Appendix 4).

Besides determining the reliability of a survey, it is also important to assess the validity. Validity can be defined as the extent to which an instrument measures what it is supposed to measure (Shao, 2002). Construct validity is the most valuable way of assessing a survey instrument and can be defined as the extent to which a measurement actually measures the theoretical construct it is supposed to assess (Peter, 1979). Construct validation can be determined by the degree to which measures of the same concept have similar correlations, and the degree to which the measures of a construct have low correlations with constructs not measuring the same concept. In this study factor analysis through bivariate correlations were conducted to assess this study's surveys' construct validity. Results indicated that there were

sufficient similar correlations among the items of the same concept and low correlations with constructs not measuring the same concept (see Appendix 4).

3.2.3 Sample Selection

Participants involved in this study's quantitative phase were self-selected. The Survey was advertised to undergraduate marketing and sports marketing classes at The University of Waikato. The survey was also publicised via posters around campus and e-mailed to relevant local sporting bodies around Hamilton, New Zealand (see Appendix 4). In the majority of cases a wide ranging sample is desired in order to access a breadth of personalities and demographics. In this instance, the quantitative and qualitative phases of this study intentionally sought sporting fans. With the topic in question examining fans' attitudes towards changes and innovations made to Rugby Union, Rugby League, Netball, Soccer/Association Football and Cricket, preferred participants were those who rated themselves highly when it comes to their own personal level of involvement in various sporting codes. Involvement, in this case, means the level in which the participant considers themselves as a fan, exemplified by how many hours each week they spend either watching or following a certain sporting code.

Implementing an attitudinal self-selected online web survey has a number of advantages. Firstly, the participant can take their time when filling out the survey and not feel pressured for time and to respond in a certain manner. Secondly, this method is a cheap way of conducting such research and eliminates any return postage costs for the participants. Lastly, participants can share the survey link to like-minded individuals who may wish to express their own attitudes towards the way in which their beloved sporting codes have been changing. These advantages

should in turn aid the quality and validity of this study's results. A disadvantage is that there is no measure of the survey's population; thus response rates cannot be calculated.

The participants for the three in-depth interviews were selected amongst "sports" individuals known to the author. In order to gain a perspective on attitudes with regards to age, three individuals of varying ages were asked, and with their permission, selected to participate. Each participant was presented with an information and consent form to which they agreed before commencement of each interview (see Appendix 6).

3.3 Analyses

3.3.1 Qualitative Analysis

The qualitative phase of this study encompassed three in-depth interviews. In order to interpret the qualitative data set a mixture of key word analysis and thematic analysis was conducted using the respective interview transcripts.

3.3.1.1 Key Words and Thematic Analysis

In the early stages of the qualitative analysis of this study a key word analysis was conducted to focus and "hone in" on the specific words used by participants when expressing their feelings and attitudes towards professional sports innovations. Key word analyses are also helpful as a frequency count can be developed in order to ascertain whether certain key words are more common than others. Although this qualitative analysis is not attempting to make any generalizations, it can most certainly provide deserving insight if, in the case where, each depth interview participant is using the same words when commenting on similar facets of code changes. A grouping method was used once key words from each interview were identified. For

each of the five codes discussed key words were split into either positive or negative categories. Such analysis shows which code innovations have been accepted in a positive manner, which code changes have been rejected in a negative manner, and which codes have been perceived in a mixed manner. These findings will be covered in the later results chapter.

Thematic analyses were also conducted using the data provided by the three interview transcripts. The purpose of such analysis was to take the key word analysis a step further and delve deeper into the context in which certain words were used. The thematic analysis looks to identify themes specifically associated to changes across participants and codes. If there is a common consensus towards a negative perception and attitude towards changing sporting codes, then it may be the underlying reason behind problems faced when changes are made to any sporting code. The methods process consists of highlighting certain issues and quotes from interview transcripts. Again, a frequency can be developed in order to see whether certain themes occur more often than others.

3.3.2 Quantitative Analysis

The purpose of the quantitative analysis was to test this study's three central research questions by way of a survey. This allowed trends and generalisations to be made with regard to the codes in question and their innovations. The data retrieved from the survey was analysed using descriptive statistics in order to gauge the total sample's response to the attitude statements along with those from more narrowly defined groups or sub-samples. These sub-samples ranged from differing ages, genders, income and level of personal involvement in sport. In order to determine if there are "real" differences between the sub-samples the statistical method ANOVA was used to compare mean levels and their differences between the sub-samples. Involvement of less than four hours was considered low and that greater than five hours was considered high.

4.0 Results and Discussion

This section starts with an overview of the participants that took part in both the in-depth interviews, and in the study's survey. Information surrounding the number of usable surveys will also be provided in this section. Following on from the breakdown of the study's participants the qualitative key word results will be provided. Next, the results from both the thematic analysis and descriptive statistical analysis will be intertwined and synthesized against the study's three central research questions to provide a thorough "section by section" account of each of the five sporting codes' results individually.

4.1 Participants

As stated previously, the three in-depth interview participants individually volunteered to participate.Each came from the author's own individual associations and contacts within the Hamilton sporting community.

Table 6 Demographics of In-depth interview participants

Participant (Code Name)	Gender	Age	Ethnicity
John	Male	23	Kiwi/European
Aaron	Male	35	Kiwi/European
Michael	Male	48	Kiwi/European

The online survey powered by Qualtrics indicated that 215 surveys were started, with an 80% success and completion rate. This means that of the 215 started surveys, 173 were completed

surveys ready for analysis. Thus the total (processing) sample is n=173; 78% of participants were male with the remaining 22% female.

Table 7 Survey Participants' Gender

#	Gender		Response	%
1	Male		135	78%
2	Female		38	22%
	Total		173	100%

About one in eight of participants were 19 years and under, 61% were between the ages of 20 and 24 years old, 22% were between 25 and 39 years old, 4% were aged 40 years and over.

Table 8 Survey Participants' age distribution

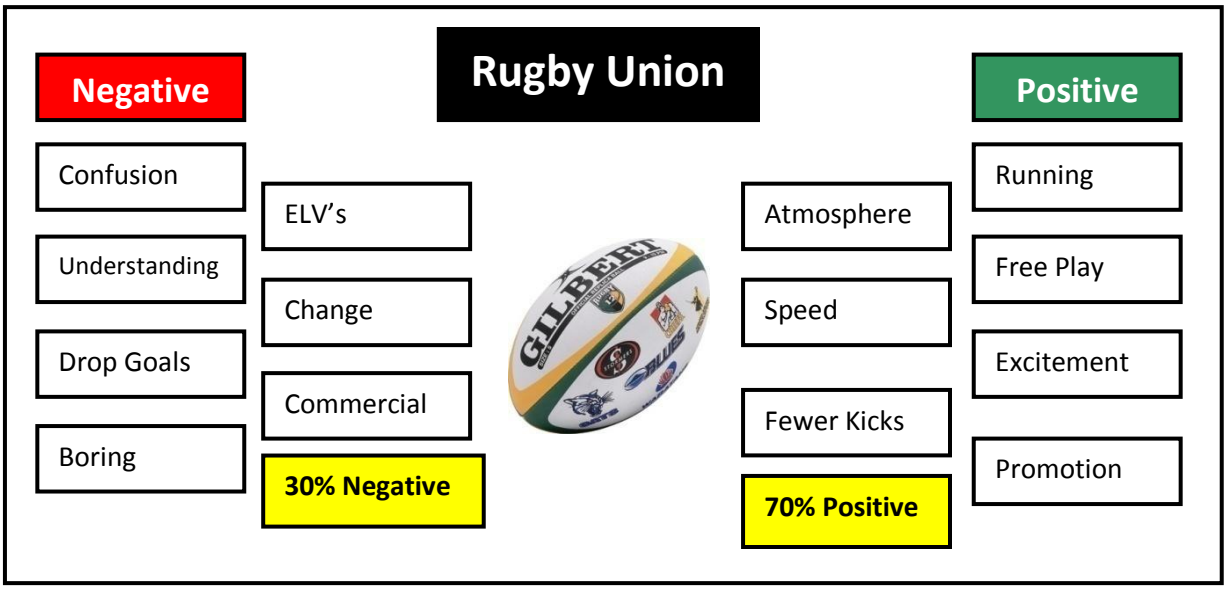
#	Age		Response	%
1	19 years and under		22	13%
2	20-24 years		106	61%
3	25-39 years		38	22%
4	40 years and over		7	4%
	Total		173	100%

For more information regarding the survey participants employment status and annual income refer to appendix 1.

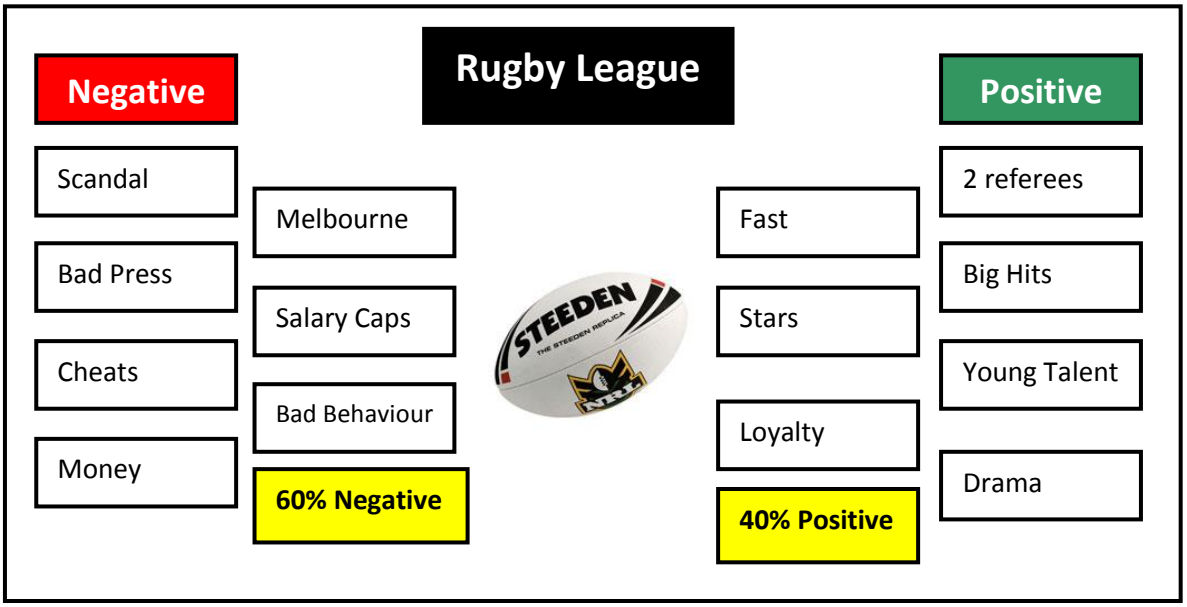
4.2 Key Word Results

The following key words occurred during this study's in-depth interviews. Each sporting code in question has been given its own diagrammatical representation of quotes from depth interviews. The following words are all associated with a code's change and innovation and have been split in to positive and negative key words. While some key words apply to certain innovations and/or changes, the analysis seeks to present a summary of the current overall feeling towards that code.

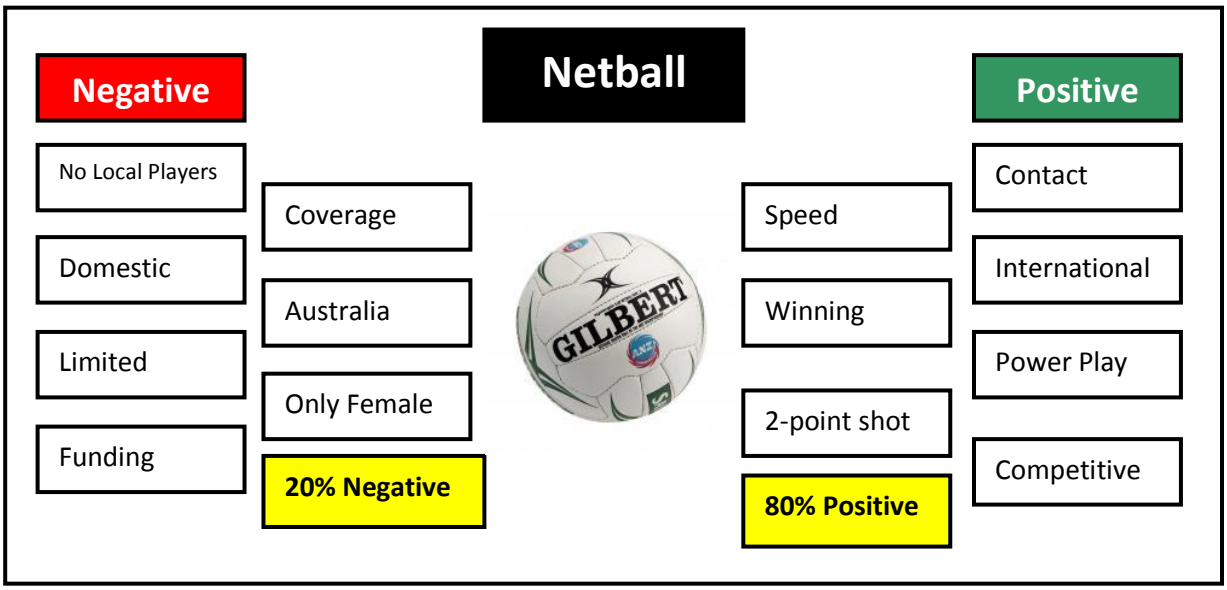
At the bottom of each negative and positive area the percentage of the total words in terms of frequency from all three interviews is displayed.



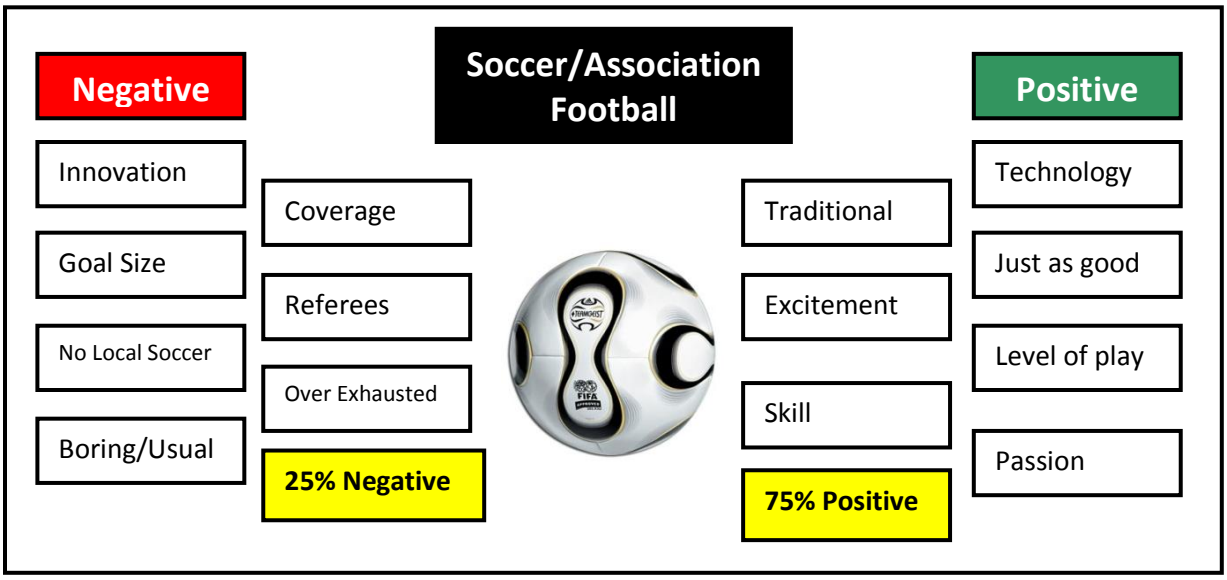
The key word illustrations are presented in order to offer a quick overview of how the depth interview participants collectively perceived each code. Rugby unions' illustration indicates that 70% of key words used in interview discussions were positive and 30% negative. Words like running, free play, fewer kicks and speed were all used when describing positive effects of the experimental law variations. Whereas, on the negative side of the ball, the term ELV's was used in a negative manner associated with words such as confusion, understanding and change.



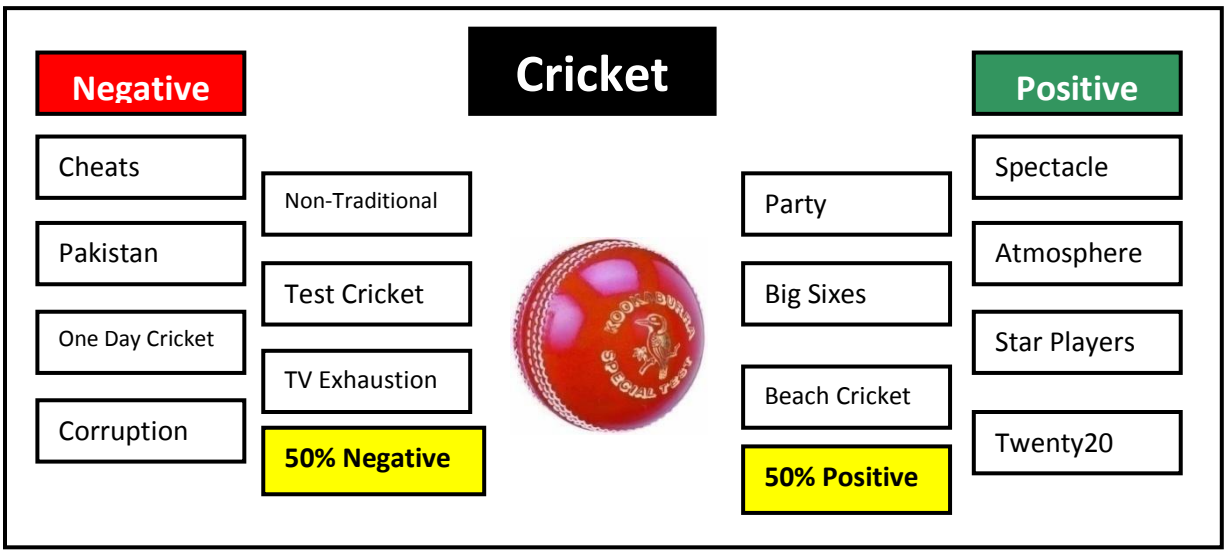
Rugby leagues' illustration presents results that show that 60% of key words were based on negative issues and the other 40% on positive. Negative words were used to describe the Melbourne Storm and their salary cap scandal of the time. Other words such as bad behaviour, money, bad press and scandal were used when discussing the individual behaviour of professional league players and how they are portrayed in the media. Positives for league came in the form of two referees, stars, fast, young talent, big hits and drama.



Key words that were extracted from the three depth interviews, regarding netball, were resoundingly positive. Only 20% referred to a negative aspect of the current professional code. Positives for netball came in the form of contact, speed, winning, competitive, 2-point shot and power play. Negative issues that were the most prominent were those regarding how little coverage netball receives, along with, the limited funding there appears to be for professional and "grassroots" netball in New Zealand.



Soccer's' illustration indicates that 75% of key words extracted were positive, similar to that found for netball. Positivity surrounded issues such as soccer's' traditionalism, the individual level of skill, technique and passion, and the fact that it is exciting and just as good as it always has been. Negative issues discussed regarding soccer included the lack of innovation in terms of technology, the fact that it is the same as it always has been and that it may be boring.



The fifth and final key word illustration indicates Cricket's response was split 50% positive and 50% negative. Positive words were associated with the overall entertainment factor of, in

particular, twenty20 cricket. Words like party, spectacle and atmosphere were all used in a positive fashion. Negative words include issues regarding the Pakistan corruption scandal, too much coverage and the fact that the game has been slowly moving away from traditional ties.

4.3 Rugby Union

The goal of this study with regard to rugby union was to examine four facets of the game. Those four facets were:

- The Experimental Law Variations (ELVs)
- The 2010 ITM Cup (National Provincial Competition NPC)
- The value of different scoring methods in Rugby Union
- And, the overall state of the current game

Table 9 Experimental Law Variation Survey Results

Question	SD	D	A nor D	A	SA	Mean	Gender M F	I H L
I believe the ELV's have helped Rugby in New Zealand	1	15	35	35	87	4.09	M=4.43*	H= 4.62*
	1%	9%	20%	20%	50%		F=3.14*	L= 3.54*
I believe that the ELV's have brought down the number of penalty shots at goal in Rugby Union	3	11	51	21	87	4.00	M=4.27*	H= 4.47*
	2%	6%	30%	12%	50%		F=3.27*	L= 3.54*
I believe the ELV's have increased the amount of running in Rugby Union	3	5	28	41	96	4.25	M=4.55	H= 4.68*
	2%	3%	16%	24%	56%		F=3.46	L= 3.84*
I believe the ELV's have decreased the amount of kicking in Rugby Union	7	15	42	25	84	3.92	M=4.29*	H= 4.49*
	4%	9%	24%	15%	49%		F=2.97*	L= 3.39*

SD = Strongly Disagree, D = Disagree, A nor D= Agree nor Disagree, SA= Strongly Agree, Gender Means, M=Male, F=Female, I= Involvement at H= High or L= Low
***Indicates statistical significance at the 95% level α < .05ρ**

Table 9 indicates survey participant's attitudes towards the experimental law variations (ELV's). On the surface, the mean levels for each of the above questions show a very positive response to each attitude statement. Slightly more than 48% of the total sample answered the above four questions as Strongly Agree. This shows that on average this studies total sample believes that the ELV's have been a positive inclusion for rugby union. It also tells us that the initial goals behind the inclusion of the ELV's have been achieved. Well over half of the total sample believes that the ELV's have brought down the number of penalty shots at goal in rugby. Along with increasing the amount of running in today's rugby. And finally, the total sample believes that the ELV's have decreased the amount of kicking in rugby.

Table 9 also indicates the real differences between male and female survey participants' and the real differences between survey participants who are highly involved in rugby and those who have a low level of involvement. With regards to each attitude statement, males and those who are highly involved have statistically significant means higher than the total sample means, and the means of females and those involved at a low level. This shows that males, and those who are highly involved in rugby, agree with the statements in Table 9 at a higher level than females and lowly involved participants respectively.

These insights provide support for the administrators behind rugby union in New Zealand as most decisions to alter, or innovate, a code are directed at the codes most passionate and involved fans. Alternatively, this provides an opportunity to promote the positive attitudes of those highly involved to those who are not as involved.

Table 10 The 2010 NPC ITM Cup Survey Results

Question	SD	D	A nor D	A	SA	Mean	Gender M F	I H L
I believe promotion/relegation for the 2011 National Provincial Championship (NPC: 2010 Sponsored by ITM) is a positive change for the competition	4	12	23	36	98	4.19	M= 4.47	H= 4.57*
	2%	6%	13%	21%	57%		F= 3.51	L= 3.88*
I am more likely to watch an NPC match if star players are playing	2	13	12	39	107	4.32	M= 3.68*	H= 4.66*
	1%	8%	7%	23%	62%		F= 4.60*	L= 4.07*
I like watching young talent play in the NPC competition	4	3	8	62	96	4.35	M= 4.59	H= 4.76*
	2%	2%	5%	36%	56%		F= 3.68	L= 3.92*

SD = Strongly Disagree, D = Disagree, A nor D= Agree nor Disagree, SA= Strongly Agree, Gender Means, M=Male, F=Female, I= Involvement at H= High or L= Low
***Indicates statistical significance at the 95% level α < .05ρ**

Table 10 refers to the 2010 ITM Cup or National Provincial Championship (NPC). Surprisingly, after much scrutiny in the media, results for the first attitude statement of Table 10 indicate a very strong and positive attitude towards the inclusion of promotion/relegation for New Zealand's NPC. With a mean of 4.19 and over 75% of participants answering in agreement for its inclusion bodes well for initial insight into fans' attitudes towards promotion/relegation. These findings must account for bias in the total sample. The predominantly young Waikato fans' attitudes presented here may be completely different to those of fans from other areas of New Zealand. Those that are highly involved in rugby (with a mean of 4.57) also strongly agree that promotion/relegation would be a welcome inclusion for New Zealand's NPC. Although the survey results are strongly in agreement of the initial statement, an excerpt from John's in-depth interview offers another perspective.

John: "Promotion relegation will never work, in the past it was always the same teams at the top and the same teams at the bottom, all of the best players want to play in the top and that means no one is interested or wants to watch that second tier."

Although this contests the majority of the survey participants responses, perhaps this insight offers a method to solve this historical problem in the way of an even spread of talent and available money.

The other two attitude statements in table 10 were used to analyse the trade-off between nurturing young talent and having as many star players in the side as possible. The results from this survey indicate that fans on average appreciate watching both star players and up and coming talent. Not necessarily one or the other, but both. In addition, those survey participants who are highly involved in rugby had higher mean scores than the total samples when it came to star players (mean of 4.66) and watching young talent (mean of 4.76). This shows that the truly passionate fans enjoy watching a mixture of star players and young local talent. Furthermore, when analysing the gender sub-set, Table 10 indicates that males prefer to watch young local talent over star players (male young talent mean of 4.59 versus male star player mean of 3.68). On the contrary, female survey participants were more interested in star players compared with young local talent (female star player mean 4.60 versus female young talent mean 3.68). Rugby union administrators could use this insight in order to target their promotional material towards each gender sub-set. Advertising regarding star players could be positioned favourably towards females and advertising regarding young local talent could be positioned favourably towards males.These findings, regarding the inclusion of star players and young local talent, are complemented by a statement made by Aaron in his depth interview.

Aaron: "Star players attract big crowds hands down because they are the best at what they do, but it's always interesting to see young guys playing at the highest level, the superstars of tomorrow".

Table 11 Rugby Union and the Value of Scoring Methods Survey Results

Question	SD	D	A nor D	A	SA	Mean	Gender M F	I H L
I believe that three points for a drop goal is too great a reward	7	17	13	29	107	4.20	M= 4.58*	H= 4.70*
	4%	10%	8%	17%	62%		F= 3.27*	L= 3.78*
I believe that the value of a try in Rugby should be increased	98	51	11	7	6	1.71	M= 1.54	H= 1.45
	57%	30%	6%	4%	4%		F= 2.11	L= 1.95
I believe that the value of a penalty kick in Rugby should be decreased	96	41	13	16	7	1.87	M= 1.65	H= 1.54
	56%	24%	8%	9%	4%		F= 2.35	L= 2.14

SD = Strongly Disagree, D = Disagree, A nor D= Agree nor Disagree, SA= Strongly Agree, Gender Means, M=Male, F=Female, I= Involvement at H= High or L= Low
***Indicates statistical significance at the 95% level α < .05ρ**

Table 11 indicates the total sample's response towards changing the value behind different scoring methods in rugby union. With a mean of 4.20 on average this study's total sample believes that three points for a drop goal is too great a reward. Conversely, with means of 1.71 and 1.87, respectively, the sample disagrees that the value of a try should be increased and that the value of a penalty kick should be decreased. Males responded in a similar fashion although slightly heightened. With a mean of 4.58, males are in a slightly higher level of agreement that three points for a drop goal is too greater a reward in comparison to the total sample. Moreover, those that are highly involved in rugby responded similarly to males. With an exceedingly high

mean of 4.70, highly involved fans, on average, strongly agree that the value of a drop goal is too great. These responses are not unusual in any way, especially as in world rugby, teams that predominantly score via drop goals are generally frowned upon, at least in the media.

Table 12 Survey Results for Rugby Union's Overall State of the Game

Question	SD	D	A nor D	A	SA	Mean	Gender M F	I H L
I understand the current Rugby Union Rules	91	15	0	40	27	2.41	M= 2.05*	H= 1.83
	53%	9%	0%	23%	16%		F= 1.63*	L= 2.73
Rugby is more exciting for spectators today than ever before	7	13	14	40	99	4.09	M= 4.43	H= 4.62*
	4%	8%	8%	23%	57%		F= 3.38	L= 3.66*
I believe Rugby is an attacking focused game today	3	8	15	44	103	4.16	M= 4.48	H= 4.62*
	2%	5%	9%	25.%	60%		F= 3.46	L= 3.80*
I believe that penalty shots at goal should only be allowed inside the opposition 30 metre mark	99	39	22	11	2	1.76	M=1.47*	H= 1.43
	57%	23%	13%	6%	1%		F= 2.54*	L=2.04

SD = Strongly Disagree, D = Disagree, A nor D= Agree nor Disagree, SA= Strongly Agree, Gender Means, M=Male, F=Female, I= Involvement at H= High or L= Low
***Indicates statistical significance at the 95% level α < .05ρ**

There are some very promising insights and results from Table 12. Firstly, the results for the first question offer an intriguing opportunity for the administrators of rugby union. Just over half of this study's survey sample answered the question "I understand the current rugby union rules" with a "strongly disagree". This is surprising as rugby is New Zealand's national game and over 50% of sporting fans who answered this survey say that they do not understand the current rules.

Furthermore, each and every female that answered this survey (38 in total) all answered strongly disagree to understanding the current rules with a mean of 1.63. Rugby marketing managers might be advised to think of how much more interest in the game the New Zealand Rugby Football Union could build if females were more educated and completely understood the game and its design. Males in this study's survey sample also answered in disagreement with understanding the current rugby union rules (mean of 2.05). This finding is also complemented by a statement made by John in his interview. The following excerpt may explain a dimension of why males and females do not have a firm understanding of the current rules.

> *John: "Sometimes I feel as though I'm getting the hang of the rules and then they go and chop and change them again… They seem to change them so often I can't be bothered keeping up with the play, and to be honest it's too time consuming"*

This is a vital insight for the practitioners and administrators behind rugby union in New Zealand. Herein lays the opportunity, to solve an issue that is pushing fans away from the sport. If the New Zealand rugby union could educate their fans to help them completely understand the reasons behind rule changes they may be more successful in appeasing current fans and pulling in new fans.

On the other hand table 12 has some very positive and congratulatory results for the practitioners and administrators of rugby. A staggering 80% of respondents agree and strongly agree that rugby is more exciting today than ever before. This is unanimous and reinforces that the goals set by the administrators are being reached. Similarly more than 80% of respondents believe that rugby is an attacking focused game. And, by making rugby an attacking focused game, the fans' believe that it is more entertaining to watch and more exciting. The following

quote from Michael provides an insight as to why he believes rugby is currently more exciting compared to years gone by.

> *Michael: "Nowadays when you go down to a live match you almost don't know what to expect, it's not just about the actual game itself anymore, its entertainment… You get cheerleaders, live bands the whole works, even on TV (watching on television) now you feel as though you are sitting on the side line with high definition television, it truly makes the whole experience amazing"*

The survey results, in conjunction with qualitative insights, provide promise and opportunity for the current state of rugby union in New Zealand.

4.4 Rugby League

In terms of rugby league this study desired to examine issues that had experienced immense media scrutiny. These issues were:

- Video Referee and Two on-field Refereeing Media Scrutiny
- The Salary Cap scandals
- And, the overall state of the current game

Table 13 Survey Results for Video and Two on-field Refereeing Media Scrutiny

Question	SD	D	A nor D	A	SA	Mean	Gender M F	I H L
I believe video refereeing has helped the game of League	0	6	13	49	105	4.46	M= 4.61	H= 4.63*
	0%	4%	8%	28%	61%		F= 4.00	L= 4.38*
Even with every camera angle, video referees consistently make bad decisions	89	27	20	37	0	2.03	M= 1.78	H= 1.78
	51%	16%	12%	21%	0%		F= 2.78	L= 2.15
I believe because of the introduction of the video referee, League has too many stoppages	92	27	24	25	5	1.99	M= 1.74	H= 1.72
	53%	16%	14%	15%	3%		F= 2.70	L= 2.11
I believe having two on-field referees has sped up the game of League in the NRL	0	8	25	46	94	4.32	M= 4.58*	H= 4.63*
	0%	5%	15%	27%	54%		F= 3.51*	L= 4.16*

SD = Strongly Disagree, D = Disagree, A nor D= Agree nor Disagree, SA= Strongly Agree, Gender Means, M=Male, F=Female, I= Involvement at H= High or L= Low
***Indicates statistical significance at the 95% level α < .05ρ**

It appears, in general, the respondents to this survey are in favour of having a video referee and two on-field referees. With means of 4.46 and 4.32 respectively,Table 13 indicates a strong general consensus. Video refereeing will always have its one-off blunders. But on the whole, fans do believe that having a video referee has helped the game of league. All sub-sets, males, females, those classified as highly involved and those involved at a low level,on average, agree or strongly agree that the video referee has helped league. It is also evident from the results in Table 13 that even after much media scrutiny; regarding stoppages being extremely detrimental for the game and the overall fans' experience, the fans do not feel that way. The total sample (mean of 1.99), males (mean of 1.74), females (mean of 2.70), highly involved fans (mean of 1.72), and fans that are involved at a low level (mean of 2.11) all generally responded in disagreement to the video referee imposing too many stoppages on league. Aaron's comment in his depth interview pinpoints the issue.

> *Aaron: "I don't care about stoppages due to the video ref, because it could mean a try or no try, it's not wasted time at all, it's helping the referees make the correct call, and that call could make the difference between my team winning or losing!"*.

Michael also offered his personal opinion regarding video referees and follows on in similar fashion from Aaron.

> *Michael: "Video referees are great for the game because they make the game fair, the replay doesn't lie, before everyone was whining about unfair tries and disallowed tries, now they whine about too many stoppages, its ridiculous really"*.

Table 13 shows that fans' of league generally believe that the introduction of two on-field referees has sped up the game (total sample mean of 4.32). Across all sub-sets participants answered in the affirmative when asked, "I believe having two on-field referees has sped up

the game of league in the NRL". Males agree significantly more than females with a mean of 4.58, compared to females, with a mean of 3.51. Furthermore, fans with a high and low level of involvement in league both had means of above 4. One of the key driving goals behind the NRL's introduction of two on-field referees was to attempt to speed up the game. Table 13, and the survey participants' responses, indicates that NRL has succeeded in achieving this goal.

Table 14 Survey Results for Rugby League Salary Cap Scandals

Question	SD	D	A nor D	A	SA	Mean	Gender M F	I H L
I believe that without a salary cap rich teams/clubs would become filled with many of the best players	0	2	9	40	122	4.63	M= 4.79*	H= 4.77*
	0%	1%	5%	23%	71%		F= 4.22*	L= 4.59*
I believe that NRL Clubs should be able to pay what they want to keep their star players	99	39	17	16	2	1.75	M= 1.58	H= 1.49*
	57%	23%	10%	9 %	1%		F= 2.38	L= 1.93*
I believe that salary caps are bad for League's NRL	105	37	13	15	3	1.67	M= 1.43*	H= 1.37*
	61%	21%	8%	9%	2%		F= 2.49*	L= 1.86*
I believe chasing money by switching codes is NOT good for the game	3	13	29	34	94	4.17	M= 4.39	H= 4.52*
	2%	8%	17%	20%	54%		F= 3.62	L= 4.02*
I believe professional players deserve all the money they can get, even if it means switching codes	90	26	26	27	4	2.02	M= 1.81	H= 1.71*
	52%	15%	15%	16%	2%		F= 2.54	L= 2.15*

SD = Strongly Disagree, D = Disagree, A nor D= Agree nor Disagree, SA= Strongly Agree, Gender Means, M=Male, F=Female, I= Involvement at H= High or L= Low
***Indicates statistical significance at the 95% level α < .05ρ**

Results from Table 14 are easily interpreted as follows:

- In general, fans, both male and female, and high and low involvement fans believe Salary Caps are **good** for league
- In general, male, high and low involvement fans are opposed to players chasing money by switching codes
- In general, fans from all four sub-sets believe that clubs shouldn't be able to pay their players whatever they want

These three key findings provide support for the negative media exposure that the Melbourne Storm experienced in 2010. Fans believe that salary caps are good and that they in turn spread the wealth of talent among the teams. By linking this finding back to Table 3 (Key objectives of the major stakeholders: Implications for design of the elite competition) it supports that fans really do favour the uncertainty of outcome aspect of professional sport. Without an even spread of talent, matches would become one-sided, not as great a contest, and by implication; less entertaining and less exciting. These findings also imply that fans are deterred by players who chase money, and clubs that attempt to illegally pay their players large sums of money.

Table 15 Survey Results for Rugby League's Overall State of the Game

Question	SD	D	A nor D	A	SA	Mean	Gender M F	I H L
Because Rugby League in the NRL is now a faster game I find it more entertaining	2	4	16	47	104	4.42	M= 4.65*	H= 4.75*
	1%	2%	9%	27%	60%		F= 3.76*	L= 4.26*
League is more exciting for spectators today than ever before	2	3	30	37	101	4.34	M= 4.57	H= 4.69*
	1%	2%	17%	21%	58%		F= 3.70	L= 4.17*

The results inTable15 on behalf of League indicate resounding support for today's current state of the game. When asked whether survey participants thought that League is more exciting for spectators today than ever before 79% of respondents answered in the affirmative. They also provided an insight as to why they may find league so entertaining. The answer is, the pace, speed and tempo in which the current game is played. An astonishing 88% of the sample agreed or strongly agreed when asked if they thought they found league more entertaining because it is now a faster game. This finding is supported by those that are highly involved (mean of 4.75), those that are involved at a low level (mean of 4.26), and males (mean of 4.65). An excerpt from John's interview nicely complements these quantitative findings.

> *John: "Watching today's league is so exciting you don't even want to blink, it feels as though if you do blink that you might miss out on 10 minutes of action, the game is that fast paced these days it is hard to believe that people can endure that kind of thing".*

4.5 Netball

Netball in mid-2010 was flirting with the idea of very innovatively changing the game-play of its sport. The Netball section of this study's survey addressed whether or not the participant's attitudes were favourable or unfavourable towards these prospective changes.The survey was also interested in the participant's attitudes towards the current state of the game and the current state of the ANZ Australia and New Zealand Championship. Therefore, the two dominant areas of interest for Netball were:

- Attitudes towards new prospective innovations and changes
- And, the current state of the game along with the ANZ Australia and New Zealand Championship

Table 16 Survey Results for Attitudes towards Netball's Innovations and Changes

Question	SD	D	A nor D	A	SA	Mean	Gender M F	I H L
I believe that Netball should introduce 2 point goals, shot from behind the shooters' semi-circle	10	16	12	34	101	4.16	M= 4.44*	H= 2.75
	6%	9%	7%	20%	58%		F= 3.24*	L= 4.25
2 point goals would make me want to watch more Netball than I do at the moment	13	20	17	23	100	4.02	M= 4.33*	H= 2.38
	8%	12%	10%	13%	58%		F= 3.05*	L= 4.13
I believe that netball should introduce a "power play" where goals are doubled in value for a chosen quarter	19	25	12	23	94	3.85	M= 4.20	H= 2.50
	11%	14%	7%	13%	54%		F= 2.73	L= 3.94
I believe that power plays would increase Netball's entertainment value	13	18	14	27	101	4.07	M= 4.36*	H= 2.75*
	8%	10%	8%	16%	58%		F= 3.19*	L= 4.16*
I believe that if Netball introduced rolling substitutes it would increase Netball's entertainment value	5	24	19	34	91	4.05	M= 4.34*	H= 3.13
	3%	14%	11%	20%	53%		F= 3.16*	L= 4.13
I believe that rolling substitutes would speed up the game of Netball	4	16	13	45	95	4.22	M= 4.47*	H= 3.13
	2%	9%	8%	26%	55%		F= 3.38*	L= 4.28

SD = Strongly Disagree, D = Disagree, A nor D= Agree nor Disagree, SA= Strongly Agree, Gender Means, M=Male, F=Female, I= Involvement at H= High or L= Low
***Indicates statistical significance at the 95% level α < .05ρ**

Table 16 starts us off by examining the respondent's attitudes towards the prospective innovations of the time. However, the results must be considered in the context of sample composition, that is, 78% of this surveys sample consisted of males aged between 20 and 24 years old. In addition, these males, on average, spent between 1-2 hours or less being involved in netball in one way or another (See appendix 1). While these findings may not give us a clear

indication of how true netball fans feel, they offer insight as to what a relatively untouched market may seek from professional netball. In all cases in Table 16 the respondents on average show agreement to the statements. In only one case does the mean drop below 4 to 3.85 which is still on average over the scale median and "in agreement". These results show that this survey's sample would be happy to see netball include innovations like: 2 point goals shot behind the semi-circle (101 strongly agree with a mean of 4.16), the introduction of a power play, where goals were doubled in value for a chosen quarter (94 strongly agree with a mean of 3.85), and finally the introduction of rolling substitutes (91 strongly agree with a mean of 4.22). An excerpt from Michael's interview adds support to these findings.

> *Michael: "I think netball needs to do something to keep up with the times, I think if the 2 point goals and power-plays were introduced then the male market would get much more involved, it needs something more exciting and entertaining and I think those changes could do it"*

In all three cases the adjoining questions follow suit in terms of agreement;

- 2 point goals would make me want to watch more Netball than I do at the moment
- I believe that power plays would increase Netball's entertainment value
- I believe that rolling substitutes would speed up the game of Netball

Respondents feel as though each of the above innovations would "make me want to watch more netball" (100 strongly agree with a mean of 4.02), "power-plays would increase netball's entertainment value" (101 strongly agree with a mean of 4.07), and lastly, "I believe that rolling substitutes would speed up the game of netball" (95 strongly agree with a mean of 4.22). In all cases, except the power play statement, female's responses were significantly different to males. Although different, the responses were generally close to the "neither agree nor disagree" scale

answer, with means near three, and therefore offering little insight. To synthesise these findings we can say, that the total sample would watch more netball and find it more entertaining if the prospective innovations were introduced.

Table 17 Survey Results for Netball's Current State of the Game and its ANZ Australia and New Zealand Championship

Question	SD	D	A nor D	A	SA	Mean	Gender M F	I H L
I believe that physical contact in Netball increases its entertainment value	3	20	7	44	99	4.27	M= 4.59*	H= 3.88
	2%	12%	4%	25%	57%		F= 3.43*	L= 4.35
Netball is more exciting for spectators today than every before	1	9	26	40	97	4.29	M= 3.92	H= 4.00*
	1%	5%	15%	23%	56%		F= 4.44	L= 4.34*
I believe that Netball today is faster than ever before	2	4	11	55	100	4.47	M= 4.58	H= 4.25
	1%	2%	6.3%	32%	58%		F= 4.24	L= 4.52
I believe that physical contact makes Netball more exciting to watch	3	16	15	40	99	4.27	M= 4.55*	H= 3.75
	2%	9%	9%	23%	57%		F= 3.41*	L= 4.32
I believe that the ANZ Netball Championship should allow more international star players to play	5	9	19	45	95	4.26	M= 4.47	H= 4.25*
	3%	5%	11%	26%	54%		F=4.32	L= 4.27*
I believe that the ANZ Netball Championship should nurture local young talent	2	2	6	71	92	4.44	M= 4.53	H= 4.25
	1%	1%	3%	41%	53%		F= 4.27	L= 4.48
I believe that the ANZ Netball Championship doesn't get enough TV coverage	87	13	29	34	10	2.23	M= 1.79*	H= 3.38
	50%	8%	17%	20%	6%		F= 4.57*	L= 2.13

SD = Strongly Disagree, D = Disagree, A nor D= Agree nor Disagree, SA= Strongly Agree, Gender Means, M=Male, F=Female, I= Involvement at H= High or L= Low

***Indicates statistical significance at the 95% level α < .05ρ**

Table 17 is concerned with respondents' attitudes towards the current state of the game and the ANZ Australia and New Zealand Championship. First of all, the above means indicate that there is resounding agreement towards how netball is currently viewed, remembering the demographics of this sample. An interesting finding here is that of physical contact and its place in Netball. For a non-contact sport netball certainly has its fair share of collisions. From the results here, the total sample clearly feels as though contact is a positive aspect of netball (99 strongly agree with a mean of 4.27) and in turn makes it more entertaining (99 strongly agree with a mean of 4.27). This is highlighted in the male and low involvement sub-sets. Males, with a mean of 4.59, and those not as involved, with a mean of 4.35, both outweigh their counterparts and believe that contact would increase netballs' entertainment value. Both females and those highly involved in netball do not feel the same way. This implies a trade-off for netballs' administration as promoting the games level of contact may excite and improve males' viewer ratings and attendances, but conversely, upset females and those true netball fans.

Table 17 also provides very positive feedback for netball's current state. Over 75% of the total sample agreed to the statement, netball is more exciting today than ever before. Furthermore, these results have the potential to be much greater if the prospective innovations relative to netball were introduced and in full effect. However, as discussed earlier in this section, many of the potential innovations may improve male and low involved fans' overall attitudes towards netball, but deter females and the true fans of netball.

It appears that in today's professional sporting arena there is a trade-off between nurturing young, and sometimes local talent, and including as many high profile stars as possible.In section 4.3 Rugby Union the total sample both wanted to see superstars and young local talent. In Netball, Table 17's results show these desires are synonymous. Respondents were

in strong agreement (mean of 4.26) regarding more star players being involved in the ANZ competition. And similarly, respondents were in strong agreement (mean of 4.44) regarding the competition nurturing and feeding young talent through its ranks. These findings are not only synonymous with the rugby union section of this study, but with males (means of 4.47 and 4.53), females (means of 4.32 and 4.27), and fans highly involved (means of 4.25 and 4.25) and those involved at a low level (means of 4.27 and 4.48).

Again, linking these findings back to Table 3: Key objectives of the major stakeholders: Implications for design of the elite competition, shows that these findings are in correspondence with the objectives of major stakeholders. The objectives that relate to these Netball findings include presence of star players, competitive intensity, evenly matched teams and opportunities for talented players to reach the top levels.

4.6 Soccer / Association Football

The current debate surrounding Soccer or Association Football is that of the use of technology. Soccer has stood its ground when it comes to adopting technology in order to help its officials reach more conclusive decisions. The two FIFA World Cup examples, given in the previous background chapter, where an English goal was wrongly disallowed and an uncalled offside that resulted in an Argentinean goal were hot topics in worldwide media. Moreover, while other codes evolve and change in order to satisfy different markets, Soccer has kept its traditional values. Soccer in New Zealand was another hot topic. With the Wellington Phoenix Football Club as the only professional team for fans to follow, perhaps there is a high demand for more locally televised professional soccer. The four areas of interest for Soccer/Association Football in this study's survey were:

- Do participants believe that Soccer or association football should adopt technology?
- What are participant's attitudes towards possible future innovations or changes?
- What are participants' attitudes towards local soccer coverage?
- And, what are participants'attitudes towards the current state of the game?

Table 18 Survey Results for Soccer and the Adoption of Technology Debate

Question	SD	D	A nor D	A	SA	Mean	Gender M F	I H L
I believe Soccer needs to use technology in order to help its officials	3	8	13	42	107	4.43	M= 4.62	H= 4.59*
	2%	5%	8%	24%	62%		F= 3.89	L= 4.38*
I believe that the introduction of technology would help Soccer attract more spectators	88	12	28	37	8	2.19	M= 1.83*	H= 1.68*
	51%	7%	16%	21%	5%		F= 3.30*	L= 2.42*

SD = Strongly Disagree, D = Disagree, A nor D= Agree nor Disagree, SA= Strongly Agree, Gender Means, M=Male, F=Female, I= Involvement at H= High or L= Low
***Indicates statistical significance at the 95% level α < .05ρ**

Table 18 presents this study's findings for the most hotly debated issue for Soccer at the time. Coming off the back of the FIFA World Cup in South Africa this issue was more than ever in the media spotlight. English football supporters will know exactly where this debate is heading. Technology has been successfully adopted throughout a number of professional sports in recent time. For example, results from this study in section 4.4 Rugby League had participants agreeing that having technology to help officiating is a good thing for League. Survey respondents' attitudes to technology for Soccer, with a mean of 4.43 and a touch more than 86% of

respondents in agreement to the statement, "I believe Soccer needs to use technology in order to help its officials". This is clear support for professional soccer to adopt the available technology in order to help its officials make the correct decisions. An excerpt from Aaron's interview adds to this discussion.

> *Aaron: "I kind of understand why they don't want to use technology, to keep the game pure and traditional and all of that, but in football it's more necessary than any other code because the value of one goal can change the outlook of the entire match… goals are so important in football and are hard to come by, you can't afford to have referees making mistakes like that"*

Now, even though the results to the second attitude statement in Table 18 are not very convincing or positive that doesn't mean that adopting technology is a bad thing for the game. This change may not attract worldwide market growth or increase football's presence in small non-football nations, but it appears that it may satisfy the most traditional of audiences who rely on the correct calls being made. Both fans that are highly involved in soccer (mean of 4.59) and even those that are involved at a low level (mean of 4.38) feel that it is time for soccer to adopt technology in order to aid its officials. Perhaps 48 year old Michael describes it perfectly in the following excerpt.

> *Michael: "I consider myself as a bit of a traditionalist and an oldy but it is 2010 where the technology can be used in a productive way, it's not just using the technology for the sake of it, but using it to improve the game and to improve the fairness of each match… to get the right result".*

Introducing technology in order to help the officiating of the game is by no means a drastic or radical innovation. The traditions of the code will remain intact and table 18 shows that

even the most involved and passionate fans feel that technology is a much needed and necessary inclusion.

Table 19 Survey Results for Soccer and Future Innovations and Changes

Question	SD	D	A nor D	A	SA	Mean	Gender M F	I H L
I would like to see rolling substitutes introduced in Soccer	91	22	26	26	8	2.01	M= 1.60*	H= 1.47*
	53%	13%	15%	15%	5%		F= 3.32*	L= 2.27*
I believe rolling substitutes would increase Soccer's entertainment value	90	16	30	26	11	2.11	M= 1.71*	H= 1.59*
	52%	9%	17%	15%	6%		F= 3.35*	L= 2.35*
I believe that Soccer should be a 10 man game	102	28	38	4	1	1.69	M= 1.41	H= 1.31*
	58%	16%	22%	2%	1%		F= 2.49	L= 1.83*
I believe if Soccer was a 10 man game it would be more exciting	100	21	38	13	1	1.78	M= 1.50*	H= 1.39*
	58%	12%	22%	8%	1%		F= 2.65*	L= 1.96*
I would like to see the goals increase in size so it was easier for goals to be scored	21	37	18	10	87	3.64	M= 4.01*	H=2.21*
	12%	21%	10%	6%	50%		F= 2.46*	L=4.48*
I believe that Soccer would attract more spectators if the goals were bigger	20	31	22	11	89	3.71	M= 4.12	H= 4.19*
	12%	18%	13%	6%	51%		F= 2.43	L= 3.50*

SD = Strongly Disagree, D = Disagree, A nor D= Agree nor Disagree, SA= Strongly Agree, Gender Means, M=Male, F=Female, I= Involvement at H= High or L= Low
***Indicates statistical significance at the 95% level α < .05ρ**

The results to Table 19 may not come as a surprise to many due to the radical nature of the propositions. During the aftermath of the 2010 World Cup debate, many outlandish potential changes were being thrown around the media, especially televised media. For instance, the first

topic from Table 19, rolling substitutes, shows how this sample is not up for any innovation at all. Rolling substitutes would drastically change the strategy and thinking behind soccer. But if the question is not asked, one will never know. As discussed earlier this study's total sample in particular is not in favour of introducing rolling substitutes (53% strongly disagree with a mean of 2.01). This finding is supported by males (mean of 1.60) and those highly involved (mean of 1.47). Michael, who considers himself a huge football fan, offers more insight to add to the discussion surrounding this question.

> *Michael: "You can't go changing things too much; I think if you wanted to add crazy changes in like that you would have to introduce an entirely new format of the game. Like Twenty20 cricket you could come up with Twenty20 minute football or something, a shortened version played in the off season with all sorts of different rules"*

In particular this statement adds "food for thought" as codes this study examines like cricket and rugby each have their own new age format. Codes like rugby league, netball and soccer, on the other hand have been more inclined to keep traditional ties intact. There may be an opportunity for the more traditional codes to research such avenues of innovation. One perhaps surprising finding from Table 19 refers to increasing the size of the goals in soccer. With a mean of 3.64 and exactly half of the respondents answering strongly agree it provides decent general support to increase the size of soccer's goals. This issue has also been thrown around the media as reporters label soccer as becoming stagnant and boring. Issues had also arisen at the time surrounding the difficulty in which teams faced to score a single goal in a match. The one thing most fans paid to see (goals) was limited by the defensive nature of some teams and the composition of the goal frame itself. In support of this 51% of respondents strongly agreed when asked whether they believed that by increasing the size of the goal soccer would be able to attract

more spectators. With a mean of 3.71 there is an element of general consensus towards this finding but what type of spectators would this change attract? On the surface the total sample's response presents a feeling in favour of increasing the size of soccer's goals. On closer inspection, we can see that those highly involved in soccer (with a mean of 2.21) feel significantly different to those fans that are less involved (with a mean of 4.48). Fans that are highly involved generally disagree that they would like to the goal sizes increase. On the other hand, those not as involved are generally in favour of such an innovation. Without analyzing such sub-sets the data here could be interpreted incorrectly. However, this finding can still be seen as an opportunity. A spin off format of soccer with larger goals and less traditional "loose" rules could potentially attract a new and different market. The following comment from John in his in-depth interview adds to the thoughts behind such an opportunity.

> *John: "It's like in Rugby 7's, I'm 100% sure that the majority of people that go to the Wellington 7's each year don't care at all about the actual rugby, they're just there for a party, and an incredibly good party at that"*

This comment from John is interesting because it would seem codes can change and innovate in order to attract fad or one-off fans that will initially "give it a go". But if the changes are not made with a long term and sustainable vision then the sport may lose its way. Long term traditional followers should be rewarded for their level of fandom, and one-off fad fans should be supplied with an entertaining alternative. While introducing a completely new format of soccer that may include larger goals and less strict rules may be a risky endeavour, it could also potentially spark a following similar to those who follow rugby 7's and twenty20 cricket. To take twenty20 cricket as an example, today's cricket fans perhaps wouldn't perceive twenty20 as a

fad or a code that may have a short life span. On the contrary, fans may believe that twenty20 is the 21st centuries most popular and in demand form of cricket.

Table 20 Survey Results for Participants Attitudes towards Local Soccer Coverage

Question	SD	D	A nor D	A	SA	Mean	Gender M F	I H L
I believe that there isn't enough televised local soccer on TV	3	10	22	39	99	4.31	M= 4.49	H= 4.78*
	2%	6%	13%	23%	57%		F= 3.81	L= 4.09*
I believe that there should be more Soccer on TV	4	14	19	34	100	4.24	M= 4.41	H= 4.69*
	2%	8%	11%	20%	58%		F= 3.73	L= 4.02*
I believe I would watch a New Zealand grassroots highlight show on TV if there was one	10	25	16	20	98	4.02	M= 4.36	H= 4.69*
	6%	14%	9%	12%	57%		F= 2.86	L= 3.66*

SD = Strongly Disagree, D = Disagree, A nor D= Agree nor Disagree, SA= Strongly Agree, Gender Means, M=Male, F=Female, I= Involvement at H= High or L= Low
***Indicates statistical significance at the 95% level α < .05ρ**

As shown in Table 20 close to two thirds of respondents strongly agree (with a mean of 4.31) that there isn't enough televised local soccer on TV. And that is simply true and supported by all four subsets and their respective means. With only the Wellington Phoenix on offer as a local professional soccer team there isn't any other local coverage to whet the taste buds of New Zealand's soccer community. In support of this, 58% of respondents agreed that they believe there should be more Soccer on TV with 57% of those strongly agreeing that they would watch a New Zealand grassroots highlight show if offered. While higher means lie with those more highly involved (mean of 4.78) those fans who are lesser involved still believe that there isn't

enough local soccer on television (mean of 4.09). These results offer feedback for companies, such as SKY Television,who produce and cover professional sport in New Zealand. In the recent past a highlight show of local soccer was produced. However, these findings indicate that there may be a promising market for reinstating a local highlights show and perhaps to cover more local level soccer on TV.

Table 21 Survey Results for Soccer's Current State of the Game

Question	SD	D	A nor D	A	SA	Mean	Gender M F	I H L
I like how Soccer hasn't changed all that much since its beginnings	1	5	30	35	102	4.36	M= 4.57*	H= 4.68*
	1%	3%	17%	20%	59%		F= 3.73*	L= 4.22*
Soccer is more exciting for spectators today than ever before	4	10	34	27	98	4.19	M= 4.38	H= 4.58*
	2%	6%	20%	16%	57%		F= 3.57	L= 3.99*

SD = Strongly Disagree, D = Disagree, A nor D= Agree nor Disagree, SA= Strongly Agree, Gender Means, M=Male, F=Female, I= Involvement at H= High or L= Low
***Indicates statistical significance at the 95% level α < .05ρ**

Table 21 is the final results table for soccer's portion of this study's survey and examines the traditionalism of football and its current state. Depth interview participants suggested that football can be held in the same stead as test match cricket in terms of traditional values. Both codes have adopted next to no change to their respective structure, format and design. In Table 21, respondents indicate that they are in favour of soccer preserving its traditional values. 59% of respondents answered strongly agree when asked if they liked how soccer hadn't changed all that much since its beginnings (with a mean of 4.36). These findings are even stronger in the male (mean of 4.57), highly involved (mean of 4.68) and lesser involved (mean of 4.22) sub-sets of

this study's analysis. Conversely, across the board in the media and on fan and follower websites there has been a steady influx of support to innovate and change. However, here in this instance there is an element of admiration towards tradition and keeping the code the same as it was when it was founded.

Moreover, 57% of respondents answered strongly agree when prompted with "Soccer is more exciting for spectators today than ever before". The fans from this study's total sample believe soccer is more exciting than ever before with little to no innovation. The reason why fans may believe soccer is more exciting than ever before could be due to its traditionalism. The simplicity of soccer may help its professional players master the skills and techniques needed to exceed at the highest level. In the next section of this study we see how today's professional cricketers need to be able to adapt their method and mindset to each individual format. Test cricket requires patience and poise, while twenty20 cricket requires courage and explosive power to score as many boundaries as possible in a short amount of time. To add to these complexities, one-day cricket requires today's professional players to perform a mixture of patience, poise, explosive run scoring and technique. While soccer has remained traditional and its design and structure has changed so little since its inception its professional players have been able to perfect a method of playing that suits its one format.

Although the footballing administrations of today are feeling the pressure to keep up with other codes innovation and change, Table 21 indicates that they should focus on sharpening and honing their current tried and true format, by innovating through fairly tightly controlled innovations such as technology assistance for its referees and officials.

4.7 Cricket

The issues surrounding cricket that were isolated through desk research and conversations within the in-depth interviews were the mainstay for this study's survey section on cricket. The areas of interest from this survey were:

- Participants' attitudes towards Twenty20 Cricket
- The introduction of Televised Professional Beach Cricket
- And, the recent match fixing Scandal along with the current state of the game

Table 22 Survey Results for Attitudes towards Twenty20 Cricket

Question	SD	D	A nor D	A	SA	Mean	Gender M F	I H L
I believe I understand the Twenty20 cricket format well	10	11	12	35	105	4.24	M= 4.67*	H= 4.80*
	6%	6%	7%	20%	61%		F= 2.78*	L= 3.87*
I can't stand watching any other form of cricket except for Twenty20	18	28	17	15	95	3.83	M= 4.10*	H= 4.10
	10%	16%	10%	9%	55%		F= 3.03*	L= 3.69
I would watch more Indian Premier League cricket if it was screened at better times on TV	10	29	15	27	92	3.96	M= 4.38	H= 4.57*
	6%	17%	9%	16%	53%		F= 2.57	L= 3.56*
I believe the Indian Premier League is all about money	2	6	29	33	103	4.36	M= 4.57*	H= 4.64*
	1%	3%	17%	19%	60%		F= 3.68 *	L= 4.19*
I believe that the Indian Premier League is more exciting than the Twenty20 cricket played in NZ	10	23	26	24	90	3.93	M= 4.32	H= 4.42*
	6%	13%	15%	14%	52%		F= 2.62	L= 3.60*

Twenty20 cricket has stormed the cricketing world with million dollar deals in the Indian Premier League and innovative and exciting play. It appears that it has cemented its position with 61% of respondents answering"strongly agree" to the statement that believe that they understood the twenty20 cricket format well. By looking at the female sub-set Table 22 indicates that females generally disagree that they understand the twenty20 cricket format well. Similarly to rugby fans discussed earlier, cricketing administrations have an opportunity to educate the female market in an attempt to increase their knowledge on the game, and in turn, attract them to live fixtures and televised matches.There is a chance that "everyday" cricket fans have taken to twenty20 cricket so overwhelmingly that it is now the only format of cricket they can stomach. When asked "I can't stand watching any other form of cricket except for twenty20", over 50% of respondents answered in the affirmative. However, there is still a chance for other more traditional formats as over 25% of respondents disagree with this statement. Even though twenty20 cricket has been adored by fans new and old all across the world has it really helped the game of cricket? Aaron offers his perspective on what twenty20 cricket has done to the overall game.

> *Aaron: "Because of twenty20 cricket today's players need to be able to adapt their own personal skill and game to each format, because of this I think that it is slowly but steadily lowering the overall standard and skill level of today's players, rather than getting really good at say one day cricket or test cricket lots of players seem as though they are becoming average at all three formats"*

This is a particularly interesting comment as it suggests that because of the introduction of the more expansive and entertaining twenty20 cricket format, the overall standard of today's players

have declined. Michael offered another personal perspective of his attitudes towards Twenty20 cricket.

> *Michael: "I don't really like Twenty20 cricket that much because it's not real cricket, it's not the way cricket is supposed to be played. But those Twenty20 crowds, they are attracting all kinds of new fans, I think it's all good to get new fans but they are fans that are less likely to stick around. They might watch the first two things cause its fashionable or whatever, but after that then what happens?"*

Again, there appears to be a fine line between too much innovation and too little. Test cricket can potentially adopt technology in order to help its officials make the correct calls. By doing so, cricket's fans will be satisfied by a change that is simply keeping up with the times.

The Indian Premier League has been an enormous rollercoaster ride for professional cricketers in today's day and age. The world's elite cricket players, provided they are in form, can see themselves earning up to and over $1 million U.S dollars for merely six weeks work in the Indian Premier League. Respondents in this case, while they feel that on average the IPL most certainly is all about money (60% strongly agree with a mean of 4.36), they still on average believe that the IPL is more exciting than Twenty20 on offer in New Zealand (90 strongly agree with a mean of 3.93), and that if it was screened at better times they would watch more of it (92 strongly agree with a mean of 3.96).

Table 23 Survey Results for Beach Cricket

Question	SD	D	A nor D	A	SA	Mean	Gender M F	I H L
I was aware that professional matches of beach cricket were played in Australia and screened on SKY TV	20	17	8	16	112	4.10	M= 4.60*	H= 4.70*
	12%	10%	5%	9%	65%		F= 2.43*	L= 3.70*
I liked the beach cricket format that was played in Australia and screened on SKY TV	2	5	36	23	106	4.31	M= 4.64	H= 4.75*
	1%	3%	21%	13%	61%		F= 3.24	L= 4.02*
I would really enjoy going and watching beach cricket in New Zealand this summer if it was on	4	7	12	39	111	4.43	M= 4.66*	H= 4.77*
	2%	4%	7%	23%	64%		F= 4.33*	L= 4.32*

SD = Strongly Disagree, D = Disagree, A nor D= Agree nor Disagree, SA= Strongly Agree, Gender Means, M=Male, F=Female, I= Involvement at H= High or L= Low
***Indicates statistical significance at the 95% level α < .05ρ**

Beach cricket is a relatively recent innovation for cricket. It was a much more fun, relaxed and light hearted format where retired professionals played in bare feet and had fun. The respondents for this survey were moderately well aware that it existed with over 60% agreeing that they knew it existed. Conversely, a touch over 25% didn't know that it existed at all. The female sub-set had a mean of 2.43 which shows that they were much less aware of beach cricket than their male counterparts. Beach cricket with its individual design and structure could potentially be a format of cricket that males and females, as well as fans highly involved and lesser involved could enjoy. If marketed correctly beach cricket could raise its awareness and attract more spectators.

The notable finding to take from Table 23 is that there were very positive responses to liking the format (61% strongly agree with a mean of 4.31) and even faintly more positive feedback for going along if it were on offer during the New Zealand 2010/2011 summer

(64%strongly agree with a mean of 4.43). These total sample means are supported by the four sub-sets and indicate that males, females, passionate fans and lesser followers liked the format and would enjoy going along if on offer in New Zealand.

Beach cricket is a good example of a new format that is attempting to attract a new type of spectator. Perhaps it has more of a chance to succeed as an enterprise as it is a completely new product and isn't attempting to drastically change a traditional format like test cricket. The preliminary results suggest that beach cricket has potential in a country like New Zealand with its established beach culture culminating in swarms of people migrating to the coast every summer over the festive period. Perhaps soccer could imitate crickets' innovation and offer a completely different format targeted at an entirely different target market.

Table 24 Survey Results for Cricket's Recent Scandal and Current State of the Game

Question	SD	D	A nor D	A	SA	Mean	Gender M F	I H L
I am completely put off watching cricket after the recent match fixing scandals	98	29	33	6	4	1.76	M= 1.44*	H= 1.32*
	57%	17%	19%	3%	2%		F= 2.78*	L= 2.04*
I believe that cricket has always been a corrupt professional sport	20	18	36	32	67	3.67	M= 3.91*	H= 4.16
	12%	10%	21%	18%	39%		F= 2.92*	L= 3.35
Cricket is more exciting for spectators today than ever before	6	9	21	39	98	4.27	M= 4.56*	H= 4.65*
	3%	5%	12%	23%	57%		F= 3.27*	L= 4.00*
I believe I don't watch as much cricket as I used to because it is boring	97	22	26	16	12	1.96	M= 1.58*	H= 1.30*
	56%	13%	15%	9%	7%		F= 3.16*	L= 2.38*
I believe there is too much cricket on TV during the season	22	35	45	25	46	3.14	M= 3.10*	H= 3.06
	13%	20%	26%	14%	27%		F= 3.30*	L= 3.12

The recent match fixing scandal involving a number of Pakistan's international cricketers has been a hot topic in recent media. Respondents from this surveys' total sample don't seem to be deterred by the scandal, which is also consistent with the four sub-sets. When asked to answer, "I am completely put off watching cricket after the recent match fixing scandals" 57% participants strongly disagreed with the statement having a low mean of 1.76 across the total sample. It would be interesting to know whether or not these recent allegations actually increased spectator appeal and television ratings. John, in his interview, held the opinion that the scandal itself may bring an element of drama and excitement to the field every time Pakistan plays.

> *John: "I definitely think it's more intriguing watching Pakistan play now, with the series against New Zealand coming up it means that if we win it doesn't really count because Pakistan must have cheated, I'll definitely be watching every no-ball with a close eye that's for sure".*

Survey participants were somewhat on the fence when it comes to attitudes towards cricket historically being a corrupt sport. While 39% strongly agree, a mean of 3.67 tells us that it is a closely debated subject. Those that are highly involved in cricket had a much higher mean of 4.16 which indicates more passionate fans believe that cricket has historically been corrupt. However, in terms of the current state of the game this survey's results show substantial support for cricket. When asked if participants agreed that cricket is more exciting today than ever before 57% answered strongly agree with a mean of 4.27. And in support of this finding, when asked if participants felt that they didn't watch as much cricket today as they used to "because it is boring", 56% answered strongly disagree with a low mean of 1.96. Professional cricket seems to be succeeding in certain formats but still has room to improve in others. The interesting factor is that there are arguments in favour of leaving sports as traditional as possible, in this case test cricket, and there are arguments for heavily innovating to produce an exciting and entertaining

new product like beach cricket. Twenty20 and beach cricket are “new” products, evolved out of the traditional game, just like rugby 7’s, which has evolved from rugby unions’ traditional format. Both forms of the game can be accommodated, and are.

4.8 Other Notable Findings

Table 25 Survey Results for Television Coverage Attitudes

Which sport do you think doesn’t get enough air time on TV?	Number recorded	Which sport do you think gets far too much air time on TV?	Number recorded
Extreme Sports	36	Motor Racing	47
	21%		27%
American Sports (NBA, NHL, NFL)	26	Rugby (replays)	22
	15%		13%
Touch Rugby	19	Baseball	21
	11%		12%
Athletics	15	Cricket (replays)	19
	9%		11%
Cycling	10	Netball	15
	6%		9%
Women’s Rugby	5	Golf	12
	3%		7%

When participants were asked which sports they believed received not enough air time and which sports too much a number of answers were interesting.In particular one of the survey participants made an insightful comment regarding women’s rugby.

Participant X: "The recent women's rugby world cup, which they have won for the fourth consecutive time was only screened on the paid Rugby Sky Channel. It should have been free to air, or Sky should have covered it on one of their Sky sports channels, like they did with the women's international hockey games during the same time. Which NZ didn't do very well in!!!".

It makes sense covering such a successful international team. A resounding result on the other side of the board was recorded in terms of sports that get "far too much time",that sport being motor racing. Just over one quarter of respondents recorded motor racing as a sport they believed that received far too much air time on television. Interestingly, in the same vein, a number of participants believed that professional rugby replays and professional cricket replays received far too much air time (22 responses and 19 responses respectively). This has been another recent revelation as it appears many fans are being put off watching live sport as they can either watch one of the many replays or simply record it on MySky to watch later whenever they like. John thinks that this is one of the major downfalls for live professional sport.

John: "With technology today like MySky being able to record and rewind live TV going to the game in the flesh isn't as good as watching it at home in high definition in the comfort of your living room. At home you get in-depth analysis and game commentary, instant replays, interviews with players. Going to the game live you get a huge weight lifted from your wallet and get to sit in the cold and rain"

Another innovation tested in this survey was whether or not participants believed that a high school draft system would work well in conjunction with many of our professional sports codes (see Table 26). Nurturing young talent and giving them a professional start as a youth member in an academy or first team has a number of benefits. Benefits include a professional career straight after high school, immediately entering a professional atmosphere and the ability to learn from

star professionals. This format is most well-known and used by professional sports in the U.S and has proved successful year after year.

Table 26 Results for the Potential of Introducing a High School Draft System in NZ

Question	SD	D	A nor D	A	SA	Mean	Gender M F
I believe that a high school draft system like that used in the U.S.A would be a welcome addition for any sporting codes in New Zealand	3	9	21	34	106	4.33	M= 4.50*
	2%	5%	12%	20%	61%		F= 3.76*

Table 26 shows the total sample's support for a high school draft system in New Zealand. Over 75% of the sample was in agreement that a high school draft system like that used in the U.S.A would be a welcome addition for any sporting code in New Zealand. But it must be remembered that US sportsmen and women are drafted from College not high school.

The final innovation this survey wished to examine was the once representative North Island versus South Island series. Mimicking Rugby League's State of Origin New Zealand professional sport has the makeup to re-introduce North Island versus South Island series that could be applicable to any sporting code.

Table 27 Results for North Island vs. South Island Series

Question	SD	D	A nor D	A	SA	Mean	Gender M F
I believe a North Island vs South Island series (like the Australian State of Origin) would work really well in NZ in conjunction with domestic competitions	1	5	11	31	125	4.61	M= 4.72*
	1%	3%	6%	18%	72%		F= 4.24*

Table 27 shows resounding support for such an idea and enterprise. Over two-thirds of respondents answered strongly agree to the relevant statement. Another 18% joined in agreement with the second highest mean of this study's survey of 4.61. Not only do these survey results provide strong support, but each of the three interview participants was in favour of the idea with Michael's contribution shining through.

> *Michael: "I don't know why they don't already do this, I reckon it would generate a huge following as the team you support has already been decided for you whether you were born or live in the north or the south. Not only would it be great for the fans it would be another representative achievement for the players. Players that might not quite make the highest cut would still receive recognition for their efforts at this new representative level. I can't see any negatives to it to be honest"*

John also provided another comment that consolidates Michaels's sentiments.

> *John: "I reckon that game (North Island vs. South Island) would work perfectly with international test matches, the North could play the South as a curtain raiser to an international test in any code. Imagine the talent on show if you had North Island vs. South Island then the All Blacks playing a tri-nation's game against Australia. The fans could see the top players and then see the elite guys at All Black level"*

Both excerpts provide a different perspective but strong support for this potential innovation for professional sports in New Zealand and abroad. While the support is evident at this study's level it definitely provides a talking point surrounding such ideas.

5.0 Conclusions

Today's professional sports are frequently evolving and changing their design, structure and format. Many such innovations have been spurred on by the opportunity to capitalise financially on new markets and increase profit. This study uses both quantitative (survey) and qualitative (depth interviews) methods in order to examine fans' attitudes towards, innovations made, and the current state of Rugby Union, Rugby League, Netball, Soccer and Cricket. The three central research questions that provided the driving force behind this study were:

- What prominent innovations, design and structure changes have occurred to Rugby Union, Rugby League, Netball, Soccer/Association Football and Cricket in recent years?
- How do fans of the five codes feel about the changes, and what are their associated attitudes towards them?
- What ideas or preferences do fans have regarding future innovation in these five codes?

Key highlights from this study with respect to this study's five codes are as follows. Rugby union fans' believe that the ELV's have successfully helped rugby by decreasing the number of penalty shots at goal, increasing the amount of running rugby and decreasing the amount of kicking. In achieving all of this, fans believe that rugby is an attacking focused game and is more exciting today than ever before. Rugby union also has a challenge ahead, and that is to educate its followers in order for the fans to truly understand the rules. There is an opportunity to educate lesser involved markets (low involved fans and female sub-sets) in order to increase their spectatorship and live attendance.

Rugby league fans believe that the introduction of the video referee and two on-field referees has helped league. Fans believe that these innovations have sped up the game and in turn made it a much more exciting spectacle. While fans are unimpressed with individual league player's off-field behaviour and the ethical behaviour of the Melbourne Storm, they still believe that league is more exciting today than ever before. League has become an exciting, fast paced and entertaining spectacle, one that the fans truly enjoy. Future research for rugby league could investigate the potential behind an evolved format similar to that of twenty20 cricket and rugby 7's.

Netball administrators should be aware that this study's total sample was generally in favour of prospective innovations such as 2-point goals, power plays and the introduction of rolling substitutes. However, highly involved and female fans were not as supportive of such changes as lesser involved fans and males. While such innovations could attract a different demographic of netball following they may in turn upset traditional and highly involved fans.

Key highlights regarding soccer predominantly surround technology. Fans believe that soccer needs to adopt technology in order to help its officials. While not a radical change, fans believe it is necessary to use technology on offer in order to improve the fairness of the game. Furthermore, while lesser involved fans were in support of radical changes like increasing the size of the goals and introducing rolling substitutes, more involved fans were not. This indicates an opportunity for soccer to perhaps develop a completely different format of the game in order to satisfy a different following. Furthermore, highly involved fans strongly sought a local grassroots soccer television programme. Such a programme could prove very popular amongst New Zealand soccer fans.

Cricketing fans showed resounding support for the twenty20 format and seem relatively undeterred by the recent match fixing scandals. One area that cricketing administrators should seriously look into is that of beach cricket. Fans responded in a very favourable fashion with regard to being excited by the opportunity of going to professional beach cricket fixtures in New Zealand. An area of concern for cricket administrators is female's understanding of twenty20 cricket. In order to strengthen twenty20's popularity further, similarly to the challenge rugby union faces, an opportunity is evident to educate the female demographic in an attempt to increase their enjoyment.

Other notable highlights include that fans generally believe that each of the five codes examined in this study are more exciting today than ever before. This shows great promise for the future direction our professional sports are taking. Moreover, survey participants believe that American sports are not televised enough and that motor racing closely followed by rugby union and cricket replays are televised far too much. There is also positive feedback from fans for the inclusion of an American style "high school draft system" into professional codes in New Zealand. In addition, there is resounding support for the re-introduction of a North Island versus South Island series applicable to any professional sporting code. Another key finding and highlight presented in this study is the need for a mix of star players and young local talent. It was apparent in the rugby union and netball sections of this paper and is clearly a desirable component of professional sporting events.

This study has a number of limiting factors. Firstly, through general feedback, the size and length of this study's questionnaire proved a deterrent for participants. Some found that there were too many questions per sporting code and that the overall time needed to complete the survey was too long. Some offered the advice that it may have worked much better if there were

individual surveys for each independent code. By doing so, the time needed to complete would be shorter even with the opportunity to add more questions specific to each individual code. Another limitation of this study was its attempt to take a surface snapshot in time of fans' attitudes towards certain innovations and changes to the five sporting codes. To gain a more in depth understanding of fans' attitudes, each code could be examined individually. This study also relied on each participant having a sufficient understanding of each code rather than being passionately involved in one. Moreover, innovations are happening every day to our professional sporting codes. This study hopes to provide an indication of attitudes at a certain point in time. Whether these views will be held five or 10 years from now will not be known until that time comes, or a similar study imitates this study's research goals. The survey's sample distribution demographically was predominantly males between the ages of 20 and 24, thereby skewing the results somewhat. However, that opens up future research opportunities to take the premise behind this study and apply it to other demographics. For example, testing the premise on females of all ages, and "traditional" middle aged men, might prove fruitful and signals a future research path.

While on the surface some of the new innovations tested in this study may seem far-fetched and "out there", the strong showing and support for many presented in both the quantitative and qualitative findings of this study supplies enough evidence to explore them further to truly see whether opportunities could exist. While a number of changes were supported, and some unsupported, it is contended that the key finding to take away from this study for professional sport practitioners and administrators is summed up nicely by one of Michael's interview excerpts:

"You can't change sports too much or else you will upset and lose the sport's most loyal and traditional fans, but I think there is a fine line where you can change certain aspects in order to attract different demographics in order to capitalise on a different market… changes like Twenty20 cricket and Rugby 7's are amazing and they have a huge fan base, only time will tell whether fans of these new formats will stick around and become loyal and traditional fans themselves. I think it is a very fine line between too much and not enough changeand I wouldn't want to be the one making the final decisions myself"

This work has complemented and confirmed previous work regarding professional sport. Specifically ideas applicable to the key objectives of major stakeholders and their implications for design of the elite competition as presented in Table 3. It has also provided a relatively fresh perspective and examination of how professional sport has been evolving over recent decades. This work hopes to spur new endeavour in the academic literature regarding the innovation of professional sport and its effect on fans.

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APPENDICES

APPENDIX 1: Survey Participant Demographics

#	Employment Status		Response	%
1	Works Part-time		10	6%
2	Works Full-time		81	47%
3	Student		80	46%
4	Retired		1	1%
5	Not employed		1	1%
	Total		173	100%

#	Annual Income		Response	%
1	Under $20,000		86	50%
2	$20,000 – $39,999		20	12%
3	$40,000 – $59,000		44	25%
4	$60,000 – $79,999		17	10%
5	$80,000 and Over		6	3%
	Total		173	100%

#	Involvement In Code	Less than one hour	1-2 hours	3-4 hours	5-6 hours	6-9 hours	10 hours or more	Responses
1	Rugby Union	13	29	35	77	12	7	173
2	Rugby League	30	32	53	49	6	3	173
3	Netball	94	66	8	3	0	2	173
4	Soccer	45	23	39	51	7	8	173
5	Cricket	37	26	37	59	10	4	173

APPENDIX 2: Interview Guide

Interview Introduction

The in depth interview you are about to participate in has been designed to be open and free flowing. Current controversies in sport will be covered along with any thoughts, ideas and perceptions of things you, as a fan, like, dislike and things you would like to see change. The purpose of this interview is to help develop specific areas of interest or concern regarding sport today. The interview is flexible but will not go for any longer than one hour.

Schedule of Topics

Rugby Union – Experimental Law Variations and their goals, NPC promotion relegation, star players, young talent.

Rugby League – Video referee, two on-field referees, salary cap scandal and the Melbourne storm, changing codes and chasing money.

Netball – Power plays, two point goals, contact, rolling substitutes.

Soccer or Association Football – The need for technology, World Cup scandal, traditionalism, bigger goals, dropping a player, no offside rule.

Cricket – Twenty20, the Indian Premier League, Pakistan match fixing scandal, Australian beach cricket.

New possible innovations and changes

Any other areas of concern or debate

APPENDIX 3: Survey Instrument

Changes to Professional Sport: How do the fans feel?

This research's purpose is essentially to find out how you (the fans) feel about the changes made (Product Innovations) to your favourite professional sporting codes whether Rugby Union, Rugby League, Cricket, Soccer/Football and/or Netball.

This research is being conducted by Chris Musgrave as a requirement of his Master of Management Studies in Marketing degree at The University of Waikato. Chris's research is being supervised by Ron Garland who is an associate professor in Marketing at the University of Waikato. Both Chris and Ron can be contacted about any issues you may have about participating in this research. Chris can be contacted at crm23@students.waikato.ac.nz, and Ron can be contacted at rgarland@waikato.ac.nz.

This survey has been designed to ask a number of questions regarding the current state of professional sport today. It hopes to find things that you, as a fan, like, dislike and would like to see change. This questionnaire will take approximately 12-15 minutes to complete.

By participating in and filling out the survey you are giving your consent for your answers to be used as a part of this study. No names, signatures, e-mail addresses, street addresses, contact phone numbers or anything of the like will be taken from you at any stage throughout this process in order to keep every participant 100% anonymous. Therefore, please feel free to answer openly and honestly as your answers will never be able to be identified as coming from you.

Thank you very much in advance for being a part of my study and taking the time to fill out my survey.

>>

THE UNIVERSITY OF WAIKATO
Te Whare Wānanga o Waikato

Rugby Union

Please click the circle that indicates how strongly you Agree or Disagree with these statements

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I understand the current Rugby Union rules	○	○	○	○	○
I believe the Experimental Law Variations (ELV's) have helped Rugby in New Zealand	○	○	○	○	○
Rugby is more exciting for spectators today than ever before	○	○	○	○	○
I believe Rugby is an attacking focused game today	○	○	○	○	○
I believe promotion/relegation for the 2011 National Provincial Championship (NPC: 2010 Sponsored by ITM) is a positive change for the competition	○	○	○	○	○
I am more likely to watch an NPC match if star players are playing	○	○	○	○	○
I like watching young talent play in the NPC competition	○	○	○	○	○
I believe that three points for a drop goal is too great a reward	○	○	○	○	○
I believe that the value of a try in Rugby should be increased	○	○	○	○	○
I believe that the value of a penalty kick in Rugby should be decreased	○	○	○	○	○
I believe that penalty shots at goal should only be allowed inside the opposition 30 metre mark	○	○	○	○	○
I believe that the ELV's have brought down the number of penalty shots at goal in Rugby Union	○	○	○	○	○
I believe the ELV's have increased the amount of running in Rugby today	○	○	○	○	○
I believe the ELV's have decreased the amount of kicking in Rugby today	○	○	○	○	○

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Rugby League

Please click the circle that indicates how strongly you Agree or Disagree with these statements

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I believe video refereeing has helped the game of League	○	○	○	○	○
Even with every camera angle, video referees consistently make bad decisions	○	○	○	○	○
I believe because of the introduction of the video referee, League has too many stoppages	○	○	○	○	○
I believe having two on-field referees has sped up the game of League in the NRL	○	○	○	○	○
Because Rugby League in the NRL is now a faster game I find it more entertaining	○	○	○	○	○
League is more exciting for spectators today than ever before	○	○	○	○	○
I believe that without a salary cap rich teams/clubs would become filled with many of the best players	○	○	○	○	○
I believe that NRL Clubs should be able to pay what they want to keep their star players	○	○	○	○	○
I believe that salary caps are bad for League's NRL	○	○	○	○	○
I believe chasing money by switching codes is NOT good for the game	○	○	○	○	○
I believe professional players deserve all the money they can get, even if it means switching codes	○	○	○	○	○

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Netball

Please click the circle that indicates how strongly you Agree or Disagree with these statements

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I believe that physical contact in Netball increases its entertainment value	○	○	○	○	○
Netball is more exciting for spectators today than ever before	○	○	○	○	○
I believe that Netball today is faster than ever before	○	○	○	○	○
I believe that Netball should introduce 2 point goals, shot from behind the shooters' semi-circle	○	○	○	○	○
2 point goals would make me want to watch more Netball than I do at the moment	○	○	○	○	○
I believe that Netball should introduce a "power play" where goals are doubled in value for a chosen quarter	○	○	○	○	○
I believe that power plays would increase Netball's entertainment value	○	○	○	○	○

There has been talk in the media about introducing rolling substitutes in Netball. This would mean that teams could make substitutions at any point in the game without having to have a stoppage in play.

Please click the circle that indicates how strongly you Agree or Disagree with these statements

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I believe that if Netball introduced rolling substitutes it would increase Netball's entertainment value	○	○	○	○	○
I believe that rolling substitutes would speed up the game of Netball	○	○	○	○	○
I believe that physical contact makes Netball more exciting to watch	○	○	○	○	○

I believe that the ANZ Netball Championship should allow more international star players to play	○	○	○	○	○
I believe that the ANZ Netball Championship should nurture young local talent	○	○	○	○	○
I believe that the ANZ Netball Championship doesn't get enough television coverage	○	○	○	○	○

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Te Whare Wānanga o Waikato

Soccer (Football)

Please click the circle that indicates how strongly you Agree or Disagree with these statements

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I believe that there isn't enough televised local Soccer on TV	○	○	○	○	○
I believe that there should be more Soccer on TV	○	○	○	○	○
I believe I would watch a New Zealand Soccer weekly grassroots highlight show on TV if there was one	○	○	○	○	○
I believe Soccer needs to use technology in order to help its officials	○	○	○	○	○
I believe that the introduction of technology would help Soccer attract more spectators	○	○	○	○	○
I like how Soccer hasn't changed all that much since its beginning	○	○	○	○	○

Soccer is more exciting for spectators today than ever before	○	○	○	○	○

If Soccer introduced rolling substitutes it would mean that teams could make substitutions at any point in the game without having to have a stoppage in play, and it would also mean that a team could make as many substitutions as they liked.

Please click the circle that indicates how strongly you Agree or Disagree with these statements

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I would like to see rolling substitutes introduced in Soccer	○	○	○	○	○
I believe rolling substitutes would increase Soccer's entertainment value	○	○	○	○	○
I believe that Soccer should be a 10 man game	○	○	○	○	○
I believe if Soccer was a 10 man game it would be more exciting	○	○	○	○	○
I would like to see the goals increase in size so it was easier for goals to be scored	○	○	○	○	○
I believe that Soccer would attract more spectators if the goals were bigger	○	○	○	○	○

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Cricket

Please click the circle that indicates how strongly you Agree or Disagree with these statements

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I believe I understand the Twenty20 cricket format well	○	○	○	○	○
I can't stand watching any other form of cricket except for Twenty20	○	○	○	○	○
I would watch more Indian Premier League cricket if it was screened at better times on TV	○	○	○	○	○
I believe the Indian Premier League is all about money	○	○	○	○	○
I believe that the Indian Premier League is more exciting than the Twenty20 cricket played in NZ	○	○	○	○	○
Cricket is more exciting for spectators today than ever before	○	○	○	○	○
I believe I don't watch as much cricket as I used to because it is boring	○	○	○	○	○
I believe there is too much cricket on TV during the season	○	○	○	○	○
I was aware that professional matches of beach cricket were played in Australia during the past 3 summers	○	○	○	○	○
I liked the beach cricket format that was played in Australia and screened on SKY TV	○	○	○	○	○
I would really enjoy going and watching beach cricket in New Zealand this summer if it was on	○	○	○	○	○
I am completely put off watching cricket after the recent match fixing scandals	○	○	○	○	○
I believe that cricket has always been a corrupt professional sport	○	○	○	○	○

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The Questions in this section refer to Professional Sport as a whole in New Zealand

Which Sport do you think doesn't get enough air time on TV?

Which Sport do you think gets far too much air time on TV?

Which Sport would you like to see more of on New Zealand Free to air TV? (e.g. Channels 1, 2, 3 and C4)

Which sport would you like to see a lot more of on SKY TV?

New Changes to Professional Sport in New Zealand

Please click the circle that indicates how strongly you Agree or Disagree with these statements

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I believe that a high school draft system like that used in the U.S.A would be a welcome addition for any sporting codes in New Zealand	○	○	○	○	○
I believe a North Island vs South Island series (like the Australian State of Origin) would work really well in New Zealand in conjunction with domestic competitions	○	○	○	○	○

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Age

- 19 Years and under
- 20-24 years
- 25-39 years
- 40-59 years
- 60 years and above

Gender

- Male
- Female

Employment Status

Which of these options best describes your current occupation/employment status?

- Works Part-time
- Works Full-time
- Student
- Retired
- Not employed

Annual Income

- Under $20,000
- $20,000 – $39,999
- $40,000 – $59,000
- $60,000 – $79,999
- $80,000 and Over

During the season, how many hours per week are you involved in Rugby Union, Rugby League, Netball, Soccer and/or Cricket? As either a fan, player, administrator, or official at any level.

(Involvement could be anything from watching on TV, going to live matches, following on the internet, playing or participating in)

	Less than one hour	1-2 hours	3-4 hours	5-6 hours	6-9 hours	10 hours or more
Rugby Union	○	○	○	○	○	○
Rugby League	○	○	○	○	○	○
Netball	○	○	○	○	○	○
Soccer	○	○	○	○	○	○
Cricket	○	○	○	○	○	○

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Te Whare Wānanga o Waikato

We thank you for your time spent taking this survey.
Your response has been recorded.

APPENDIX 4: Validity Results

Cronbach's Coefficient Alpha for Each Code

Sporting Code	Cronbach's Coefficient Alpha	Mean	Variance	Standard Deviation	Number of Items
Rugby Union	.610	49.68	7.140	6.256	14
Rugby League	.731	35.89	8.097	2.846	11
Netball	.894	37.59	8.917	3.156	13
Soccer/Association Football	.744	52.88	9.234	9.861	13
Cricket	.792	42.70	8.288	4.392	13

APPENDIX 5: Construct Reliability Correlations

Rugby Union Scale Construct Correlations

Correlations

		RU_ Understand_ Rugby_Rules	RU_ELVs_ Good	RU_more_ exciting_ than_ever	RU_Rugby_ attacking_ focused	RU_ Promotion_ Relegation_ positive	RU_NPC_ Star_Players	RU_NPC_ Young_talent	RU_Three_ points_too_ much	RU_Value_ of_try_ increased	RU_Value_ penalty_ decreased	RU_Penalty_ shots_thirty_ metre_mark	RU_ELVs_ reduced_ penalty_shots	RU_Rugby_ ELVs_ Increased_ running	RU_ELVs_ decreased_ kicking
RU_Understand_Rugby_ Rules	Pearson Correlation	1	-.626**	-.523**	-.562**	-.585**	-.440**	-.510**	-.447**	.584**	.582**	.489**	-.741**	-.477**	-.678**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166	166
RU_ELVs_Good	Pearson Correlation	-.626**	1	.738**	.730**	.617**	.572**	.656**	.587**	-.554**	-.550**	-.569**	.781**	.762**	.779**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166	166
RU_more_exciting_than_ ever	Pearson Correlation	-.523**	.738**	1	.819**	.615**	.546**	.560**	.508**	-.598**	-.425**	-.531**	.700**	.799**	.713**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166	166
RU_Rugby_attacking_ focused	Pearson Correlation	-.562**	.730**	.819**	1	.645**	.550**	.582**	.558**	-.587**	-.456**	-.519**	.747**	.823**	.731**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166	166
RU_Promotion_ Relegation_positive	Pearson Correlation	-.585**	.617**	.615**	.645**	1	.629**	.614**	.568**	-.387**	-.482**	-.548**	.679**	.607**	.558**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166	166
RU_NPC_Star_Players	Pearson Correlation	-.440**	.572**	.546**	.550**	.629**	1	.521**	.435**	-.429**	-.441**	-.649**	.528**	.540**	.581**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166	166
RU_NPC_Young_talent	Pearson Correlation	-.510**	.656**	.560**	.582**	.614**	.521**	1	.512**	-.393**	-.336**	-.416**	.605**	.657**	.595**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166	166
RU_Three_points_too_ much	Pearson Correlation	-.447**	.587**	.508**	.558**	.568**	.435**	.512**	1	-.247**	-.214**	-.444**	.577**	.593**	.591**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.001	.006	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166	166
RU_Value_of_try_ increased	Pearson Correlation	.584**	-.554**	-.598**	-.587**	-.387**	-.429**	-.393**	-.247**	1	.687**	.655**	-.586**	-.625**	-.664**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.001		.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166	166
RU_Value_penalty_ decreased	Pearson Correlation	.582**	-.550**	-.425**	-.456**	-.482**	-.441**	-.336**	-.214**	.687**	1	.691**	-.588**	-.441**	-.593**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.006	.000		.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166	166
RU_Penalty_shots_thirty_ metre_mark	Pearson Correlation	.489**	-.569**	-.531**	-.519**	-.548**	-.649**	-.416**	-.444**	.655**	.691**	1	-.561**	-.507**	-.558**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166	166
RU_ELVs_reduced_ penalty_shots	Pearson Correlation	-.741**	.781**	.700**	.747**	.679**	.528**	.605**	.577**	-.586**	-.588**	-.561**	1	.742**	.784**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166	166
RU_Rugby_ELVs_ Increased_running	Pearson Correlation	-.477**	.762**	.799**	.823**	.607**	.540**	.657**	.593**	-.625**	-.441**	-.507**	.742**	1	.808**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166	166
RU_ELVs_decreased_ kicking	Pearson Correlation	-.678**	.779**	.713**	.731**	.558**	.581**	.595**	.591**	-.664**	-.593**	-.558**	.784**	.808**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	166	166	166	166	166	166	166	166	166	166	166	166	166	166

**. Correlation is significant at the 0.01 level (2-tailed).

Rugby League Scale Construct Correlations

Correlations

		RL_video_ref_helped_game	RL_video_ref_always_bad_decisions	RL_video_ref_means_too_many_stops	RL_two_refs_sped_up_nrl	RL_faster_means_more_entertaining	RL_more_exciting_than_ever	RL_without_salary_cap_teams_have_best_players	RL_clubs_pay_what_they_want_stars	RL_salary_caps_are_bad	RL_chasing_money_not_good	RL_pro_players_deserve_all_the_money
RL_video_ref_helped_game	Pearson Correlation	1	-.645**	-.695**	.573**	.555**	.615**	.488**	-.545**	-.508**	.534**	-.593**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166
RL_video_ref_always_bad_decisions	Pearson Correlation	-.645**	1	.773**	-.614**	-.530**	-.553**	-.451**	.687**	.647**	-.623**	.729**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166
RL_video_ref_means_too_many_stops	Pearson Correlation	-.695**	.773**	1	-.552**	-.524**	-.568**	-.480**	.654**	.536**	-.599**	.713**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166
RL_two_refs_sped_up_nrl	Pearson Correlation	.573**	-.614**	-.552**	1	.722**	.730**	.547**	-.580**	-.536**	.601**	-.617**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166
RL_faster_means_more_entertaining	Pearson Correlation	.555**	-.530**	-.524**	.722**	1	.796**	.441**	-.490**	-.519**	.506**	-.547**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166
RL_more_exciting_than_ever	Pearson Correlation	.615**	-.553**	-.568**	.730**	.796**	1	.451**	-.525**	-.536**	.616**	-.599**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166
RL_without_salary_cap_teams_have_best_players	Pearson Correlation	.488**	-.451**	-.480**	.547**	.441**	.451**	1	-.583**	-.573**	.376**	-.425**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166
RL_clubs_pay_what_they_want_stars	Pearson Correlation	-.545**	.687**	.654**	-.580**	-.490**	-.525**	-.583**	1	.714**	-.617**	.688**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166
RL_salary_caps_are_bad	Pearson Correlation	-.508**	.647**	.536**	-.536**	-.519**	-.536**	-.573**	.714**	1	-.432**	.535**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166
RL_chasing_money_not_good	Pearson Correlation	.534**	-.623**	-.599**	.601**	.506**	.616**	.376**	-.617**	-.432**	1	-.857**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	166	166	166	166	166	166	166	166	166	166	166
RL_pro_players_deserve_all_the_money	Pearson Correlation	-.593**	.729**	.713**	-.617**	-.547**	-.599**	-.425**	.688**	.535**	-.857**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	166	166	166	166	166	166	166	166	166	166	166

**. Correlation is significant at the 0.01 level (2-tailed).

Netball Scale Construct Correlations

Correlations

		N_physical_ contact_ increase_ entertainment	N_more_ exciting_ than_ever	N_faster_ than_ever	N_introduce_ two_point_ goals	N_two_point_ goals_watch_ more	N_introduce_ power_play	N_power_ play_increase _entertainme nt	N_rolling_ subs_ increase_ entertainment	N_rolling_ subs_speed_ up_game	N_physical_ contact_ more_exciting	N_anz_ championshi p_allow_ more_stars	N_anz_ championshi p_nuture_ young_talent	N_anz_ championshi p_not_ enough_ tvcoverage
N_physical_contact_ increase_entertainment	Pearson Correlation	1	.616**	.567**	.613**	.671**	.663**	.635**	.610**	.597**	.925**	.732**	.246**	-.621**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
N_more_exciting_than_ ever	Pearson Correlation	.616**	1	.825**	.502**	.601**	.585**	.595**	.616**	.635**	.712**	.705**	.389**	-.535**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
N_faster_than_ever	Pearson Correlation	.567**	.825**	1	.482**	.591**	.515**	.545**	.575**	.642**	.673**	.608**	.480**	-.461**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
N_introduce_two_point_ goals	Pearson Correlation	.613**	.502**	.482**	1	.906**	.751**	.734**	.657**	.604**	.617**	.590**	.256**	-.582**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.001	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
N_two_point_goals_ watch_more	Pearson Correlation	.671**	.601**	.591**	.906**	1	.787**	.785**	.715**	.699**	.691**	.641**	.304**	-.611**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
N_introduce_power_play	Pearson Correlation	.663**	.585**	.515**	.751**	.787**	1	.912**	.748**	.699**	.685**	.651**	.281**	-.681**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
N_power_play_increase_ entertainment	Pearson Correlation	.635**	.595**	.545**	.734**	.785**	.912**	1	.768**	.717**	.699**	.652**	.337**	-.585**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
N_rolling_subs_ increase_entertainment	Pearson Correlation	.610**	.616**	.575**	.657**	.715**	.748**	.768**	1	.810**	.641**	.673**	.374**	-.627**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
N_rolling_subs_speed_ up_game	Pearson Correlation	.597**	.635**	.642**	.604**	.699**	.699**	.717**	.810**	1	.648**	.624**	.419**	-.602**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
N_physical_contact_ more_exciting	Pearson Correlation	.925**	.712**	.673**	.617**	.691**	.685**	.699**	.641**	.648**	1	.729**	.356**	-.619**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
N_anz_championship_ allow_more_stars	Pearson Correlation	.732**	.705**	.608**	.590**	.641**	.651**	.652**	.673**	.624**	.729**	1	.376**	-.549**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
N_anz_championship_ nuture_young_talent	Pearson Correlation	.246**	.389**	.480**	.256**	.304**	.281**	.337**	.374**	.419**	.356**	.376**	1	-.367**
	Sig. (2-tailed)	.001	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000		.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
N_anz_championship_ not_enough_tvcoverage	Pearson Correlation	-.621**	-.535**	-.461**	-.582**	-.611**	-.681**	-.585**	-.627**	-.602**	-.619**	-.549**	-.367**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	166	166	166	166	166	166	166	166	166	166	166	166	166

**. Correlation is significant at the 0.01 level (2-tailed).

Soccer/Association Football Scale Construct Correlations

Correlations

		S_not_enough_local_soccer_on_tv	S_should_be_more_on_tv	S_would_watch_grassroots_highlight_show	S_needs_technology	S_technology_attracts_more_spectators	S_I_like_traditionalism	S_more_exciting_than_ever	S_like_intro_rolling_subs	S_rolling_subs_increase_entertainment	S_should_be_ten_man_game	S_ten_man_game_more_exciting	S_like_to_see_goal_size_increase	S_attract_more_spectators_if_bigger_goals
S_not_enough_local_soccer_on_tv	Pearson Correlation	1	.904**	.834**	.450**	-.600**	.691**	.738**	-.501**	-.432**	-.675**	-.685**	.542**	.529**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
S_should_be_more_on_tv	Pearson Correlation	.904**	1	.861**	.420**	-.614**	.707**	.768**	-.516**	-.450**	-.688**	-.688**	.515**	.511**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
S_would_watch_grassroots_highlight_show	Pearson Correlation	.834**	.861**	1	.432**	-.670**	.707**	.677**	-.634**	-.569**	-.745**	-.752**	.599**	.598**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
S_needs_technology	Pearson Correlation	.450**	.420**	.432**	1	-.353**	.361**	.421**	-.468**	-.422**	-.472**	-.456**	.586**	.582**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
S_technology_attracts_more_spectators	Pearson Correlation	-.600**	-.614**	-.670**	-.353**	1	-.665**	-.726**	.717**	.752**	.704**	.723**	-.760**	-.723**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
S_I_like_traditionalism	Pearson Correlation	.691**	.707**	.707**	.361**	-.665**	1	.689**	-.570**	-.512**	-.629**	-.644**	.576**	.541**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
S_more_exciting_than_ever	Pearson Correlation	.738**	.768**	.677**	.421**	-.726**	.689**	1	-.593**	-.543**	-.704**	-.654**	.549**	.539**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
S_like_intro_rolling_subs	Pearson Correlation	-.501**	-.516**	-.634**	-.468**	.717**	-.570**	-.593**	1	.898**	.667**	.634**	-.665**	-.627**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
S_rolling_subs_increase_entertainment	Pearson Correlation	-.432**	-.450**	-.569**	-.422**	.752**	-.512**	-.543**	.898**	1	.617**	.623**	-.652**	-.594**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
S_should_be_ten_man_game	Pearson Correlation	-.675**	-.688**	-.745**	-.472**	.704**	-.629**	-.704**	.667**	.617**	1	.932**	-.554**	-.570**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
S_ten_man_game_more_exciting	Pearson Correlation	-.685**	-.688**	-.752**	-.456**	.723**	-.644**	-.654**	.634**	.623**	.932**	1	-.584**	-.591**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
S_like_to_see_goal_size_increase	Pearson Correlation	.542**	.515**	.599**	.586**	-.760**	.576**	.549**	-.665**	-.652**	-.554**	-.584**	1	.925**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
S_attract_more_spectators_if_bigger_goals	Pearson Correlation	.529**	.511**	.598**	.582**	-.723**	.541**	.539**	-.627**	-.594**	-.570**	-.591**	.925**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	166	166	166	166	166	166	166	166	166	166	166	166	166

**. Correlation is significant at the 0.01 level (2-tailed).

Cricket Scale Construct Correlations

Correlations

		C_understand_twenty_twenty	C_cant_stand_any_other_form	C_IPL_watch_more_if_at_better_times	C_IPL_is_all_about_money	C_IPL_more_exciting_than_nz_twenty_twenty	C_more_exciting_than_ever	C_dont_watch_because_boring	C_too_much_cricket_on_tv	C_aware_of_beach_cricket	C_liked_beach_cricket_format	C_would_enjoy_going_to_beach_cricket	C_put_off_because_of_match_fixing	C_always_corrupt_pro_sport
C_understand_twenty_twenty	Pearson Correlation	1	.477**	.768**	.569**	.641**	.794**	-.654**	-.127	.697**	.763**	.688**	-.773**	.394**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.104	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
C_cant_stand_any_other_form	Pearson Correlation	.477**	1	.613**	.561**	.656**	.575**	-.377**	.391**	.461**	.563**	.552**	-.478**	.673**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
C_IPL_watch_more_if_at_better_times	Pearson Correlation	.768**	.613**	1	.595**	.755**	.773**	-.716**	.061	.685**	.780**	.716**	-.731**	.511**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.435	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
C_IPL_is_all_about_money	Pearson Correlation	.569**	.561**	.595**	1	.500**	.647**	-.665**	.043	.525**	.491**	.463**	-.555**	.464**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.578	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
C_IPL_more_exciting_than_nz_twenty_twenty	Pearson Correlation	.641**	.656**	.755**	.500**	1	.680**	-.587**	.326**	.619**	.681**	.608**	-.671**	.673**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
C_more_exciting_than_ever	Pearson Correlation	.794**	.575**	.773**	.647**	.680**	1	-.693**	-.018	.617**	.733**	.769**	-.702**	.457**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.813	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
C_dont_watch_because_boring	Pearson Correlation	-.654**	-.377**	-.716**	-.665**	-.587**	-.693**	1	.141	-.637**	-.635**	-.561**	.707**	-.432**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.070	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
C_too_much_cricket_on_tv	Pearson Correlation	-.127	.391**	.061	.043	.326**	-.018	.141	1	-.050	.047	.056	-.015	.439**
	Sig. (2-tailed)	.104	.000	.435	.578	.000	.813	.070		.524	.550	.475	.848	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
C_aware_of_beach_cricket	Pearson Correlation	.697**	.461**	.685**	.525**	.619**	.617**	-.637**	-.050	1	.848**	.604**	-.683**	.425**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.524		.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
C_liked_beach_cricket_format	Pearson Correlation	.763**	.563**	.780**	.491**	.681**	.733**	-.635**	.047	.848**	1	.823**	-.751**	.475**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.550	.000		.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
C_would_enjoy_going_to_beach_cricket	Pearson Correlation	.688**	.552**	.716**	.463**	.608**	.769**	-.561**	.056	.604**	.823**	1	-.682**	.416**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.475	.000	.000		.000	.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
C_put_off_because_of_match_fixing	Pearson Correlation	-.773**	-.478**	-.731**	-.555**	-.671**	-.702**	.707**	-.015	-.683**	-.751**	-.682**	1	-.400**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.848	.000	.000	.000		.000
	N	166	166	166	166	166	166	166	166	166	166	166	166	166
C_always_corrupt_pro_sport	Pearson Correlation	.394**	.673**	.511**	.464**	.673**	.457**	-.432**	.439**	.425**	.475**	.416**	-.400**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	166	166	166	166	166	166	166	166	166	166	166	166	166

**. Correlation is significant at the 0.01 level (2-tailed).

APPENDIX 6: Survey Advertisement

Professional sport and its product innovations:

How do the fans/consumers feel about the changes?

Take part and fill out my Questionnaire and be a part of influencing our sports management body's decisions.

Go to: www.professionalsportsurvey.co.nz to complete the survey

Thanks very much for participating!

APPENDIX 7: Participant Consent Form

This research is essentially about how you (the fans) feel about your favourite professional sporting codes whether Rugby Union, Rugby League, Cricket, Football/Soccer and/or Netball. Its purpose is to find out what you (the fans) like; dislike and what you think could improve these codes today.

This research is being conducted by Chris Musgrave as a requirement of his Masters in Management Studies in marketing degree at The University of Waikato. Chris's research is being supervised by Ron Garland who is an associate professor in Marketing at the University of Waikato. Both Chris and Ron can be contacted about any issues you may have about participating in this research. Chris can be contacted at crm23@students.waikato.ac.nz, and Ron can be contacted at rgarland@waikato.ac.nz.

The in depth interview has been designed to be open and free flowing. Current controversies in sport will be covered along with any thoughts, ideas and perceptions of things you, as a fan, like, dislike and things you would like to see change. The purpose of this interview is to help develop specific areas of interest or concern regarding sport today. The interview is flexible but will not go for any longer than one hour.

By participating in an in depth interview you are giving your consent for your answers to be used as a part of this study. No names, signatures, e-mail addresses, street addresses, contact phone numbers or anything of the like will be taken from you at any stage throughout this process in order to keep every participant 100% anonymous. Therefore, please feel free to answer open and honestly as your answers will never be able to be identified as coming from you.

Only, Chris, and his supervisor Ron (Contact details above) will see the results and data from the interviews and the questionnaires. Each and every questionnaire and interview taping will be destroyed once this study has reached its completion date in March 2011.

If you decide to opt out after participation you can simply e-mail Chris saying you wish to opt out. Then Chris will take the correct measures to destroy the copy of the interview that you participated in and the initial opt out e-mail instantly.

If you, as a participant wish to receive any further information regarding this study then please feel free to e-mail Chris.

Thank you very much for being a part of Chris's study and taking the time in an attempt to improve our sporting codes for the fans.

Participants Consent Signature:

APPENDIX 8: Survey Analysis – Independent Sample T-Test Results

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
RU_ELVs_Good	Male	129	4.43	.899	.079
	Female	37	3.14	.787	.129

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
RU_ELVs_Good	Equal variances assumed	4.568	.034	7.903	164	.000	1.291	.163	.969	1.614
	Equal variances not assumed			8.508	65.406	.000	1.291	.152	.988	1.594

Group Statistics

	Rugby_union_High_and_low	N	Mean	Std. Deviation	Std. Error Mean
RU_ELVs_Good	Low Involvement	74	3.54	1.049	.122
	High Involvement	92	4.62	.709	.074

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
RU_ELVs_Good	Equal variances assumed	23.034	.000	-7.882	164	.000	-1.079	.137	-1.349	-.809
	Equal variances not assumed			-7.567	123.082	.000	-1.079	.143	-1.361	-.797

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
RU_Rugby_ELVs_Increased_running	Male	129	4.55	.819	.072
	Female	37	3.46	.869	.143

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
RU_Rugby_ELVs_ Increased_running	Equal variances assumed	.710	.401	7.044	164	.000	1.091	.155	.785	1.397
	Equal variances not assumed			6.816	55.677	.000	1.091	.160	.770	1.412

Group Statistics

	Rugby_union_High_and_ low	N	Mean	Std. Deviation	Std. Error Mean
RU_ELVs_decreased_ kicking	Low Involvement	74	3.39	1.203	.140
	High Involvement	92	4.49	.896	.093

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
RU_ELVs_decreased_ kicking	Equal variances assumed	8.339	.004	-6.733	164	.000	-1.097	.163	-1.419	-.775
	Equal variances not assumed			-6.526	131.616	.000	-1.097	.168	-1.430	-.765

Group Statistics

	Rugby_union_High_and_ low	N	Mean	Std. Deviation	Std. Error Mean
RU_Promotion_ Relegation_positive	Low Involvement	74	3.88	1.085	.126
	High Involvement	92	4.57	.905	.094

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
RU_Promotion_ Relegation_positive	Equal variances assumed	5.539	.020	-4.446	164	.000	-.687	.154	-.992	-.382
	Equal variances not assumed			-4.360	141.976	.000	-.687	.158	-.998	-.375

Group Statistics

	Rugby_union_High_and_low	N	Mean	Std. Deviation	Std. Error Mean
RU_NPC_Star_Players	Low Involvement	74	4.07	1.051	.122
	High Involvement	92	4.66	.788	.082

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
RU_NPC_Star_Players	Equal variances assumed	9.558	.002	-4.169	164	.000	-.595	.143	-.878	-.313
	Equal variances not assumed			-4.044	132.274	.000	-.595	.147	-.887	-.304

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
RU_NPC_Young_talent	Male	129	4.59	.746	.066
	Female	37	3.68	1.002	.165

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
RU_NPC_Young_talent	Equal variances assumed	1.818	.179	6.055	164	.000	.913	.151	.616	1.211
	Equal variances not assumed			5.153	48.026	.000	.913	.177	.557	1.270

Group Statistics

	Rugby_union_High_and_low	N	Mean	Std. Deviation	Std. Error Mean
RU_Three_points_too_much	Low Involvement	74	3.78	1.347	.157
	High Involvement	92	4.70	.781	.081

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
RU_Three_points_too_much	Equal variances assumed	37.191	.000	-5.454	164	.000	-.912	.167	-1.242	-.582
	Equal variances not assumed			-5.166	111.248	.000	-.912	.177	-1.262	-.562

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
RU_Value_of_try_ increased	Male	129	1.54	1.000	.088
	Female	37	2.11	.966	.159

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
RU_Value_of_try_ increased	Equal variances assumed	1.240	.267	-3.055	164	.003	-.565	.185	-.931	-.200
	Equal variances not assumed			-3.115	59.961	.003	-.565	.182	-.929	-.202

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
RU_Understand_Rugby_ Rules	Male	129	2.05	1.602	.141
	Female	37	2.84	1.280	.211

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
RU_Understand_Rugby_ Rules	Equal variances assumed	5.908	.016	-2.733	164	.007	-.784	.287	-1.350	-.217
	Equal variances not assumed			-3.092	71.538	.003	-.784	.253	-1.289	-.278

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
RL_video_ref_helped_ game	Male	129	4.61	.665	.059
	Female	37	4.00	.913	.150

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
RL_video_ref_helped_ game	Equal variances assumed	1.645	.201	4.518	164	.000	.612	.136	.345	.880
	Equal variances not assumed			3.802	47.487	.000	.612	.161	.288	.936

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
RL_video_ref_means_too_many_stops	Male	129	1.74	1.194	.105
	Female	37	2.70	1.077	.177

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
RL_video_ref_means_too_many_stops	Equal variances assumed	.362	.548	-4.395	164	.000	-.959	.218	-1.389	-.528
	Equal variances not assumed			-4.656	63.663	.000	-.959	.206	-1.370	-.547

Group Statistics

	Rugby_league_High_and_low	N	Mean	Std. Deviation	Std. Error Mean
RL_video_ref_means_too_many_stops	Low Involvement	101	2.11	1.272	.127
	High Involvement	65	1.72	1.139	.141

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
RL_video_ref_means_too_many_stops	Equal variances assumed	1.328	.251	1.986	164	.049	.386	.194	.002	.769
	Equal variances not assumed			2.034	147.262	.044	.386	.190	.011	.761

Group Statistics

	Rugby_league_High_and_low	N	Mean	Std. Deviation	Std. Error Mean
RL_two_refs_sped_up_nrl	Low Involvement	101	4.16	.956	.095
	High Involvement	65	4.63	.651	.081

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
RL_two_refs_sped_up_nrl	Equal variances assumed	13.770	.000	-3.493	164	.001	-.472	.135	-.739	-.205
	Equal variances not assumed			-3.784	163.443	.000	-.472	.125	-.719	-.226

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
RL_salary_caps_are_bad	Male	129	1.43	.909	.080
	Female	37	2.49	1.193	.196

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
RL_salary_caps_are_bad	Equal variances assumed	9.617	.002	-5.769	164	.000	-1.052	.182	-1.413	-.692
	Equal variances not assumed			-4.968	48.598	.000	-1.052	.212	-1.478	-.627

Group Statistics

	Rugby_league_High_and_low	N	Mean	Std. Deviation	Std. Error Mean
RL_salary_caps_are_bad	Low Involvement	101	1.86	1.217	.121
	High Involvement	65	1.37	.698	.087

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
RL_salary_caps_are_bad	Equal variances assumed	19.112	.000	2.961	164	.004	.492	.166	.164	.820
	Equal variances not assumed			3.307	162.141	.001	.492	.149	.198	.786

Group Statistics

	Rugby_league_High_and_low	N	Mean	Std. Deviation	Std. Error Mean
RL_faster_means_more_entertaining	Low Involvement	101	4.26	.945	.094
	High Involvement	65	4.75	.531	.066

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
RL_faster_means_more_entertaining	Equal variances assumed	20.313	.000	-3.858	164	.000	-.496	.129	-.750	-.242
	Equal variances not assumed			-4.323	161.481	.000	-.496	.115	-.723	-.270

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
RL_faster_means_ more_entertaining	Male	129	4.65	.681	.060
	Female	37	3.76	.983	.162

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
RL_faster_means_ more_entertaining	Equal variances assumed	7.469	.007	6.331	164	.000	.894	.141	.615	1.173
	Equal variances not assumed			5.188	46.328	.000	.894	.172	.547	1.241

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
N_physical_contact_ increase_entertainment	Male	129	4.59	.797	.070
	Female	37	3.43	1.168	.192

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
N_physical_contact_ increase_entertainment	Equal variances assumed	19.718	.000	6.958	164	.000	1.157	.166	.828	1.485
	Equal variances not assumed			5.660	46.023	.000	1.157	.204	.745	1.568

Group Statistics

	Netball_high_and_low	N	Mean	Std. Deviation	Std. Error Mean
N_physical_contact_ increase_entertainment	Low Involvement	158	4.35	1.010	.080
	High Involvement	8	3.88	.991	.350

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
N_physical_contact_ increase_entertainment	Equal variances assumed	.216	.643	1.311	164	.192	.479	.366	-.243	1.202
	Equal variances not assumed			1.334	7.755	.220	.479	.359	-.354	1.313

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
N_faster_than_ever	Male	129	4.58	.736	.065
	Female	37	4.24	.597	.098

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
N_faster_than_ever	Equal variances assumed	1.173	.280	2.561	164	.011	.338	.132	.077	.599
	Equal variances not assumed			2.876	70.548	.005	.338	.118	.104	.573

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
N_anz_championship_ allow_more_stars	Male	129	4.47	.928	.082
	Female	37	3.57	1.119	.184

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
N_anz_championship_ allow_more_stars	Equal variances assumed	3.360	.069	4.990	164	.000	.905	.181	.547	1.264
	Equal variances not assumed			4.498	51.033	.000	.905	.201	.501	1.309

Group Statistics

	Netball_high_and_low	N	Mean	Std. Deviation	Std. Error Mean
N_anz_championship_ allow_more_stars	Low Involvement	158	4.27	1.063	.085
	High Involvement	8	4.25	.463	.164

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
N_anz_championship_ allow_more_stars	Equal variances assumed	4.348	.039	.059	164	.953	.022	.378	-.725	.769
	Equal variances not assumed			.120	11.199	.906	.022	.184	-.382	.427

Group Statistics

	Netball_high_and_low	N	Mean	Std. Deviation	Std. Error Mean
N_anz_championship_ nuture_young_talent	Low Involvement	158	4.48	.711	.057
	High Involvement	8	4.25	.707	.250

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
N_anz_championship_ nuture_young_talent	Equal variances assumed	.011	.916	.896	164	.371	.231	.258	-.278	.740
	Equal variances not assumed			.901	7.735	.395	.231	.256	-.364	.826

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
N_anz_championship_ nuture_young_talent	Male	129	4.53	.697	.061
	Female	37	4.27	.732	.120

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
N_anz_championship_ nuture_young_talent	Equal variances assumed	.197	.658	1.954	164	.052	.257	.131	-.003	.516
	Equal variances not assumed			1.901	56.073	.062	.257	.135	-.014	.527

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
S_needs_technology	Male	129	4.62	.783	.069
	Female	37	3.89	.966	.159

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
S_needs_technology	Equal variances assumed	.627	.429	4.726	164	.000	.728	.154	.424	1.033
	Equal variances not assumed			4.208	50.338	.000	.728	.173	.381	1.076

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
S_like_to_see_goal_ size_increase	Male	129	4.01	1.482	.130
	Female	37	2.46	1.145	.188

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
S_like_to_see_goal_ size_increase	Equal variances assumed	8.007	.005	5.869	164	.000	1.548	.264	1.027	2.069
	Equal variances not assumed			6.761	74.084	.000	1.548	.229	1.092	2.005

Group Statistics

	Soccer_High_and_low	N	Mean	Std. Deviation	Std. Error Mean
S_like_to_see_goal_ size_increase	Low Involvement	107	3.48	1.519	.147
	High Involvement	59	4.00	1.565	.204

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
S_like_to_see_goal_ size_increase	Equal variances assumed	.361	.549	-2.102	164	.037	-.523	.249	-1.015	-.032
	Equal variances not assumed			-2.084	116.723	.039	-.523	.251	-1.021	-.026

Group Statistics

	Soccer_High_and_low	N	Mean	Std. Deviation	Std. Error Mean
S_not_enough_local_ soccer_on_tv	Low Involvement	107	4.09	1.060	.102
	High Involvement	59	4.78	.494	.064

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
S_not_enough_local_ soccer_on_tv	Equal variances assumed	34.889	.000	-4.696	164	.000	-.686	.146	-.975	-.398
	Equal variances not assumed			-5.674	160.434	.000	-.686	.121	-.925	-.447

Group Statistics

	Soccer_High_and_low	N	Mean	Std. Deviation	Std. Error Mean
S_would_watch_ grassroots_highlight_sho w	Low Involvement	107	3.66	1.453	.140
	High Involvement	59	4.69	.815	.106

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
S_would_watch_ grassroots_highlight_sho w	Equal variances assumed	70.046	.000	-5.028	164	.000	-1.031	.205	-1.436	-.626
	Equal variances not assumed			-5.858	163.936	.000	-1.031	.176	-1.379	-.684

Group Statistics

	Soccer_High_and_low	N	Mean	Std. Deviation	Std. Error Mean
S_I_like_traditionalism	Low Involvement	107	4.22	.945	.091
	High Involvement	59	4.68	.706	.092

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
S_I_like_traditionalism	Equal variances assumed	14.886	.000	-3.224	164	.002	-.454	.141	-.732	-.176
	Equal variances not assumed			-3.502	149.437	.001	-.454	.130	-.710	-.198

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
C_understand_twenty_ twenty	Male	129	4.67	.639	.056
	Female	37	2.78	1.493	.245

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
C_understand_twenty_ twenty	Equal variances assumed	80.354	.000	11.275	164	.000	1.891	.168	1.560	2.222
	Equal variances not assumed			7.507	39.855	.000	1.891	.252	1.382	2.400

Group Statistics

	Cricket_High_and_low	N	Mean	Std. Deviation	Std. Error Mean
C_IPL_watch_more_if_at_better_times	Low Involvement	97	3.56	1.443	.147
	High Involvement	69	4.57	.882	.106

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
C_IPL_watch_more_if_at_better_times	Equal variances assumed	54.076	.000	-5.157	164	.000	-1.009	.196	-1.395	-.622
	Equal variances not assumed			-5.572	160.747	.000	-1.009	.181	-1.366	-.651

Group Statistics

	Cricket_High_and_low	N	Mean	Std. Deviation	Std. Error Mean
C_IPL_is_all_about_money	Low Involvement	97	4.19	.993	.101
	High Involvement	69	4.64	.685	.083

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
C_IPL_is_all_about_money	Equal variances assumed	15.134	.000	-3.267	164	.001	-.452	.138	-.725	-.179
	Equal variances not assumed			-3.470	163.876	.001	-.452	.130	-.709	-.195

Group Statistics

	Cricket_High_and_low	N	Mean	Std. Deviation	Std. Error Mean
C_aware_of_beach_cricket	Low Involvement	97	3.70	1.589	.161
	High Involvement	69	4.70	.896	.108

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
C_aware_of_beach_cricket	Equal variances assumed	69.154	.000	-4.694	164	.000	-.995	.212	-1.413	-.576
	Equal variances not assumed			-5.125	156.795	.000	-.995	.194	-1.378	-.611

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
C_aware_of_beach_ cricket	Male	129	4.60	.964	.085
	Female	37	2.43	1.519	.250

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
C_aware_of_beach_ cricket	Equal variances assumed	22.867	.000	10.455	164	.000	2.164	.207	1.756	2.573
	Equal variances not assumed			8.205	44.635	.000	2.164	.264	1.633	2.696

Group Statistics

	Cricket_High_and_low	N	Mean	Std. Deviation	Std. Error Mean
C_liked_beach_cricket_ format	Low Involvement	97	4.02	1.080	.110
	High Involvement	69	4.75	.604	.073

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
C_liked_beach_cricket_ format	Equal variances assumed	51.175	.000	-5.097	164	.000	-.733	.144	-1.017	-.449
	Equal variances not assumed			-5.571	156.325	.000	-.733	.132	-.993	-.473

Group Statistics

	Cricket_High_and_low	N	Mean	Std. Deviation	Std. Error Mean
C_would_enjoy_going_ to_beach_cricket	Low Involvement	97	4.22	1.063	.108
	High Involvement	69	4.77	.573	.069

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
C_would_enjoy_going_ to_beach_cricket	Equal variances assumed	23.455	.000	-3.923	164	.000	-.552	.141	-.829	-.274
	Equal variances not assumed			-4.308	154.094	.000	-.552	.128	-.805	-.299

Other scale items that aren't commented upon specifically in the text can be obtained from author