

Examining Consumer Behaviour towards FIFA World Cup Qatar 2022 among Soccer Fans in Nsufa, Accra, Ghana

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Abstract: *The excitement and euphoria that often comes with mega sporting event particularly the FIFA World Cup is something that leaves behind a memory. The FIFA World Cup tournaments often takes place within four weeks at a host nation and this brings with it several marketing and consumption tactics. The recent FIFA World Cup at Qatar was the first of its kind in the Middle East, and as is expected, many loyal fans would want to go to the stadium to watch their favorite match. Such a gathering often fosters the consumption of food and drinks irrespective of prices. Thus, this study aimed at examining consumer behaviour towards the FIFA World Cup Qatar 2022. The study adopted quantitative methods with closed-ended questions distributed on WhatsApp and Facebook among soccer fans in Nsufa. The study used Microsoft excel version 2016 to analyse the data. The study showed that residents in Nsufa are fan of the FIFA World Cup Qatar 2022 and would buy food and drinks even at increased prices during match days. However, a regression model indicated that, the consumption of the FIFA World Cup Qatar 2022 has no effect on sales of decoder among residents of Nsufa.*

Keywords: Consumer Behaviour, FIFA World Cup Qatar 2022, Nsufa, Soccer Fans

1. Introduction

Soccer popularly known as football in many parts of the world including Ghana, (except in the Global North where football refers to other sport) is governed by the Federal Internationale de Football Association (FIFA), which run sporting tournament for both men and women every four years since 1930 known as FIFA World Cup (Sadigursky et al., 2017). This sporting tournament is a global phenomenon where six confederations recognised by FIFA are allocated a number of slots and play qualification matches at the confederation level to justify their qualification, and finally to the host nation to compete. For instance, the ongoing FIFA World Cup Qatar 2022, the confederations; (1) Asian Football Confederation, AFC (2) Confederation of African Football, CAF, (3) Confederation of North, Central America and Caribbean Association Football, CONCACAF (4) South American Football Confederation, CONMEBOL (5) Oceania Football Confederation, OFC and (6) Union of European Football Association, UEFA present qualified nations to compete against each other for a trophy and prize money of \$ 440 million (GOAL, 2022).

It is therefore not surprising to witness the joy, excitement, euphoria, passion and enthusiasm that comes with the FIFA World Cup. During such periods, many countries most especially the qualified ones would want to generate interest, motivation and support for the national team, and thus, often receives government support in this quest to broadcast the event (De Villiers, 2022). This broadcast receives rights from FIFA and the organizing committee of the tournament to enable such services to be delivered to the rights-holder nations, and often such services increase demand as people gather at pubs, cinemas, restaurants, beer bars, car stations among other to watch the matches. It is also noted that, at local beer-bar joints, people gather to buy food, drinks, water etc., while they chill and refresh themselves and enjoy the matches being played, and this, has been recorded to often increases revenue in return (Qatar World Cup, 2022).

It is in line with this incidence that this study assessed consumer behaviour towards FIFA World Cup Qatar 2022 services in Nsufa, a community in the Greater Accra Central Municipality of Ghana to further underpin the demand theory of economics or otherwise as consumer behaviour may likely change in such sporting tournament.

2. Objectives of the Study

The study achieved the following objectives as:

1. To determine the fan base of FIFA World Cup Qatar 2022 in Nsufa
2. To examine the demand for food during FIFA World Cup Qatar 2022 matches in Nsufa
3. To examine the demand for drinks during FIFA World Cup Qatar 2022 matches in Nsufa
4. To determine the effect of consumption of the FIFA World Cup Qatar 2022 on decoder sales in Nsufa

2.1 Significance of the study

Stemming from the popularity and passion for FIFA World Cup, the study discovered residents of Nsufa consumed food and drinks and are willing to pay extra for food and drinks during FIFA World Cup tournament. The study provided an insight on decoder sales within Nsufa community and this will be useful for retailers, restaurants, and pub and beer bar operators during sporting tournaments. This research is relevant for the Greater Accra (GA) Central Municipal Assembly to leverage on the consumption of FIFA World Cup tournament and other sporting events to generate revenue.

3. Methodology

3.1 Methods

The study adopted quantitative research using survey design with closed-ended questions on google forms to collect data. The form was shared on social media platforms as WhatsApp and Facebook. The nature of this study in an attempt to gather data in a quantifiable manner from participants adopting narrow questions supports the assertion of Skinner et al. (2015) that quantitative approach to research uses statistics to conduct an inquiry in an unbiased and objective manner. This is also in line with the assertion of Watson (2015) who indicates that adopting quantitative research embraces a variety of methods in line with systematic inquiry of social phenomenon being enhanced by numerical data. Ghanaian adults of age 18 and above participated in the study representing a sample of (N=80). Data was analyzed using Microsoft excel version 2016. Sample size was determined using the Rao soft software taken into account the population of Nsufa community. Due to the online nature of data collection, individuals without smart devices and/or unavailable on social media platforms as mentioned could not participate and were excluded from the study.

4. Results and Discussion

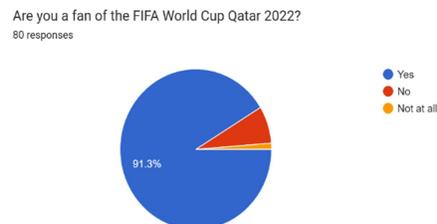


Figure 1: Fan base of the World Cup Qatar 2022

Figure 1 above shows the percentage of the sample (91.3%) indicating they are fan of the World Cup Qatar 2022 representing 73 of the sample size, with 7.5% of the sample indicating they are not a fan representing 6 of the sample (N=80) and the remaining indicating not at all. In support of study objective 1, the study affirms that residents in Nsufa community are fan of the FIFA World Cup Qatar 2022.

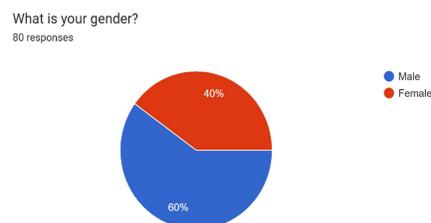


Figure 2: Gender Representation

Figure 2 above shows the representation of gender participant of the study. The research recorded 48 males representing 60% of the sample, while females were 32 representing 40% of the sample.

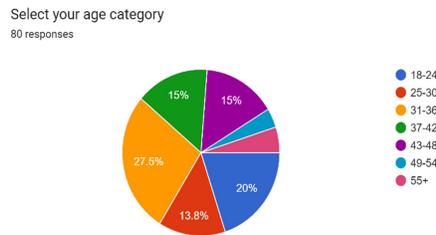


Figure 3: Age Distribution

Table 1: Age Distribution

<i>Age</i>	
Mean	3.3375
Standard Error	0.203563
Median	3
Mode	3
Standard Deviation	1.8207228
Sample Variance	3.3150316
Kurtosis	-0.804423
Skewness	0.4490464
Range	6
Minimum	1
Maximum	7
Sum	267
Count	80
Confidence Level (95.0%)	0.405182

The Figure 3 above indicates age distribution for the study, with age categories 18-24 represent 20%, 25-30 represent 13.8%, 31-36 represent 27.5%, 37-42 represents 15%, 43-48 represent 15%, 49-54 represent 3.7% and 55+ represent 5% of the sample. The mean age from Table 1 is 3 with a standard deviation at 1.8.

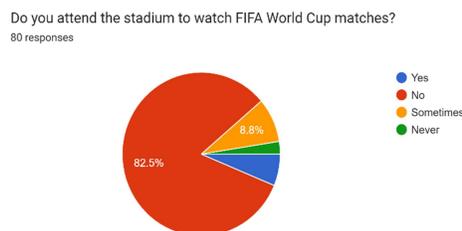


Figure 4: Stadium Attendance

Figure 4 above indicates response to stadium attendance by participants. The study showed that 82.5% of the sample did not attend stadium to watch the FIFA World Cup Qatar 2022 matches, with a representation of 6.3 % indicated their attendance at stadium to watch matches, while a representation of 8.8% sometimes attend stadium to watch matches, and the remaining percentage of 2.5 never attend stadium.

Do you prefer to watch the FIFA World Cup matches at the pub?
80 responses

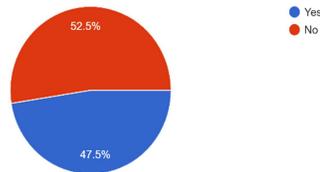


Figure 5: Watching matches at the Pub

The Figure 5 above shows the representation of participants who prefer to watch the FIFA World Cup Qatar 2022 at the pub. A percentage of 52.5 of the sample indicated they will not watch the matches at the pub, while 47.5% of the sample will watch matches at the pub.



Do you prefer to watch the FIFA World Cup matches at the restaurant?
80 responses

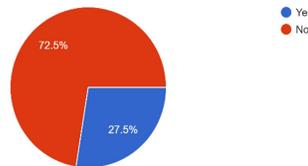


Figure 6: Watching matches at the Restaurant

Figure 6 above indicates the preference of watching the FIFA World Cup Qatar 2022 at the restaurant. A percentage of 72.5 of the sample indicated they do not prefer restaurant to watch soccer matches, while the remaining 27.5% would prefer to watch Qatar 2022 matches at the restaurant.

Do you prefer to watch the FIFA World Cup matches at the beer bar?
80 responses

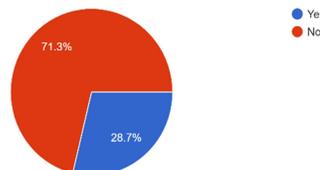


Figure 7: Watching matches in the Beer Bar

Figure 7 above indicated that 71.3% of the samples do not prefer to enjoy FIFA World Cup Qatar 2022 matches at the beer bar, while a handful of 28.7% of the sample prefer to watch Qatar 2022 matches.

Do you buy food while watching the FIFA World Cup matches either at the pub, restaurant, or beer bar?
80 responses

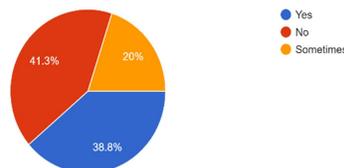


Figure 8: Demand for food during World Cup matches

Figure 8 above refers to demand for food during World Cup matches, indicating a percentage of 41.3 of the sample who will not buy food, 38.8% of the sample will buy food and 20% of the sample often buys food. This finding in reference to study objective 2 indicates that, there is moderate demand for food during FIFA World Cup matches in Nsufa community.

Do you buy drinks while watching the FIFA World Cup matches either at the pub, restaurant, or beer bar?
79 responses

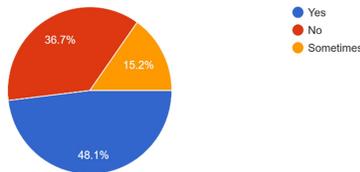


Figure 9: Demand for drinks during World Cup matches

Figure 9 shows a representation of demand for drinks during World Cup matches, indicating 48.1 % of the sample will buy drinks, 36.7% of the sample will not buy drinks, while the remaining 15.2% sometimes buy drink while watching FIFA World Cup matches. This finding supports the study objective 3, indicating that, majority of the respondents will buy drinks during World Cup matches in Nsufa community.

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Would you still buy if prices of food and drinks increase during the FIFA World Cup?
80 responses

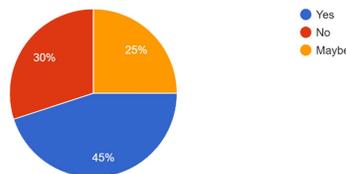


Figure 10: Increase in Prices of food and drinks

Figure 10 indicates the willingness of the respondents to buy drink and food when price increase. The study showed 45% of the sample will be willing to buy food and drink when prices increase, with 30% of the sample indicated they will not buy food and drinks at increased price and 25% of the sample indicated they may buy when price of food and drinks increase during FIFA World Cup matches. The willingness to buy is in support of study objective 2 and 3 as an indicator for demand of food and drinks during FIFA World Cup matches in Nsufa.

Are you willing to pay extra on food and drinks while watching FIFA World Cup matches at the pub, restaurant or beer bar?
80 responses

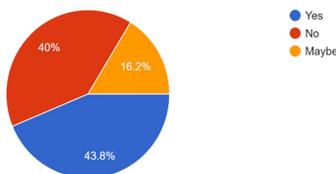


Figure 11: Willingness to pay extra

Figure 11 shows that 43.8 % of the sample will be willing to pay extra amount to buy food and drinks during FIFA World Cup matches, while 40% of the sample are not willing to pay extra for food and drinks, and the remaining 16.2% of the sample may be willing to pay extra. This finding further underpins the demand for food and drinks which also support study objective 2 and 3 as residents of Nsufa are willing to pay extra for food and drinks during FIFA World Cup matches.

Table 2: Regression Statistics on Gender and Decoder Sales

SUMMARY OUTPUT						
<i>Regression Statistics</i>						
Multiple R	0.163463					
R Square	0.02672					
Adjusted R Square	0.014242					

Standard Error	0.489466					
Observations	80					
ANOVA						
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>	
Regression	1	0.513026	0.513026	2.1413864	0.147390541	
Residual	78	18.68697	0.239577			
Total	79	19.2				
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	1.568337	0.127389	12.31145	5.725E-20	1.314725627	1.821948
Decoder to Watch World Cup	-0.12826	0.087646	-1.46335	0.1473905	0.302746218	0.046233

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Table 2 above is a regression analysis on the effect of FIFA World Cup consumption on decoder sales across gender in Nsufa community. A regression model of R^2 at 0.03 (2 d.p.) shows a weak correlation between gender respondents buying decoder and FIFA World Cup consumption. Thus, FIFA World Cup will not cause residents in Nsufa community to buy decoder to watch matches.

Table 3: Regression Statistics on Age and Decoder Sales

SUMMARY OUTPUT						
<i>Regression Statistics</i>						
Multiple R	0.271784635					
R Square	0.073866888					
Adjusted R Square	0.061993387					
Standard Error	1.763383568					
Observations	80					
ANOVA						
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>	
Regression	1	19.34481463	19.34481	6.2211546	0.01473809	
Residual	78	242.5426854	3.109522			
Total	79	261.8875				
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	2.303807615	0.458938896	5.019857	3.188E-06	1.39013046	3.2174848
Decoder to Watch World Cup	0.78757515	0.31575956	2.494224	0.0147381	0.15894616	1.4162041

Table 3 above is a regression model on the effect of FIFA World Cup consumption on decoder sales across age categories in Nsufa community. The model R^2 at 0.07 shows a weak correlation between age of respondents buying decoder and World Cup consumption. This meaning to say, FIFA World Cup Qatar 2022 would not cause residents of Nsufa to buy decoder to watch matches. However, a p-value of 0.01 indicates significance of age and buying decoder, but the effect is not strongly related. This significance may be

inferred from Figure 12 below as majority of respondents are willing to buy decoder to watch FIFA World Cup matches at home.

Are you willing to buy a decoder to watch FIFA World Cup matches at home?
80 responses

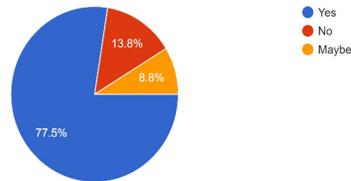


Figure 12: Willingness to buy decoder

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Summary and Conclusion

In summary and juxtaposing to the study objectives, it is clear residents of Nsufa are fan of FIFA World Cup (Study Objective 1) and this is referenced in Figure 1. Following on with study objective 2 and 3, the study showed that there is demand for food and drinks among residents in Nsufa community during FIFA World Cup tournament, and this is referenced in Figure 8 and 9. Again, the study showed FIFA World Cup will not have any positive influence on residents in Nsufa across gender to buy decoder to watch FIFA World Cup matches, and this is referenced in the regression model (Table 2) in relation to study objective 4.

In conclusion, consumer behaviour in Nsufa towards FIFA World Cup Qatar 2022 services was seen in food and drinks as people in the community are willing to even pay extra for food and drinks during FIFA World Cup tournaments. The study however, concludes that the consumption of the FIFA World Cup Qatar 2022 services within Nsufa community will not be ideal to leverage on to boost decoder sales, but alternative means as organizing free fan zone to attract advertisement as residents are fan of the World Cup, and are willing to buy food and drinks and even pay extra while watching FIFA World Cup matches. The study also concludes that residents will not watch FIFA World Cup matches at the pub, restaurant and beer bar, therefore an open space or park with a mounted giant screens may be necessary and ideal for business operators to leverage for sales.

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