

**ADDIS ABABA UNIVERSITY**  
**SCHOOL OF GRADUATE STUDIES**  
**DEPARTMENT OF SPORT SCIENCE**

**ETHIOPIAN NATIONAL MALE FOOT BALL TEAM AND  
THE SATISFACTION OF FANS IN ADDIS ABABA:  
PARTICULAR FOCUS ON THE REASONS OF THE TEAM  
IN SATISFYING ITS FANS.**

**BY:**  
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**JUNE, 2015**  
**ADDIS ABABA**

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### **List of Acronyms or abbreviations**

|        |                                                           |
|--------|-----------------------------------------------------------|
| EMNFT  | Ethiopian Male National Football Team                     |
| FS     | Fans Satisfaction                                         |
| ANZMAC | Australia New Zealand Marketing Academy                   |
| EFF    | Ethiopian Football Federation                             |
| FIFA   | Federation International Football Association             |
| LED    | Light Emitting Diode                                      |
| BMME   | British Military Mission                                  |
| TRs    | Total Respondents                                         |
| CECAFA | Council for East and Central Africa Football Associations |
| TV     | Television                                                |

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## Abstract

*The objective of undertaking this study was to critically analyze and discuss the satisfaction of fans on Ethiopian Male Football Team with giving particular focus to the reasons of failing to satisfy the wish and interest of its fans in Addis Ababa since 2000s. For this purpose, mixtures of qualitative and quantitative analysis approach were adopted. Further, primary and secondary sources of data that informed this study were used. To the primary data, purposive sampling has been applied to get the right respondents. For the secondary sources, several documents are analyzed. The analysis of the findings proves that the level of fan satisfaction is fluctuating and currently downgraded as the performance of the team has been fluctuated and decrease respectively due to that the successes of football team and fan satisfaction are interdependent. Fan satisfaction is attributed or manifested by emotional physical acts and, reinforcing the support to the national team through different means. More importantly, the major reasons of failure of the EMNFT to satisfy fans are team performance, goal and championing for international game; individual performance technical competency; coaches and sport federation's leadership problem; stadium attractiveness and services in and around the stadium; the limited activities of the stakeholders especially the teams and the EFF to recruit substituent players from sport academies and ethical problems of the individual athletes. The unethical behaving of the athletes during the local and international game is also considered ones of as the factor to limit fan satisfaction and progress of the EMNFT in its success. Hence, to satisfy the fans and to succeed in performance improvement, it is recommended that, the EMNFT and the governments especially the Ethiopian Football federation have to rebuild the team with physically, technically and ethically fit athletes, work to recruit substituent athletes by focusing on youths at the grassroots through youth academy. Within the system of the EFF, open and transparent activities of employing staffs and selecting players are the vital thing that need have an emphasis.*

**Key words:** Football Fan, satisfaction, Fan Satisfaction, National Team and athletes.

# **CHAPTER ONE**

## **INTRODUCTION**

This part of the study is the introduction part of the research. It deals with the background of the study, the statement of the problem, the purpose of the study, research question of the study, the significance of the study, delimitation of the study, and limitation of the study and organization of the study.

### **1.1. Background of the Study**

Football has deep roots in the countries of the Horn of Africa especially in Ethiopia, Eritrea, Kenya, Somalia and Sudan. Ethiopia and Sudan were founding members of the Confederation of African Football (Saavedra, 2012). According to this author, while neither the men's nor women's national teams in any of the countries of the Horn are highly ranked internationally, football remains extremely popular throughout the region. Along with this fact the satisfaction of fans in this region is not considerable. With regard to Ethiopia, football is one of the major favorite games and myriads of supports and enthusiastic fanning to the clubs and national football games. Any sex and age groups are involved in football game in different manner. Even, in countryside of Ethiopia, in the areas where no access to plastic and leather made ball, the youngster are making their ball by sewing piece of garment or other soft materials together. Such a deep and integration of the game with the society give raises the deep interest and sympathy of the public for the success and championing of their team that could be local clubs or national team. However, in most case, the aspirations of those supporters are unlikely to be realized due to the low performance and limited achievement of the National team and other related conditions.

Regarding the historical background of football and the conditions of fans satisfaction upon the national team, there are scholarly forwarded points. For instance, it is mentioned by Solomon (2009) and Bezabih et al. (2005) in 1920s football club and football games were existed in Ethiopia with having significant supports and fans. In 1935, "international football games held in Addis Ababa and the Ethiopian team, primarily comprised of European refugees and asylum seekers, beat the French team (members of the French Navy from Djibouti) 3-1 (Solomon, 2009). In 1943 the Ethiopian Football Federation (EFF) was formed, and become a member of international federation of football association (FIFA) in 1953. In 1961, Ethiopia won the African cup and was a finalist in 1957. Meanwhile, sports team by

the security organizations and civil groups had flourished. At the same time, arguably the satisfaction of the supporters' of the national teams was in a better position.

Further, according to the Journal of Ethio Football (1999:18) acknowledges the Derg government by stating that it had contributed to the development of sport in general and of football in particular although the national team had no significant international championing that can foster the satisfaction of the Fans. After 1976, the Sport commission was set-up under the Ministry of Youth sport and culture. The national team was under this ministry, and its members were emerged from the different regions /Kifile Hager/ of Ethiopia (ibid). Since the 1991, the socio-political changes brought some changes with the structural arrangement of the teams of sport and a number of teams formed out of the control of the government. There has been several legal framework established for the promotion of football sport. This was for the sake of creating conducive environment for the clubs and national team. Still the satisfaction of fans especially by the national team was insignificant.

Currently, this game is seen in every place of the country even in the streets of the country sides for social benefits. In national level, however, the success and improvement of national team are insignificant and thus the satisfaction of supporters or eager fans of the team is unlikely.

In general saying, despite the deep interest and wish of the fans of the national team of Ethiopia to see outstanding success, the said team does not display the expected result even in Africa standard. Some of the team's success and performance were also not able to sustain for long period. For instance, according to Solomon (2009) it was the winner of the third African Nations Cup in 1961. "Since then, though Ethiopia had never won an African Nations Cup, football evolved into one of the most popular pastimes in Ethiopia" (ibid: 412). However, the team has limited participation in the mentioned cup never been a champion. Later, after several years incapability to appear in African cup of nation, in 2013 (after 31 years of disappearance from the African Nations Cup's scene), the team became a strong competitor for the same cup. Conversely, since the late 2013 its performance has declined. Therefore, the fans satisfaction throughout the country has also fluctuated as the performance of the team is fluctuated. Sometimes, due to the satisfaction, youngsters shift their attention to European league and become the fan of the world stars clubs such Barcelona, Manchester United, Chelsea, and etc.

There are a number of factors determined fan satisfactions. Fan satisfaction is of high importance for soccer stadiums and teams (Greenwell, Fink and Pastore, 2006). Specifically, customers' evaluations of service quality influence emotional satisfaction assessments and, in turn, specific behaviours such as customer loyalty (Fornell et al., 1996), customer or fan retention (Garbarino and Johnson, 1999), willingness to pay (Homburg, Koschate and Hoyer, 2005). Management's primary interest should therefore be to increase attendees' satisfaction by improving the perceived service value (Gudergan and Ellis, 2007). According to Australia New Zealand Marketing academy (ANZMAC) (2009), team performance, stadium, club management, coaching style, entertainments in and around the stadium, ticketing system, and the atmosphere of the stadium during visit are the factors for the general fan satisfaction, dissatisfaction or no satisfaction. However, undoubtedly, fans are much more interested in sporting results than financial results gained by the team (ANZMAC, 2009) and this reality is applicable to Ethiopian soccer fans.

Therefore, the satisfaction of fans is the cumulative effect of the performance of the team to satisfy the wish and interest of its fans and the service and facilitation availability and quality. In the discussion about the satisfaction of fan on the EMNFT different factors of satisfaction will be considered because satisfaction is determined by the difference that exists between the prior expectations of an individual and the perception that this individual has after consuming or making use of a product or service (Tse and Wilton, 1988; Tse et al. 2006). In regard to EMFT the fans' expectation and the reality of team performance and success as well as soccer related services of the club will be the subject of the analysis. This is because that to any sport, satisfaction could be assessed by the difference between the expectations of fans at the beginning of a season and the results obtained by the team at the end of the season (ANZMAC, 2009).

Based on the above backdrop, the aim of this paper is to analyses the level of fan satisfaction on the Ethiopian Male Football Team with giving particular attention for the failures of the said team to satisfy its fans. The discussion on measuring fans satisfaction is based on a comprehensive review of literature, expert and target group interviews.

## **1.2. Statement of the problem**

From the appearance of human activities until the current era of globalization, mankind is known by its creation, participation, and improving games. In the present globalized era, football is the world famous sport or game with having millions of fans. It is known by its social (it can bring social integrity and cohesiveness) values economic (source of economic income of the, players, clubs, other stakeholders and government) values. In Ethiopia, it is a game mostly exercised for social benefit and its economic importance is not yet advanced. In other world, such as in Europe and South America it is by far the most widely followed sport and which has a tent amount of economic importance. Judging from the perspective of income it generates, the number of fans it has and the growing number of people who attend games in the stadiums, it is clear that there are a lot of people who find enormous satisfaction in this sport (Szymanski, 1997). Football club can also satisfy stakeholders beyond fans. In support for this view Gomez and Opazo (2008) argues that football club can fulfil expectations of members, fans and all the other actors that are involved in clubs 'activity.

Hence, it is not surprising that customer orientation and fan satisfaction play a decisive role in this competition (Laverie and Arnett, 2000; Madigral, 1995). The satisfaction fans will cause the widening of the economy of that club. The more the fans satisfied and increased in number, the more multi billion business men attracted to advertise their product through the club which has high number of fans. Members and fans of a football club are regarded customers and therefore, football clubs can be considered as a business company and understood as an economic sector (Yang, 2011).

On the other hand, arguably, if the team is repeatedly defeated by others it would have frustrated or few fans and only the winning team would keep its fans or increase the number of fans. There would be few attendees or empty football stadiums, i.e. those belonging to teams that have never won a competition. However, this does not occur in practice (ANZMAC, 2009). In reality, the stadium of Ethiopia has never been empty even when the team has lost myriads of games. Similarly, albeit the team faced a number of defeats, the optimistic fans were attended the game where the EMNFT were took part. According to the data presented by Cruickshank et al (2014), although EMNFT had had outstanding status in CECAFA during 2001, 2004 and 2005, its performance was not persistent. The performance

of the team to win the games is not consistent and thus it has had impact on the fans' confidence on it. Still there is the quest for at least minimum fans satisfaction.

The fans were seen on the street of Meskel Square to get seat in the stadium to support the team. They were able to resist the suffering of the night, and they faced the challenges of cold environment throughout the night. The fight to get ticket and the harsh police measures (such beating, forceful push and pulling, intimidating, and insulting) against the fans during some simple breach of rules were rampant. And after the end of the game the fans wish and interest were mostly not satisfied. On the other hand, when the team played in abroad, the fans were optimist and congested in public Television screen known Light Emitting Diode (LED) of Addis Ababa. In the country side and some areas of the city the video show houses were filled by fans. In most times, after the 90 minute ended, the fans left unsatisfied, seen angrily shouting, behaving despondently, and even crying. In general, Teshome (2012') points out that the EMNFT has not able to bring significant result and sustaining fans satisfaction due to the limitation in working to build capable and competent team. But in most instances, football team and the game have created a social cohesiveness among different sections of society.

Concerning this issue, there are questions that can be raised. These are, it only the team's performance affects fans satisfaction? do the service and stadium's atmospheres affect fans satisfaction? And is that fans satisfaction is the sum total of satisfaction that affects by different factors? These questions are in need to be answered to employ an all inclusive and long lasting solution for the problems and thus, this study is designed to address these questions. Moreover, there are no abundant empirical studies on the mentioned issues and hence this paper has aimed at filling these gaps.

### **1.3. Objectives of the Study**

#### **1.3.1 General Objective**

In line with the above background, the main objective of the study is to assess the satisfaction of fans on Ethiopian Male Football Team with the particular focus on the reasons of failures to satisfy the wish and interest of its fans. The following specific objectives have also been defined to help shape the study.

### **1.3.2. Specific Objectives**

1. To discuss the conditions of fans satisfaction in EMNFT and articulate the reasons of the Ethiopian Male Football Team's failure to satisfy its fans;
2. To discuss the indicators and factors of football fans satisfaction;
3. To assess the basic element of success, and success in football team and,
4. To discuss the relationships between football team success and fans satisfaction.

### **1.4. Research Questions**

The overarching research question is “How is the condition of fans satisfaction on the EMNFT and why Ethiopian Male Football Team is unsuccessful to satisfy its fans?” and this question has further been divided into four specific questions, namely:

1. For what reasons that Ethiopian Male Football Team failed to satisfy its fans in Addis Ababa?
2. What are the indicators and factors of football fans satisfaction?
3. What are the element of success, and success in football team?
4. What are the relationships between football team success and fans satisfaction?

### **1.5. Significance of the Study**

The study gives a better understanding about the condition of fans satisfaction on EMFT and the major reasons of failures of the EMFT to realize the wishes and interests of its fans in Addis Ababa to the stake holders of EMNFT. It gives image about the indicators and factors of football fans satisfaction; the element of success, and success in football team and the relationship between the success of football team and fans satisfaction. In addition, it enables to create a discourse by researchers and academicians based on the findings of this study.

Generally, it can give an analytical overview on the satisfaction of fans on Ethiopian Male Football Team with giving particular focus on the reasons of failures to satisfy the wish and interest of its fans in Addis Ababa. Furthermore, it can be used to stimulate further studies on the areas related to the current peace and security situation of Ethiopia.

## **1.6. The Scope or Delimitation of the Study**

The scope of this dissertation is to critically analyze and discuss the satisfaction of fans on Ethiopian Male Football Team with giving particular focus to the reasons of failing to satisfy the wish and interest of its fans in Addis Ababa with collecting data from the aforementioned city's stadium and other places. A Post-1990s period is preferred, given that it was during the early 2000s that Ethiopia's EMNFT has shown significant (it is in relative saying) progress such as the Council for East and Central Africa Football Associations (CECAFA) championship of 2001, 2004 and 2005. Furthermore, it was some other progress during the 2000 and since then that could be a bench mark to study this issue.

## **1.7. Limitations of the Study**

The dissertation looks into the satisfaction of fans on Ethiopian Male Football Team with focusing on the reasons of failures to satisfy the wish and interest of its fans in Addis Ababa. For this purpose, the researcher will across with several respondents who were keen or permanent Ethiopian football fans, ordinary fans, academicians, couches, footballers and officials. In gathering data from these target respondents, some of them may refrain from releasing full-fledged information that is related to the weaknesses of the team. It is challenging to conduct interviews, distribute questionnaires and observation with more than 70 respondents with short period of time and thus it has impacts on the completeness of the data. Moreover, there are no abundant researches in the areas that can enrich this research. Therefore, the above-mentioned challenges, limitations or constraints that are related to information and data may have certain impact on the completeness this study.

## **1.8. Definition of Operational Terms**

**Football/soccer:** - as defined by Dewitt J. (2002:54) is a ball game played between two teams of 11 players, each attempting to win by scoring more goals than their opponent.

**Satisfaction:** although there are a number of definitions for this term, it is the psychological feeling of happiness of human society or community with something (ANZMAC, 2009).

**Football Fans Satisfaction:** it refers to is the feeling or pleasure by fans because of their soccer team's success and related services given by it.

**Nation Team:** it is commonly known as national side is a team that represents a nation, rather than a particular club or region.

**Success:** is any the realization of desired goals of persons or groups in particular, for the EMNFT having achievement in improving international ranks and winning the trophy are conserved as success.

## **1.9. Organization of the Study**

This study divided into five chapters. The first chapter provides the introduction, encompasses the background of the study, the statement of the problem, objectives of the study, the research questions, the objective of the study, method and methodology, the significance of the study, the scope and limitations of the study and the organization of the study. The second chapter reviews the literature on the indicators and factors of football fans satisfaction, the element of success, and success in football team and the relationships between football team success and fans satisfaction. The historical back ground of Ethiopian football Ethiopian Male Football Team will be also assessed in this chapter.

The third chapter provides the research design and methodology with detailing the methods, techniques, instruments of data collection, data analysis and data presentation, whereas the fourth chapter deals with the data presentation, analysis and interpretation. It examines the conditions of fans satisfaction and articulate the reasons of the Ethiopian Male National Football Team's failure to satisfy its fans. This chapter will assess different factors of fans satisfaction on the basis of the gathered data. The fifth chapter is about the major findings, conclusion and recommendations.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

This chapter is about the reviewing of the related literatures on the indicators and factors of football fans satisfaction, success and the element of success in football team, and the relationships between football team's success and fans satisfaction. The meaning of fans and satisfaction is also detailed with reviewing of academic literatures. Moreover, the historical background and the development process of Ethiopian football and Ethiopian National Male Football Team have been assessed in this chapter.

#### **2.1. Fans Satisfaction, and the Nexus between Football team's Success and Fans Satisfaction**

##### **2.1.1 Fans Satisfaction (FS)**

For the sake of having clear understanding for the concept of fan satisfaction, it is vital to define the meaning of the term “fan” and “satisfaction”. **Fan:** fan is a general term that can be concerned to that of any thing human or organizations that support something enthusiastically or passionately. It also refers to a person who admires somebody/ something or enjoys watching or listening somebody/something very much (oxford advanced learner's dictionary, 2010). Therefore fans of football are person or groups of persons who are supporters of the team of football that could be national or local ones. The fans in football are known by their passionate attendance in the game that their team is playing; supporting in finance for the team (in the form of regular contribution and irregular donation); and encouraging and giving moral strength for the team members through different means. Such a kind of belongingness and support has also practiced with transcending the national boundary. This means, fans are not limited to admire or support their national team rather they may support and enjoy or worry for teams that are in other states of the world.

Therefore, the definition given by Oxford Advanced Dictionary, (2010) is can be the working definition. According to the dictionary, fan is anything human or organizations that support something enthusiastically or passionately. The definition says “a person who admires somebody/something/ or enjoys watching or listening somebody/something very much is also considered to be a working definition for this paper.

**Satisfaction:** It is the psychological feeling of happiness of human society or community with something. A review of the current literature reveals that there is wide variety of definitions of satisfaction (ANZMAC, 2009). For instance, Consumer satisfaction is determined by the difference that exists between the prior expectations of an individual and the perception that this individual has after consuming or making use of a product or service (Tse and Wilton, 1988; Yi, 1990; Tse et al. 2006).

Theologically and historically, the word "satisfaction" does not mean gratification as in common usage, but rather "to make restitution": mending what has been broken, or paying back what was taken. Since one of God's characteristics is justice, affronts to that justice must be atoned for (Tuomala, 1993). It is thus connected with the legal concept of balancing out an injustice. However, this definition is unlikely to discuss the satisfaction of football fans. Another definition given by Oxford Advanced Learner's Dictionary (1995:1042) say that "satisfaction is a feeling of pleasure because one has something or has achieved something". In this saying satisfaction could be resulted from service given by someone's institutions, persons or communities. Success achieved by oneself, the jobs what someone is performing, the championship of teams what someone supports and anything product one performs are resulted in satisfaction.

The concept of football fans satisfaction is therefore, the feeling or pleasure by fans because of their soccer team's success and related services given by it. This satisfaction is determined by several factors such as gradual improvement of the performance of the team, wining of the games, keeping team's current statuesque, buying stars of football, improving the facilities and accommodation of the stadium, and increasing ranks, in international level and other related issues (which is discussed in the forthcoming section at length).

### **2.1.2 The Nexus between Football Team's Success and Fans Satisfaction**

It logical to say that the success of the team is the primary factor fan satisfaction. It is obviously that fans are dreaming the success of their team and the success that the team is registering can foster satisfaction of supporters. Fan satisfaction has also impact for the success of the team. "Fan satisfaction with services is a key element to successfully compete in the soccer industry" (ANZMAC 2009:2). Here, the financial and moral contributions of the

fans have important value for the performance of the team in a competition of the tournaments.

Although fan satisfaction of highly dependent variable, success team success has a degree of dependence on fans satisfaction because that fans' satisfaction is one of the factors for the achievement of the team in competition. The services that the soccer club provides for its customer is also factor for its success and retaining or satisfying its fans. Therefore, soccer clubs must pay increasing attention to the range of services they can offer with regard to the best business development opportunities (Theodorakis, Kambitsis and Laios, 2001). Customer orientation and fan satisfaction play a decisive role in the competition (Laverie and Arnett, 2000; Madigral, 1995). It is of utmost importance that soccer companies satisfy existing customers, retain these customers, and gain new ones in order to generate strategic competitive advantages (Gwinner and Swanson, 2003; Rust and Zahorik, 1993; Trail, Anderson and Fink, 2005). Likewise, fan satisfaction is of high importance for soccer stadiums (Greenwell, Fink and Pastore, 2006). Specifically, customers' evaluations of service quality influence emotional satisfaction assessments and, in turn, specific behaviors such as customer loyalty (Fornell et al., 1996), customer retention (Garbarino and Johnson, 1999), willingness to pay (Homburg, Koschate and Hoyer, 2005) and price tolerance (Anderson, 1996). Management's primary interest should therefore be to increase attendees' satisfaction by improving the perceived service value (Gudergan and Ellis, 2007) so that fans are willing to attend events regularly and recommend the stadium to other, potentially new, visitors. This is because that fans, customers, and irregular attendees are value adding for that soccer club. Even they are the determining elements for the survival and strength of the football team.

In general saying, fans satisfaction in soccer is the result of team's success in competition and services delivered by the team/soccer club/ and its managements. The success of the team possibly boosts the morale of the fans and further this retains them as well as attracts others to be enthusiastic support. The satisfaction of the fan has also a reciprocity effect on the team's strength and success.

## **2.2. Success and Elements of Success in Football Team**

Success is success that involves the realization of the desired objectives of any persons, organizations or other entities. The objective achieved can be measured objectively by the quantitative standard and or by subjective Para-meters that are mostly qualitative ones. Hence, the success of the team in football is the realization of team's desired objective fully or partly. And the achievement is also measure by both subjective and objective Para-meters. For national team, high performance improvement entertaining fans, championship in regional, continental, and international game, attaining considerable ranks in international and regional level, generating income for the country's gross national product and for the athletes, fostering socialization among different social groups and promoting the nation's culture and tradition and some others are considered to be a success.

### **2.2.1. Gradual Performance Improvement**

Performance is the actual ability of somebody to realize its objectives. According to Bompa (1994), football performance is regarded as an actual manifestation of the efficiency of the player, it is a purposeful activity directed to the solution of a task determined by the principle of training and estimable achievement is a complex mixture of environmental influences and training. Further, Teshome states the following points about performance of football team.

*“At the most general level, football performance is a function of physical and mental characteristics of the individual. In addition, peak performance is the product of a careful preparation where the competitive peak is the result of a well-planned training program. At a less general level, it is possible to demonstrate that, football performance is influenced by specific physical characteristics, which can be measured and described. These include variables such as strength, mobility, speed, and endurance, which are frequently classified as components of physical fitness. This, as well, is useful way of analyzing football performance, because it highlights variables, which can generally be improved through training” (Teshome Yigremew, 2012:26).*

Performance is affected by a number of factors. One of the key factors that help to improve the performance of football is the effectiveness of training and; the coach is the most important resource in a training system of a modern society (Teshome Yigremew, 2012). It plays a major role in the delivery of quality training. The essential condition for the development of football performance depends on the specific improvement on general

physical preparation for the highest level. The task of improving the performance of a footballer consists of the development of technical skills, physical qualities, physiological capabilities plus the assimilation and perfection of the knowledge and habits of play, which form the basis for top-level performance. Playing the game with high performance has can boost the satisfaction of the fans as well as help entertaining, and retaining them as permanent supporter. It is also a centripetal force to attract new visitors and fans. It is also considered as one of the success of the football team. But it does not mean that improving performance of the final end of the team.

### **2.2.2. Being the Champion**

Championing refers to the wining of trophy of the tournament (González-Góme, 2008), and other benefits accompanying the trophy. In any type of game, every the national team and premier league team are contenders for a championship that only a team is eligible to be a champion. In other saying, any sport game is a competition ends up with the wining of one of the competitors. Therefore, success is finishing the tournament by winning the game/ getting the first ranks in that tournament/. In the inception, although all the competitors are joining the tournament to win the trophy and to be the champion and the strongest team can attain the title of champion. And therefore championing is the final goal of the team. Thus, in this instance, success is wining of the trophy.

### **2.2.3. Improving or keeping the existing ranks**

In a premier league, at the end of the season, once a single team won the game, other competitors are known by relative loser and absolute loser. These teams may improve their status from the lowest level to the highest one in the ranks of the premier league teams due to its performance improvement. Others may keep their previous status. The relative losers are those teams get the ranks in the competition and are in a position to take part in the tournament for the coming season. Whereas, the absolute losers are teams downgraded to the lowest level or kicked out of the participation in the premier league games in the next season. These group teams may be eliminated from participation at the beginning or at the end of the tournament. In strengthening this view, Noll (2003) pointed out that, in the tournament, teams that could not survive in a higher league would join in a lower league. The strongest team in the lower league that could defeat all or most of other teams in the competition would join the higher league. Thus, these teams are the successful one improving its rank. For the national

team, the team is compared with others and it would have comparative rank. For instance, the National Male Football Team of Ethiopia improved its rank from 133 to 110 (from January 2012 to January 2013). Further, this improvement is considered as both success and the element of success as well. It also considered as the process of success of the team to win the trophy or to be the champion. Some time, fans and football administrators demand that their team need to keep the existing status. Hence, maintaining the statuesque may be one of the desiring results considered to be success.

#### **2.2.4. Generating Income**

In the contemporary world, sport becomes one of the most income generating industries. It creates job opportunities for the communities in and around the stadium, a source of gross domestic product for nation's crates job opportunities for those firms producing and distributing sport kits. The media and its personals are also the one to have economic benefit from the sport events as well as sport related activities.

Apart from the local consideration, according to Gomez and Opazo (2008), for example, the World Cup 2006 in Germany captivated 3,359,439 spectators, who watched matches in 12 magnificent stadiums. Furthermore, an estimated worldwide audience were more than 3 billion. 32 teams from all over the world brought 64 matches and a 147-goal show (FIFA1, 2006). Meanwhile, World Cup 2006 influenced a hotel, retail and general consumption, which significantly increased during the championship. During and after this event, trillions of information and data were collected, stored, distributed, and analyzed such as schedule planning, choosing a place for 64 matches, a composite 12 stadiums arranging, tickets selling to 3,359,439 spectators, hotels pointing for teams, Television (TV) agreements signing, matches results recording, bonus setting, and sponsors activities (Yang, 2011). These events are by themselves considered to be economic activities and further generating incomes for a number of actor at the local and international levels. The team of a particular nation has its own part in generating income at home. It also will get money from international football organizations being participating in the international tournament and transferring from one stage of the tournament to other higher stages.

The number of trophies in official competitions is a proxy of the income which a team can obtain from broadcasting fees and commercial sources (González-Góme, 2008). And hence, it is logical to assume that greater sporting success will be accompanied by greater income

from these two sources of finance. A number of actors benefiting from this generated incomes and hence economic accession is also one of the successes for the national football teams.

### **2.2.5. Socializing the People**

Football is a means to foster close relationship among the societies. This means that, it has a socialization role. Therefore, success of the team could be seen as bringing peace, stability and social cohesiveness among and within different groups of societies, and bring multiculturalism. In the international tournament, People could gather to entertaining from different corner of the world in single stadium though there are a number of differences among and between their home countries. Here, the games are serve as the tool in socializing the people and, has a role to help know each other. Within the nation, difference and disagreement between different sections of societies would be forgotten or abandoned when the national team is playing with other states` national teams. Even, members of conflicting groups could hug each other despite their difference, and all of them would support their club. Playing football game between two or more rivalry political groups would also have possibility to bring social integrity, togetherness and brotherhood relationships. Such a kind of beloved game can divert the sprit and the feeling of hostilities in the societies. However football is not only influencing the social and political condition but also influenced by the factors that determine the condition of a nation. In Africa the game is influenced greatly by social, cultural, religious, economic and political factors (Pannenberg, 2010). This reality is true in Ethiopia too.

### **2.2.6. Promoting the Nation`s Culture and Tradition**

Success in football is also measured by its value and contribution in promoting and enhancing the culture and traditions of home nation. It is possible to say that the national football team is diplomatic mission to represent the home country in international and regional levels. Being participating and attending international game and wining the game or showing outstanding performance by the national team has vital importance in displaying its nation`s culture, tradition and some other social values for other world.

## **2.3. Factors in Football Fans Satisfaction**

Fans satisfaction is highly dependent on other variables, it affected by a number of factors that are related to the clubs success, performance and services. In other saying, satisfaction of fans of football team is the cumulative effect of the performance of the team to satisfy the wish and interest of its fans and the service, facilitation availability and the general conditions in an around the stadium. Specifically, inter alia the well known factors are success and performance of the team, quality and accommodation of the stadium as well as the services around it, security and the availability of stars in the particular football team. This mostly visible and manifested in the premier league teams.

### **2.3.1. Success and Outstanding performance**

In most case, football fans want their teams to attain the best possible results at any cost. In other word, they aspires their team to be the champion of the game. Thus, having scored the highest goal, defeating all other competitors, and being a champion of the game is the most determining factor for the satisfaction of fans.

However, fans may be satisfied with their team that has good performance even it does not able to win the game. In reality, only one team can win each competition. If fans do not accept this reality (that is not accepting losing game by their team in the tournament), the losing teams would have no fans and only the winning team would keep its fans. Therefore, having considerable performance is a factor for the satisfaction of fans. But, it is reasonable to assume that at the end of the season there will be more fans who are dissatisfied rather than satisfied (González-Gómez, 2008). This would be more severe to those fans that their team has been downgraded, got the lowest rank, unable to attain the level that enable it to play the next session and etc. However, the fans that their team is well competent in the tournament with moderate results may not be dissatisfied though their ambition was the trophy. Moreover, they may be satisfied with prevailing status of their team.

### **2.3.2. Conditions of the Stadium**

If the quality of the stadium makes difference and the services around it are attractive fans are willing to attend events regularly and recommend the stadium to other, potentially new, visitors. Moreover, a football club is an ideal place for those who are interested in football and basically, it is not only a game but also a community for everybody to join (Hue, 2012).

Hence, this place is in need for providing quality services that attract and serve the people visit the game/ the tournament/ and the stadium. The service includes the recreational center, internet service, motel and cafeterias. The accommodation of the stadium can have an impact on the satisfaction of fans. If the stadium is capable to host more people, there fans won't hesitated to attend the game in the stadium their club is playing. Incumbent fans and new visitors are free from fear of lacking of seat to attend the game. Thus, this condition can create confidence to come and attend the sport events.

According to ANZMAC (2009), entrance fees, merchandising access such as internet café, food staffs, coffee, accessibility of the stadium for transport; accompanying entertainment in the stadium; the kind and availability different services during the visit to the stadium; atmosphere especially the condition of temperature during the visit, ticketing and easy accessibility of tickets are the factors that determines fans satisfaction. According to the same source, the tradition and identity of the club and the stadium, team management, and the coaching system are also the other factors.

### **2.3.3. Security**

Security deals with the life-and-death matter of the safety, well-being and even potentially the physical existence of citizens (Snow, 2014). It is the prerequisite for every human activity. The security of the public refers to the physical security, economic security and social stability. It is the state of being free from threats of physical attack, mental disturbance, riots and turmoil. Therefore, the existence or the prevalence of peaceful environment in around the stadium is one of the major contributing factors to enhance fans satisfaction for the football teams. With regard to Ethiopia the state of being secure from something threat is relatively good and no fans and attendees in state of fear.

### **2.3.4. Football Stars**

The more the team has built by the stars possibly the more the fans will be interested in attending the stadium to support the team. This is because that the stars are expected to perform well, entertain the fans and win the game. This expectation and the visible reality have also impact in attracting new fans and visitors for the game playing by the team that build by the stars. However the gap between expectation and the reality of the performance of

the stars may have a negative impact on the satisfaction of the fans and attraction of new attendees.

## **2.4. Assessment of the background of Ethiopian Male National Football Team**

The national team of Ethiopia has long history and known by its early participation in international events such as in African cup of nations. But, Teshome (2012) states that, there are no proper documents that trace back the beginning of football in Ethiopia by citing the Journal of Ethio Football (1999:7) and Wondimu and Demela (2004). In spite of this statement, Solomon Adisu says that “it was the victory of Emperor Menelik II (r. 1889-1913) against the Italian invaders at Adwa in 1896 that brought football into Ethiopia”(2009:411). In fact, there are other sources that indicate the coming into being of football teams in the 1920s and, according to Solomon (2009), the first football game was held between these foreigners in Addis Ababa in 1924.

During Italian invention to Ethiopia there were the practices of team game formed by different names such as, Mefekere, Tehetena, Digest and Eminent (Journal of Ethio Football (1999). It was formed by the encouragement of Italian rule though during the Italian occupation of Ethiopia (1936-1941), in accordance with the Fascist racial policy, Ethiopians were barred from playing football with Europeans (Solomon, 2009). Sometimes the clubs of Ethiopian established to contend the Italian counterpart rather than focusing on the other value of football sport.

In the form of national team, the first team was formed in 1935 by Ethiopians and Armenians (ibid). A year after, the first football club in Ethiopia, the St. George football club was formed by some youth living in an area known as Arada in the capital city of the country (Teshome, 2009). Soon after the coming of the emperor from exile, the national football team has got formality and administered by the governmental agents. According to Teshome (2012), in 1943 the Ethiopian Football Federation (EFF) was formed with the budget of \$127.00 to administer football and the federation become a member of FIFA in 1953. The national team of Ethiopia was one of the founding members of the Confederation of African Football (Saavedra, 2012). In 1944, the Ethiopian Cup was founded where teams from the different regions of the country were included for the first time, and rules and regulations were

formulated. The organizational framework of the Ethiopian football Federation was drafted in 1948 in a meeting held at the place called Janmeda in the capital Addis Ababa (Teshome, 2012).

According to Solomon (2009), since the early 1940s, the Federation hosted the "Ethiopian Cup," which was contested between football clubs of the Ethiopian armed forces, known as Army, the British Military Mission (BMME), football clubs of Italian stragglers who stayed in Ethiopia after the war, *Polisportiva*, St. George and the Imperial Body Guard football club, Bodyguard. The BMME and *Polisportiva* won the 1945 and 1947 Ethiopian Cup finals respectively, while Army dominated the remainder of the 1940s and 1950s (ibid). As a national team, after the establishment of the football federation in 1943, the national team won the African cup in 1961, and was a finalist in 1957. Since the year 1962, though Ethiopia had never won an African Nations Cup, football evolved into one of the most popular pastimes in Ethiopia. Since then as a glorious history of the team, it rejoined the African cap of nation in 2013 that hosted in South Africa.

The military regime of Ethiopia was also known for its contribution for the sport of football. Sport commission was formed by the government with ambition to foster the football game of socialist Ethiopia. After the establishment Sport commission by the military government in 1976, a 4 million birr annual budget was allocated for the country's sports for the first time (Teshome, 2012). In addition, the Ethiopian Championships, the Ethiopian Knock-out Cup; and the Ethiopian Tikedem Cup (Ethiopia Tikedem is a slogan to mean Ethiopia first) and the Cup Winners Cup competitions were launched and continued until 1991. A total of 294 sports councils were set-up all over the country, and football competition attracted great number of fans in the major towns across the country (ibid).

Nowadays, wherever there is an educational establishment such as a university, college or even a high school, there were football clubs were formed; even at Ethiopian military bases, there were football clubs that represented the military. In this regard, the Imperial Ethiopian Armed Forces and Ministry of Education and Fine Arts played a dominant and pioneering role in the development of football in Ethiopia. Parallel with this, one has to note that these were also "modern" institutions through which Western ideas seeped through into much of Africa (Solomon, 2009). In line with the principle of building athletes from the grassroots the

current administration of football in particular and the sport federation in general have been establishing youth sport academies throughout the country.

Currently, new clubs such as Dedebit, Hawasa Kenema, Dashin, Weliyta Dicha and others are joined the old ones (Ethiopian Buna, St Goerge, etc ) and taking part in the premier leagues of the country. The National Male Football Team of the country is builds by the contribution of these new and old clubs.

Moreover, beyond their home Ethiopians have been conducting an annual football game in North America. According to Solomon (2009), the football game that Ethiopians practicing in America has become an annual occasion in which Ethiopians display and share their rich cultural tradition with Americans, and pass it on to the second generation Ethiopians, the Ethiopian-Americans. The tournament also maintains the bond between the Ethiopian communities in America and the country of origin.

In recent past, the team has an outshining history. During the early 2000s that Ethiopia's EMFT has shown significant (it is in relative saying) progress such as the CECAFA championship of 2001, 2004 and 2005. It was a champion of these regional cups. After those years, the team had also an outstanding participation the African Cup of nation in 2013 in South Africa. But after 2013, its performance nor improved neither maintained the statuesque of the contemporary performance.

Generally, football sport has a long history and deep roots in the societies of Ethiopia. The people of Ethiopia (despite age, sex and social status difference) supporting the local and international football games, playing for satisfaction and are fans for the Ethiopian Male National Football Team (EMNFT) enthusiastically. On the other hand, the EMNFT is blamed of its failure and incapability to successes in satisfying is fans.

## **CHAPTER THREE**

### **RESEARCH DESIGN AND METHODOLOGY**

This research has adopted a qualitative approach using questionnaire and interviews as the main data collection methods. Therefore, the main purpose of this section is to discuss the methodological concept and process such as research methods, sources and tools of data collection and methods of data interpretation and analysis.

#### **3.1. Research Design**

Creswell (2009) identified that there are three types of research approaches namely qualitative, quantitative and mixed methods. Qualitative approach tends to produce qualitative data, concerned with generating theories, uses small samplings, and data is rich and subjective (Ibid). It is also about explanation and description of data, and generalization from one setting to another. Unlike this approach, quantitative or “positivist approach tend to produce quantitative data, use large sample, concerned with hypothesis testing, data is highly specific and precise and generalize from sample to population” (Collis and Hussey, 2003:55). In quantitative approach, numerical presentation of and analysis of data are common.

The nature of the data for this study was explanatory, descriptive, subjective and argumentative and numerical one. Description and explanation has been used based on the opinions of the respondents of the study and reviewed secondary sources. In presenting and discussing the information gathered from primary sources, data will be presented in number and percentage. Hence, it is impossible to use only quantitative or qualitative approach in giving academic discourse in assessing the satisfaction of fans on Ethiopian Male Football Team with giving special emphasis on the reasons of failures to satisfy the wish and interest of its fans. For this reason, therefore, both qualitative and quantitative or mixed research approach is preferable to analyze and discuss the mentioned issue.

#### **3.2. Sampling and Sampling Techniques**

As indicated by Cohen, et al (2000), taking minimum or maximum sample size may not represent the population. The researcher must select the right sample size of respondents. This helps to deal with the problem identified and to generalize the result of the sample to the population for the right study. The sampling size and techniques are dependent on the

type of research. Dawson (2002) explained that large sampling size requires for quantitative research while qualitative research requires relatively small number of sampling size. Although it is not a big size as such, the target population for this research is not homogenous group. To select the respondent sample the researcher used purposive sampling techniques. Most of them were regular attendees and the researcher chosen them purposively based on their service in fanning the any of the clubs participating in the local premier leagues and national team as well as attendance in the stadium to support and entertain football games.

By applying the mentioned sampling technique, the researcher has distributed to a total of 85 (70 fans and 15 government officials, coaches, academicians and journals) respondents. Finally, data have been obtained from 60 fans out of 70 ones; from 5 government sport top leaderships, 3 Coaches, 3 academicians and 2 sport journalists and 1 editor of sport journals. These groups of respondents represent different experts ages groups places of Addis Ababa and sex thus, it enable to have important data about the study issue.

### **3.3. Sources of Data and Data Gathering Tools /instruments/**

Both primary and secondary sources of data used as an input for this study. The primary data gathering instruments for the research comprised structured interviews and questionnaires. Secondary sources of data also been analyzed.

#### **3.3.1 Primary sources**

Primary sources were involves the structured interviews and questionnaires with, coaches, some journalists of sport and journal editor, government officials from sport federation and academicians.

**Interview:** Interview questions has forwarded for 15 respondents who are 4 government officers from football federation, 4 coaches, 4 academicians and 2 long years serving sport journalists and 1 journal editors. The main theme of the interviews focused on the fans satisfaction on EMNFT and related issues. It was structured type interviews aimed at making the research comparable with the posed research questions and to make increase easy information flows between the interviewer and the interviewees. In addition, structure interview helps the researcher to clarify easily the intent of the research during face-to face

communication and it is relatively easy to analyze than unstructured interview. The data gathered from those individuals were comprehensive, critically sighted and rationally analysed.

**Questionnaires:** The researcher has collected data from 60 respondents through questionnaires. Fans of Ethiopian Male National Football Team (EMNFT) were targeted for this data gathering techniques. Among the 70 respondents 60 (85%) were participated in data gathering.

**Observation:** The researcher has attended two premier league and national team competition. These observations were done for the sake of assessing the emotion, reaction, and activities of the fans during each event of the teams what they are fans for. The research collected data from this field observation by writing notes about the actions of the fans relating to the team's performance in each performing of game. This has a lot in understanding the difference in fans attendance's variations based on the team's performance during the play.

### **3.3.2. Secondary Sources**

The secondary sources are scholarly written books, journal articles and magazines, legal documents (document that govern football), government documents such as reports and official press releases.

### **3.4. Methods of Data Analysis and Interpretation**

The data gathered from the primary and secondary sources have been synthesized, interpreted and analysed. Collating and synthesizing methods have been employed for the sake of sorting similar data out and respondents were coded in the way that is convenient to analyze. Coding is employed just for the sake of creating convenience synchronized data together.

In addition, the collected and analyzed secondary sources data that are related to the study have been synchronized with the primary data and then further has been analyzed using the theoretical framework discussed in chapter two of this paper.

## **CHAPTER FOUR**

### **RESULTS AND DISCUSSION**

All data have been presented and analyzed in this chapter. The chapter is divided into two parts: part one, which deals with general characteristics of the respondents in terms of sex, age, educational qualification and the years fanning for the national team and other local premier leagues clubs. In the second part of this chapter the variables of football fans satisfactions and the reasons of failures of Ethiopian Male Football Team in satisfying its fans in Addis Ababa and some key findings of the research.

The relevant data collected from the sample respondents of the questionnaires, the documented data and other firsthand information gathered from the interviews (fans, coaches, government officials from football federation and professionals/ academicians) have been collated, synthesized, interpreted and analyzed. Hence, in this chapter, the basic questions raised in the first chapter were given appropriate treatment.

Out of the total 70 questionnaires distributed to the target respondents 60 (85.71%) were filled and returned. From these total respondents (TRs) all of them were the incumbent fans of the National Male football team of the country. Based on the responses obtained from the above sources, the presentations of the data are tabulated in the following tables named table Number 1 in the manner convenient to interpret and analysis. Other information related to the satisfaction of fans such as, levels of satisfaction of EMNFT fans, reasons of EMNFT for the inability to satisfy fans, the nexus between fan satisfaction and Football team success and the attributions of satisfaction are presented by below by the table named as table 2 (I) and table 2 (II). Other data that are vital for the reinforcement of information gathered from the above sources were gathered from the interviews with 15 key respondents and field observations are also given emphasis in analysing the points that are the basic focus of the paper.

#### **4.1. Demographic Characteristics and Areas of work of the Respondents**

Under this part, democratic characteristics of respondents have been analyzed. The respondents were asked to furnish their personal demographic information and their years of service as fans of the National team of Ethiopia (EMNFT) during the study. Their responses have been summarized in table 1 below that depicts respondents' demographic characteristics in details.

Table-1. Demographic Characteristics of Respondents

| S.No | Items                                                                            | Variables           | In No (%)  | Remarks |
|------|----------------------------------------------------------------------------------|---------------------|------------|---------|
| 1    | A) Sex of the respondents                                                        | Male                | 35(58.3%)  |         |
|      |                                                                                  | Female              | 25(41.6%)  |         |
|      |                                                                                  | Neuter              | 0%         |         |
| 2    | B) Age groups                                                                    | 18-25 years old     | 12(20%)    |         |
|      |                                                                                  | 26-35 years old     | 12(20%)    |         |
|      |                                                                                  | 36- 45 years        | 22(36.6%)  |         |
|      |                                                                                  | 46 and above        | 14(23.3%)  |         |
| 3    | C) Educational Background                                                        | Elementary school   | 2 (3%)     |         |
|      |                                                                                  | Secondary education | 35 (58.3%) |         |
|      |                                                                                  | Diploma/ Degree     | 15 (25%)   |         |
|      |                                                                                  | Masters&above       | 8 (13%)    |         |
| 4    | D) Years of Fanning/<br>years of service as<br>a fan of the<br>National Football | 1-2 years           | 16 (26.1%) |         |
|      |                                                                                  | 3-5 years           | 18 (30%)   |         |
|      |                                                                                  | 6-9 years           | 10 (16.7%) |         |
|      |                                                                                  | 10 and above        | 16 (26.1%) |         |
| 5    | Total                                                                            |                     | 60 (100)%  |         |

Source: The data gathered from fans of the Ethiopian Male National Football Team.

According to table 1(A), the ratios of female and male respondents are 1:1.31. In other saying, the numbers of male and female are nearly equal; male are exceeding only by 9. In terms of percentage there are fifty six point seven percent (56.7%) of male and forty three point three percent (43.3%) of female respondents. Therefore, the proportion of both sexes in the information of this research is considered. This implies that both sexes have reflected their views in the data that are inputs for the research.

As stated in the above table named 1(B), the fans (that is the respondents of this paper) of Ethiopian Male National Football Team are above the age of 18, comprising the age groups of 18 to 25 years old ((12(20%)), 26 to 35 years old ((12(20%))), 36 to 45 years old

(22(36.6%)) 46 years old and above (14(23. 3%)) years old. From this data, one can conclude that most of the respondents are capable to understand and analyze the condition of fans satisfaction, the performance and success of the national team as well as a number of the services provided in and around the stadium, and the game that the national teams was performing.

In most case, their age provided them experience, and can possibly enable them to give rational and constructive comment and response to the questions stated in the questionnaires. They are the fans of the national team attended games a number of times that are international and regional tournaments. They can also test the fruit of success by their team and the pain of failure. Moreover, these respondents reported to have attendance even in the games that local leagues playing in the Addis Ababa. Hence, they can see things or particularly the national football teams and the factors of fan satisfaction from different perspectives because that they have the exposure to have and develop experiences enables them to conduct critical observation on football games, condition of the stadium and other related things. The mentioned conditions of these respondents are making them the appropriate inputs and source of information for the study that are undertaken on the satisfaction of fans upon the Ethiopian Male national Team`s condition.

In regard to the educational backgrounds of the respondents, according to the above table (table 1B), there were 2 (3%) and 35 (58.3%) elementary school completed and highs school completed respectively. Diploma and or degree holders were 15 (25%). The other 13% respondents were holders of masters` degree and above. Generally, nearly 97% of the respondents were educationally well equipped enough to understand things critically. From which 28% of the respondents were professionals that comprising Diploma, Degree, Masters and other highly advanced education. Thus, the credibility of the response as well as the rationality of the information they had provided are in a better position.

Concerning the years of Fanning/ years of service as a fan/ of the National Football Team of Ethiopia, there are variations. According to table 1(D), the fans categorised in to four groups based on the numbers of year she/he supports the national team enthusiastically. These categories include fans who regularly attend game of the national teams and premier league. These are in the ranges between 1 to 2 years, 3 to 5 years, 6 to 9 years and, 10 and above years. Majority of the respondents were in the second, third and forth category, accounts

72.8% of the total respondents. They have an ample or long time (that is for 3 and above years) to know, memorize and feel satisfaction and dissatisfaction or no satisfaction on the EMNFT. Therefore, they were the most preferred part of the society to be informants of this study. In other word, they were vital informants to elaborate the meaning of satisfaction on the team's conditions, and the performance and condition of football related services that are determinants of satisfaction of fans. Here, the numbers of years what the fans were consistently, regularly and attentively supporting the team can make matter on the information they were releasing. So, there is no question on the credibility and importance of the information they had depicted. It is because that they are in a position to the answer the questions of why, what and how.

Moreover, as stated before, most of them were regular attendees and the researcher chosen them purposively based on their service in fanning football teams. This was done by giving a particular focus for the fanning of the national team of Ethiopia as well as attendance in the stadium to support and entertain football games ranging from local to international ones. According to the above table only 27.2% of the respondents were fanning the mentioned team for a year and more than a year. So, this group of people are also relatively having certain exposure to know and feel the issue of satisfaction on the conditions of the national football team what they are fanning.

Therefore, all the target respondents who filled the questionnaires were in a position to give reliable and helpful information for this study. Thus, the information gathered from these groups of respondents considered to be vital and value adding for the study.

#### **4.2. Assessment of the Conditions of fans` Satisfaction, and the Reasons of the Inability and Failures of ENMFT to satisfy its Fans**

This part is the second section of chapter four. In this section several variables that are the manifestations of fan satisfaction, Labels of Satisfaction of the Fans of EMNFT in Addis Ababa, meaning of national football team success (according to fans opinion) for the fans, causes of inabilities of EMNFT to satisfy its fan and related issues such as the attributions of team satisfactions have been discussed. The data was gathered from fans, academicians, coaches, government leaderships and journalists. Based on the gathered data` level of fans Satisfaction on the EMNFT in Addis Ababa, the reasons of inability by the national football

team to succeeding in satisfying the fans wishes and interest; success in football team and the attributions of fans satisfaction and dissatisfaction or no satisfaction level of fans Satisfaction on the EMNFT in Addis Ababa and the relation between fans satisfaction in Addis Ababa and football team success. In presenting the data below, the researcher has attempted to tabulate open ended question by collating and categorising answers that has similar ideas together in the following two tables denoted by table 2 (I) and table 2 (II). This was done for the sake of creating convenience for the analysis of data.

Table-2(I)- Tabulation of data gathered through questionnaires from the Fans of EMNFT

| S.No | Variables                                      | Respondents<br>Opinion                                               | In No<br>(In %) | Remark                                                                                                       |
|------|------------------------------------------------|----------------------------------------------------------------------|-----------------|--------------------------------------------------------------------------------------------------------------|
| 1    | A) Levels of Satisfaction of the Fans of EMNFT | very satisfied                                                       | 12(20%)         |                                                                                                              |
|      |                                                | Satisfied                                                            | 14(23.3%)       |                                                                                                              |
|      |                                                | Dissatisfied                                                         | 18(30%)         |                                                                                                              |
|      |                                                | Very dissatisfied                                                    | 13(26.7%)       |                                                                                                              |
|      |                                                | No- satisfaction/neutral                                             | 4(6.7%)         |                                                                                                              |
|      |                                                | Other                                                                | 0               |                                                                                                              |
| 2    | B) Reasons of dissatisfaction upon EMNFT       | Goal, championing and team performance                               | 29              | It is inconvenient to state in percentage because one responders may have two or more answers for a question |
|      |                                                | Individual performance & technical competency                        | 13              |                                                                                                              |
|      |                                                | Coaches related problems                                             | 15              |                                                                                                              |
|      |                                                | Stadium attractiveness and services in and around there              | 12              |                                                                                                              |
|      |                                                | Leadership related problem with in the Ethiopian Football Federation | 14              |                                                                                                              |
|      |                                                | A combination of all above factors                                   | 28              |                                                                                                              |

Source: data gathered from fans of EMNFT through questionnaires

Table 2(II) continuation of the tabulation of data gathered from the Fans of EMNFT through questionnaires

| S.No | Variables                                                                             | Respondents` Opinion                                                                                       | In No (in %) | Remark                                                                                                       |
|------|---------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------------------------------------|
| 3    | C) Meaning of National football team success (according to fans opinion) for the fans | Displaying good competition, technical competency and improving ranks in regional and international levels | 21           | It is inconvenient to state in percentage because one responders may have two or more answers for a question |
|      |                                                                                       | Preparing substituent athletes, working in the grass root to recruit youth from football academy           | 16           |                                                                                                              |
|      |                                                                                       | Fostering Financial strength of team                                                                       | 3            |                                                                                                              |
|      |                                                                                       | Having Disciplined and ethical and professional athletes                                                   | 13           |                                                                                                              |
|      |                                                                                       | Championing and being winners                                                                              | 19           |                                                                                                              |
|      |                                                                                       | Others                                                                                                     | 11           |                                                                                                              |
| 4    | D) The relation between team`s success and fans satisfactio n                         | Fan satisfaction boost performance and morale of the national team                                         | 0            |                                                                                                              |
|      |                                                                                       | National Football team success foster fans satisfaction and the vice versa                                 | 60(100%      |                                                                                                              |
|      |                                                                                       | Others                                                                                                     | 0            |                                                                                                              |
| 5    | E) Attributio ns of satisfied fans                                                    | Chanting, enjoying, entertaining                                                                           | 50           | It is inconvenient to state in % because one responders may have two or more answers for a question          |
|      |                                                                                       | Regular attendance and inviting new visitors                                                               | 28           |                                                                                                              |
| 6    | F) Attributio ns of unsatisfied fans                                                  | behaving unethically, throwing objects towards other` fans                                                 | 44(73.3%)    |                                                                                                              |
|      |                                                                                       | Shouting against their team and coaches                                                                    | 16(26.7%)    |                                                                                                              |
| 7    | Total                                                                                 |                                                                                                            | 60(100%)     |                                                                                                              |

Source: data gathered from fans of EMNFT through questionnaires

#### 4.2.1. Levels of Satisfaction of the Fans of EMNFT in Addis Ababa

As discussed in the second chapter of this paper with referring some scholarly written documents, the satisfaction of the fans of EMNFT`s fans have been fluctuated as the

performance of the team has been fluctuated. Similarly, most of the respondents of this paper were also asserted that they had had experienced high levels of satisfaction as some point of time in the past particularly in 2013 when the team took part in African Cup of Nations though they were not satisfied or dissatisfied during this data was gathered. In addition, the respondents of this study proved to have different levels of satisfaction upon the overall conditions of the national football team of Ethiopia. According to the above table named table 2 (I) (A), 12 (20%) respondents (fans of Ethiopian Male National Football Team) were very satisfied, and other 13 (21.7%) of them were satisfied. Most of the respondents in this category have no elaboration and details for their answers. On the other hand, there are respondents those who were unsatisfied amounted 18 (30%), very dissatisfied amounted 14 ((26.7%), and neutral (no-satisfaction and no dissatisfaction) reaches 3 or 5% of the total respondents.

From this data, only 25 (41.3%) of the respondents (which accounts the minority ones), were proved to be very satisfied and satisfied. The other absolute majority of the respondents amounted 35 (58.7%) were not satisfied. A number of respondents those who feel dissatisfied or unsatisfied and neutral have elaborated their answers for question tabulated in table 2(I) (A) by saying that “we are in need for consistent improvement and if possible trophy but the team is not able to improve even its performance, instead it show fluctuation of performances.” Some others are also said that they were attempting to avoid dissatisfaction and emotional sadness on the performance of the national team by not expecting gain and by accepting the loss of the team as normal.

To sum up, the respondents responses asserted that majority of the fans of Ethiopian Male National Football Team have not satisfied by the overall conditions of the team. It is also that their satisfaction on the team which was seen at some points of time in the past was no persistently seen today and yesterday. In general saying measuring levels of satisfaction is dependent on the individual emotional feeling. So, each one of the respondent can level their level of satisfaction.

#### **4.2.2. EMNFT Success and the Relation between the Success and Fans Satisfaction**

As mention in chapter two of this paper, successes in football team is attributed and manifested by a number of things. To mention, the gradual improvement of the performance

of the team, generating incomes, winning of the games, keeping team's current status quo, buying stars of football from different parts of the world, improving the facilities and accommodation of the stadium, and increasing ranks in international level and other related issues are considered to be success of the team.

According to the data presented in the above table called 2 (II) (D), the national football team success can possibly foster fans satisfaction and the vice versa is true. For the most respondent success of the football team is not something easily defined<sup>1</sup>. Accordingly, the success of a team is a combination of leadership quality and achievement, recruiting youth from sport academy, preparation of young players, registering outstanding result and having significant ranks by the club, having a number of professional players, and having a quality to entertain fans and attendees as well as the contribution of the team to enhance social integration. For some others, economic possession of the club and ability of the local athletes to play for international professional clubs are part of success in football. These views are shared by the respondents of the interview especially by the academicians and journalists.<sup>2</sup> Football fans satisfaction is also everything that resulted from the team/club/ performing in the stadium, the registration of better ranks and well attractive services in and around the stadium.<sup>3</sup> In the Ethiopian context, unlike other fans of the national league in Europe, America and China, the fans in Addis Ababa are not in a position to ask and push the managers of the clubs to buy and sign a contract with world stars in local club to share and acquire experiences. According to the respondents of this study, such demand and fulfillment of this demand is not in the domain of football team success. But, it does not mean that the fans are unwilling to see foreign stars to be members in the national clubs.

In general saying, the all inclusive success or some outstanding success and the satisfaction of fans are closely related, one can affect the other. To re-state the above information gathered from the questionnaires, all of the respondents of this study or 60 (100%) asserted that the two variables are interdependent. The success of the national football team of

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<sup>1</sup>Success is manifested by a number of things, such as displaying good competition, technical competency and improving ranks in regional and international levels, preparing substitute athletes, working in the grass root to recruit youth from football academy, championing or being winners, having disciplined and ethical and professional athletes (table 2II(C)).

<sup>2</sup>Interview with Mandefiro Tadesse, Sport Journalist, interviewed at his office in Addis Ababa, on 12 March 2015; and Interview with Aschenaki Tadesse (Dr), lecturer at Addis Ababa University interviewed in his office, Addis Ababa, on 13 February 2015. Document available with the researcher.

<sup>3</sup> Interview with Tizazu Mossie, Lecturer in Addis Ababa University, interviewed at his office in Addis Ababa, on 14/05/ 2015, Document available with the researcher.

Ethiopia is one and a vital factor for the satisfaction of its fan and the satisfied fans are the engine to boost the morale of the team, and possibly help to achieve its goal of getting or showing better performance. But, having fans may not necessarily foster success. By the way of summing up, both variables are interdependence though fan satisfaction is highly dependent on the success of the national team.

On the other hand, concerning the fans and its impact of the team, respondents explained that also there is no policy that guides the manner of fans, there is no strong collaboration among the fan association and fans are most cease to provide their support when the EMNFT is scoring the first goal, i.e. fans are result oriented, they have not lost longing support. This shows that there is no consistency in fanning as well. For the respondents, due to the absence of the clear controlling and supervisory mechanism for fans behaviour except the application of criminal law when serious breach of law, the act of demoralizing the losing team and individual players and coaches was seen for several times in the past. This has a negative impact on the progress of the national football sport. The player would feel sorry and they may not play well if their fan would demoralize them if they lost the game.

#### **4.2.3 Ethiopian National team and Reasons of its Failure in Succeeding in Satisfying the Fans**

According to the respondents view, the inability of the accompanying game by goal and championing by the national team, short of technical competency and individual performance, coaches and sport federation's leadership problem, lack of stadium attractiveness and service in and around the stadium are the major points constraining the fans satisfaction. Other respondents amounted 28 pointed out that the national team failure to satisfy its fans is the not a result of a single reason rather it is the combination of the above problems. These factors and problems are directly and indirectly related to the EMNFT.

##### **4.2.3.1. Team performance, goal and Championing for international game**

In the response of the target respondents, except the reiterations of the 1961 championship, the 1967 outstanding competition as a finalist of and 2013 participation in African Cup of nation no respondents of this study mentioned the success of the national team in the post-1990s period, according to Criuckshank (2014), during the early 2000s that Ethiopia's EMFT has shown significant (it is in relative saying) progress such as the CECAFA championship of

2001, 2004 and 2005. It was a champion of these regional cups. However, after those years of championship and success, the team has insignificant improvement in its rank until 2013. More importantly, the fans were mentioned their concern about the unethical behaving of the members of the teams during the international game. Some others also blamed the coaches and managers of the team for same faults. Although the team is blamed by a majority of the respondents for its hunger for goal that enables it to win, a significant number of respondents were admitted that the national team of Ethiopia has some sort of technical quality in entertaining the fans. Even after having gain in a single tournament it lacks consistency of performance for other games. In this regard, most respondents were memorized the participation of the Ethiopian national team in the scene of African cap in 1962, 1967 and 2013. According to them this was the pick of the history of the success of the team. And they harassed that the team has a problem of Inability to keep the statuesque and the performance it had registered at some point of time.

Generally,, the above table( table 2(I)) shows that a majority of the respondents(29 individuals) confirmed that lack of goal and inability to be a champion in international and regional game by the national is the reason that deters the satisfaction of the fans. Here, absolute majority of the respondents are worried about championship and result that measured by goal and by the possession of trophy.

#### **4.2.3.2. Individual Performance Technical Competency**

In this regard, the second minority of the respondents were asserted that team's limitation in technical competency is the reason to be dissatisfied by the national team of Ethiopia. In this category of view 13 persons were found and from which some of them understand technical competency as a shared performance that the general team displaying. In this way, their rationale is true and logical.

#### **4.2.3.3. Coaches and Sport Federation's Leadership Problem**

Equal to that of the number of respondent opted "the goal, team performance and championship as a factor of dissatisfaction, this one (Coaches and sport federation's leadership problem) has also chosen by high number of respondent (29 fans of EMNFT). Most of these respondents elaborated their answer by additional articulations about the problems found within the Football federation and coach systems. As to them assigning of person without the knowledge of sport in the high post of the federation, lack of mutual understanding, bias and partiality in selecting players for the national team, lack of coaches

that can exploit the potential of Ethiopian athletes with deep knowledge of local condition and others are the dissatisfactory factors on the national football system. Furthermore, Concerning to coaches and high officials the main problem emanates from the maladministration of the federation, there is lack of transparency in selection of coaches and players.

#### **4.2.3.4. Stadium Attractiveness and Services in and Around the Stadium**

A minority number of respondents (12 fans of EMNFT) were admitted that problem related to stadium attractiveness and services in and around there are the reason of dissatisfaction on the national team. They added elaborations that details the problem what they faced in and around the stadium. Accordingly, the lack of secure access to tick, the strike to merchandize tickets and the mal-treatment by polices it its attempt to settle the queuing up to attend the stadium are a push factor to attend the game and to satisfy by the game as well. However, according to the general response, most fans were not concerned about the suffering of such problems or they may not face such a kind of hardships.

The respondents who admitted that satisfaction problem of fans on their national team is the result of a number of factors such as team performance, goal and championing for international game; individual performance technical competency; coaches and sport federation's leadership problem; stadium attractiveness and services in and around the stadium; the limited activities of the stakeholders to recruit substituent players from sport academies and ethical problems of the individual athletes. This group of respondents given an emphasis for the problem of unethical conduct of players by saying “ failing to inline with the rule of the game and showing grievances with uncivilized manner followed by losing of game, dropping of point and so on.” So, ethical problem is one of the factors of fan satisfaction and football game success as well.

To conclude, the above views reflected by a number of respondents are sound argument, and the failure of the EMNFT to satisfy its fan is the result of a several factors that are within and outside of the nation team of the country. The combination of the aforementioned problems that are within the team, the fontal federation and other stakeholders are curtaining the satisfaction of Fans of the Ethiopian Male National Football Team of Ethiopia.

#### **4.2.4 Attribution of fans satisfaction and dissatisfaction on the EMNFT in Addis Ababa**

Satisfaction or dissatisfaction of someone by some events is an emotional feeling which manifested by several things that are physical, movement, interaction, physical appearance or psychological behaving. According to several scholarly written documents, fan satisfaction is psychological feeling and it may be manifested by the physical characteristics. It is a feeling of happiness, joy, pleasure and being entertaining by something events.

As tabulated in the above table, the respondents are the fans those who are the subject of satisfaction or dissatisfaction by the conditions of the Team. According to the table (table 2(II) (E), satisfied fan show their happiness and pleasure by chanting, singing, enjoying, entertaining and displaying other emotional behaving. 50 respondents were supporters of this clam. According to for some other and same respondents, regular attendance and inviting others to attend the game that their club playing are the attributions of satisfactions of the fans. Few respondents said that satisfies fan is the source of the financial strength of the club; and the more the fan satisfied about their team the more they fund their team in finance. There are people who said that he/she is very emotional who couldn't control their emotion, do everything what he or she is like to do at that time. Encourage the player with the winning spirit is the manifestation of any fans, the act of emotional satisfied fan is out of this normative activates. Appreciating the individual players, naming him as hero and singing for him are also considered as the attributions of satisfaction.

The unsatisfied fans have the opposite behaving. Demoralized feeling, anxiety, sadness and sometimes they may face headaches and physical illness. According to the data gathered from the fans of EMNFT, unsatisfied fans show their emotional pain, sadness and depression by behaving unethically, throwing objects towards the other fans, shouting against their team and manager or coaches. Some other may feel dizzy and prefer silence.

There are many causes for the dissatisfaction of the fans of Ethiopian football particularly upon the national team, it ranges from the leadership problem within the government and the team and ends up with each and every players performing. Fans of expectation and the reality of success is another thing that determines fans satisfaction.

### 4.3. Findings

The research has a number of findings and here the major ones that stipulated in the objective of the study are discussed below.

- Fans satisfaction upon the national team is resulted from a number of conditions or factors comprising, team's overall performance, stadium attractiveness and accommodation, accessibility of services even that does not related to football, security, coaches ability to bring result, the leadership of football federation and its activities in administrating the national team. With the prevalence /existence/ of better status in some elements or major factors of fans satisfaction, fans would show emotional feelings that help foster better attendances of supporters and enhance the morale of players.
- The manifestation of fans satisfaction is may be several in kinds that range from consistent attendance to the game and increment of financial supports to emotional chanting/shouting, dancing and loud verbal admiration of individual players.
- There are fluctuation in the performance of the team that manifested by lack of result in regional and international games and further it resulted in fans dissatisfaction upon the EMNFT. It is the result of the absence of professional coaches that are knowledgeable to the overall conditions of Ethiopian athletes.
- There are problem related to ethical conditions of the players, coaches and administrative staffs of Ethiopian Football Federation are also proved to be factor in constraining the satisfaction of fans of the national team in Addis Ababa. This condition is also proved to affect the performance and achievements of the team too. The fans were also discontented about these behaviors.
- The work on recruiting youth sport academy is proved to be a panacea to minimize the unethical behaving of athletes and other sport related staffs. However, the stakeholders of EMNFT have not concentrated on these activities.
- In bringing up the yang athletes for the national team, the government and that stake holder have limited engagement especially in the activities of building sport infrastructure that will help for exercising training and performing international and national game facilities including stadium and youth training center.
- It is proved that there are limited problems in ensuring open system, transparent system as well as clear regulation and guideline for the selection of coaches and players.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1. Summary**

This paper is about the assessment of the satisfaction of fans of Ethiopian Male National Football Team in Addis Ababa with giving due consideration for the reasons that constrains the EMNFT to ensure full-fledged fan satisfaction. The researcher has used both secondary and primary sources of data to enrich and make full-fledged information about the topic that are the major subject of the study. After analyzing the available data, the study has got several findings that are directly related to the subject. The findings are concerned to the prevalence of factor that determines fan satisfaction in general and there is a combination of factors for the determination of fans satisfaction in Addis Ababa in particular. Accordingly, the major reasons of failure of the EMNFT to satisfy its fans are team performance, goal and championing for international game; individual performance technical competency; coaches and sport federation's leadership problem; stadium attractiveness and services in and around the stadium; the limited activities of the stakeholders to recruit substituent players from sport academies and ethical problems of the individual athletes. Beyond the indemnification and enumeration of these factors, this study has discussed the levels of satisfaction of the fans of EMNFT in Addis Ababa, EMNFT success and the relation between the success and fans satisfaction and attribution of fans satisfaction and dissatisfaction on the EMNFT in Addis Ababa. Based on the, the findings, the study has summarized and concluded points, and finally recommended points that need to be done.

#### **5.2. Conclusion**

The aim of this paper is to analyses the general conditions of fan satisfaction on the Ethiopian Male Football Team with giving particular attention for the failures of the said team to satisfy its fans in Addis Ababa. The specific objectives were, aimed at discussing the levels of fans satisfaction and articulating the reasons of the Ethiopian Male Football Team's failure to satisfy its fans in Addis Ababa; discussing the factors of football fans satisfaction; assessing

the basic the element of success, and success in football team and explaining the relationships between football team success and fans satisfaction.

The discussion about the measuring, element and factors of fans satisfaction is based on a comprehensive review of literature, questionnaires (for fans of Ethiopian Male National team in Addis Ababa), and expert and target group interviews. According to the findings of this study, the majority of fans targeted for data gathering through interview and questioners asserted that the level of fan satisfaction upon the EMNFT is limited. Fans satisfaction upon the national team is resulted from a number of conditions or factors comprising, team's overall performance, stadium attractiveness and accommodation, accessibility of services even that does not related to football, security, coaches ability to bring result, the leadership of football federation and its activities in administrating the national team. With the prevalence /existence/ of better status in some elements or major factors of fans satisfaction, fans would show emotional feelings that help foster better attendances of supporters and enhance the morale of players. The manifestation of fans satisfaction is also may be several in kinds that range from consistent attendance to the game and increment of financial supports to emotional chanting/shouting, dancing and loud verbal admiration of individual players.

More importantly, based on the study undertaken on the mentioned issue, absolute majority of the respondents were not satisfied on the performance and the overall conditions of the Ethiopian Male National Football Team (EMNFT). The reasons for the inability of the said team (EMNFT) to bring full-fledged satisfaction for its fans were numerous. Some of these factors that most respondents of this study asserted were, the fluctuated performance of the team that manifested by lack of result in international games, the absence of critical focus on sport academy to bring up new athletes, and administration problem of the Football Federation of Ethiopia in recruiting members of the teams, the availability of non-sport professionals in leadership of the football federation, the lack of local coaches who work on local athletes with taking into account the physical and mental conditions of sportsmen and others. Further, the problem related to ethical conditions of the players, coaches and administrative staffs of Ethiopian Football Federation are also proved to be factor in limiting the satisfaction of fans of the national team in Addis Ababa. The paper identified that fans were unsatisfied by the unethical behaving of the player while playing games that are local and international in

nature. This condition is also proved to affect the performance and achievements of the team.

With regard to the general relationships of fans and EMNFT's success, the study has proved that success in any football team is manifested by a combination a number of things that help the football system to show a step forward and the successes are the factor in boosting the satisfaction of the fans. Both of them are interdependent variables.

## **5.2. Recommendation**

This paper has raised the overarching research question says that is “How is the condition of fans satisfaction on the EMFT and why Ethiopian Male Football Team is unsuccessful to satisfy its fans in Addis Ababa?” In its attempt to answered this question, the paper has employed the definition says that “Fan satisfaction on the national football team is a personal as well as community feeling of pleasure happiness and joy about their teams that are representing the nation in regional and international games.” With taking this definition as a base to discuss the points, the study has got some findings. According to the findings that this paper has forwarded, to bring full-fledged satisfaction for fans of EMNFT; a number of things should be done in accordance with the following recommendations.

- The fluctuation in the performance of the team that manifested by lack of result in international games need to be managed by employing professional coaches who know the overall conditions of Ethiopian athletes.
- There should be critical focus on sport academy to bring up new athletes and redressing the mal-administration (especially partiality and bias) of the Football Federation of Ethiopia in recruiting members of the teams, and employing merit based posting system to the leadership of the football federation of Ethiopia are considered to be the vital work to be done by the sport federation of the country.
- There are problem related to ethical conditions of the players, coaches and administrative staffs of Ethiopian Football Federation are also proved to be factor in constraining the satisfaction of fans of the national team in Addis Ababa. This condition is also proved to affect the performance and achievements of the team too. Thus, it is recommended that, the premier leagues of the country and the Football Federation of Ethiopia in need for providing conceptual educations that has particular importance to build ethical conduct and professionalism for footballers.

- And the work on recruiting youth sport academy is also a panacea to minimize the unethical behaving of athletes and other sport related staffs. Therefore, all the stake holders of the Ethiopian Male National Football Team are required to help, facilitate, and push the football federation of the country to give a particular emphasizes to youth academies and preparation of substituent footballers from the grass roots.
- For the sake of facilitating access to the yang athletes for the national team, the government and that stake holder also need to engage actively to participate in building infrastructure that will help for exercising training and performing international and national game facilities including stadium and youth training center.
- To make the game worth mentioning and effective, and to have open as well as transparent system, there should be regulation and guideline for the selection of coaches and players.

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## Appendixes

### Annex-1

#### ADDIS ABABA UNIVERSITY

##### School of Graduates

##### College of natural science

##### Department of Sport Science

This Questionnaire is prepared for the sole purpose of acquiring data for the study designed to conduct on the title of in Addis Ababa University. Here, believing that your response is value adding to the study, and hence I am kindly requesting you to state the appropriate answer for the following questions.

#### Questionnaire for fans

**Direction-1:** in answering the questions put “X” in the space provided.

#### I. personal Background

1. age \_\_\_\_\_
2. sex:- ☐ Male ☐ Female ☐ Neuter ☐
3. Educational Background ☐ elementary edu. ☐ Secondary edu. ☐ diploma and degree ☐ other if any \_\_\_\_\_
4. Service as a fan :-1-2 years ☐ from 3 to 5 years ☐ from 6 to 9 years ☐ 10 and above ☐

#### II. Respondents` satisfaction related questions

5. your level of satisfaction on EMNFT: Highly satisfy ☐ satisfy ☐ neutral (no satisfaction or dissatisfaction ☐ dissatisfy ☐ very dissatisfy
6. elaboration for your answer in no “5” answer if any \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
7. Reasons for your dissatisfaction on the team? team performance in ball control ☐ goal ☐ stadium attractiveness and service around there ☐ coaches related problems ☐ state if any other \_\_\_\_\_  
\_\_\_\_\_

8. What do we mean by Fan satisfaction in football?\_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
9. discuss the relation between team success and fans satisfaction in Addis Ababa
- \_\_\_\_\_
- \_\_\_\_\_
10. In relative term, is there relative satisfaction you got on the EMFT in the past?
- \_\_\_\_\_
11. How do you state the manifestation of satisfaction and dissatisfaction in the team?
- When satisfied \_\_\_\_\_
- \_\_\_\_\_
- When dissatisfied \_\_\_\_\_
- \_\_\_\_\_
12. What are the impacts of the increment and decrement of fans satisfaction on national Team particularly in Addis Ababa?
- A) Increment \_\_\_\_\_
- \_\_\_\_\_
- B) Decline \_\_\_\_\_
- \_\_\_\_\_
13. Mention the means to bring fans satisfaction in Addis Ababa on EMFT, and by whom it need to be done?
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## **Annex-2: Interview Questions**

### **ADDIS ABABA UNIVERSITY**

#### **School of Graduates**

#### **College of natural science**

#### **Department of Sport Science**

This Questionnaire is prepared for the sole purpose of acquiring data for the study designed to conduct on the title of in Addis Ababa University. Here, believing that your response is value adding to the study, and hence I am kindly requesting you to state the appropriate answer for the following questions.

Interview questions for top government leaderships, academicians, sport journalists and coaches

1. Position: \_\_\_\_\_
2. No of years in service: \_\_\_\_\_
3. Academic level: \_\_\_\_\_
4. What do we mean by football satisfaction? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. How do you understand the satisfaction of fans in Addis Ababa on the EMFT? Neutral (no satisfaction or dissatisfaction ☐ very satisfied very low ☐ low ☐ satisfied ☐ no idea ☐
6. Discuss the relation between team success and fans satisfaction in Addis Ababa.  
\_\_\_\_\_  
\_\_\_\_\_
7. Elaborate your answer for No. 5. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. If you believe that the Fans of EMFT in Addis Ababa dissatisfied or unsatisfied, please state the reasons.
6. Is there a policy or other related measures done to boost fans satisfaction on the National team of Ethiopia?

Yes ☐ No ☐ Please Give details for your answer\_\_\_\_\_

7. What are the reasons you that determine fan satisfaction in general any fans and in particular for Addis Ababa?

8. What has to be done to increase fans satisfaction on the national team in Addis Ababa?

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9. Who are the key stakeholders to increase the satisfaction of Fans?

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10. State anything you like and or untouched about the topic under discussion.

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## **Declaration**

The thesis is my original work, has not been presented for a degree in any other University, and all sources of material used for the thesis have been duly acknowledged.

Name: Alayu Aderaw

Signature: \_\_\_\_\_

Place: College of Natural Sciences, Addis Ababa University

Date of Submission: June 5 2015