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Societal and Impact Analysis of Aalesunds Fotballklubb

An investigation of selected life domains' effect on
life satisfaction and business partner cooperation

Master's thesis in International Business and Marketing/"Siviløkonom"

Supervisor: Erik Nasset

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Faculty of Economics and Management
Department of International Business

Preface

This master's degree thesis is the last component of the Master of Science (M.Sc.) in International Business and Marketing (Siviløkonom) at NTNU in Ålesund and was written over the last semester of the study program.

We would like to thank our supervisor Erik Nettet for excellent guidance throughout the whole master's thesis period. Thank you for all the help and support you have given us concerning data analysis and, in general, your useful advice. We would also like to thank Norstat for their rapid and professional data gathering process.

We would also like to thank Geir S. Vik and AaFK for giving us the opportunity to write our master's thesis about our foremost hobby and interest, namely football. We also highly appreciate Geir and AaFK for their support and cooperation throughout the process of writing this master's thesis. Thank you, Geir, for your support and necessary resources and financial support during this research process.

Lastly, we would like to thank each other for a good collaboration and motivational talks, when needed. We have got to know each other beyond the friendship we possessed before this master's thesis process, while consecutively gaining new knowledge and experiences.

Summary

Football, being the biggest sport around the globe, engages humans in all corners of the world. The development of football has let people connect through relationships and shared patriotism, businesses in sports have led to commercialisation, and nations and continents have been brought together based on a collective engagement for football. Football generates income, costs, negotiations, and agreements from a business perspective, which also applies to the case of Aalesunds Fotballklubb (AaFK). So far this millennium AaFK has experienced to take steps both in terms of sporting results and growth as a business. This master thesis seeks to investigate the impact Aalesunds Fotballklubb has on the city of Aalesund and its surroundings, by examining AaFK's effect on perceived life satisfaction on an individual level and involvement of businesses and their cooperation.

The approach of this thesis is two-folded, with both qualitative interviews regarding business relationships and a quantitative study through a survey to find representative results for the individual's level of engagement with respect to different life domains and life satisfaction. Data from the survey is processed using statistical software. The qualitative interviews were conducted with existing cooperating partners of AaFK from different labelled partner categories to explore the mechanisms, processes, and outcomes that explains the main motives of cooperating with AaFK.

The results from the quantitative survey showed that attending AaFK-football matches does not have a significant direct effect on life satisfaction. We found that engagement towards AaFK through participation in cultural-, sports-, and outdoor-activities had minor, but significant indirect effect on life satisfaction. Variables that had a significant direct effect on life satisfaction were, on the other hand: good relationships with family and friends, well-being in their daily situation, and attending culture-, sports-, and outdoor activities. From our qualitative interviews, we found evidence of patriotism and a desire to be part of activities that gathers the community as main motivating incentives for cooperation, rather than economic and strategic motives.

Sammendrag

Fotball er den største idretten i verden og engasjerer mennesker i alle land. Fotballens utvikling har ført til at det knytter mennesker gjennom relasjoner og felles lidenskap, forretninger gjennom kommersialisering, nasjoner og verdensdeler gjennom et felles engasjement. Fotballen frembringer inntekter, kostnader, forhandlinger og avtaler noe som gjelder i aller høyeste grad i Ålesund med Aalesunds Fotball Klubb også. Så langt i dette århundret har Aalesunds Fotball Klubb (AaFK) erfart å ta steg både når det gjelder sportslige resultater og som en voksende forretning. Denne masteroppgaven ønsker å undersøke effekten Aalesunds Fotball Klubb har for lokalsamfunnet i Ålesund by og Sunnmøre som region, både når det gjelder engasjementet på individnivå i form av påvirkning på livskvalitet og engasjement hos aktører i næringslivet og deres samarbeid.

Fremgangsmåten for dette forskningsprosjektet er todelt, med kvantitative intervjuer med samarbeidspartnere og en kvantitativ spørreundersøkelse for å oppnå representative resultater for måling av AaFKs betydning for beboere i området når det kommer til grad av engasjement relatert til de ulike livsdomene og på livskvalitet. Dataen som er innhentet gjennom spørreundersøkelse blir behandlet og prosessert med statistisk programvare. De kvalitative intervjuene er gjennomførte med eksisterende samarbeidspartnere med AaFK fra ulike partnerkategorier for å finne mekanismer, prosesser og utfall som forklarer hovedmotivene for samarbeidet med AaFK.

Etter å ha analysert dataene fra spørreundersøkelsen finner vi at det å være tilskuer på AaFKs hjemmekamper ikke har en signifikant direkte effekt på livskvalitet for beboere på Sunnmøre. Vi finner resultat av at engasjement for AaFK har en liten, men signifikant indirekte effekt på livskvalitet gjennom deltakelse på kultur-, sport- og friluftslivsaktiviteter. Derimot finner vi at faktorer som deltakelse på kultur-, sport- og friluftslivsaktiviteter, relasjoner med familie og venner, samt tilfredshet i den daglige situasjonen har signifikante direkte effekter på livskvaliteten. Fra de kvalitative intervjuene finner vi resultat av lokalpatriotisme og et ønske om å være med på aktiviteter som skaper engasjement i lokalsamfunnet som motiverende insentiver for samarbeid, fremfor økonomiske og strategiske motiv.

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1. Introduction

Football, being the biggest sport on the planet, engages people all over the world. It connects people, businesses, communities, nations, and continents. Attending a football match is an arena where people get together to support their local or favourite football club. Football matches do also offer positive effects and outcomes beyond being a meeting place for watching football. A football match generates ticket sales, creates jobs, and contributes to increased turnover for subcontractors and local businesses. Thus, the outcomes of football matches affect several stakeholders – supporters, sponsors, investors, managers, football players, and employees. The purpose of this master's thesis is twofold: First, we will explore the essential mechanisms, processes, and outcomes in order to highlight the incentives motivating cooperation between a local football club in Norway and local/regional businesses. Secondly, we will look at how the presence of a local football club can affect the perceived life satisfaction of the inhabitants in the football club's geographical appraisal.

Aalesunds Footballklubb, AaFK, is a Norwegian football club from the city of Ålesund, that competes in Eliteserien, Norway's primary football competition. AaFK's core values and vision reflect strong local embeddedness. AaFK's core values rely heavily on being able to be professional and engaged and to function as a unifying entity. Local engagement and involvement and to be unifying reflects in AaFK's vision of being "Sunnmøres Stolthet," which translates to "The Pride of Sunnmøre." AaFK's core values and local embeddedness appeals to the local affiliation of the residents in Ålesund and at Sunnmøre, and is also reflected in several of their business partners' affection to Ålesund and Sunnmøre. Sparebanken Møre, one of AaFK's general partners, is an example of a local business that shares AaFK's commitment and association to Ålesund and Sunnmøre.

A report from Sponsor Insight about the Norwegian sponsorship market in 2017 listed AaFK as the twelfth most favourable sponsor object in Norway (Hjelvik, 2018). AaFK has several business partners on four different partner levels: General partner, main partner, partner, and patriot. The business partners are placed in a given partner category based on their commitment and financial support. Cornwell, Weeks and Roy (2005) presented a model of consumer-focused sponsorship-linked marketing communications that explored how

information-processing mechanics, individual- and group-level factors, market factors, and management factors, together with theorised sponsorship outcomes, can gauge the relative effectiveness of sponsorship in a marketing context. The study of Morgan, Adair, Taylor, and Hermens (2014) examines the inter-organisational relationship between a sports event property and its corporate sponsors. Morgan et al. (2014) found that both formal and informal governance was critical to the relationships underpinning a sponsorship alliance.

Dolton and MacKerron's study (2018) investigated how happy attendance at, and the outcomes of football matches make football supporters. Dolton and MacKerron (2018) compared these results relative to other activities and estimated the dynamic effects these exogenous events have on emotional state. Dolton and MacKerron (2018) found that football – on average – makes football supporters unhappier. Inoue, Sato, Filo, and Du (2017) did, however, find that live spectating of sports has a positive effect on life satisfaction when measured in different surveys. According to our knowledge, there are no studies that address both the motivation and rationale behind a sponsor-sponsee relationship between a football club and local businesses and a local football club's contribution to life satisfaction.

1.1 Research questions

AaFK, who assigned us this project, wanted to investigate their presence and events' degree of impact in its surrounding area. After discussions with AaFK, we concluded that this research project would contain two clearly segregated research topics. As mentioned in the introduction, we will investigate the motives for cooperation with AaFK, by identifying the fundamental mechanisms, processes, and outcomes of the partnerships, and, in addition, the impact on life satisfaction for the residents in Ålesund and the nearest municipalities. Throughout the thesis, we will separate the research questions and the following context, methodology, results, and discussion of findings. In the latter part of this thesis, we want to investigate the two research topics combined to view the bigger picture of AaFK's societal impact. Moreover, the following research questions will be addressed:

1. What incentives motivate cooperation between AaFK and local businesses?
2. Do AaFK and its presence contribute significantly to the inhabitants of Ålesund's and Sunnmøre's perceived life satisfaction?

In the first section of this master's thesis, the two research questions will be handled separately. In the latter part of this master's thesis, when we discuss our findings, the research questions will be processed simultaneously. To answer the first research question, we have interviewed four of AaFK's business partners to explore the content of and motivation for their cooperative relationship. The effects of the business relationship between AaFK and its business partners are analysed using the theoretical frameworks of sponsorship arrangements, as presented by Cornwell et al. (2005) and Morgan et al. (2014). To analyse how AaFK and its presence affects the life satisfaction of the inhabitants of Ålesund and Sunnmøre, we have carried out an online survey among respondents in the municipalities Ålesund, Sula, and Giske using a third party data processing company, Norstat.

1.2 Master's thesis structure

This master's thesis is structured as follows: The first chapter introduces the master's thesis' subject, purpose, and structure. The second chapter provides contextual information in terms of AaFK's history and background information and the state of professional football in Norway. In the third chapter, the theoretical framework we have utilised is presented. This chapter is divided in two parts, where the first section addresses theory related to sponsorship arrangements, and the second section addresses theory related to life satisfaction. In this chapter, the research models and adjoining hypotheses are also presented. The fourth chapter presents the research methodologies utilised in this master's thesis. In chapter five, the results and statistical analyses are presented. Chapter six consists of a discussion of our findings and managerial implications. The seventh and last chapter of our master's thesis contains a conclusion, limitations, and further research.

2. Context – Aalesunds Fotballklubb and Norwegian football

2.1 Professional football in Norway

Norsk Toppfotball (NTF) is the interest organisation that consists of and preserves the interests of football clubs playing in Eliteserien and OBOS-ligaen. In their yearly report for 2019, they state that one of their main goals for the football season of 2020 is to get more football interested people to attend football matches at their local grounds or stadiums (NTF, 2020). Football in Norway engages people, and according to NTF (2020), almost a million Norwegians support a football team. Norsk Toppfotball's media partner, Discovery, and Norway's most prominent online newspaper, Verdens Gang, reports that Norwegian football has experienced good viewing figures and media coverage throughout the football season of 2019 (NTF, 2020). The trend in Norway is that fewer people watch TV in general, but football live on television attracts viewers. The challenge for Norwegian football clubs is to attract supporters and spectators to their local grounds. NTF has, in cooperation with Norsk Supporterallianse (NSA) and the football clubs playing in Eliteserien and OBOS-ligaen, established task forces to try to come up with a solution(s) to this challenge (NTF, 2020).

Norwegian football as an industry is dependent on activity, i.e., the revenues generated from football matches being played. Pamer (2020) argues that Norwegian football will diminish without activity, and he justifies his statement by naming sponsorship arrangements, funds from media agreements, and revenues related to ticket sales as the financial pillars of Norwegian football clubs. Pamer (2020) uses Sportsklubben (SK) Brann, a football club from Bergen, as an example – sponsorship arrangements generate over 50 per cent of SK Brann's revenues, while funds from media agreements and ticket sales generate 20-25 per cent of SK Brann's revenues respectively. Pamer (2020) does also states that this distribution of revenues is, in general, transferable to other Norwegian football clubs. These numbers clarify and highlight how essential sponsorship arrangements are and how crucial a lapse of sponsorship funding could potentially be for Norwegian football clubs.

2.2 Aalesund Fotballklubb

Aalesunds Fotballklubb (AaFK) was founded on June 25th, 1914 (AaFK¹, 2016). The football club was founded as a result of increasing interest in football in Norway, and several of the football clubs playing in the top Norwegian series, Eliteserien, today were founded early in the twentieth century. For example, AaFK toughest rival and county neighbour Molde Fotballklubb was founded in 1911 (MFK, 2017). Until 1936 AaFK played in a local football series which involved clubs resident in Møre and Romsdal, this local series was then superseded by a nationwide football series, Norgesserien (AaFK², 2020). Norgesserien was in 1948 superseded by Hovedserien and Landsdelsserien, which has several resemblances with how the Norwegian football series is organised today – Hovedserien was a nationwide football series, while Landsdelsserien consisted of teams playing in Møre og Romsdal and Trøndelag. AaFK played several years in Landsdelsserien and won the last season of this tournament in 1962 (AaFK², 2020). As a result of winning Landsdelsserien, AaFK got the opportunity to qualify for playing in Hovedserien but lost 1-2 at home against FK Gjøvik-Lyn playing in front of approximately 12,000 spectators at Aksla Stadion (AaFK², 2020). Until the turn of the millennium, AaFK alternated between playing in the second tier and third tier of the Norwegian football series.

The Norwegian top football series, Eliteserien, was introduced in 1991 as "Tippeligaen" (AaFK², 2020). The name originated from the fact that Norsk Tipping, Norway's national and state-owned lottery, was the main sponsor of the tournament. AaFK got promoted to Eliteserien for the first time before the 2003-season. The following seasons AaFK alternated between playing in Eliteserien and the second tier in the Norwegian football series, Adeccoligaen (later known as OBOS-ligaen). AaFK achieved fourth place in the 2010-season and 2013-season of Eliteserien, which is their best table position achieved in the Norwegian football series (AaFK², 2020). AaFK's preliminary highlight as a football club and the club's best sporting performance was achieved in 2009 when they beat Molde Fotballklubb in a thrilling cup final in a penalty shootout. AaFK also won the Norwegian cup championship in 2011, beating SK Brann from Bergen 1-2. AaFK has played in OBOS-ligaen, the second tier in the Norwegian football series, in 2018 and 2019, before experiencing being promoted to Eliteserien prior to the 2020-season. AaFK is one of three teams (of 16 teams in total) from

Møre and Romsdal to play in Eliteserien in 2020. The two other teams are Molde Fotballklubb and Kristiansund Ballklubb.

2.2.1 Color Line Stadium and attendance

Color Line Stadion is AaFK's home ground. The ground has a capacity of 10,778 spectators, where 9,598 are seated, and 1,180 are standing (AaFK³, 2018). The ground has, in addition, 702 seats available for VIP guests, these seats are mainly utilised by AaFK's business partners and guests (AaFK³, 2018). Color Line Stadion was inaugurated April 15th, 2005 (Color Line Stadion, 2018). The name "Color Line Stadion" occurred as a result of a conversation between Jon Ketil Gjørtz, a key contributor to the development of Color Line Stadion and Volsdalsneset, and investor and shipowner, Olav Nils Sunde, during the summer of 2002 (Color Line Stadion, 2020). Color Line AS, a cruise ferry line owned by Olav Nils Sunde through Color Group ASA, had in the early 2000s achieved beneficial marketing effects through its naming rights to Color Line Arena in Hamburg, Germany (Color Line Stadion, 2020). Based on its experiences in Germany, Sunde and Color Line AS bought the naming rights to AaFK's new venue and secured the financial basis for the construction of Color Line Stadion.

Table 1 shows that the development of the number of spectators that attended AaFK's home matches while playing in the Norwegian top football series supports the views of Norsk Toppfotball regarding the falling interest of attending football matches. They emphasise the importance to get supporters to visit their local ground instead of pursuing other interests or hobbies. When comparing the attendance at AaFK's home matches to attendance at football matches in Eliteserien in general, it is possible to identify a trend (See Appendix 1, Table 2). The average number of spectators attending football matches has been declining since 2007. NTF (2020) points out increasing competition from other interests and hobbies, availability of international football on television, and expensive ticket prices as some reasons when trying to explain the declining number of spectators attending football matches in the Norwegian top football series, Eliteserien.

Table 1: Attendance at AaFK's football matches at home while playing in Eliteserien (NIFS¹)

Year/Season	Max.	Min.	Matches	Sum	Table pos.	Average
2003*	9 667	4 088	13	86 180	13	6 629
2005	10 903	10 370	13	138 032	13	10 618
2007	10 780	9 680	13	136 172	11	10 475
2008	10 778	9 724	13	134 715	13	10 363
2009	10 778	9 409	15	153 264	13	10 218
2010	10 778	9 500	15	152 195	4	10 146
2011	10 677	8 783	15	143 480	9	9 565
2012	10 247	8 324	15	137 748	11	9 183
2013	10 101	6 925	15	122 885	4	8 192
2014	9 386	6 580	15	114 024	7	7 602
2015	8 287	5 655	15	100 345	10	6 696
2016	10 013	5 215	15	95 546	9	6 370
2017	9 062	5 178	15	90 937	15	6 062

* In the football season of 2003, AaFK played their home matches at Kråmyra Stadion, a ground with lesser capacity than Color Line Stadion, which was inaugurated in 2005.

Color Line Stadion also houses offices for several companies, and the administration of AaFK, in addition to being AaFK's home ground. Besides housing AaFK's, AaFK's second team's and AaFK's youth teams' football matches, Color Line Stadion is also utilised as a concert- and festival arena. World-renowned artists like a-ha, Elton John, and Sting have performed at Color Line Stadion (Color Line Stadion, 2018). Jugendfest, a yearly music festival arranged by the Giske-based company, Momentum, has been held at Color Line Stadion since 2012 (AaFK⁴, 2018). AaFK's CEO, Geir S. Vik stated in 2018 that: "*It is important for us (AaFK) to provide the inhabitants of Ålesund and Sunnmøre with rewarding experiences, both in terms of football and music and culture. We are very pleased with being able to house Jugendfest in the years to come.*" (AaFK⁴, 2018). The utilisation of Color Line

Stadion as a concert- and festival arena has proven to be successful but also strategically important given the declining interest of attending football matches, and the increasing interest of attending cultural events.

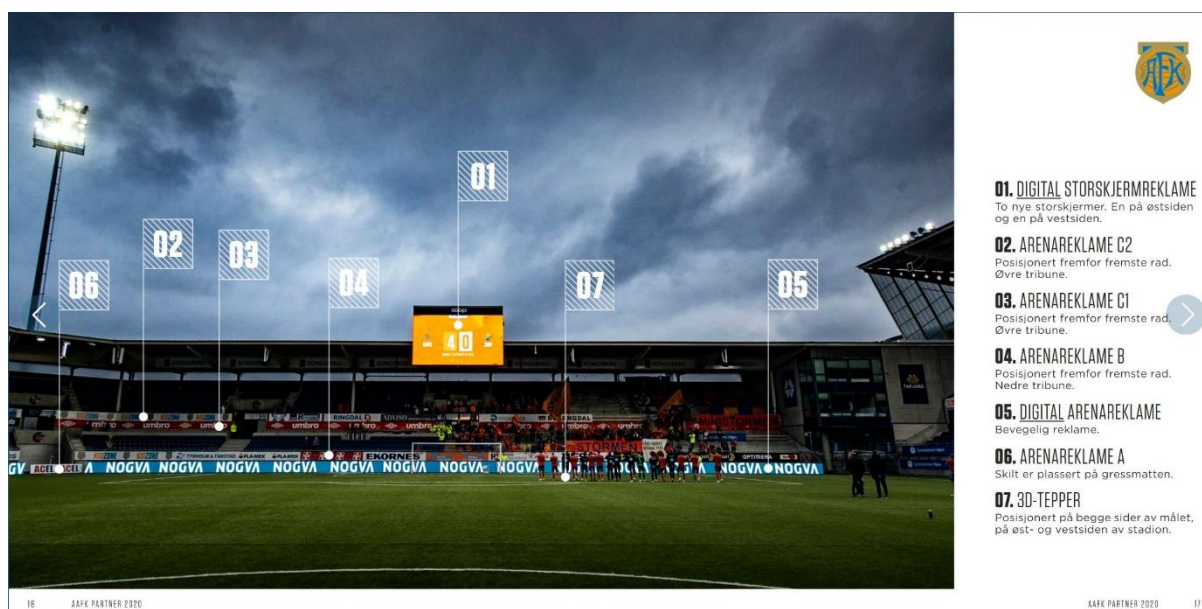
2.2.2 AaFK and its business partners

Sponsorship can, according to IEG (2005), be defined as "cash and/or in-kind fee paid to a property (typically sports, entertainment, non-profit event or organisation) in return for access to the exploitable commercial potential associated with that property.". AaFK refers to their agreement of sponsorships as their collaborators or business partner, and the football club highlights the importance of these collaborative arrangements being beneficial for both parties. The content of each of AaFK's collaborative arrangements might differ significantly, and AaFK tailors each arrangement individually (AaFK⁵, 2020). AaFK has named its partner program AaFK Business Club. The idea behind this name is to make AaFK, their venues, and the intertwined network among their partners an arena for value creation and creation of synergetic effects. AaFK plans several meetings and happenings for the football season of 2020, where all partners are invited.

Entrance to "VIP-en", the VIP seating and dining area at Color Line Stadion, is another privilege of being a business partner of AaFK. AaFK promotes "VIP-en" of having the most comfortable seats at Color Line Stadion, a nice restaurant, and an arena for informal conversations with other businesses. At "VIP-en", businesses are granted a number of seats depending on the magnitude of the collaborative agreement between the business and AaFK. AaFK hopes that "VIP-en", both on and off matchdays, can, to a greater extent, become an arena where businesses meet, share knowledge and experiences, and create value for the business environment in Ålesund and at Sunnmøre.

AaFK having several hours of exposure on TV and media every week throughout the football season is a highly valuable sponsor object for both regional and nationwide businesses. AaFK offers several channels for marketing-, exposure-, and commercial activities for their business partners – the most conspicuous being having a company logo/brand visible on the football

club's jersey and training wear. AaFK does also allows several types of advertising at Color Line Stadion (AaFK⁵, 2020). These advertising efforts vary in magnitude and price, depending on the exposure effect. Some examples of the possible advertising efforts at Color Line Stadion can be seen in the picture below:



Picture 1: AaFK Partner 2020, p. 16-17, AaFK (2019)

In a survey conducted by the leading sponsorship and sports marketing agency in the Nordic Countries, Sponsor Insight, in 2019, Eliteserien was named the number one sponsor object in Norway (Hansen, 2020). CEO of Sponsor Insight, Vegard Arntsen, states that this is because Eliteserien and football in Norway, in general, have close relations to its local community, and that several small- and medium-sized companies answered their survey (Hansen, 2020). AaFK is a good example that supports Arntsen's statement, having Sparebanken Møre (a local savings bank in Møre and Romsdal) as one of their primary business partners. Elisabeth Blomvik, the leader of Sparebanken Møre's personal client's division, stated earlier this year when Sparebanken Møre and AaFK signed a new collaborative agreement that: *"We highly appreciate our partnership with AaFK, and we have coinciding core values. Both parties aim to encourage and stimulate activity in their local community and build a common identity, sense of pride, and affection."* (AaFK⁶, 2020). Arntsen does also state that the football clubs in Eliteserien are favourable sponsor objects for businesses as the partnerships are easy to comprehend, and it is easy to measure the effects of the cooperation (Hansen, 2020).

2.3 COVID-19 and the effects on Norwegian football

The accumulation of large crowds, which includes sporting events, was early designated as one of the reasons behind the spread of the COVID-19 virus in Europe. The Champions League match between Liverpool and Atlético Madrid played in England March 11th tends to be highlighted as the most stingy sporting event example according to Dille, T., Day, S., & Kristiansen, E. (2020). The day after, March 12th, the Norwegian government introduced the most comprehensive societal protection measures since the second world war. Consequently, the scheduled start of Eliteserien on April 04th was postponed indefinitely. May 07th Folkehelseinstituttet (FHI), which translates to the Norwegian Institute of Public Health, opened for arranging football matches in Eliteserien as of June 16th, albeit with limitations (Dille et al., 2020). The most crucial one being the limitation of the number of spectators, which were limited to 200. Additional hygiene measures to comply with FHI's new Covid-19 regulations and standards were also introduced (Dille et al., 2020).

Deserted arenas, uncertainty among businesses, and laid off football players and administrative staff was some of the effects Norwegian football clubs had and still has, to deal with, as a result of the Covid-19 pandemic. Consequently, Norwegian football clubs have experienced a loss of revenues, engagement, and presence among the Norwegian football audience. Additionally, the absence of football and its role as an arena for social gathering affects every football stakeholder's well-being and mental health. It should not be neglected the fact that football is more than just a game between two teams in a competition. At its best, it is an engaging social arena for friends, family, businesses, and other relations that can be cultivated. With the Covid-19 pandemic, the opportunities for activities were in a period very restricted, including the possibility to attend events such as home matches at Color Line Stadion for AaFK, giving an absence that threatens social relations and the well-being of the individual.

3. Conceptual framework

3.1 Sponsorship-linked marketing

When assessing AaFK's business relations in this master's thesis, we focus on agreements of sponsorships. Several forms of sponsorship-linked marketing arrangements can occur, and these will be presented and differentiated.

Sponsorship-linked marketing can be defined as the orchestration and implementation of marketing activities to build and communicate an association with sponsorship. It may be directed towards consumers, channel members, financial institutions, governments, or communities (Cornwell, 2005). Furthermore, Farrelly & Quester (2003) states that value created through arrangements of sponsorships could be as simple as sharing business experiences, or it could be scaled to investment in terms of specific financial objects or shares. In sponsorship arrangements, there are very few relationships that can be described/identified as a single, discrete exchange of money or a service. Sponsorship arrangements involve a series of interactions and inter-relationships. Amis, J & Slack, T. (1999) conclude that sponsorships in sports can be an extremely valuable resource with great utility when trying to reach a firm's objective, for example, in terms of brand exposure or direct marketing to a targeted audience or financial shares. Furthermore, a sponsorship arrangement, if invested with time and devotion, can be mutually beneficial to gain a sustainable competitive advantage for the parties involved (Amis et al., 1999).

Most sport event properties are financially dependent on sponsorships and sponsorship-linked marketing efforts, and there are numerous papers to be found that addresses this issue (Morgan et al., 2014). Morgan et al. 's (2014) paper, on the other hand, examines the management of stakeholder relationships within a sponsorship alliance. Farrelly, Quester, and Burton (2006) argue in their article that the strength of the inter-organisational relationship between the sports property (sponsee) and corporate sponsor is crucial for partner satisfaction and longevity of the association. Morgan et al. (2014) concentrate Farrelly et al. 's (2006) study by investigating the interplay between sponsorship partners to highlight the complex dynamics of inter-organisational relationships.

Based on Cornwell, Weeks, and Roy's model (see appendix 2) on consumer-focused sponsorship-linked marketing communication (2005), we have established a model to identify the outcomes of the business relationship between AaFK and its business partners. We have, however, made some adjustments to the original model so that the model, as presented below, also includes aspects of relationship management in a business-to-business marketing setting, as presented by Morgan et al. (2014). These are all underlying elements that are being investigated for a concluding motivational incentive. Cornwell (1995) argues that sponsorship-linked marketing compared to advertising is inappropriate because of the differences where advertisement is typically measured with, for example, an increase in sales.

Sponsorship-linked marketing is complex in its nature and is therefore difficult to evaluate both on the cooperation level and the communication to an individual (Cornwell, 1995). As we identify similar differences as Cornwell (1995) presents between advertising and sponsorship-linked marketing, we approach the investigation with a different view. We will give a further explanation of the method of gathering data. Still, as it goes for the perspective for this part of the thesis, we look to identify the foundations of cooperation in terms of mechanisms, processes, and outcomes to summarise what incentives are the most important for the partners. Additionally, Morgen et al. (2014) stress the importance of pursuing the potential to further increase value for both parties in the sponsor-sponsee relationship if a collaborative model is adopted.

The research model differentiates between outcomes achieved as a result of AaFK's business-to-consumer (B2C) and business-to-business (B2B) marketing efforts. The mechanics and processes that lead to the different outcomes that are displayed in the sponsorship-linked marketing model are the underlying foundations and factors that we seek to investigate in our research. Identifying what mechanisms, processes, and outcomes the different partners with AaFK has will be adding up a visible motivation for cooperation. Because of its complexity, the motivational incentives for cooperation can be many, and it can be reasoned with an added value, rather than the direct benefit of cooperation. Based on Cornwell et al. 's (2005) and Morgan et al. 's (2014) theoretical framework, we have established our own model (see Figure 1). The upper left part of the model shows how consumers process AaFK's B2C marketing efforts, while the lower left part of the model shows how AaFK's B2B marketing efforts and its relationships to its business partners contribute to generating B2B outcomes. The

marketing processing mechanics and outcomes of the marketing efforts are, respectively, presented in the middle and to the right side of the model:

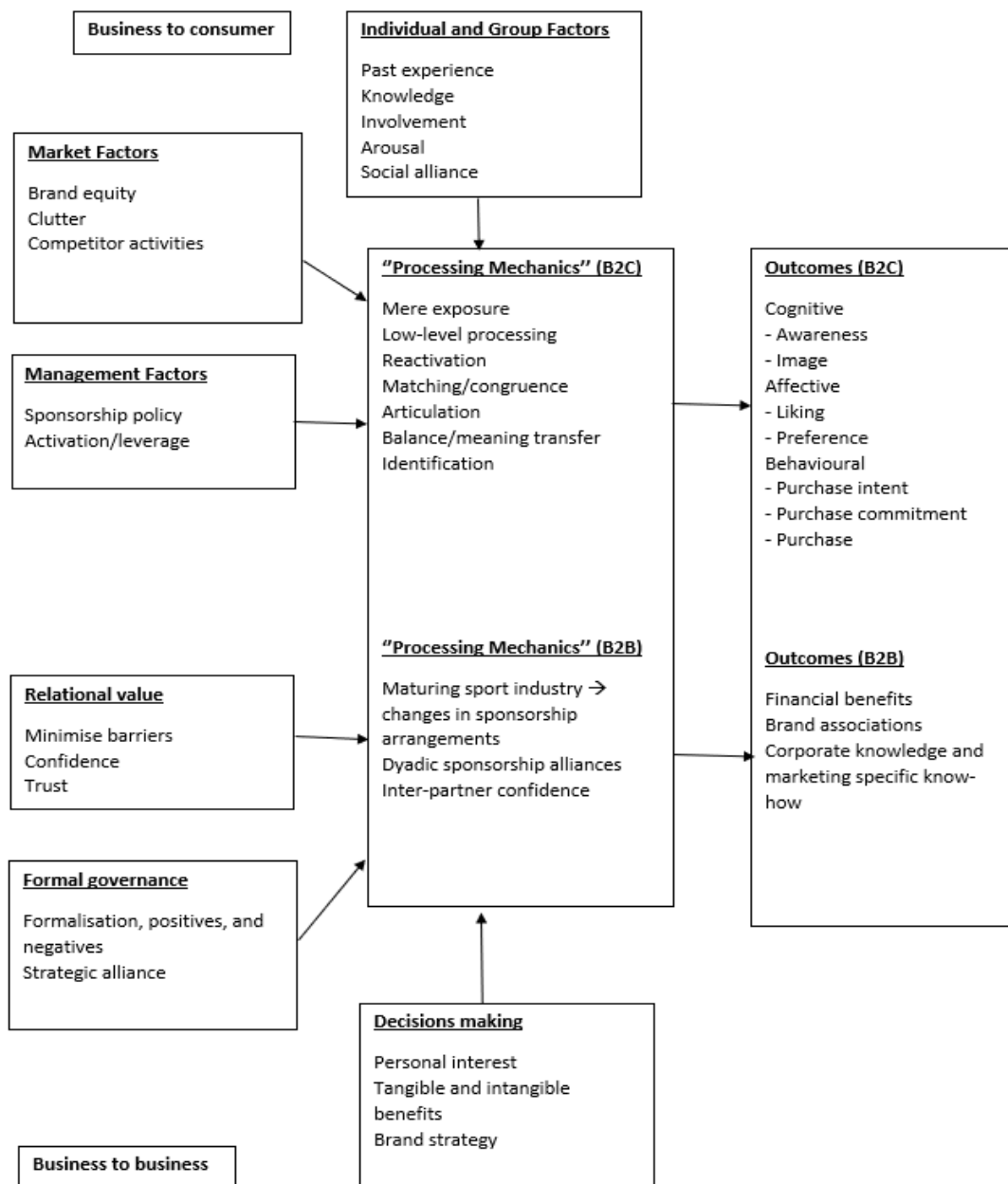


Figure 1: Model of Sponsorship-Linked Marketing Communication

The way we conceptualise the sponsorship-linked marketing in our paper will be viewing the processes and mechanics of how the sponsorship-linked marketing operating factors are creating value for investigating the motivational incentives. To answer our research question related to sponsorship-linked marketing and its theoretical concept, we have, in addition to the model, decided to accompany it with a hypothesis. As Farrelly & Quester (2003) states,

financial objects and increasing shares are some of the value-creating outcomes through sponsorship-linked marketing. This is supported by Morgan et al. (2014), who acknowledges the financial importance of sponsorship-linked marketing. Therefore, we find it relevant to address the assumption of financial benefits being the main motivation behind sponsorship arrangements. This leads to the following hypothesis with respect to our first research problem.

Hypothesis 1: Is financial benefit the main motivational incentive behind the cooperation between AaFK and local businesses?

3.1.1 A business-to-consumer (B2C) perspective

With the definition of sponsorship-linked marketing in mind and the objects, it is directed towards different targets. The model (see appendix 2) presented by Cornwell et al. (2005) shows the consumer-focused sponsorship-linked marketing communications that bring the various outcomes depending on market factors, individual and group factors, and management factors.

Processing mechanics

From the management perspective, the processing mechanics in this model can be complementary concepts and not the competing theories of how the sponsorship process is outplayed to the consumers (Cornwell et al. 2005). The repeated exposure to a stimulus will activate a response for the receiving end is what the mere-exposure can be explained as and is one of the processing mechanics, according to Cornwell et al. (2005). In addition, the mere-exposure effects are relevant in sponsorship situations; it is viewed as a low-level processing effort and has a broad range of applications in sponsorship communication processes. The brand's awareness needs to be linked with the communication and thereby determine the right sponsorship communication accordingly. The mere-exposure objective is to be familiar to the consumer so that it is easier for the consumer to recognise and, by that, respond to the communication from the brand (Cornwell et al. 2005).

According to Cornwell et al. (2005), the most frequently investigated theoretical concept related to processing sponsorship is the idea of match and congruence, which means the fit of the brand with the strategy, communication, audience, and the degree of relatedness and similarity. A conception of congruence is that consumers best remember information about a brand when it fits the prior expectations, and incongruent information needs more elaborated processes (Cornwell et al. 2005). Speed & Thompson (2000) adds that the sponsor-event fit has a direct impact on conditioned response and that the consistency between the meanings associated with the communication and the desired meaning of the product that is being communicated is very important. In previous research, it has been stressed that the fit between sponsor and sponsored event/product has importance for the link between the communication and the respondents that it is reaching out to (Speed & Thompson, 2000).

The balance theory in sponsorship is explaining the change of attitude, where the argument is that individuals strive for consistency in behaviour and attitude, which makes it a harder task to change someone's perception through communication like a marketing project through sponsorship-linked collaboration (Cornwell et al. 2005). The individual seeks balance towards the relationship between event and sponsor. If either is viewed negatively from previous experience and the other is positive, it may change the perception of the individual because it seeks harmony in the link of sponsor and event (Cornwell et al. 2005). The movement of meaning is, according to Cornwell et al. (2005), explaining the image effects when the meaning of the event moves the sponsor's product and ends up with the consumer.

Market factors and situational factors

The market factors are primarily divided into brand equity, clutter, and competitor activities. The perception or position in a market is referred to as brand equity, according to Cornwell et al. (2005). Cornwell et al. (2005) state that experience with sponsorship-linked marketing communications is argued to develop the brand equity a sponsor brings into an association influences information processing of that particular association. In addition, Cornwell et al. (2005) say that substantial investments in marketing can serve as a signal of brand quality and that differences in processing sponsorship stimuli in categories such as high-equity sponsors and low-equity sponsors are attributed to consumers, giving it accessible brand associations for high-equity brands or low-equity brands. Brand building is concerned with shaping and

reinforcing a brand image, which, according to Roy and Cornwell (2003), makes the consumers remember the brand, and it creates an association when it is consistent over time. The sponsorship serves as a brand-building tool because of the effectiveness of associating one entity with another (Roy and Cornwell, 2003).

The amount of competition in the business environment is related to clutter and indicates that a low-level of marketing communication competition is an advantage (Cornwell et al., 2005). The presence of other sponsors influences the communication process and, in addition, Cornwell et al. (2005) state it influences the image and visibility. In the sponsor-linked marketing for a football club, the environment will be the arrangement that individuals substitute as an activity, like for example a match for another sport, a hiking trip, or a concert.

Individual and group factors

According to Cornwell et al. (2005), four individual factors have been shed light on in terms of researching sponsorship. The factors are arousal, prior experience, knowledge, and involvement. In addition, Cornwell et al. (2005) say that group-level stimuli from sponsorship have the factor of social alliances. Arousal, in this context, is explained as attention- and stimulus-related information that is drawn out of the sponsor or event that is displayed by the brand. Prior experience with an event or a sponsor triggers a cognitive response that helps to process the message for the consumer. In addition, Cornwell et al. (2005) say that high levels of familiarity increase the association with the brand or event and are positive for the customer's reaction, such as satisfaction. Cornwell et al. (2005) describe the knowledge as a cognitive-based individual-level variable, where brand-events or linkages to a brand can be influenced through information processing. The involvement from an individual can be described as the amount of arousal, interest, or drive to take part in event, product, or brand. The involvement is often conceptualised as a two-dimensional construct involving cognitive and affective dimensions. The cognitive construct is the individual's relevance of the message, and the affective dimension reflects personal emotions appeal to a person's expression of ideal or actual self-image towards a brand, message or event (Cornwell et al., 2005).

Management factors

According to Cornwell et al. (2005), creating an environment of proactive sponsorship management is vital for enhancing clear and memorable communications by ensuring that all activities contribute. Utilising and managing the resources through sponsorship-linked marketing to gain competitive advantage requires commitment from the firm (Cornwell et al., 2005). This is primarily the task of the management so that they can progress in the market and get the upper hand on its competitors. In the outcome of sponsorships, two primary management factors play a role: sponsorship policy and the extent of leveraged sponsorship to the commercial association are obtained at the firm (Cornwell et al. 2005).

Farrelly & Quester (2003) states that the exchange between the two, or more, parties involved in sponsorship-linked marketing, is hard to describe. That is because it involves so many series of inter-relationships between parties. Farrelly & Quester (2003) also adds that many exchanges between the parties can lead to different outcomes, but it is always based on an objective that is agreed upon. Examples of the different outcomes and interactions of exchange could be that a company supply equipment, like Umbro, supplies AaFK with footballs, match-shirts, and training equipment. In exchange, the logo of Umbro is shown at the stadium and on every clothing item that AaFK wears.

On the other hand, some local companies such as Oskar Sylte Mineralvannsfabrikk AS provides the drinks for spectators at the stadium. In addition, they have posters with their logo and products on display at the stadium, which gives the brand and company exposure for all the audience at the different arrangements at the stadium. According to Farrelly & Quester (2003), the sponsorship-linked marketing can also be an exchange of less apparent benefits such as sharing of knowledge, market experience, commercial wisdom, and skills, rather than the money exchange.

3.1.2 A business-to-business (B2B) perspective

In contrast to Cornwell et al. 's (2005) article on sponsorship-linked marketing, "Sport sponsorship alliances: relationship management for shared value" by Morgan et al. (2014)

examines the inter-organisational relationship between a sports event property and its corporate sponsors. When assessing AaFK's marketing efforts, this article helps us to investigate AaFK's business-to-business (B2B) marketing efforts and how its relationships to its business partners create a dyadic shared and synergetic value.

As Morgan et al. (2014) stated in their paper, the findings of their study are, as with all research, bounded by certain limitations. The empirical data were collected from a single national sport organisation in an Australian event context. This may limit the generalisability of their findings to other sports and event contexts. In our master's thesis, we intend to use Morgan et al. 's (2014) study as a framework of sponsorship alliances and relationship management without utilising their findings, which applies merely to their case study. We also want to highlight that any differences in the business environment between Australia and Norway are not taken into consideration.

According to Hutt and Speh (2012), business-to-business (B2B) marketing is the marketing of products and services, local to international, bought by businesses, government bodies, and institutions (such as hospitals) for incorporation (for example, ingredient materials or components), for consumption (for example, process materials, office supplies, consulting services), for use (for example, installations or equipment), or resale. This thesis investigates the sponsorship alliances between AaFK and its partners as a B2B marketing entity, but also the relationship management between AaFK and its network of partners and the relationship in-between AaFK's partners.

Morgan et al. (2014) do point out that there is a wide variety of sponsor-sponsee configurations in contemporary sport. "The sponsor can range from corporate businesses, government agencies, and not-for-profit organisations. The sponsee or sports property can also range from an individual athlete; a local, regional or national sport organisation (NSO); an international sports federation; a sporting event, tournament or seasonal competition; or a sports club (of any size)." (Morgan et al., 2014). Morgan et al. (2014) do also point out that the broadcast of sport can be sponsored and that some sports stadiums allow naming rights to their sponsors. Several cases of the sponsor-sponsee configurations, as listed above, can be

identified in Norwegian football clubs' and AaFK's sponsorship-linked marketing efforts (see chapter 2.2.1 and 2.2.2).

Morgan et al. (2014) found that several constituents have a significant influence on the internal dynamics of relationship management and perceptions of value within inter-organisational business arrangements, these are Relational value, staff turnover, formal governance, and decision making.

Relational value

According to Morgan et al. (2014), favourable and trustworthy relationships are assumed to minimise the barriers that arise in the ongoing management of sponsorship alliances for both parties. Morgan et al. (2014) discovered in their study that strong inter-personal relationships were helpful during difficult negotiations and complex discussions. As pointed out by one of the sponsors they interviewed in their case study: *"A significant driver of alliance value for the sponsors was found to be "open and honest communication."* (Morgan et al., 2014). That particular sponsor's view is supported by the NSO's Commercial Director, who stated that confidence and trust are "what drives sponsorships". However, there are risks associated with alliances that are governed heavily on inter-personal trust and commitment (Morgan et al., 2014). If significant staff turnover occurs in a relatively brief period, the salience of personal contracts may break down, and the degree of shared corporate knowledge, know-how, and experience may diminish (Morgan et al., 2014).

Staff turnover

In Morgan et al. 's (2014) case study, there was consensus among the sponsee and sponsors that any staff change impacts relationships and sponsorship governance. *"Staff turnover can have a degenerative impact on a partnership in terms of knowledge transfer, personal understandings of one another's business, and appreciation of stakeholder expectations."* (Morgan et al., 2014). However, all four sponsors interviewed in Morgan et al. 's (2014) case study discussed that not all staff turnover was seen as negative and that recent NSO staff changes have had a positive impact on their inter-personal and B2B relationships.

Formal governance

"To the degree to which governance is dependent on formal control mechanisms and contracts can impact the development of partner trust and relational strength." (Morgan et al., 2014). All the sponsors recognised the importance of having a clear and unambiguous contract; however, the result of Morgan et al. 's (2014) study indicated that formalisation and dependency on formal mechanisms could hinder the sponsors' perception of trust and commitment within the sponsorship alliance. Furthermore, Morgan et al. (2014) pointed out that the NSO was very cautious not to provide too much benefit outside of what, as stated in the established contract, while the sponsors felt that the contract was only the foundation of the sponsorship arrangement and presented the minimum value sought. Also, the sponsors perceived NSO's rigid approach to sponsorship governance as an obstacle to improve strategic partnering.

Decision making

Morgan et al. (2014) discovered in their study that personal preferences and the interests of decision-makers influence sponsorship decision making. Morgan et al. (2014) 's findings are supported by Amis et al. 's (1999) study, which highlighted that the personal interest of a CEO or senior management has a significant impact on initial sponsorship investment and intent to renew a sponsorship arrangement. When evaluating the respective sponsor organisations, Morgan et al. (2014) point out that two core elements are considered: tangible benefits received (e.g., product sales, media coverage, corporate hospitality opportunities), and the personal relationships between the organisations and the efficiency of operations within the sponsee. *"Typically, the sponsorship is then reviewed in light of the broader organisational brand strategy, other marketing mechanisms, and other sponsored properties."* (Morgan et al., 2014).

3.1.3 Previous research: Sponsorship-linked marketing from both perspectives

In table 3, shown below, we have presented some previous research that has been carried out concerning the topic of business relationships and sponsorship-linked marketing. The chosen

literature is based on a detailed literature review on both English and Norwegian research on the relevant topics.

Table 3: Previous research on business relationships and sponsorship-linked marketing

Author(s)	Title	Year	Purpose	Findings
Bettina Cornwell, Clinton S. Weeks, Donald P. Roy	Sponsorship-linked marketing: Opening the black box	2005	A new contribution to the understanding of how individuals process sponsorship-linked marketing factors, market factors, and management factors, together with the theorised outcomes of sponsorship.	This paper offers a new model consumer-focused sponsorship-linked marketing communications that summarises and extends a theoretical understanding of the topic.
John Amis, Trevor Slack	Sport sponsorship as distinctive competence	1999	Research to determine how sponsorship was created and managed—in addition, determining the firms that were a part of the research project, whether the success came from an integrated competence in the marketing mix or by coincident.	Finding the obvious difference between the companies reaching success with their campaign of marketing and the unsuccessful firms' attempt at marketing. It was identified that the difference was the former of the potential that sponsorship had as a valuable resource. Strategic decision-making must be the identification of its resources.
Morgan Ashlee, Adair Daryl, Taylor Tracy, Antoine Hermens	Sport sponsorship alliances: relationship management for shared value	2014	Using a case study of an international sport event, the purpose of this paper is to examine the inter-organisational relationship between a sport event property and its corporate sponsors.	The findings indicated that both formal and informal governance was critical to the relationships underpinning these sponsorship alliances. Partner satisfaction and alliance stability stemmed from relational constructs and the balance of formal governance mechanisms.

Rui Biscaia, Abel Correia Antonio, Fernando Rosado, Stephen D Ross, Joao Maroco	Sport Sponsorship: The relationship Between Team Loyalty, Sponsorship Awareness, Attitude Toward the Sponsor, and Purchase Intentions	2013	This study intends to examine the relationship between both attitudinal and behaviour loyalty with sponsorship awareness, attitude toward two actual sponsors, and purchase intentions.	Through data from fans of a professional soccer team and result from the structural equation model, it is provided evidence that attitudinal loyalty impacts the attitude toward both sponsors and purchase intentions. Sponsorship awareness significantly influences the attitude toward sponsors, while the attitude toward the sponsor was the strongest predictor of purchase intentions.
Leah Donlan	The contribution of sports sponsorship to consumer-based brand equity	2008	This study intends to contribute to the growing knowledge of how sponsorship works, through the application of the theoretical framework of consumer- based brand equity to the domain of sports sponsorship.	The results indicate that sports sponsorship is useful for building consumer-based brand equity. For newly established brands, the sponsorship alone is insufficient to go beyond brand awareness and build brand equity.
Leah Gillooly, Dr. Philip, Crowther	Leveraging sponsorship to achieve consumer relationship objectives through the creation of 'marketing spaces': An exploratory study	2012	This paper explores the emergence of sponsorship-linked events as a strategy to leverage relational outcomes through sponsorship investment.	Findings suggest a shifting orientation among sponsors towards the pursuit of relational objectives. Social media technologies are proposed as a useful tool for communication and feedback, and therefore successfully activating the sponsorship-linked marketing space demands an integrated and strategic approach.

3.2 Quality of life and its antecedents

3.2.1 Definitions

According to Cella, D.F. (1994), quality of life can be defined in two ways. The first way of viewing quality of life, multidimensionality, covers the content that includes physical, functional, emotional, and social well-being. When measuring the single aspects of each and one of them and then combining them will give an index for the quality of life. The other view of the quality of life is the subjective dimension, where the quality of life only can be understood from the perspective of the individual experiencing it. In addition, it is stated that this represents the gap between one's actual functional level and one's ideal level (Cella, 1994). As the first approach from Cella (1994), is multidimensional and therefore concerning a broader concept, life satisfaction measurement as an under dimension of life quality is more appropriate to utilise in a research context. Theofilou (2013) says that well-being differs from quality of life because it refers to the objective life conditions for a general population, while life quality is properly limited to the individual's subjective opinion of their lives. The effects, both positive and negative, influence the individual's perception of life quality. The evaluation of the satisfaction and judgment on an emotional level is dependent on the cognitive component (Theofilou, 2013). Thereby, life satisfaction is the cognitive component of the broader construct, life quality.

The term quality of life represents the individual's subjective experiences of their life situation. Because this concept involves information from the important domains in life for an individual, Pavot & Diener (2008), considers life quality to represent a good picture of an individual's life situation. The life situation and life quality of an individual is often related and is affected by physical health, psychological health, and social relationships. Still, each individual decides the weighting of how important the different factors influence their life (Pavot & Diener, 2008).

Top-Down versus Bottom-Up

Heady et al. (1991) sheds light on theories of bottom-up versus top-down and how it affects the subjective well-being of an individual. It is stated that the bottom-up causation is where variables cause social well-being, and top-down is where the subjective well-being produces outcomes. By this, Heady et al. (1991) state that the fundamental problem in researching subjective well-being is what causes it and what the consequences of it are. Examples of this could be that the bottom-up approach has it that subjective well-being is a consequence of factors such as relationships, health, work, and other activities. On the contrary, the top-down approach has it that the view of life for individuals is influencing and evaluates the subjective well-being (Pavot & Diener, 2008).

As it is mentioned above, top-down and bottom-up are two different approaches for the subjective well-being (Pavot & Diener, 2008). The research of life quality is multidimensional and has to cover several grounds before indexing it for measurement as one way of looking at it, while the other view is that it only can be understood by the individual that experiences it, making it very difficult to measure (Cella, 1994). Thereby, researching with the bottom-up approach to identify what factors cause life satisfaction, the under dimension of life quality, is more of an appropriate path for a measured result. The different life domains, such as relationships, health, work, and other interests, is what we seek to find the importance of, and the degree of effect on life satisfaction. We thereby choose to investigate, in addition to life satisfaction in general, the impact of the daily situation, family and friends, cultural-, sports-, and outdoor-activities, and AaFK and football. These life domains, in addition to demographical variables, add up the model presented below, which we want to utilise for investigating the life satisfaction part of this research project.

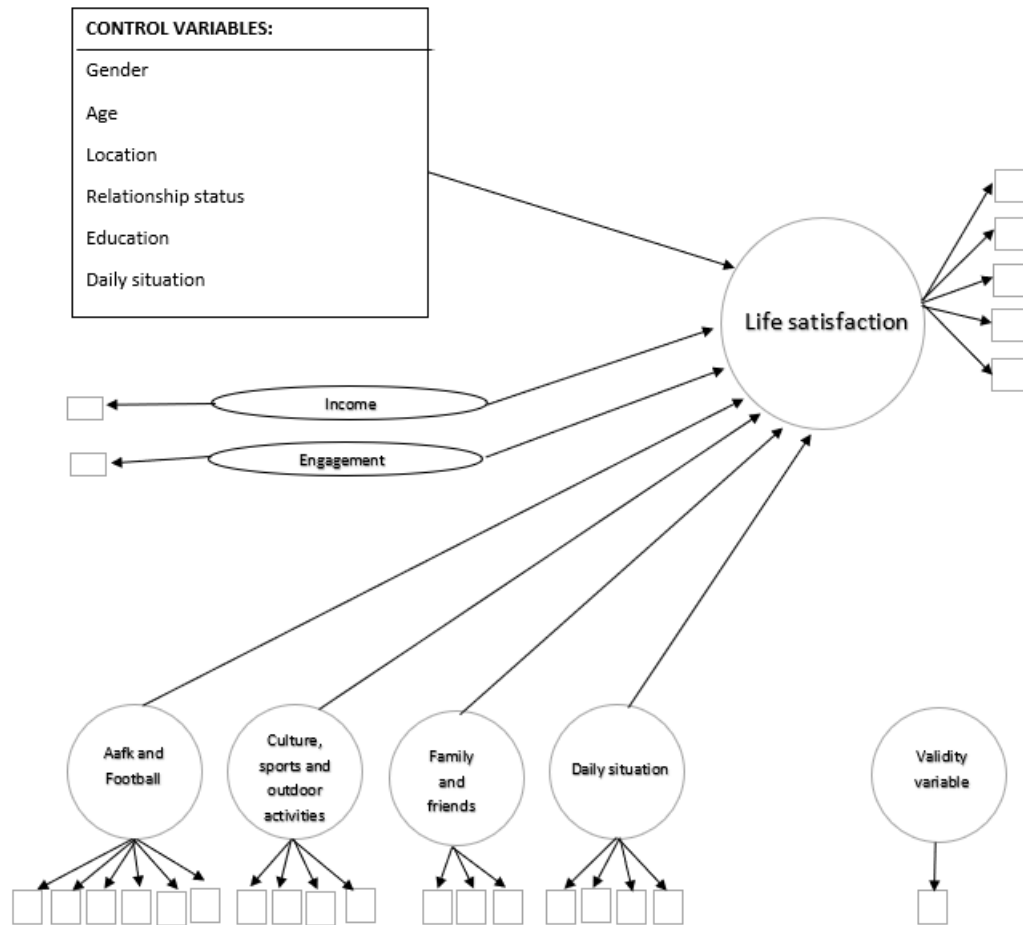


Figure 2: Life satisfaction model

Given the different life domains we are investigating and its possible effect on perceived life satisfaction. We have, in this chapter, used previous literature accompanied by our model established the following hypothesis:

Hypothesis 2: AaFK has an effect on the perceived life satisfaction of the inhabitants in the Ålesund region.

3.2.2 Measuring life satisfaction

Because of the increasing amount of research on the construction of subjective well-being, it has led to Diener & Pavot's (2009) satisfaction with life scale, using simple questions like for

example "are you satisfied with your life?" in order to have a global approach that can be interpreted relatively (Diener & Pavot, 2009). Life quality and life satisfaction are viewed as multidimensional concepts which are not possible to research through observations alone and is thereby considered as a latent variable that needs to be studied indirectly (Theofilou, 2013).

Table 4: Life satisfaction constructs, as presented by Diener & Pavot (2009)

Life satisfaction constructs	Strongly disagree						Strongly agree
In most ways my life is close to my ideal	1	2	3	4	5	6	7
The conditions of my life are excellent	1	2	3	4	5	6	7
I am satisfied with my life	1	2	3	4	5	6	7
So far, I have gotten the important things in life	1	2	3	4	5	6	7
If I could live my life over, I would change almost nothing	1	2	3	4	5	6	7
So far, life has fulfilled my expectations	1	2	3	4	5	6	7

Through the standardised satisfaction with life scale model, we have made it our own through some adjustment and rephrasing to some degree the questions and added what we felt was necessary to fir our model. We have in total six questions regarding the satisfaction with life scale. The respondent answers these questions on a scale from 1 to 7, where 1 is strongly disagree, and 7 is strongly agree.

Using the satisfaction with life scale (SWLS) to assess satisfaction with the respondent's life as a whole. The scale does not assess satisfaction with domains like, for example, health or financial status. Still, it allows respondents to put weight on those domains if it is appropriate for the respondent (Diener & Pavot 2009). According to Diener & Pavot (2009), the SWLS items are global rather than specific, which makes the ability to weight the domains of their lives in terms of own values and recognising that assessing respondents' satisfaction with common domains may provide useful additional information. Vittersø (2009) says that the

satisfaction with life scale has typically high reliability, and in most cases, the Cronbach alfa has values between .70 and .90. There is shown a dissimilarity of Cronbach alfa in different cultures, where the western cultures are typically at a higher level. In contrast, the non-western cultures are typically lower on values, but still within the interval of .70 and .90 (Vittersø, 2009). Since the intention of SWLS is to find answers to the individuals' ability to evaluate their life subjectively and therefore the intuition for each individual is in the centre, and there is not enough research to elaborate the theoretical meaning the life satisfaction can be added to it makes the basis for validating weak. This makes the SWLS correlate with the objective where the intuition gives a value for life satisfaction, like, for example, a high negative correlation between SWLS measures of depression and anxiety. The same goes for a high positive correlation between personality factors such as optimism and positive emotions like happiness and comfort (Vittersø, 2009). This can be useful in strengthening the validity of SWLS.

3.3 Football and its impact on life satisfaction

International research indicates that sport has an effect on life satisfaction. According to Du, F., Filo, K., Funk, D., Inoue, Y., and Sato, M. (2017), there is a positive relationship between spectating sports live and life satisfaction. Du et al. (2017) also identified that fans of professional sports teams report a higher level of life satisfaction compared to nonsporting fans. The fact that spectating and attending sporting events affects life satisfaction is supported by Dolton, P. and Mackerron, G., (2018), who, through a study of football fans, identified that spectating live football matches affect life satisfaction. In addition, Dolton and Mackerron (2018) found evidence that results of the football match fans attended to affects life satisfaction positively and negatively, depending on whether the teams they support won or loss.

Michael Mutz (2018) investigated a major sport event impact's on life satisfaction through a nationwide longitudinal study when the UEFA EURO 2016 was held in Germany. Mutz (2018) states that a significant increase in life satisfaction was found during the UEFA euros campaign among residents where the events took place. The football competition impacted life satisfaction marginally among the residents, but among those who were genuinely interested

in football, it elevated life satisfaction (Mutz, 2018) particularly. However, Mutz (2018) found evidence of a decrease in life satisfaction in the period after the football competition was over, and two months after the last match was played, the residents were back at the baseline regarding life satisfaction.

The studies presented above shows that attending sports events, especially football matches, affects life satisfaction, but the findings from Mutz (2018) indicates that it is "in the moment" and it can be seen as that it is not a lengthy effect on life satisfaction

3.3.1 Other factors affecting life satisfaction

Schimmack, U., Oishi, S., and Diener, E. (2009) conducted a research in the USA among students to identify factors that had the strongest relationship to life satisfaction. This research found evidence of relationships with family and friends being strongly correlative with life satisfaction and that romantic relations were important for life satisfaction. In addition, academic life, financial situation, housing, and health were mentioned in the study, but with a smaller effect on life satisfaction than the first-mentioned results (Shimmack et al., 2009). From this study, it is explained that emotional memories have a descriptive and strong effect on life satisfaction, where the students that were part of this study were stable in the source selection (Shimmack et al., 2009). Moreover, another study confirms similar results where Palmore, E. and Luikart, C. (1972), conducted a longitudinal study where the objective was to identify life satisfaction related to other factors and to assess its relative importance for life satisfaction. Palmore and Luikart (1972) identified that health had the strongest relationship to life satisfaction. The second strongest relationship to life satisfaction was participating in organised activities (Palmore and Luikart 1972). Furthermore, Palmore and Luikart (1972) identified internal control, income, and education as other factors with a strong relation to life satisfaction. Other factors that Palmore and Luikart (1972) identified, that did not have the strongest effect on life satisfaction, was age, gender, marital status, and intelligence.

Regarding the daily situation, Kern, M., Waters, L., Adler, A., and White, M. (2014) investigated life satisfaction, among other factors, in a multidimensional study of

employment. Dimensions such as positive emotion, engagement, relationships, meaning, and accomplishment were established as factors investigated on life satisfaction with respect to employee well-being. Kern et al. (2014) found evidence of employees being more satisfied with life when a high engagement and better relationship at work were in order. In our study, the use of daily situation is more appropriate rather than just job satisfaction, because we want to include other occupations as for example retiree, job applicators, students, and social welfare as well.

As a study of leisure activities and cultural values, Wheatley, D., and Bickerton, C., (2017) used data for analysis to find the frequency and level of engagement towards art, culture and sports activities for an impact on subjective well-being. Wheatley and Bickerton identified that engaging in art events is positive irrespective of frequency, while engaging in activities like sport and art requires regular participation to generate a positive effect.

3.4 Previous research: The relationship between life satisfaction and football

In table 5, we have presented previous research on life satisfaction and the relationship between life satisfaction and football. The chosen literature is based on a detailed literature review on both English and Norwegian literature.

Table 5: Previous research on life satisfaction and the relationship between life satisfaction and football.

Author(s)	Title	Year	Purpose	Findings
William Pavot, Ed Diener	Review of the Satisfaction With Life Scale	2009	Using the framework of the Satisfaction With Life Scale in order to implement the extensive research that has been done since the first model. Examining the evolving views of life satisfaction and adding the identified two broad aspects	Identified that factors such as momentary mood, physical surroundings, response acquiescence, and social desirability have importance. Although the SWLS has strengths, the limitations are identified, such as consciously distorting the response for the

			of subjective well-being: an affective component and a cognitive	report, and it should extend with an external source. In addition, the freedom of the respondent is working both as a pro and a con by creating a liability of an unambiguous interpretation of the survey/questionnaire.
Bruce Heady, Ruut Veenhoven, Alex Wearing	Top-down versus Bottom- up theories of subjective well- being	2017	Addressing the issue of causal direction in research on subjective well-being. Because previous research generally assumed the variables as satisfaction, social support, life events, levels of expectations, and aspiration as causes for subjective well-being, and it might be consequences as well.	Creating a model for three or more waves of panel data is available and can be utilised in statistics. The authors have proposed the model to be adjustable for similar cases, but it is necessary to make assumptions since the model is painting a bigger picture than previous research. They have found that the model can be extended as well, with other dimensions of subjective well-being besides the cognitive life satisfaction that has been used in this research.
Yuhei Inoue, Mikihiro Sato, Kevin James Du, Daniel C. Funk	Sport Spectatorship and Life Satisfaction: A Multi-Country Investigation	2017	Because elite and professional sport events have been recognised as potential mechanisms to enhance well-being this study investigates how engagement in such events, behaviourally through live spectating and psychologically through team identification, can associate with life satisfaction.	Data from this study shows that there is a positive association between live spectating and life satisfaction through measuring live spectating and life satisfaction in separate surveys. This study has resulted in an argument for appealing to supporters that support sports programs, and going live to events creates engagement, and how it is promoting life satisfaction in the community.
Peter Dolton, George MacKerron	Is football a matter of life and death – or is it more	2018	The purpose of this study is to investigate how happy the outcome of football matches makes the spectator. In	The research found results, through a basic and dynamic model, of a relatively high excitement of positive effect

	important than that?		addition, it is examined how much of the story of individual changes along with the dynamic effects of football matches over time in the periods before, during and after a match and the extent of how much/little of the happiness is influenced by the expectation of outcome and the result of the outcome.	before match-time and even higher if the teams win and low effects if the team loses. Through this study, they found evidence that people are much more negatively affected by the adverse result of match defeats than they are positively affected when their team wins. The effects of the team losing while attending at the stadium doubles, and if the team won while experiencing it live, it became 3-4 times higher than the baseline (not considering live attendance or not).
Michael Mutz	Life Satisfaction and the UEFA EURO 2016: Findings from a Nationwide Longitudinal Study in Germany	2018	This research aims to investigate the relationship between sport events and life satisfaction more closely while at the same time avoiding some methodical pitfalls of prior research. The research used a representative sample from Germany and had a longitudinal design, covering the period before, during, and after the UEFA EURO 2016.	The results show a significant increase in life satisfaction in Germany during the UEFA EURO 2016. Further analysis reveals that satisfaction with life is increased, particularly among subjects from the sample that has an existing interest in football in general. For those who are not interested in football, there was an insignificant change in life satisfaction and marginal in size. The study also shows that the period after UEFA EURO 2016, the life satisfaction were declining, meaning the tournament did not produce a persistent change of life satisfaction, but rather a short peak and especially for the genuine football interesting subject.
Daniel Wheatley,	Subjective well-being and	2016	This paper explores the relationship between	The findings indicate that frequency of engagement is

Craig Bickerton	engagement in arts, culture, and sport		engagement in arts, culture, and sport, and subjective well-being, contributing to our understanding of the leisure experience, and cultural value of these activities.	central to activities. In this, regular participation in arts and sports activities generates positive effects, while arts events are positive irrespective of frequency. In addition, engagement in leisure activities is not found to spill over into job satisfaction.
Daniel Fujiwara, Laura Kudrna, Paul Dolan	Quantifying the social impacts of culture and sport	2014	The purpose of this research is to investigate the association between sport participation and cultural engagement and a range of social outcomes like, for example, health, education, employment, etc.	The research identifies statistically significant associations between cultural- and sport-engagement and a range of social impacts. It also identifies the social benefits of culture and sport engagement, such as health, educational, economic productivity, and civic participation.

4. Research methodology

The purpose of using research methods is to be able to answer our research questions. Additionally, using appropriate research methods is important to secure validity and reliability in our master's thesis. To answer our first research question, where we investigated the motivation behind the cooperation between AaFK and local businesses, we chose to adopt a qualitative research methodology. In this part of our study, we wished to achieve verbal and attitude-related findings; consequently, we considered a qualitative study more appropriate than a quantitative study. In the other part of our master's thesis, where we investigated whether attending AaFK's football matches had a significant effect on life satisfaction, we pursued a quantitative study. In this part of our research, we wanted to achieve quantifiable results, which applied to the population in Ålesund, Sula, and Giske. Consequently, we considered pursuing a quantitative research approach as the most appropriate. Before we address utilized research methodologies, we want to emphasize some elements which influenced the application of research methods in our master's thesis.

Processing of personal data – General Data Protection Regulation (GDPR)

This master's thesis is executed in compliance with NTNU's guidelines for the processing of personal data. The EU's privacy regulation (General Data Protection Regulation (GDPR)) and Personopplysningsloven, which translates to "The Norwegian Personal Data Act", are central elements in NTNU's personal data processing guidelines (NTNU, 2019). To comply with NTNU's guidelines for processing personal data, we applied through Norsk Senter for Forskningdata (NSD) the 21st of February to be granted permission to process data necessary to be able to carry out our research project. Using NSD's template, we registered information about which personal data we were going to process, information about sample and sampling of respondents, how we were going to store and secure the data acquired, and the duration of our project. The quantitative survey, the qualitative interview guide, and the research project's information letter were also added to our application to NSD. The quantitative survey and the qualitative interview guide are adjoined in the appendices, see Appendices 3 and 4. As we used a third-party data collection company, Norstat, we also were obliged to sign a data processing agreement. This agreement was signed and approved by our supervisor, prof. Erik Nettet, and Head of Department (International Business), prof. Hans A. Solli-Sæther. After

fulfilling some minor adjustments, as considered compulsory by NSD, we were granted access to start the processing of personal data as per the 26th of February.

Covid-19 and the effects of external events

According to Sreejesh (2014), fulfilling questionnaires and completing interviews during the interference of external events can potentially make the respondent's answers and attitudes exaggerated or understated. Because the Norwegian health authorities restricted accumulation of large crowds, which was manifested the 12th of March, most of AaFK's and the rest of Eliteserien's operations were put on hold until 16th of June (Helsedirektoratet, 2020).

Norwegian households and Norwegian businesses were also in general negatively affected by the Covid-19 pandemic, experiencing layoffs, a weakening NOK exchange rate against major currencies, and lower purchasing power.

4.1 Research design

The purpose of our master's thesis is to bring light what incentives that motivate cooperation between AaFK and businesses in Ålesund and whether AaFK's operations affect the perceived life satisfaction of the inhabitants resident in Ålesund and at Sunnmøre. Given the purpose of our master's thesis, we believe that we possess basic, but still limited knowledge about the industry, business, and research area. In our master's thesis, we will mainly adopt a descriptive research design, but exploratory research design elements, like depth interviews, will also be applied.

4.2 Quantitative research method

Quantitative research is a research methodology applied to test objective theories by examining the relationship among variables (Creswell, 2014). In our master's thesis, we ask our respondents structured questions, and every answer is registered in a database.

Because of the Covid-19 pandemic, the respondents, when answering the questionnaire, could not in any near future go to games or even imagine participating in events hosted by AaFK. This could be viewed as an external event, which has been addressed previously in chapter 2.3, that affects answering questions about involvement and engagement in AaFK and its events. Consequently, we encouraged all the participants to keep in mind a normal day-to-day situation when answering the questions. This was presented at the start of the questionnaire so that the information was available for the participants before answering the questions.

4.2.1 Data collection for the quantitative analysis

According to Sreejesh, S., Mohapatra, S., & Anusree, M. R. (2014), there are different ways to collect quantitative data; the most widely applied methods are personal interviews, telephonic interviews, self-administered interviews, and mail surveys. In our master's thesis, we have utilized a mail survey. According to Sreejesh et al. (2014), a mail survey is known as a survey where questionnaires are sent to qualified respondents by mail or e-mail. It is common to distinguish between two types of mail surveys in business research: Ad hoc mail surveys and mail panels (Sreejesh et al., 2014). In an ad hoc mail survey, there is no prior contact before the survey is sent to the respondents, in a panel survey, on the other hand, the respondents are pre-registered in a database. Our survey was executed by Norstat, a company that specializes in market analysis. AaFK, whom this research project is assigned by, was cooperative with us when we designated the survey to Norstat, and financed our study. We asked Norstat to fulfil a quantitative panel survey using their consumer panel in the municipalities of Ålesund, Sula, and Giske. Norstat informed us that they were able to provide us with answers from approximately 300 respondents in this geographical region. Mail surveys are cost-effective as the need to recruit, train, monitor, and pay the interviewers is eliminated. The questionnaire and the answers are also easy to administer. Non-response and not knowing whether the respondent is the one answering the questions is one of the perils of fulfilling mail surveys.

4.2.2 Population and sample

A well-defined sample's characteristics are coinciding with the characteristics of the population, thus, the results obtained will represent the characteristics of the whole population (Sreejesh et al., 2014). When sampling, it is common to use some sampling criteria, for example, male and female and/or aging between 18-35 years. It is thus vital to decide upon which sampling strategy to apply before the research is initiated. In our master's thesis, our sample provides us with a representation of the inhabitants in Ålesund, Sula, and Giske. We have not set an upper boundary in terms of the respondents' age, but we have established a minimum age boundary of 15 years. When we asked Norstat to fulfil our survey, we encouraged them to provide us with a representative sample of the population in Ålesund, Sula and Giske. Consequently, it was Norstat's responsibility to choose respondents providing us with a representative gender-, age-, and geographical distribution based on the region's demographics.

4.2.3 Questionnaire design

Our questionnaire consists of 36 closed-ended questions and is divided into four parts (see appendix 3). The first part of our questionnaire consists of questions related to demographic variables. Secondly, our questionnaire consists of questions related to life satisfaction. The third part of our questionnaire consists of questions about four life domains. The fourth and last part of our questionnaire consists of a validation variable, whose mission is to control the questions related to life satisfaction. We applied closed-ended questions in order to achieve uniform answers. We have adopted a seven-point Likert scale in our questionnaire. A Likert scale is adopted when the questionnaire consists of uniform questions and where it is desirable and applicable to adopt a grading scale, typically 1-7 (Likert, 1932). This also allows us to quantify our answers and thus run statistical analyses.

The respondents were asked by Norstat to answer the questionnaire between 07.04.20-17.04.20. We asked Norstat to question approximately 300 residents in Ålesund, Sula, and Giske. By the end of the questionnaire period 17.04.20, 302 respondents had answered the questionnaire.

4.2.4 Operationalisation of variables

The operationalization of variables is a process where the theoretical foundation is transferred to measurable variables. The life domains based on the theoretical framework, as presented in chapter 3, are converted into questions in a survey, which the respondents will answer (see appendix 5). According to Creswell (2002), a variable is a characteristic of an individual that a) researchers can measure or observe, and b) varies among individuals studied.

Life satisfaction is the dependent variable in our model. The independent variables in the model are daily situation, family and friends, culture-, sports-, and outdoor-activities, and AaFK and football. In addition, the model consists of a validation variable that asks about the overall happiness of the participants. Our questionnaire consists of 36 close-ended questions, where the first seven questions investigate the demographical variables such as gender, age, location, relationship status, education, job status, and income. The process of answering the survey makes all questions necessary to answer to continue, so it is safe to say that it is reliable that all questions are answered. Still, it contains a risk of wrong answers. To eliminate the probability of incorrect responses, Sreejesh (2014), says that respondents need to understand the question in a way that the researcher wants it to be understood. Techniques like, for example, simple wording in the questions are necessary to make the most optimal frame for the respondent to understand what is asked.

4.2.4.1 Dependent variable

Life satisfaction

Life satisfaction is the dependent variable in our model. To measure this, we have chosen to use the satisfaction with life scale (SWLS) by Diener & Pavot (2009). The measuring instrument consists of multiple items and in total five questions (see appendix 5), where the respondents answer the questions on a Likert scale from 1-7. This method has been tested in many cases before and based on our literature review, it has shown high reliability. In addition, we have added a question about expectations about life to put it in an overall

context. As expectation and reality can differ, a question about the expectations is necessary to address the distance between the two.

4.2.4.2 Independent variables

Daily situation

The daily situation is the first independent variable in our model, and the objective of including this variable is to measure our respondents' daily situation and how it affects life satisfaction. To measure this, we have included four questions regarding the daily situation (see appendix 5). Because not everyone is working, we generalized it to a daily situation, which is meant to be the overall term for employment, students, retiree, and other activities. If none of these is applicable for the respondent, the option of not applicable is added as an option. This was decided to do based on a suggestion from Norstat. In order to get the answers that we wanted, we had to adjust the questions to be generalized for the daily situation. Still, the questions are based on a study on the effects of a multidimensional measure and apply the most suitable for different outcomes, according to Kern et al. (2014).

Family and friends

The second independent variable in this model is family and friends. This life domain is utilized to measure the importance of social relationships with family and friends and how this affects life satisfaction among our respondents. In the process of making the questions for this independent variable, we analysed several studies of relevance and found some results. Amati et al. (2018) researched social capital and how the social relationship with family and friends impacts life satisfaction. Because of this study, we had a starting point for making the questions for the family and friends section, but it was necessary to make it adaptable and even more relevant for our study. By this, we made our question presented in table 6 (see appendix 5), which investigates the importance of social relationships, but also compares it to other activities.

Cultural-, sports-, and outdoor-activities

Cultural-, sports-, and outdoor-activities is the label for the third independent variable in our model. The object of this variable is to measure the importance of cultural events, sporting activities, and outdoor activities with respect to life satisfaction among the residents in Ålesund and its surroundings. Because it involves three aspects in one variable, it was hard to find relevant or similar studies on the topic, and that made it necessary for us to make our own questions to measure this variable, which is addressed in appendix 5.

Aalesunds Fotballklubb (AaFK) and football

The last independent variable in our model is Aalesunds Fotballklubb (AaFK) and football. The objective of this variable is to measure the impact of Aalesunds Fotballklubb and the home matches that the club arranges and football in general, with regards to the life satisfaction among residents in the region of Ålesund. Through investigations of previous studies, we have not found any similar or relevant questions, so we have made our own questions for this variable (see appendix 5).

4.2.4.3 Validity variable

In addition to the dependent and independent variables, we have decided to use the overall happiness measurement as a validity variable, and consider it against the dependent variable life satisfaction in our study. According to Veenhoven (2012), happiness in its widest sense is an umbrella term for all that is good and includes wellbeing and quality of life on individual and social welfare levels. Because of the width of the term happiness, it covers more than life satisfaction, and it is viewed as a subjective enjoyment of life-as-a-whole. By that, the measurement cannot be assessed objectively and externally, and it is necessary to pose questions in a context that makes it measurable. From Veenhoven (2012), we have developed a question of our own, utilizing the Likert scale as a measurement tool for happiness, which is presented in appendix 5.

4.2.5 Statistical analysis

In this research, we will apply statistical analysis to answer our research problem, which investigates the impact of having AaFK as a professional football club in Ålesund and Sunnmøre, on life satisfaction. At first, a descriptive analysis is conducted to describe the characteristics of the sample and, in addition, to detect any violation of the underlying assumptions that the statistical research needs to avoid. The descriptive statistics should include mean, standard deviation, range of scores, skewness, and kurtosis (J. Pallant, 2016). Mean is the description of central tendency, while the standard deviation is measuring how spread out the numbers are indicating the dispersion from the mean, skewness indicates the symmetry of the distribution, and kurtosis explains the peakedness of the distribution (Pallant, 2016). Furthermore, factor analysis will be applied to reduce factors that represent the interrelationship among the variables (Pallant, 2016). At last, regression analyses will be conducted to investigate the relationship between the dependent variable and the independent variables in our research model.

4.2.6 Factor analysis

Before checking our scales' internal consistency, we ran several factor analyses to reduce the survey data regarding the life domains in our study into "summated scales". According to the American Psychological Association (APA, 2020), a summated scale is a type of assessment instrument comprising a series of statements measuring the same construct or variable to which respondents indicate their degree of agreement or disagreement. According to Pallant (2016), factor analysis can be used to reduce a large number of related variables to a more manageable number before using them in other analyses, such as multiple regression or multivariate analysis of variance. This was what we wanted to achieve by running our factor analyses – to comprise the life domains in our study to more manageable scales before running regression analyses to identify which life domains that had a significant impact on life satisfaction. According to Pallant (2016), a sample size should be as large as possible. Still, it is comforting with 300 cases for a factor analysis which the 302 respondents in our research are showing suitable.

Furthermore, when assessing the data for factorability, Kaiser-Meyer-Olkin (KMO), and Bartlett's test of sphericity are two statistical measures that indicate the sample's adequacy (Pallant, 2016). The KMO index should, according to Pallant (2016), be .6 at the lowest, and Bartlett's test of sphericity should be significant at $p < .05$. The result of the output obtained after running the factor analyses will be presented as suggested by Pallant in her SPSS Survival Manual, 6th edition.

Extracting the factors involves determining the smallest number of factors that represent the interrelationship among the variables, according to Pallant (2016). Some of the techniques to extract factors are Kaiser's criterion and scree plot test. The Kaiser's criterion is also known as the eigenvalue rule and explains that only factors with an eigenvalue of 1.0 or higher are retained for further investigation, where the eigenvalue of a factor represents the amount of the total variance explained by that factor (Pallant, 2016). Rotating the factors using varimax rotation rather than direct oblimin rotation provides factors/summated scales more suitable for extensive statistical analysis, i.e. regression analysis (Pallant, 2016). The scree plot test involves plotting each of the eigenvalues of the factors and inspect the plot to identify the point which shapes the curve.

4.2.7 Reliability analysis

Testing the reliability could be done by assessing the internal consistency, which shows to which degree the items make up the scale and measures the same underlying attribute. The most common way to measure a scale's internal consistency, according to J. Pallant (2016), is to look at the Cronbach's alpha coefficient. It is recommended that this coefficient has a minimum value of .70 in order to show good reliability.

4.2.8 Multiple regression

In our analysis, we have utilized standard multiple regression, where all the independent variables are entered into the model simultaneously, rather than in blocks (hierarchical regression). The use of multiple regression provides results about the model as a whole and explains the relative contribution of each variable that make up the model (J. Pallant, 2016).

We do not consider our base model appropriate for extensive regression analysis, as it only contains one dependent variable. However, we suspect that AaFK and football might be an underlying construct of “Culture-, sports-, and outdoor activities”. This relationship and how this relationship possibly affects perceived life satisfaction will be investigated utilizing PLS (partial least squares) regression.

4.3 Qualitative research methods

To understand a business’ underlying incentives and motives for cooperation with AaFK, and to answer the research question to this part of the research project, a qualitative interview method is appropriate to utilize. The different techniques of utilizing qualitative methods vary, but they all can get an understanding of opinions, knowledge, and experiences from the interview objects. In contrast to quantitative data, where data is often found in terms of numbers, the technique of qualitative data gives findings in words where the interviewee asks open-ended questions to gain rich and candid responses. According to Turner (2010), there are three formats of interview design: Informal conversational interview, general interview guide approach, and standardized open-ended interview. We found the general interview guide approach to be the most appropriate for our research and will, therefore, only address this method.

The general interview guide approach is more structured than an informal conversational interview, which typically is spontaneous questions in natural interaction, but maintains a degree of flexibility in its composition (Turner, 2010). This is very similar to what Walle (2015) describes as a semi-structured interview, which is described as an interview that provides information with freedom, but still under control by the researcher, so that specific information is gathered. In this setting, the researcher is freer for wording questions during the interview and can vary the order and time for different questions to be asked. The strength of this method is identified in the researcher’s ability to ensure the areas of information are collected and still allows a degree of freedom and adaptability (Turner, 2010).

4.3.1 Choosing interview objects

To gain further insight and information on the incentives that motivate local firms to cooperate with AaFK, we chose to interview four firms who already are existing business partners of AaFK. The reason why we chose four firms is that AaFK already has defined four categories for their different cooperation agreements with other firms. They are labelled general partner, main partner, partner, and patriot. In addition, we had a conversation with AaFK, who assigned us this research project, to gather more information about the project. The CEO of AaFK, Geir S. Vik, was kind enough to provide us with contact information for several persons of a broad selection of firms that they already had cooperation agreements with.

In total, there have been conducted three interviews with firms from different labelled categories of cooperation with AaFK. When we decided to interview four participants for this qualitative part of our research, we wanted to interview one of each labelled category. Due to the Covid-19 pandemic, we met some difficulties in conducting all the interviews that were planned, mostly because there were strict governmental rules for meeting people. In this crisis period, the CEO's of several firms were too busy to participate in interviews. Consequently, we met some challenges when we tried to find interview objects. We have decided to name the participants "P1" for the business partner being a general partner, "P2" for main partner, "P3" for partner, and "P4" for patriot. AaFK, who assigned us this research project, wanted anonymity, consequently, we have labelled their business partners as expressed above. Based on our research intentions, it is not important which companies we gather information from, but rather investigating the differences between the four categories of labelled partners.

4.3.2 Interview guide

The purpose of making a guide of questions for the interviews is to ensure that every question is asked and that it is mainly asked in the same order in each interview (Ringdal, 2013). At first, a literature review was conducted to cover previous research to evaluate previous research findings in order to guide the research to a state with a foundation and intellectual justification for further research (Ringdal, 2013). During the literature review period, there are also possibilities to gain experience on questions that works in a study and adopt the essence

of methodology, questions, and specific ways of working. Secondly, we established goals with AaFK as a preparation for the interviews so that it was reassured from both AaFK and us, as researchers, which information that should be gathered. Thirdly, the questions are made by the researchers with the foundation of the research problem, knowledge, and previous literature to make a structure that is adaptable to each interview. The questions could be defined or partially defined, depending on the researcher's experience in the field of conducting interviews. When the same questions are going to be asked to several interview objects, it is most appropriate to define the questions accurately. When questions are made, the open-ended and unstructured questions will require more specific wording, and the questions should be appropriate for every party involved in the interview-setting (Walle, 2015). In addition, Walle (2015), states that the order of the questions is important to maintain a flow of the interview, which was something that we tried to arrange, so the conduction was dynamic and ran smoothly. Before we conducted the interviews, we made in total 11 questions which were sent to interviewees (see appendix 4). All interviews were conducted with the same 11 questions.

4.3.3 Gathering data

In this part of our research, we have gathered qualitative data with three participants from the four cooperation categories made by AaFK. In addition, we had a conversation with AaFK to gain more insight from their side of the different relationships. The data gathered are primary data with information about the relationship each firm possesses with AaFK and the motivational factors for having a cooperation agreement, the incentives each firm has to be engaged and level of engagement with AaFK, and the differences between the labelled partner categories. This is important data to be able to evaluate the factors for incentives that motivate firms to cooperate with AaFK.

When we conducted the interviews with the general interview guide approach, we interviewed the firms that have an existing cooperation agreement. Each firm we interviewed belongs to various industries and categories for cooperation with AaFK, so they have differences, but we still made general questions that we ensured were answered in the interview. As mentioned previously, we met some complications with the interviews because of the Covid-19

pandemic, but we still got to conduct interviews with live video using Microsoft Teams. One interview was conducted through telephone, and the last one (P3), as mentioned, did not have the opportunity to answer through an interview and decided to answer us through e-mail.

Optimally, we would have liked to conduct all interviews in a face-to-face setting because, according to Walle (2015), researchers need to be able to interpret the situation and attitudes that are expressed through body language and attitude. All interviews were conducted in Norwegian since it was all of the participant's native tongue. We asked permission to tape all interviews, and it was clarified with all the interviewees. This was to ensure that no information was lost and to replay the audio when writing the interview report. We started all our interviews with a short presentation of our project and the purpose of conducting this interview. We ensured all of the participants of the interviews that the data would be treated anonymously, and it would be confidential with only the purpose of this research.

Before the interviews were conducted, we sent the guide of questions to the participants to allow them to prepare. When the questions were sent out, we also communicated a short presentation about ourselves and the purpose of why we were contacting them and who gave us their contact information. We also sent the guide of questions to them to make the interview efficient. The interviews were conducted in 40-60 minutes, and we took notes in addition to the recordings. After all interviews, we made reports (see appendix 6 through 8), that we sent back to the interviewees for confirmation to use in our master thesis to assure reliable findings. Followingly, because P3 did not participate in an interview setting, we did not make any interview report.

4.4 Reliability and validity

Reliability

To be able to ensure reliability in qualitative research, it is important that questions that are being asked measures what it is supposed to measure, and that the questions are asked, are understandable for the respondent, and that trustworthiness can be examined, according to Golafshani (2003). To ensure the reliability in this part of the research, we sent out a guide for the question that we were going to ask the objects. In addition, the interviews were recorded,

and a report from the interviews was made a short time after the interviews were conducted using recordings. In addition, the quantitative questionnaire was tested by other students and friends in order to get feedback before running the actual process of the questionnaire on our respondents.

To evaluate the reliability of the quantitative research, we investigate the degree of internal consistency between the indicators from the independent variables. This is done by studying the Cronbach's alpha coefficient. The Cronbach's alpha coefficient is satisfied when the value is above .70, according to J. Pallant (2016). Some of our fellow students and friends also tested the questionnaire for us to get feedback before running the actual process of the questionnaire to the respondents.

Validity

To ensure validity, it is necessary to investigate that the measurements are, in fact, measuring what we have intended to find out. The data that has been gathered, both qualitative and quantitative, needs to be valid considering the research problem that is being investigated. We made sure that before the questionnaire was made, we completed a literature review of similar studies to see what questions that had been used previously. In the literature review, we found similar questions for the questionnaire to make sure that the questions gave results that are measurable with the objective we had for this study. As mentioned previously, we had help from friends and fellow students to do a preliminary questionnaire to get feedback and make it as suitable as possible for our respondents.

To secure validity in the research of incentives that motivates cooperation between AaFK and local businesses, we made sure that we interviewed representatives from each of the category that AaFK has made for their cooperation agreements. Interviewing a representative from each category was done to differentiate and compare the thoughts and opinions of the representatives.

5.0 Results

In this chapter, we will present our results from both studies. First, we will present the results of our qualitative interviews. The answers will be displayed in the same order as the questions were asked during the interview. We use citations from the participants to emphasize their answers linked to the question. Secondly, we will present our results from the quantitative study. The data was gathered through a panel survey with a questionnaire that respondents answered. Furthermore, the results from the surveys were analysed using IBM SPSS as the main tool for analysing the data.

5.1 Results qualitative analysis: Incentives that motivates cooperation with AaFK

The results will be presented based on the reports from the qualitative interviews with the different partners, in the light of our model of marketing activities for a football club (see figure 1). Three of four participants answered through interviews. Because of the Covid-19 pandemic, the interviews were conducted through Microsoft Teams. The last participant answered through e-mail with good answers, but of course, the possibility to dig deeper into selected topics was not possible. We divide the different partners into four categories; General partner, Main partner, Partner, and Patriot, which is the labelling AaFK use for their different cooperative agreements. As each question is presented, the results will be presented with quotes from partners where it is fit, and the most relevant and extracted comment will be put in context. All answers and quotations are based on the written report from the interviews, see appendix 6 through 8. The interview report is written based on the flow of the interviews, and some questions are consequently linked together. For example, questions 5 and 6 are addressed simultaneously, with respect to direct and indirect effects. The different businesses will be categorized as P1, P2, P3, and P4, as earlier stated.

5.1.1 AaFK's societal and economic effects

The participants were asked of the societal and economic effects they believe that AaFK has on the city of Ålesund and the region of Sunnmøre. The results show that AaFK has an

important role in gathering the community at an arena for shared engagement and interest. It is consensus among the participants that in the early 2000s, when AaFK was promoted to Tippeligaen, AaFK put a spark in the local community and drove the region into a common interest and a further commitment among the residents when they moved into the Color Line Stadion. Furthermore, it is mentioned by several of the participants that they feel the hype and engagement was bigger 10-15 years ago, as a contrast to today's level of engagement. The business partners believe it is several reasons for that, but to mention some of them: The competition against Momentum who arrange large concerts and music events, the decreasing trend of attendance on football stadiums all around Norway, and that the options for activities are far greater today.

P4: We don't have a bigger enthusiasm for football than the average Joe, but it is the mobilization and the gathering of the society that attracts us to be a part of a cooperation with AaFK.

P2: We emphasize the importance of having a football team playing at the highest level and that things are happening in the city, which again, gathers the residents for a common interest and engagement. These engaging activities are something that we, as an international business, view as an important factor for attracting new residents to this geographical area, so that we can attract and hire the best competence.

P1: The activities that AaFK arrange through their events (home-matches) is seen as an important meeting place both for the social relations, but equally important as a platform for business relations.

P3: We want to contribute to the activities that are happening in the city to engage society. This is something that we do. After all, we want more people to live here and move to this city, and we think that AaFK and football is something that creates enthusiasm.

A common factor among the participants, also mentioned above, was that the competition with Momentum has made the engagement shift towards concerts and festivals from the wave of football interest that was very popular in the early 2000s. Still, both activities boost the attractiveness of moving to and living in this area. Activities that create engagement and mobilization influence the positivity in the city overall and thereby gives a better reputation

for new students, new job-applicators and for people to move back to Ålesund after living elsewhere. Additionally, AaFK facilitates an arena for business and social relations, which is attractive for families, businesses, and the average Joe.

5.1.2 Relationship towards AaFK

Naturally, the participants have different relationships to AaFK, mostly because of the level of commitment and involvement. There is a main difference between the participants in terms of some of them are buying a product (tickets, access to VIP, static and digital advertising). In contrast, others are involved more heavily concerning AaFK's operations.

P1: We have been one of AaFK's general partners since 1998 and partner for a period before that, so we have a good relationship with AaFK and their employees. We have, in addition, to being partners, helped them with strategic work, and our administrative employees are available if they need help or advice. We do not want to lead their strategic choices in any direction, neither have opinions on the sporting administrative activities. Still, we do want to help when they need it, especially with the business part of their operations.

P2: We are buying a product which includes digital commercials, VIP-tickets, tickets for our employees, and we previously have had the head-coach as a guest speaker at our in-house arrangements. We emphasize the importance of the quality of the VIP-arrangements. We are satisfied with the quality and professionalism that is shown through a good event at the VIP-area. This includes hosting, food, and venue, and is something that we use to our advantage when we bring customers to such a professional event that AaFK facilitates.

P3: We are interested in football, and we have tickets that our employees use. We have previously tried to hold our own events at Color Line Stadion for customers but have not succeeded.

Here, as quoted earlier, the participants all agree that the tickets and VIP-tickets is a great asset that they benefit from the relationship with AaFK. For informal social relations or more formal business relations, they all see the events that previously have been held at Color Line

Stadion, especially the VIP-area, as something successful and professional. Most of the participants gave credit to the administrative staff and says that on a personal level, they have a good relationship with the individuals working at AaFK.

5.1.3 Direct and indirect effects

The participants are asked about the direct and indirect effects of having a cooperation agreement with AaFK, and the results show that some of the participants have logo advertisements on the jersey and on the stadium, which gives them exposure related to brand-profiling. In this case, we can argue that advertising and brand profiling incentives among some of the participants are present. Another result concerning this question is presented by one of the participants. It shows that the advertisement at Color Line Stadion has become less attractive because of its costs compared to the achieved marketing effects. They had static and digital commercials at the stadium for several years. Still, they did not feel the effect in terms of new customers and that their “message” did not reach out to their desired audience, so they decided therefore to go another direction with respect to their marketing efforts.

P4: We decided to drop the advertisement at Color Line Stadion after several years. This was decided after consideration of the attractiveness of having this type of advertisement, given the cost. We do not feel the advertisement, both static and digital, is an attractive enough product. A lot of that is reasoned with the decreasing attendance at the stadium, and to get the exposure effect wanted, it takes a lot of time and a high frequency.

P1: When we changed our logo, we did some research to find out how familiar people were with our logo. It was identified that our logo was highly recognizable because of several years as a remarkable logo on the jersey for known football clubs. Still, the company behind the logo was not that familiar with the people. So, when we changed our logo, we, therefore, decided that we should have our name attached to the logo, because of the logo exposure that we identified among the people, through our research. We wanted to put out the name of the company behind the logo to increase the effect of being recognized.

P2: We have considered it, but it is a conscious decision for us to not have any logo on the jersey. That has to do with the reputation and associations that must be viewed in term of risk-return. This is something that is not that easy to control if there is a very recognizable link between our logo and the football club. So, the reason for not having a logo on the jersey is a strategic choice.

To summarize the direct effects of the participant's cooperation agreement, we see that there is a difference between the value that each participant sees in having a product for brand-profiling to obtain exposure.

When it comes to the indirect effects, the results from the interviews show that some of the participants think that their presence at home-matches, especially at the VIP-area, indicates a signal effect to the business sector. The appearance shows that they are here for the community and that they support local activities, which is summarized in the words of P1:

P1: In the business sector, it is essential for us to how other businesses see us as a business that contributes and takes responsibility in the local community and the activities that are important for this region. A lot of activity in the region can be a factor that is beneficial for us in the long run.

Here it is arguably an incentive from the participant to network and use the facilities of a relational added value from cooperating and participating with AaFK and their events.

5.1.4 The content of the cooperation agreement

As previously mentioned in both the relationship with AaFK and indirect effects of the cooperation agreement, the participants mention the tickets for employees, VIP-tickets, advertising at the stadium, and logo advertisement on the jersey as main objects of the agreement. Additionally, some participants spoke about the opportunity to invite employees

from AaFK to participate in events, like for example, as a guest speaker or at a charity campaign.

P2: If there is something that we need, we have access to their employees who are willingly there for us when necessary and wished for.

5.1.5 The cooperative agreement's financial conditions

Understandably, most of the participants did not want to present actual numbers of the agreement. The participants answered how financial development had changed over the years and explained the financial directions of their agreements.

P1: When AaFK were relegated to OBOS-ligaen, we kept the same financial conditions for our agreement and stood behind them. Now when we signed our new cooperation agreement, we decided to increase the financial conditions significantly. The reason behind that is that we have seen the added value in the agreement with AaFK, but also, we know that they need a solid financial foundation, and they need a strong partnership with them.

P2: For such a big and international company like us, who must report financials to other countries, it is not that easy to explain what we are supporting financially with such an agreement. Because of the uncertain business environment in our industry, there are certain dynamics in the markets that have led to a decreasing effort with regards to the financial conditions of our cooperative agreement with AaFK.

P4: There has been a decreasing trend for the financial conditions in our agreement with AaFK. This is related to a decreasing trend of attendants at the stadium, and the fact that the engaged "AaFK -wave" among the inhabitants of Ålesund has deceased. We still care and support the team, but for us, it is an obvious decreasing trend of attention and engagement, which leads to a decision to decrease the financial terms.

From the presented quotations from the participants, we can see three different scenarios that have outplayed over the recent years, where one participant decides to keep financial terms in more difficult times for AaFK and invests more now with a new agreement. Another participant sees the need for decreasing the financial terms of the agreement when their industry is hurting, and the last participants decrease the financial terms because their view of the attractiveness of AaFK and football as decreasing.

5.1.6 Elements and conditions necessary for future cooperation with AaFK

Most of the participants stated that facilities at the VIP-area need to continue and maintain the professional quality that is delivered to each event. Besides, participants expressed that engagement among residents must be present. Investing time and resources in AaFK has to give something back, in terms of that residents and people notice businesses' marketing efforts. Still, at the same time, business relations maintain the opportunity to show their participation and activity. In light of marketing communication, it is also said that new and innovative campaigns are tempting to increase marketing engagement. With that in mind, one of the participants stated the following:

P4: There needs to be an interest and hype for AaFK and football among the residents in this town. We would also like to be creative and future-oriented with marketing campaigns. If that is something that opens up as an opportunity, we want to be a part of that.

The importance of the facilities that are provided at the VIP-events is displayed by one of the respondents, with the following citation:

P2: If the quality stays the same at the VIP-events, we would like to continue our cooperation, and we see the VIP-arena as a very important factor in making that happen.

5.1.7 Satisfaction with existing cooperation agreement and possible changes

This question gave some contrasted answers from the participants. One of the participants expressed that because of a newly signed agreement, there were no further changes that need to be addressed and that they are pleased to continue their cooperation with AaFK. The only thing that this participant wanted to highlight is that in the future, they would like to see a total marketing portfolio containing a professional team for both women and men. They want to be a part of a cooperation with a team that is, equally, fronting the women and men in professional football. This is a topic that another participant also touched, with this statement:

P2: We have been very clear with AaFK, that in the future, the brand of AaFK should be a total product within football, meaning that we want to see the importance of women's professional football equally integrated into the business part of AaFK.

As mentioned, there were some contrasting answers among the respondents. One of the participants expressed that when it comes to their agreement, there are things that they want to change in the future, and for now, they are not satisfied with the agreement, which shows in the following statement:

P4: We want as much as possible in return for the smallest investment from an economic perspective. The marketing trends have changed the last decade, and advertisement at the stadium, both digitally and statically, is not attractive anymore. We want more innovative solutions and flexibility for our advertising campaign. Today, we are not that satisfied with our agreement, which is a result of decreasing interest among residents and lower attendance, but as well, a feeling of down-prioritizing from AaFK regarding our inquiries.

To summarize these results from the qualitative data gathered for this research project, we see that local firms means that AaFK has great importance for the city and region, but not as much as it was 10-15 years ago. The events and activities that AaFK facilitates have great competition in terms of the time-consuming factor. This is emphasized by the participants of the qualitative study, where Momentum's events are something that there is a conception of

attracting more people to dedicate their time too. Only one of the participants revealed that they have a strategic relationship with AaFK, which indicates that both AaFK and participant understands each other's dynamic expectations and objectives. Other participants revealed that they are buying a product like, for example, tickets, advertisement, and brand exposure, and other things mentioned is that they want as much in return as possible for what they invest, indicating a brand association motive and a financial motive respectively. Even though participants want a high return for low cost, leaning towards economic incentives. We can see that being part of activities in the community, i.e. to support and create engagement, is something every partner mention as a crucial factor for cooperating with AaFK. Consequently, not supporting hypothesis 1: "Is financial benefit the main motivational incentive behind the cooperation between AaFK and local businesses?"

5.2 Results quantitative analysis: Life domains and AaFK's effect on life satisfaction

5.2.1 The survey: demographics of respondents

Gender

Out of the 302 respondents, 159 (52,6 %) were men, and 143 (47,4%) were women (see appendix 9). Given the cooperation for the survey with Norstat, the criteria for the respondents was to represent the municipalities. Also, we requested a random sample when it comes to the distribution of gender, and this is therefore not controlled by the researchers.

Age

In our survey, we asked the respondents to choose a category for their age. The categories are divided into five, where the lowest category is 15-29 years of age and the highest being 75 years or above (see appendix 9). Most of the respondents are found in the age group of 30-44 years old, with 93 respondents making up 30,8 % of the total sample. The second-largest group, when it comes to age, is found in the category for 60-75, with 80 respondents making up 26,5 %. 23,2 % of the respondents are between 45-59 years. 15,2 % are between 15-29 years old, and the lowest group of respondents when it comes to age are 75 or above, making up 4,3 % of our sample.

Municipalities

Table 7 (see appendix 9) shows that all respondents are resident in Ålesund and its nearest municipalities. We can see that 80,5 % of the respondents are resident in Ålesund, 9,9 % are resident in Giske, and 9,6 % are resident in Sula. The cooperation with Norstat allowed us to narrow the geographical area of our respondents. Consequently, all our respondents are connected to the region of Ålesund.

Daily situation

To be able to profile the respondents further, we asked about the daily situation. 57,9 % of the respondents are fulltime employees, meanwhile, 17,5 % are retired. 8,9 % are part-time employees, 8,3 % are students, while 5,6 % receive welfare, and 1,7 % are job-seekers (see appendix 9).

Income

The last element in table 7 (see appendix 9), income, is meant to give an idea of the level of gross annual income among the respondents. From the table of the gross average annual income, we can see that 40 respondents chose not to answer. The majority of the respondents that answered this question makes up 40,5 % of our sample and are in the category that has an average income between NOK 400 000 - NOK 599 999 per year. 6,9 % earns less than NOK 199 999 per year, and 19,5 % earns between NOK 200 000 and NOK 399 999 annually. 19,1 % of our respondents have an income between NOK 600 000 and NOK 799 999 annually, and 14,1 % earns more than NOK 800 000 yearly.

5.2.2 AaFK and spectators

To investigate the effect AaFK has on the individual's life satisfaction in Ålesund and the nearest municipalities, we will present the results from our quantitative survey done by Norstat. In addition, other factors such as gross annual income, daily situation, family and friends, and cultural-, sports-, and outdoor-activities will be investigated with respect to its possible effects on life satisfaction. All results are processed using IBM SPSS and will followingly be the foundation for answering our research question: “Do AaFK and its presence contribute significantly to the inhabitants of Ålesund’s and Sunnmøre’s perceived

life satisfaction?”

Respondents' relationship to AaFK and football matches at Color Line Stadion

Table 8 is presented to identify how many home-matches per season the respondents have attended during the past five football seasons. Most of the respondents, 140, which makes up 46,4 % of our sample, has not attended a single home-match during the last five seasons. 36,8 % has attended between 1-4 home matches each season in the last five years. 7,9 % has attended 5-8 home-matches every season for the last five years. 6,6 % attended 9-12 home-matches every season in the last five years, while 2,3 % has attended between 12 and 15 home-matches each season for the past five years.

Table 8: Average attendance at AaFK's football matches at Color Line Stadion

How many AaFK matches (home-matches) have you attended on average per football season in the last five football seasons (2014-2019)?					
		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	0	140	46,4	46,4	46,4
	1-4	111	36,8	36,8	83,1
	5-8	24	7,9	7,9	91,1
	9-12	20	6,6	6,6	97,7
	12-15	7	2,3	2,3	100,0
	Total	302	100,0	100,0	

9,9 % of our respondents have been a season-ticket holder during the past five seasons, consequently, 90,1% has not been a season-ticket holder for the past five seasons, see table 9. If we compare the season-ticket holder percentage with attendance to home-matches each season, we see that 8,9 % has attended more than 9 home-matches each season and 9,9 % has had a season-ticket in a season the last five years. This makes it reasonable to assume that those with a season-ticket attended many games per season.

Table 9: Season-ticket holders at Color Line Stadion

Have you been a season-ticket holder at Color Line Stadion in the past five football seasons?					
		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Yes	30	9,9	9,9	9,9
	No	272	90,1	90,1	100,0
	Total	302	100,0	100,0	

Since it is only 30 respondents that have had a season-ticket in the period between 2014-2019, the 272 other respondents are not included in Table 10. 23,3 % has had season-ticket for five years straight from 2014 to 2019, and equally, 23,3 % has had season-tickets for four out of five years. 20 % has been a season-ticket holder for three years, and equally for two years. 13,3 % has had season-tickets for 1 year from within the period of 2014-2019.

Table 10: Number of seasons as a season-ticket holder at Color Line Stadion

How many seasons have you been a season-ticket holder at Color Line Stadion in the past five football seasons (2014-2019)?					
		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	1	4	1,3	13,3	13,3
	2	6	2,0	20,0	33,3
	3	6	2,0	20,0	53,3
	4	7	2,3	23,3	76,7
	5	7	2,3	23,3	100,0
	Total	30	9,9	100,0	
Missing	System	272	90,1		
Total		302	100,0		

5.2.3 Respondent's relationship to life domains

This section shortly presents the respondents' answers to the main domains of relationships to life satisfaction. These domains are explained in the methodology chapter. An overview of the life domains' descriptive statistics is shown in appendix 10. In this section, we only look at the respondents' dispersion on the different domains.

Life Satisfaction

The respondents' answers show the highest average on the first question "I am satisfied with my life", with a mean score of 5,32. Question number four, ("If I could live my life over, I would change almost nothing") has the lowest mean score with 4,17, which shows that to some degree, the respondents would change something about their life.

Daily situation

The questions related to this domain are asked to identify whether the respondents are satisfied with their daily situation. The daily situation is further explained in the previous chapter of the methodology. The missing values are results from respondents' answering "8, Not applicable" regarding the domain's questions. The missing values are not considered when calculating the mean score. The highest mean score is identified for the statement; "I consider my daily situation as uncomfortable", which had a mean value of 5,71. As every other question in our questionnaire, this question was also measured using a seven-point Likert-scale, however, as this question was negatively worded, we had to reverse the scale. Consequently, the correct mean value for this question was 2,29. The statement for "I like my daily situation better than my spare time" shows the lowest mean score, 3,74.

Family and friends

From table 11 (see appendix 10), it is presented results of the respondents' relationship with family and friends. The objective of these questions is to identify the importance of the relationship towards family and friends among our respondents. As we can see from the results, the first question about the relationship to family and friends, "I enjoy spending time

with family and friends” provides a mean score of 6,09, which is very high, meaning it is very important for the respondents.

Cultural-, sports-, and outdoor-activities

The objective of these questions is to identify the importance of cultural-, sports-, and outdoor-activities among the respondents. We observed the mean score, 5,44, for enjoying the activities in the region of Ålesund, as the highest scoring out of these questions. The mean score, 4,20, for that these stated activities is more important than other activities, shows the lowest scores out of these questions related to this domain.

AaFK and football

The objective of these questions is to identify whether our respondents feel happy when they attend AaFK’s home-matches. Several of the questions have missing values and are therefore not considered with respect to the mean score. The missing value stems from respondents choosing to answer “not applicable”, and they are therefore removed from the calculation of the mean score. The statement “I would rather see international football on television than going to AaFK matches at Color Line Stadion” shows a mean score of 4,73 indicating that they are leaning to agree strongly on this question. “I enjoy going to AaFK-matches at Color Line Stadion” gives a mean score of 3.58, which is identified as the lowest scoring questions among these questions.

5.2.4 Factor analysis

When running our first factor analysis, we wanted to reduce the number of dimensions of the Life satisfaction scale, as presented by Diener & Pavot (2009). The five items of the Life satisfaction scale were subjected to principal component analysis (PCA). The validity variable measuring overall happiness was not included in this dimension reducing analysis, as this variable’s mission was to verify/validate the findings acquired in Q5r1-Q5r5. Prior to performing the PCA, the suitability of the data for factor analysis was assessed, the correlation matrix on this domain revealed no coefficients of .3 and below. Every result concerning the different life domains’ Kaiser-Meyer Olkin (KMO) value and Bartlett’s test of sphericity are presented in appendix 11, table 12. The KMO value of “Life satisfaction” was

.876, exceeding the recommended value of .6 (Kaiser 1970, 1974). Bartlett's Test of Sphericity did also reach statistical significance having a value of .000. The analysis revealed one component with an eigenvalue of 1 or higher (3.807), which explained 76,15 % of the domain's variance, respectively (see appendix 11, table 13). The scree plot-test revealed a clear break after the first component, supporting the extraction of one component, as indicated by the components' distribution of variance explained. A summated scale, which was later used in the regression analysis, was calculated using the "Transform"-tool in IBM SPSS.

Before running a principal component analysis for the next domain, "Daily situation", the suitability of the data for factor analysis was assessed. The correlation matrix on this domain did as well not reveal any coefficients of .3 and below. The KMO value was .671, and Bartlett's Test of Sphericity reached statistical significance having a value of .000. The table displaying "Total Variance Explained" revealed one component having an eigenvalue of 1 or higher (2,431) which explained 60,77 % of the domain's variance (see appendix 11, table 14). A one-component summated scale was also calculated for this domain.

The suitability of the data for factor analysis was also assessed before running the principal component analyses for "Family and friends" and "Culture-, sports-, and outdoor activities". The correlation matrix for both domains did not reveal any coefficients of .3 and below. The KMO values were .722 and .678 respectively, and both domains reached statistical significance on Bartlett's Test of Sphericity with a value of .000. One component was extracted on each of the domains, for "Family and friends" this component explained 80,22 % of the variance and had an eigenvalue of 2,406 (see appendix 11, table 15). In contrast, when investigating "Culture-, sports-, and, outdoor activities", we identified that one component explained 66,99 % of the domain's variance, having an eigenvalue of 2,679 (see appendix 11, table 16). Summated scales were calculated for both domains, using the same procedure for calculating summated scales as presented for the other life domains above.

In the last factor analysis, "AaFK and football" was examined and how this domain could be reduced into consisting of fewer components. The suitability of the data for factor analysis was assessed by inspecting the correlation matrix. The correlation matrix revealed several

factors of .3 and below, and even some negative factor loadings. According to Tabachnick and Fidell (2013), if few correlations above .3 are found, factor analysis may not be appropriate. When assessing the factorability of the data through Bartlett's test of sphericity and the Kaiser-Meyer-Olkin (KMO) measure, factor analysis is although considered appropriate. The KMO value was .694, and Bartlett's test of sphericity reached statistical significance having a value .000. The table representing "Total Variance Explained" indicated that we should extract two components on this domain. The two components had eigenvalues of 3,013 and 1,468, respectively, and explained in total 74,69 % (50,22 % and 24,47 % respectively) of the domain's variance (see appendix 11, table 17). After inspecting the domain's "Component Matrix," we were able to identify that when calculating summated scales, Q9r1-Q9r3 were to be included in the first summated scale, while Q9r4 and Q9r5 were to be included in the second summated scale. We were also able to identify that component Q9r6 was not appropriate to include in any of the summated scales as it only provides a negative loading if it were to be included in the first summated scale.

5.2.5 Reliability analysis

Pallant (2016) acknowledges Cronbach's alpha as one of the most commonly used indicators of internal consistency and construct measurement reliability. DeVellis (2012) states that the Cronbach's alpha coefficient of a scale ideally should be above .7. The Cronbach's alpha coefficients for all life domains are presented in appendix 12, table 18.

Our Life Satisfaction scale, as adopted from Diener & Pavot (2009), provides excellent internal consistency having a Cronbach's alpha coefficient value of .918. Our scale measuring "Daily Situation" does also seem to measure the same underlying construct, having a Cronbach's alpha coefficient value of .789. Also, "Family and friends" and "Culture-, sports-, and outdoor activities" can be recognized as being internally consistent scales having Cronbach's alpha coefficient values of .869 and .832, respectively.

"AaFK and football" is, on the other hand, not internally consistent based on DeVellis' (2012) recommendations of the Cronbach's alpha coefficient having values of above .7 to indicate significant internal consistency. "AaFK and football" offers a Cronbach's alpha coefficient

value of .412. In this life domain, we have asked our respondents questions concerning both AaFK and football in general, which might be an explanation for why this scale is not as internally consistent as the other scales. If we include Q9br1 and Q9br2 in our analysis, which compares “AaFK and football” to other culture-, sports-, and outdoor activities and adds a variable which measures the frequency of attending AaFK’s home matches, respectively, the Cronbach’s alpha coefficient value increases to .565, which indicates higher internal consistency.

5.2.6 Discriminant validity

To examine discriminant validity, we use the Fornell-Larcker criterion. To examine more fully the shared variance in the measurement model, an extension of explained variance is useful (Fornell & Larcker, 1981). To capture the amount of variance that exists due to measurement errors, the relation’s construct is analysed. Furthermore, the average variance extracted, hereafter named AVE, provides information that helps us to evaluate discriminant validity, given the requirement of $AVE > \lambda_i^2$, and recognizes that measurement error can vary in magnitude across a set of methods (Fornell & Larcker, 1981). The formula for calculating AVE is as follows:

$$AVE = \frac{\sum_{i=1}^n \lambda_i^2}{n}$$

Table 19 shows that the correlations of all pairs of latent variables are less than their respective squared rooted variance explained, which indicates discriminant validity:

Table 19: Discriminant validity, correlations and average variance extracted (AVE)

	Life sat.	Occu.	F. and f.	CSO-act.	AaFK1	AaFK2
Total sample (n = 302)						
Life sat.	.873					
Occu.	.510	.780				
F. and f.	.265	.187	.895			
CSO-act.	.312	.174	.294	.819		
AaFK1	.200	.143	.146	.377	.868	
AaFK2	.042	.024	-.011	.026	.228	.826

5.2.7 External validation of life satisfaction

In addition to measuring life satisfaction utilizing Denier & Pavot's satisfaction with life scale (2009), we also included a validity variable in our theoretical model. This validity variable measured overall happiness and was included to validate our findings related to life satisfaction. Veenhoven (2012) supports using happiness as a variable with validating effect on life satisfaction – he states in his conclusion that happiness can be defined as a subjective enjoyment of life-as-a-whole.

From table 11 (see appendix 10), we know that Q5r1-Q5r5 in our survey offers the following mean values: 5.32, 4.74, 5.06, 4.17, and 4.51. Consequently, when we inspected the mean value of the life satisfaction's summated scale, this had a value of 4.76. In comparison, when we calculated the mean value for our validity variable, Q5r6, it had a value of 5.14, which indicated that the sample in our study was overall happy, every aspect of their life considered. To be able to determine whether Q5r6 validates our findings related to life satisfaction, we ran a bivariate correlation analysis. The relationship between life satisfaction (as measured by the summated scale calculated for life satisfaction) and overall happiness (Q5r6) was investigated using Pearson product-moment correlation analysis. Preliminary analyses were performed to ensure no violation of the assumptions of normality, linearity, and homoscedasticity. There

was a very strong, positive correlation between the two variables, $r = .857$, $n = 302$, $p < 0.01$, indicating that the distribution of overall happiness scores is very much associated with the distribution of the life satisfaction scale's scores.

5.2.8 Regression analysis

Stepwise multiple regression/ordinary least squares regression (OLS) was used to assess to which extent income, daily situation, family and friends, cultural-, sports-, and, outdoor activities, attendance at AaFK's football matches at Color Line Stadion and age and relationship status affects life satisfaction. Preliminary analyses were conducted to ensure no violation of the assumptions of normality, linearity, multicollinearity, and homoscedasticity. The total number of valid respondents (n) was 262 in every regression analysis, due to some life domains having missing values. The significance level (Sig.) for the model as a whole identified in the ANOVA-tables (appendix 13, table 20 and 21) for the multiple regression analyses indicated that both models were statistically significant.

Table 22 shows variance explanations, standardized path coefficients, and t-values of the base regression model and the expanded regression models. All paths are measured with respect to and how they influence perceived life satisfaction. The base model provides an explained variance of 39,5 % of life satisfaction. "Income" and all life domains, except attendance at AaFK's football matches, "AaFK and football, Summated scale", were significant at the 5 %-level. "Daily situation", which measured our respondents' profession's or daily situation's effect on life satisfaction, is the path that had the greatest effect on perceived life satisfaction in our base model.

Table 22: Regression model results. Variance explanations and standardized coefficients.

	Base model OLS	Expanded model 1a OLS	Expanded model 2a PLS-SEM
Paths:	Stand. Coefficient (t-value)	Stand. Coefficient (t-value)	Stand. Coefficient (t-value)
Income → Life Satisfaction	0.140** (2.614)	0.097* (1.728)	0.085** (2.028)
Daily situation → Life Satisfaction	0.452** (8.278)	0.459** (8.462)	0.540** (14.008)
Family and friends → Life satisfaction	0.132** (2.365)	0.123** (2.184)	0.132** (2.967)
Cultural-, sports-, and, outdoor activities → Life Satisfaction	0.257** (4.374)	0.259** (4.474)	0.132** (2.536)
AaFK and football 1, Summated scale → Life Satisfaction	-0.041 (-0.713)	-0.062 (-1.090)	
Age group, dum. var. → Life Satisfaction		0.040 (0.730)	0.040 (0.903)
Rel. status, dum. var. → Life Satisfaction		-0.147** (-2.759)	-0.190** (-4.226)
AaFK and football, (Summated scale) → Cultural-, sports-, and, outdoor activities			0.410** (8.429)
Variance explanations:	Adj. R-square	Adj. R-square	Adj. R-square
Life Satisfaction	0.395	0.412	0.509

* $p < 0.10$ (two-sided), ** $p < 0.05$ (two-sided)

In our expanded regression model, we included two demographic control variables, “Age group” and “Relationship status”. By including these variables, the explained variance for life satisfaction increased by 1,7 percentage points (from 0.395 to 0.412). “Income” in our expanded regression model did reach statistical significance at the 10 %-level. “Daily situation”, “Family and friends”, “Cultural-, sports-, and, outdoor activities”, and “Relationship status” were all significant at the 5 %-level. “Relationship status” in this analysis is represented by a dummy variable where “0” indicates singles without children, and “1” indicates respondents being married, with or without children, or single respondents having children. In our analysis, being single without children has a significant negative effect on perceived life satisfaction on the 5 %-level. “Age group” did not reach statistical significance and did consequently not have an impact on perceived life satisfaction. “Age group” in this analysis is represented by a dummy variable, where “0” indicates respondents aged 44 years and younger, accordingly, “1” indicates respondents aged 45 years and older.

In addition to running two OLS-regressions using IBM SPSS, we also ran another regression analysis utilizing partial least squares structural equation modelling (PLS-SEM) (Hair, Hult, Ringle, Sarstedt, 2017). We ran this analysis to identify whether attendance at AaFK’s football matches and the cultural element of attending a football match was “caught up by” the generic life domain “Cultural-, sports-, and outdoor activities”. The analysis was conducted using statistical software for PLS path modelling called SmartPLS. The model utilized in this analysis is to be found in the appendices (see Appendix 14, figure 4). Since PLS-SEM has no distributional assumptions, the explained variance for life satisfaction increased by 9,7 percentage points (from 0.412 to 0.509) (Hair, Black, Babin & Anderson, 2014). All life domains (“Daily situation”, “Family and friends”, “Cultural-, sports-, and, outdoor activities”) did all reach statistical significance at the 5 %-level. Also, “Income” had a statistically significant impact on life satisfaction at the 5 %-level of significance. We also discovered that not being married and not having children had a significant negative effect on life satisfaction at the 5 %-level, like in our expanded regression model 1a.

Common for the two first regression analyses was that attending AaFK’s football matches at Color Line Stadion had no positive effect on perceived life satisfaction among our respondents. Attending AaFK’s football matches actually had a slightly negative effect on life satisfaction. Also, the effect on life satisfaction of attending AaFK’s football matches at Color

Line Stadion was not statistically significant (neither at the 5 %- or 10 %-level) in either of the two models, thus not supporting hypothesis 2 as addressed in this master's thesis: "AaFK has an effect on the perceived life satisfaction of the inhabitants in the Ålesund region".

Meanwhile, if "AaFK and football, Summated scale" were to be introduced in our model as a subcategory and independent variable of cultural-, sports-, and outdoor activities, we were able to identify that this element reaches statistical significance. This does consequently support our suspicion that AaFK and football have a statistically significant effect when considered as a subcategory of cultural-, sports-, and outdoor activities in general.

6.0 Discussion

In this chapter, the results of this research will be discussed. Because of our two research questions, we start this chapter by dividing it into two sections, discussing each research question separately. In the latter part of this chapter, the two sections of our master's thesis are discussed simultaneously, and we introduce some managerial implications. The sections in this chapter will be as follows: 6.1 Incentives for local businesses to cooperate with AaFK, 6.2 AaFK's impact on the life satisfaction for residents in Ålesund, 6.3 Societal impact of AaFK and 6.4 Managerial implications

6.1 Incentives for local businesses to cooperate with AaFK (RQ1)

The answer to this research question is based on qualitative data, which has been collected utilizing the general interview guide approach. The participants' answers are presented in the result chapter and will be further discussed and analyzed in this chapter. The research question to be discussed in this section is accordingly:

What incentives motivates cooperation between AaFK and local businesses?

According to Amis et al. (1999), sports sponsorship involves allocating resources to achieve objectives, and by that, it has been described as a strategic activity. Arguably, some participants highlight more than others that their cooperation is a part of their strategic activities. In contrast, others describe the cooperation and involvement with AaFK like something that is contributing to activities in the local society. Morgan et al. (2014) do point out that there is a wide variety of sponsor-sponsee configurations in contemporary sport. *“The sponsor can range from corporate businesses, government agencies, and not-for-profit organisations.”* (Morgan et al., 2014). Participants who view the cooperation as a part of something that contributes to engagement and activity in the region is one of the sponsor-sponsee configurations that do not necessarily have any motivation besides being part of something to increase engagement for events in Ålesund and it can possibly be related to sponsorship policy of a company addressed in chapter 3. Participants who view this as a strategic activity are likely to be more engaged, and based on the results, it shows that participants help AaFK with the planning of strategy because of their experience in the field,

because they have objectives to achieve. One of the participants said that they would help with strategic planning when needed. This indicates a tight relationship and cooperation where the companies share information about each other's activities and industry. Accordingly, having such a close relationship can be viewed as a social alliance as well and it is seen as one of the factors in the individual and group factors in our model (see figure 1). With the strategic alliance, the marketing and advertisement changes direction and becomes more of a secondary activity.

Almost all of the participants pointed out the buzz and engagement around AaFK that was present from 2000 to around 2010. As mentioned in chapter 2, the average attendance was around 11,000 every home-match, which is above 95 % of the capacity at Color Line Stadion. In addition, our participants say that they feel a change of cultural events and the attractiveness alongside the decreasing trends of attendance in Norwegian football. This has led to a more unattractive sponsor-sponsee relationship because of the difficulties with mere exposure, reactivation, and communication. However, the key element of participating in something that benefits the region and society is still valuable for the participants.

The decreasing trend of attendance, in general, is something that especially one of the participants pointed out as a key factor for decreasing involvement and down-prioritizing the financial terms of their collaborative agreement. On the other hand, P1 said that through the down period, in terms of bad sporting results, for AaFK, when playing in Obosligaen for two seasons, they maintained the financial terms and increased it now when they were promoted again in 2019. In a business perspective, the cooperation between AaFK and the participants whom we investigate, the opportunities from being involved within sporting events can reach diverse markets, national boundaries, cutting through clutters of traditional advertising, communication to various receivers and differentiate within the competitive market, according to Morgan et al. (2014). Based on this, companies who are involved with marketing, sponsoring, advertisement, and cooperation within the sporting events segment are, therefore, on the look for a business target, and from that perspective is wanting the best platform for displaying their message. Low attendance at the stadium is therefore unattractive for the sponsor because the communication, like for example static or digital marketing campaigns, does not reach the desired frequency nor range. This aligns with the processing

mechanisms addressed in our sponsorship-linked marketing model (see figure 1), where mere exposure, low-level processing, reactivation, and identification are some of the mechanics that do not get the right platform to reach possible outcomes from the cooperation. On the other hand, on a business-to-business level, the participants express a high magnitude of the VIP-area as an arena for business and social relations that can be of value, independent of the number of spectators.

Since all participants recognize the historical and up-to-date importance, for the local society, of having a football team playing at the highest level to engage and activate the residents, it is a good foundation for everyone to involve in one way or another with cooperation among the participants. With a national decreasing trend of attendants at football matches, the engagement and amount of spectators are at a low-point, which is something that our research has found as an important factor for lowering engagement and commitment among businesses. The exposure, or rather the mere-exposure, is more difficult to achieve among the receivers when the platform for communication at a home-match, is not fulfilling potential capacity and thereby not communicating to a sufficient number of spectators. Repeated communication and brand-components such as logos, slogans, keywords, or names are not reaching the desired frequency and range when there is modest attendance at the stadium. The participants are all agreeing that the attendance is low and that the effect of marketing and advertisement is more challenging given the state of a modest number of spectators. This could be linked to the explanation of balance theory which, according to Cornwell et al. (2005), is, how sponsorship explains the change of attitude. Cornwell et al. (2005) argue that individuals strive for consistent behaviour and attitude, which makes it a harder task to change someone's perception through communication like a marketing project through sponsorship-linked collaboration.

A different perspective is that brand association is viewed by one of the participants as a risk-return activity. One of the participants stated that they did not want to have their logo on the jersey because it would put them in a more direct association with AaFK and their operations. This leads to a link if something positive or negative is occurring in AaFK's camp that affects them, showing that the level of involvement is a potential direct consequence for publicity. Where the cognitive, affective, and behavioural outcomes of sponsorship-linked marketing cooperation can increase or decrease awareness, image, liking, and/or purchasing intentions.

The individual seeks balance towards the relationship between event and sponsor. If either is viewed negatively from previous experience and the other is positive, it may change the perception of the individual because it seeks harmony in the link of sponsor and event (Cornwell et al. 2005). The strategic decision by this participant is to avoid the element of risk by being associated with AaFK, but still maintain a cooperation agreement with other conditions and support without being one of the most exposed partners.

The conducted research shows that most of the participants have a positive attitude toward what AaFK brings to the city of Ålesund and the region of Sunnmøre with their activities. Still, the most important one is that it creates opportunities for a gathered society that are all involved for the same objective. In addition, one of the participants expressed their personal interest in football and said that it was one of the main reasons for cooperating with AaFK, showing that the personal interest in a managerial role, as presented in our model (see figure 1), is in full effect in this study. Another topic that was mentioned by the participants regarding what AaFK brings to the city and the region was the importance of indirect effects where they showed activity and engagement could be a factor for getting people to move and settle down in the area. Every partner mentioned that activities, such as AaFK home-matches, Momentum's festivals, and increased nightlife, is something that can attract new students and new employees with highly requested competence. Viewing the discussed results from the qualitative interviews, in the light of our model presented in chapter 3, it is identified that the possible outcomes of the cooperation agreement are not significantly addressed by the participants, showing that other motivational incentives are more focused and important to them.

According to Morgan et al. (2014), favourable and trustworthy relationships are assumed to minimise the barriers that arise in the ongoing management of sponsorship alliances for both parties. On a personal level, all participants said that their relationship with the administrative workers from AaFK, is good and it is easy to contact them for discussions or to bring up relevant topics, which shows a degree of inter-partner confidence. In addition, in Morgan et al.'s (2014) case study, there was consensus among the sponsee and sponsors that any staff change impacts relationships and sponsorship governance. In our research, however, one of the participants stated that changing the CEO of AaFK did not impact their cooperation. It

was mentioned that it has much to do with the personality and characteristics of the person filling that role.

6.2 AaFK's impact on life satisfaction for residents in Ålesund (RQ2)

The model offered in this study builds on the generic satisfaction with life scale, as presented by Denier & Pavot (2009). Most of the other investigated life domains are also well theoretically and empirically founded. With respect to the life domains "Cultural-, sports-, and outdoor activities" and "AaFK and football", we established our own questions, as we were not able to find research considering the same subjects having a similar geographical demarcation.

The demographic characteristics of our sample, i.e., the distribution of gender, age, municipality population, occupation, and income, had a good overall fit to the characteristics of the population investigated. This was anyhow out of our control, as Norstat fulfilled the survey on our behalf. The validation of a good "population and sample fit" was consequently dealt with by Norstat. We did, however, stress the importance of providing us with a representative sample when we involved Norstat as the data gathering company in the process of writing our master's thesis. With respect to our sample's relationship to AaFK and attendance at AaFK's football matches, we would have preferred more respondents to regularly attend AaFK's football matches, given that only 16,9 % of our respondents attended 5 or more AaFK football matches, on average, over the last five football seasons. But again, given the size of our sample, and the fact that our sample is coinciding with the population investigated, we considered the attendance percentage reliable and valid for further statistical analysis.

An important element to consider when discussing the findings of our life satisfaction study is the effects of the Covid-19 pandemic. We consider this element as an external event, consequently this might disrupt the findings of our research to some degree. The respondents answered our questionnaire between the 7th and 17th of April. A period where approximately 1,200 Norwegians were confirmed infected by the corona-virus, Covid-19, and many were laid off and consequently not got the opportunity to attend to their normal occupation (FHI,

2020). This is reflected in our findings – “Daily situation”, where our respondents are asked to answer questions about their daily situation, which is the path which provides the most significant effect on life satisfaction. This does also apply to our respondent’s perceived effect of income on life satisfaction – being certain of having income proved to be important where many employees experienced temporary lay-offs and an uncertain job market, at the time when answering our questionnaire. The importance of socializing with family and friends during a period with such an external event did also prove to be important among our respondents.

As another consequence of the Covid-19 pandemic, the scheduled start of Eliteserien was delayed. At the time where we initiated our questionnaire, we assumed a normal football series starting the 4th of April. Additionally, it was decided when Eliteserien started that the number of spectators was limited to 200. As a result of these changed contemporary prerequisites, we did not find the results of “AaFK and football” not affecting life satisfaction surprising.

After we ran our regression analyses, it became clear that attending AaFK’s football matches had no positive effect on life satisfaction. “Cultural-, sports-, and outdoor activities”, on the other hand, proved to be statistically significant at the 5 %-level both in our base model, expanded model 1a, and PLS-SEM model (expanded model 2a). We had reasons to believe that this life domain also contains and acknowledges some elements from “AaFK and football”, as it involves an element of the sport. We were able to justify this statement by investigating the effect “AaFK and football” had on cultural-, sports-, and outdoor activities in the PLS-SEM model, proving that there is a statistically significant relationship between the two elements (see appendix 14).

The results from our quantitative study show that cultural-, sports-, and outdoor-activities have a significant effect on life satisfaction, which acknowledges that cultural events, like for example Momentum’s concerts and festivals, impacts the perceived life satisfaction of its participants positively. This is something the business representatives also addressed by providing us with statements such as “...it feels like Momentum has taken over the wave of

engagement and activity form AaFK in the city” and “...the events and activities, like for example Momentum’s concerts and festivals, are increasing the attractiveness of moving to this city”. Additionally, Sunnmøre is known for its spectacular nature and mountain scenery, which provides the inhabitants of Ålesund and at Sunnmøre with multiple options to go for a hike. Consequently, we consider mountain-hiking as an important factor for this life domain, having a positive effect on perceived life satisfaction. The sport-segment of this life domain could contain several activities such as football, handball, volleyball, and sport in general, to mention some examples. Football is one of the elements found in the sports-segment. We have reason to believe respondents connect AaFK and football to this category as well. Even though attending AaFK’s football matches does not significantly impact life satisfaction directly, there is still a significant explanatory power of this factor, but only mediated by cultural-, sport-, and outdoor-activities in general. AaFK and football’s total effect on life satisfaction is displayed in table 23 (see appendix 14). This domain’s indirect effect on life satisfaction is 0.055 and has a t-value of 2.428. This calculated t-value is based on bootstrapping with 1,000 samples.

6.3 The societal impact of AaFK

In this section of our master’s thesis, we aim to bring together and discuss our findings concerning the two aspects of our master’s thesis simultaneously. We will start by restating a claim made by P4: *“We feel that AaFK as a sponsor object and collaborative partner is not as attractive and economically beneficial as they were earlier. We feel as a consequence of a waning interest for Norwegian football in general and Momentum, with their arrangements and presence in the city, has taken over as a cultural centre in Ålesund and at Sunnmøre.”*

The motivation to contribute to engaging activities in the city of Ålesund and the region of Sunnmøre is important among the participants from the qualitative research. As mentioned in chapter 2, it is identified a decreasing trend when it comes to attendance at football matches in Norway and Eliteserien. With this in mind, the fact that attending AaFK’s home matches is not significantly impacting life satisfaction among the residents in this region is not surprising. Arguably, there is a connection of attending an AaFK-match, that does not boost life satisfaction, indicating there is less motivational to attend at all. With fewer people

attending AaFK's matches, we can, again, see a connection of the cooperation in the business relations of AaFK – As stated by one of the participants, it is less attractive to have digital and static advertisements at Color Line Stadion when there is a decreasing trend of football match attendance. This consequently results in an advertisement being displayed and communicated at the stadium that does not reach out in desired range nor frequency, which is necessary to affect the consumers. A decreasing attractiveness for advertisement at the stadium, both digital and static, as expressed by P4, is impacting the cooperation agreement resulting in less motivation for investing and engaging in the relationship and cooperation with AaFK.

The participants express the satisfaction of the events at the VIP-area and they view it as an important place for both business and social relationships. Commonly all stadiums have divided sections for the spectators, and tickets at the VIP-area is often limited and expensive. In our quantitative research, a large sample of the respondents shows a lack of significant effect on life satisfaction for attending AaFK's home matches. Because of capacity constraints in the VIP-area, assumably the average Joe does not attend games with a VIP-ticket, at least not as frequent as the firms that use it for business purposes. The satisfaction and praises of a professional VIP-event at the stadium indicating a possible positive effect on life satisfaction among participants in the qualitative study does not correlate with the lack of effect on life satisfaction attending home matches, when analysed secludedly, among the respondents in the quantitative survey.

6.4 Managerial implications

A general managerial implication of our findings is that AaFK should recognize that low attendance reduces the attractiveness of business cooperation. Hence, marketing, through static and digital advertising, does not reach its targeted audience, neither in terms of range nor frequency. Innovative advertising campaigns could potentially attract partners to maintain and increase existing cooperation agreements or even attract new partners. As suspected, we can identify, after running the PLS-SEM regression analysis, that there is a relationship between "Culture-, sports-, and outdoor activities" and "AaFK and football" in our model of life satisfaction (see figure 4). Our findings indicate that there is an unexploited potential to increase AaFK's impact on perceived life satisfaction, because of the cultural-, sport-, and

outdoor-activities' significant effect on life satisfaction. The relationship between culture and sports (in this case, AaFK and football) should, therefore, be exploited to a greater extent to reach out to a greater audience. We suggest that AaFK emphasise their football matches at Color Line Stadion as a culture- and sports arrangements in their marketing efforts, above promoting themselves as an arena for football, and football only.

Improving the matchday experience is another way AaFK can attract a wider audience. Pre- and post-match cultural events that appeal to other types of an audience, than merely football fans, can possibly attract more spectators. For example, mini-concerts by local artists before kick-off and at half time could potentially boost the attractiveness of AaFK's football matches at Color Line Stadion, making it an event that attracts both football patriots and culture seeking spectators. This type of event is also attractive to AaFK's business partners, as it creates "buzz" and excitement around AaFK's football matches and creates an added marketing- and exposure effect. Simultaneously, if this type of event attracts more spectators, the business partners' static and digital advertising at Color Line Stadion and its surroundings is visible and exposed to more people.

As with respect to which incentives that motivate cooperation between AaFK and local business, some products, and marketing elements stand out among the business partners, we have interviewed. We suggest that AaFK exploit the possibilities of "VIP-en" to a greater extent, as this is an element the business partners highly value. For AaFK, it is important to motivate and initiate cocreation among its business partners, utilizing "VIP-en" as an arena for this type of activity. At the same time, AaFK must safeguard those marketing elements that are important to each business partner. Which marketing elements that are important to the individual business partner does, of course, vary. A general partner expects, for example, two-way communication to a greater extent than a "patriot". Although, it is important that AaFK does not undermine its "partners" and "patriots" stances and promotes their significance of being business partners also. As identified in our interview with P4, their business expressed a slight dissatisfaction concerning AaFK's willingness to meet their wishes before the upcoming football season. It is important that AaFK attains a balance of fulfilling their business partners' requests, but still acknowledges the fact that there are differences in terms of expectations based on affiliation to partner category, and hence financial support.

7.0 Conclusion, limitations, and further research

7.1 Conclusion

This study revealed that the motivational incentives among the business partners of AaFK are strongly linked to the level of engagement, with the labelled partner categories as a solid indicator of the level of engagement. The main motivational incentive is shown with common characteristics from all participants, such as; creating activity, local patriotism, engaging a city, supporting a common objective, and being part of something that creates attractiveness. This can also be related to the business environment in Ålesund and at Sunnmøre as an entity. In general, the business partners are satisfied with respect to their cooperative agreements with AaFK, and it was only one participant that wanted to apply changes. The main motivational elements of cooperating with AaFK – activity, engagement, and local affiliation – are also elements that are identified at the core of AaFK’s operations. AaFK has a strong position in the cityscape, and being “The pride of Sunnmøre”, they act as a unifying entity and an arena for shared commitment and local affiliation.

Furthermore, respondents in our quantitative study do not consider AaFK’s home matches as significant as cultural-, sports-, and outdoor-activities with respect to life satisfaction. Residents enjoy the music-events from Momentum in particular and various sporting- and outdoor-activities offered in the region. In all regression analyses, the study revealed that spending time with family and friends has a significant effect on life satisfaction among the respondents. The same goes for the daily situation, indicating that being employed, job seeking, student, retiree, or on social welfare is something that directly affects life satisfaction, whether it is positively or negatively. Most of our respondents (66,8 %) were full-time or part-time employees, which indicates that over 2/3 of our sample responded that daily situation had a positive effect on perceived life satisfaction.

A general conclusion of the findings is that AaFK is important for the city and the region for activity and engagement, and gathers the inhabitants at a common and shared arena. The attendance at AaFK’s home matches, among the residents, shows that there is not a significant direct effect on life satisfaction. Still, the participants in the qualitative study express the

importance of having a football club playing at the highest level and that the events are a necessary activity in the city. An element that might affect life satisfaction among residents may thus be an important factor for increasing sporting results, with the ultimate objective of achieving societal impact in the region. This can make attending AaFK's football matches a demanded and prioritized activity among the inhabitants of Ålesund and its surroundings.

The results from this study might be of interest to the CEO of AaFK and their marketing administrative, as the overall satisfaction for cooperating with AaFK is displayed, and the VIP events are highly regarded, but the direct effect on life satisfaction for the individual is not significant. Furthermore, evidence of a linkage between sport, football in particular, and culture can be utilized or exploited to increase the effect of and the engagement towards AaFK's presence and operations.

7.2 Limitations

The present study, as with all studies, has certain limitations. Firstly, researching AaFK's impact on individuals' life satisfaction in a period where the events held by AaFK is not accessible for participation by any individuals can influence the effect in terms of not recognizing or relating the feeling of involvement in AaFK. When respondents answered the survey, it was at the start of the most hectic outbreak of Covid-19 pandemic in Norway. All football-related activities were in lockdown, which included a period where all sporting activities were not available for attending or participating, which was the same for all cultural events. Furthermore, the United Nations (2020) states that the effects of the Covid-19 pandemic in the sports industry are far greater than just economical. It impacts many social benefits of global and regional sports events like the social and emotional excitement of fans (United Nations, 2020). The result of no significant effect of attending to AaFK's home matches has to be viewed with the actual state of individuals, community, and regional, which at the time of answering the questionnaire, the distance from being able to attend an AaFK football match seemed like a distant reality.

Secondly, because of the pandemic and its repercussions, the access to CEO's from firms cooperating with AaFK were limited and difficult to reach out to for participation. Naturally,

a pandemic gives different challenges to firms, and the availability and time were not in place for conducting more qualitative interviews. An increased number of participants in the qualitative study would certainly have given this research a broader foundation to compare the different levels of cooperation and involvement among the sponsorship-linked relations that AaFK has with its business partners. A broader foundation for comparing participants (partners) in this context, generates a differentiated data which could have led to other mechanisms, processes and outcomes that result in incentives for cooperation. Moreover, the findings from this research through qualitative interviews are naturally limited because the data from interviews have a subjective nature.

Thirdly, the research was conducted in a time frame of 6 months, where the Norwegian football season was not in play most of the research period. We see it as a limitation that AaFK was not playing any competitive games during the time of the research on life satisfaction effects. When asking the respondents about the attendance and how it affects to attend matches, in a period where it is not possible to attend competitive games, it is reasonable to believe the respondents have distance from the events and thereby further away from being significantly affected. Moreover, an element cemented in competitive sports is the results. Previous research, as presented in chapter 3, shows a study where the life satisfaction and happiness affect, among football fans, depends on their favourite team's results. An element of sporting results would adequately be extensive for the research project.

7.3 Further research

As an extension of the limitations, we address suggested further research where it could be highly relevant to expand the study over a full Eliteserien season. Research over a full season results in more data at different stages of a competitive season, where several repeated questionnaires to the same respondents give a greater foundation for comparing results over a period in a longitudinal study. In this suggested further research, as mentioned in the limitations, the access to several firm's representatives to get more insight into the cooperation agreement from a larger sample of participants increases the foundation for comparing motivational incentives to cooperate. Also, this time-frame extension opens up the possibility to add the element of sporting results, with the belief that the results of matches and table positions have a direct effect on attendance and level of involvement by individuals

in the region. The sporting results could be an included item on the factor explaining life satisfaction when it is measured, as it is in both Dolton & MacKerron's (2018) and Du et al.'s (2017) studies.

A different view of the societal impact that AaFK has on the region and city could potentially be researched for economic direct and indirect effects on connected industries such as restaurants, travel agencies, hotels, and nightlife/bars. Investigating if hotels have increased bookings, if public transportation has more rides, or if pubs/restaurants have more customers when AaFK arranges events can be summarized to identified economic data as an indicator for direct and indirect effects on businesses in the region. This would be a socio-economic research project investigating the economic effects of AaFK's events and the impact it brings to industries in the region of Sunnmøre. Accordingly, we find it difficult to suggest such a research project for a single event, but rather over an expanded period and especially for home matches that are Saturday events to see the impact on suggested industries. We would also like to emphasize that this suggestion for further research should highlight special home matches like, for example, the matches against Molde Fotballklubb, Kristiansund Ballklubb, and Rosenborg Ballklubb, to mention some of the more attractive matches.

A more costly and time-consuming research project would be to scale it up and look at several clubs in different cities and investigate the same factors for life satisfaction among residents in their respective cities. A large sample size in the study of all the clubs playing in Eliteserien would give a broad foundation for comparing the different levels of impact each club has on resident's life satisfaction. Consequently, the size of each city in terms of number of residents, present sporting results, the football club's history, range of competitive activities available, and the communities' collective attitude would all be factors of importance in such a study.

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Appendices

Appendix 1 Attendance at football matches in Eliteserien

Table 2: Attendance at football matches in Eliteserien, 2003-2019 (NIFS², 2020)

Year/Season	Max.	Min.	Matches	Sum	Average
2003	21 316	1 477	182	1 199 042	6 588
2004	23 591	1 411	182	1 450 559	7 970
2005	24 894	3 051	182	1 728 327	9 496
2006	22 330	2 563	182	1 656 307	9 101
2007	21 901	3 620	182	1 913 924	10 516
2008	24 302	2 165	182	1 785 793	9 812
2009	21 597	2 092	240	2 151 682	8 965
2010	21 474	1 142	240	1 945 997	8 108
2011	20 710	1 884	240	1 917 671	7 990
2012	20 572	1 876	240	1 681 220	7 005
2013	20 188	2 183	240	1 638 780	6 828
2014	20 442	2 350	240	1 670 534	6 961
2015	21 401	1 949	240	1 610 591	6 711
2016	21 298	2 375	240	1 673 113	6 971
2017	21 112	2 237	240	1 607 772	6 699
2018	21 201	1 393	240	1 407 693	5 865
2019	17 799	1 353	240	1 387 373	5 781

Appendix 2 Sponsorship-Linked Marketing figure

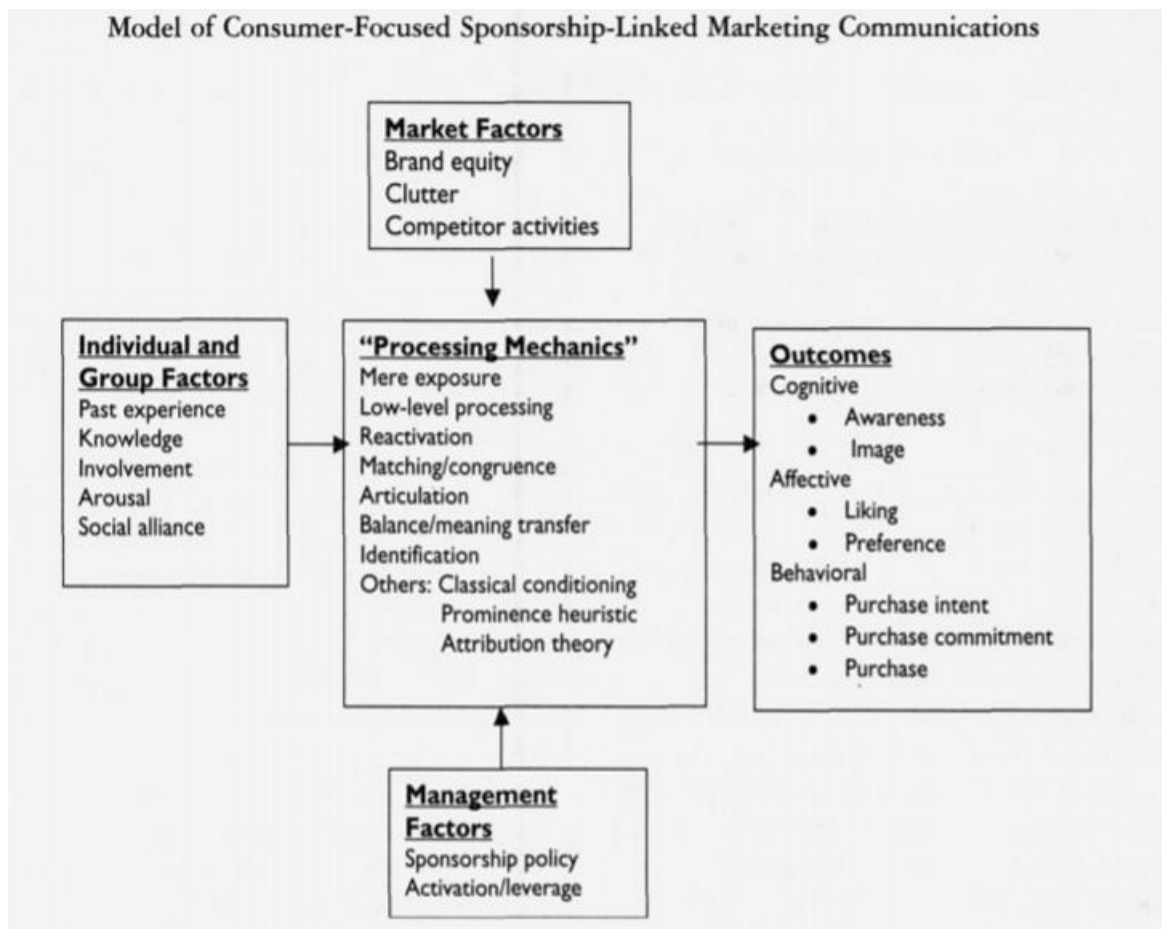


Figure 3: Model of Consumer-Focused Sponsorship-Linked Marketing Communication, as presented by Cornwell et al. (2005)

Appendix 3: Quantitative survey

Spørreundersøkelse, masteroppgave, “Society- and impact-analysis of Aalesunds Fotballklubb”

Demografiske variabler

1. Kjønn

- ☐ Mann
- ☐ Kvinne
- ☐ Annet

2. Alder

- ☐ 15-30 år
- ☐ 30-45 år
- ☐ 45-60 år
- ☐ 60-75 år
- ☐ 75+ år

3. Bosted

- ☐ Ålesund kommune (Ålesund)
- ☐ Ålesund kommune (Haram, Sandøy, Skodje eller Ørskog)
- ☐ Giske kommune
- ☐ Sula kommune

4. Sivilstatus

- ☐ Gift/samboer med barn
- ☐ Singel med barn
- ☐ Gift/samboer uten barn
- ☐ Singel uten barn

5. Utdannelse (høyest fullførte grad)

- ☐ Videregående skole
- ☐ Høyere utdanning (bachelorgrad)
- ☐ Høyere utdanning, (mastergrad eller høyere)
- ☐ Annet

6. Daglig situasjon (ta utgangspunkt i din hovedprofesjon)

- ☐ Ansatt, fulltid
- ☐ Ansatt, deltid
- ☐ Student
- ☐ Arbeidssøkende
- ☐ Pensjonist
- ☐ Uføretrygdet

7. Årlig inntekt

- ☐ Kr. 0,- - kr. 200 000,-
- ☐ Kr. 200 000,- - kr. 400 000,-
- ☐ Kr. 400 000,- - kr. 600 000,-
- ☐ Kr. 600 000,- - kr. 800 000,-
- ☐ Kr. 800 000,- +

Engasjement

8. Engasjement – Hvor mange AaFK-kamper (hjemmekamper) har du i gjennomsnitt vært på per fotballsesong i løpet av de fem siste fotballsesongene (2014-2019)?

- ☐ 0
- ☐ 1-4
- ☐ 5-8
- ☐ 9-12
- ☐ 12-15

8.1 Engasjement – Har du i løpet av de fem siste fotballsesongene hatt sesongkort på Color Line Stadion?

- ☐ Ja
- ☐ Nei

8.1.1 Engasjement – Om ja, hvor mange sesonger har du hatt sesongkort på Color Line Stadion i løpet av de fem siste fotballsesongene (2014-2019)?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

9. Hvor mange timer vil du anslå at du bruker på å se på fotball per uke (både på TV og ved å gå på kamp(er))?

- ☐ 0 timer
- ☐ 1-4 timer
- ☐ 5-8 timer
- ☐ 9-12 timer
- ☐ 13-16 timer
- ☐ 16 timer +

Livskvalitet

10. Jeg er samlet sett tilfreds med livet mitt (1-7, hvor 1 er «stemmer dårlig» og 7 er «stemmer perfekt»)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

11. På de fleste måter er livet mitt nær det ideelle (1-7, hvor 1 er «stemmer dårlig» og 7 er «stemmer perfekt»)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

12. Så langt har jeg fått de viktige tingene jeg ønsker i livet (1-7, hvor 1 er «stemmer dårlig» og 7 er «stemmer perfekt»)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

13. Hvis jeg kunne leve livet på nytt, ville jeg nesten ikke forandre på noe (1-7, hvor 1 er «stemmer dårlig» og 7 er «stemmer perfekt»)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

14. Hittil har livet svart til mine forventninger (1-7, hvor 1 er «stemmer dårlig» og 7 er «stemmer perfekt»)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Arbeid

15. Jeg er fornøyd med jobben min for øyeblikket (1-7, hvor 1 er «stemmer dårlig» og 7 er «stemmer perfekt»)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

16. Jeg liker jobben min bedre enn fritiden min (1-7, hvor 1 er «stemmer dårlig» og 7 er «stemmer perfekt»)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

17. Jobben min er som en hobby for meg (1-7, hvor 1 er «stemmer dårlig» og 7 er «stemmer perfekt»)

1	2	3	4	5	6	7
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18. Jeg anser jobben min for å være ubehagelig (1-7, hvor 1 er «stemmer dårlig» og 7 er «stemmer perfekt»)

1	2	3	4	5	6	7
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Familie og venner

19. Jeg liker godt å være sammen med familie og venner (1-7, hvor 1 er «stemmer dårlig» og 7 er «stemmer perfekt»)

1	2	3	4	5	6	7
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20. Jeg har et stort behov for å ha kontakt med familie og venner (1-7, hvor 1 er «stemmer dårlig» og 7 er «stemmer perfekt»)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

21. Sosialt samvær med familie og venner er viktigere for meg enn andre aktiviteter (1-7, hvor 1 er «stemmer dårlig» og 7 er «stemmer perfekt»)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Kultur, idrett og friluftsliv

22. Jeg liker godt kultur-, idretts- og friluftslivsupplevelser (1-7, hvor 1 er «stemmer dårlig» og 7 er «stemmer perfekt»)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

23. Mine kultur-, idretts- og friluftslivsupplevelser svarer til mine forventninger (1-7, hvor 1 er «stemmer dårlig» og 7 er «stemmer perfekt»)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

24. Alt i alt er jeg tilfreds med mine kultur-, idretts- og friluftslivsupplevelser (1-7, hvor 1 er «stemmer dårlig» og 7 er «stemmer perfekt»)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

25. Kultur-, idretts- og friluftslivsupplevelser er viktigere for meg enn andre aktiviteter (1-7, hvor 1 er «stemmer dårlig» og 7 er «stemmer perfekt»)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Fotball og Aalesunds Fotballklubb (AaFK)

26. Jeg interesserer meg mer for fotball enn kultur-, idretts- og friluftslivsopplevelser (1-7, hvor 1 er «stemmer dårlig» og 7 er «stemmer perfekt»)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

27. Mine fotballopplevelser i Ålesundsregionen svarer til mine forventninger (1-7, hvor 1 er «stemmer dårlig» og 7 er «stemmer perfekt»)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

28. Jeg er ofte på AaFK-kamper på Color Line Stadion (1-7, hvor 1 er «stemmer dårlig» og 7 er «stemmer perfekt»)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

29. Jeg liker å gå på AaFK-kamper på Color Line Stadion (1-7, hvor 1 er «stemmer dårlig» og 7 er «stemmer perfekt»)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

30. Min opplevelse av å gå på AaFK-kamp på Color Line Stadion svarer til mine forventninger (1-7, hvor 1 er «stemmer dårlig» og 7 er «stemmer perfekt»)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

31. Jeg ser heller norsk fotball på TV enn å gå på AaFK-kamp på Color Line Stadion (1-7, hvor 1 er «stemmer dårlig» og 7 er «stemmer perfekt»)

1	2	3	4	5	6	7
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32. Jeg ser heller internasjonal fotball på tv enn å gå på AaFK-kamp på Color Line Stadion (1-7, hvor 1 er «stemmer dårlig» og 7 er «stemmer perfekt»)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

33. Jeg går oftere på AaFK-kamp dersom jeg har noen å gå sammen med (1-7, hvor 1 er «stemmer dårlig» og 7 er «stemmer perfekt»)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Valideringsvariabel

34*. Alle forhold tatt i betraktning følger jeg meg lykkelig (1-7, hvor 1 er «stemmer dårlig» og 7 er «stemmer perfekt»)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

* Totalt 36 spørsmål, da det finnes to underspørsmål under spørsmål 8 (spørsmål 8.1 og 8.1.1)

Appendix 4: Qualitative interview guide

Kvalitativ intervjuguide, masteroppgave, “Society- and impact-analysis for Aalesund’s Football Club”

1. Hvilke samfunns- og økonomiske effekter mener din bedrift at Aalesunds Fotballklubb (AaFK) har på Ålesund som by og Sunnmøre som region?
2. Hva er din bedrifts forhold til AaFK?
3. Hvilke direkte effekter opplever din bedrift av og ha en samarbeidsavtale med AaFK?
4. Hvilke eventuelle indirekte effekter opplever din bedrift av og ha en samarbeidsavtale med AaFK?
5. Hva inneholder din bedrifts samarbeidsavtale med AaFK?
6. Hvilke eksponeringseffekt(er) opplever din bedrift av og ha en samarbeidsavtale med AaFK?
7. Benytter din bedrift seg aktivt av AaFK’s fasiliteter (for eksempel «VIP-en») som en forretningsarena?
8. Hva er den økonomiske rammen av din bedrifts samarbeidsavtale med AaFK?
9. Hva er viktig for din bedrift for å opprettholde deres samarbeidsavtale med AaFK?
10. Er det noe din bedrift ønsker og endre med hensyn på deres samarbeidsavtale med AaFK?
11. Alt i alt, er din bedrift fornøyd med deres eksisterende samarbeidsavtale med AaFK?

Appendix 5: Operationalisation of variables

Table 6: Operationalisation of variables

Domain	Nr.	Question	Scale	Source
Life satisfaction	Q5r1	I am satisfied with my life	1-7, where 1 = "strongly disagree" and 7 = "Strongly agree"	Diener, E., Pavot, W. (2009). Review of the Satisfaction With Life Scale. Social Indicators Research Series 39. Assessing Well-Being: The Collected works of Ed Diener
	Q5r2	In most ways my life is close to my ideal	1-7, where 1 = "strongly disagree" and 7 = "Strongly agree"	
	Q5r3	So far, I have gotten the important things I want in life	1-7, where 1 = "strongly disagree" and 7 = "Strongly agree"	
	Q5r4	If I could live my life over, I would change almost nothing	1-7, where 1 = "strongly disagree" and 7 = "Strongly agree"	
	Q5r5	So far, my life has turned out as I expected	1-7, where 1 = "strongly disagree" and 7 = "Strongly agree"	
Domain	Nr.	Question	Scale	Source
Daily situation	Q6r1	I am satisfied with my daily situation	1-7, where 1 = "strongly disagree" and 7 = "Strongly agree" + "not applicable"	Kern, Margaret L., (2014), Assessing Employee Wellbeing in Schools Using Multifaceted Approach: Associations with Physical health, Life satisfaction and professional thriving. Psychology, 05(06),
	Q6r2	I like my daily situation better than my spare time	1-7, where 1 = "strongly disagree" and 7 = "Strongly agree" + "not applicable"	
	Q6r3	My daily situation is like a hobby for me	1-7, where 1 = "strongly disagree" and 7 = "Strongly agree"	

			agree’’ + ‘’not applicable’’	
	Q6r4	I feel my daily situation is uncomfortable	1-7, where 1 = ‘’strongly disagree’’ and 7 = ‘’Strongly agree’’ + ‘’not applicable’’	
Domain	Nr.	Question	Scale	
Family and friends	Q7r1	I enjoy spending time with family and friends	1-7, where 1 = ‘’strongly disagree’’ and 7 = ‘’Strongly agree’’	Amati, V., Meggiolaro, S., Rivellini, G., Zaccarin, S., (2018). Social relations and life satisfaction: the role of friends. Genus, 74(1).
	Q7r2	I have a large need to stay in touch with family and friends	1-7, where 1 = ‘’strongly disagree’’ and 7 = ‘’Strongly agree’’	
	Q7r3	Social togetherness with family and friends is more important to me than other activities	1-7, where 1 = ‘’strongly disagree’’ and 7 = ‘’Strongly agree’’	
Domain	Nr.	Question	Scale	
Cultural-, sports-, and outdoor-activities	Q8r1	I enjoy very much the cultural-, sports- and outdoor-activities in the region of Ålesund	1-7, where 1 = ‘’strongly disagree’’ and 7 = ‘’Strongly agree’’	
	Q8r2	My cultural-, sports- and outdoor-activities in the region of Ålesund satisfy my expectations	1-7, where 1 = ‘’strongly disagree’’ and 7 = ‘’Strongly agree’’	
	Q8r3	In general, I am satisfied with my cultural-, sports- and outdoor-activities in the region of Ålesund	1-7, where 1 = ‘’strongly disagree’’ and 7 = ‘’Strongly agree’’	
	Q8r4	Cultural-, sports- and outdoor-activities in the region of Ålesund is more important to me than other activities	1-7, where 1 = ‘’strongly disagree’’ and 7 = ‘’Strongly agree’’	

Domain	Nr.	Question	Scale	
AaFK and football	Q9r1	My football experiences in Ålesund fulfil my expectations	1-7, where 1 = "strongly disagree" and 7 = "Strongly agree" + "not applicable"	
	Q9r2	I enjoy going to AaFK matches at Color Line Stadion	1-7, where 1 = "strongly disagree" and 7 = "Strongly agree" + "not applicable"	
	Q9r3	My experience of going to AaFK matches at Color Line Stadion fulfil my expectations	1-7, where 1 = "strongly disagree" and 7 = "Strongly agree" + "not applicable"	
	Q9r4	I would rather see Norwegian football on television than going to AaFK matches at Color Line Stadion	1-7, where 1 = "strongly disagree" and 7 = "Strongly agree" + "not applicable"	
	Q9r5	I would rather see international football on television than going to AaFK matches at Color Line Stadion.	1-7, where 1 = "strongly disagree" and 7 = "Strongly agree" + "not applicable"	
	Q9r6	I am attending AaFK matches more often if I have someone to go with	1-7, where 1 = "strongly disagree" and 7 = "Strongly agree" + "not applicable"	
	Q9br1	I have more interest in football than in cultural-, sporting- and outdoor-experiences	1-7, where 1 = "strongly disagree" and 7 = "Strongly agree"	
	Q9br2	I often attend AaFK matches at Color Line Stadion	1-7, where 1 = "strongly disagree" and 7 = "Strongly agree"	
Domain	Nr.	Question	Scale	Source
Life satisfaction (validity variable)	Q5r6	All things considered I feel happy	1-7, where 1 = "strongly disagree" and 7 = "Strongly agree"	Veenhoven, R. (2012). Happiness: Also known as "Life Satisfaction" and "Subjective Well-Being". Handbook of Social Indicators and Quality of Life Research, 63-77

Appendix 6: Report from qualitative interview with P1 (General partner).

Det ble gjennomført et kvalitativt intervju med X som representant for P1 den 17.04.2020 kl 10.00 via Microsoft Teams. Intervjuet er utført i forbindelse med masteroppgaven "Society- and impact-analysis for Aalesunds Football Club" og er gjennomført av Espen H. Andersen og Andreas G. Olsen. Målet med intervjuet er en bedre forståelse for relasjonen og innholdet for bedriften sitt engasjement og samarbeid med Aalesunds Fotball Klubb (AaFK).

I forbindelse med første spørsmål hvor det blir spurt om P1 sin mening om de samfunns- og økonomiske effekter AaFK har på Ålesund som by og Sunnmøre som region kommer det frem at det er viktig for å samle regionen og det å ha et godt forbilde for folk. Det blir dratt frem eksempler om et engasjement gjennom reisen fra Kråmyra til Color Line Stadion og en økning av antall konserter i Ålesund, men også at størrelsen av konsert-arrangement har vært i stor vekst i nyere tid. Det blir nevnt at aktiviteten som AaFK arrangerer er en utrolig viktig møteplass for mange og at det har en stor betydning å ha en så viktig aktør i lokalsamfunnet. Det blir nevnt at de siste årene er det en vekst av andre arrangement som gir konkurranse for å få interesse og engasjement.

På spørsmål nummer to angående P1 sitt forhold til AaFK kommer det frem at de har vært hovedsamarbeidspartner for AaFK siden 1998 og også partner en periode før det. P1 har en tett relasjon med AaFK og deres administrasjon, i tillegg til at de fungerer som sparrepартnere for hverandre, spesielt i det strategiske arbeidet. Ledere og administrasjonen i P1 er tilgjengelige for AaFK for sparring og rådgivning. Det blir sagt at P1 ikke vil legge føringer på strategiene eller ha innvirkninger på det sportslige, men stiller med ressurser som økonomi og kunnskap etter behov.

På spørsmål nummer tre angående de direkte effektene av P1 sin samarbeidsavtale med AaFK blir det dratt frem logoprofilering på draktene. I det større bildet er det å være en regional sparebank viktig for å være til stede for de samfunnsøkonomiske ringvirkningene for regionen. Da P1 endret logo ble det gjennomført et arbeid for å finne ut hvor kjent logoen var. Resultatet var at kjennskapet til logoen var veldig høy og noe av grunnen til det har vært den langvarige brystreklamen hos AaFK, Molde og Hødd som viser til en høy eksponeringsverdi utenfor Møre og Romsdal. Siden det var høy kjennskap til logoen, men ikke like høy kjennskap til avsenderen ble det derfor bestemt i endringen av logo at det skulle være med navn på de nye draktlogoene

De indirekte effektene, som det blir spurt om i spørsmål nummer fire, viser til møteplassen som kommer frem gjennom arrangement av AaFK. Det blir trukket frem at VIP-området er attraktivt og blir brukt som en møteplass. P1 sier at AaFK har etablert en viktig arena hvor det er muligheter for å ha gode samtaler for forretning, men også den uformelle settingen hvor det kan bygges relasjoner. I næringslivet er det også viktig hvordan andre aktører ser på P1 som en bidragsyter i lokalsamfunnet og

det ansvaret som de tar. Samfunnsengasjementet og det å skape aktivitet i regionen kan være en faktor som kommer P1 til gode.

Når det kommer til hva samarbeidsavtalen inneholder så er det veldig mange profileringsselement og det går mest på profilering på stadion. Det er også en banens beste pris som P1 står for som står i høy kurs hos spillerne. I tillegg er det en veldig populær målbonus som P1 står for. Den går ut på at for hvert mål som AaFK scorer utbetaler P1 2000 kr som spillerutvalget velger til et veldedig formål. En annen del av avtalen er bruk av VIPen og tilgang til billetter.

Angående spørsmålet om den økonomiske rammen av samarbeidsavtalen er det ikke et ønske om å komme med spesifikke tall, men sier at som en generalpartner er de en viktig økonomisk støttespiller.

Som avrundende spørsmål på intervjuet blir det spurt om eventuelle endringer på nåværende samarbeidsavtale. Med godt samarbeid over 20 år og tilbake i tid viser det seg av erfaring at det å ha gode relasjoner og tett dialog er viktig for tilliten for samarbeidet. På grunn av den nylige signerte avtalen om et fremtidig samarbeid i tre år til så er det ikke noe som ønskes å endres på. Det blir gjennomført årlig evalueringsmøter og diskusjoner rundt nye ting som kan oppstå. De er fornøyde med avtalen og har økt den økonomiske rammen betydelig i den nye avtalen.

Videre blir det spurt om AaFK Fortuna og om det er en del av den nye avtalen. Siden AaFK Fortuna er en egen enhet har P1 en egen avtale med dem og den nye samarbeidsavtalen mellom P1 og AaFK er mer en kommersiell avtale direkte på AaFK uten AaFK Fortuna. P1 støtter og sier seg enig i at man på sikt skal snakke om toppfotball og ikke toppfotball for herrer og kvinner. Det kan være at når det skal diskuteres ny avtale i 2022 at AaFK Fortuna er en mer integrert del av avtalen.

Appendix 7: Report from qualitative interview with P2 (Main partner).

Det ble gjennomført et kvalitativt intervju med X1 og X2 som representanter for P2 den 17.04.2020 kl 16.00 via Microsoft Teams. Intervjuet er utført i forbindelse med masteroppgaven “Society- and impact-analysis for Aalesunds Football Club” og er gjennomført av Espen H. Andersen og Andreas G. Olsen. Målet med intervjuet er en bedre forståelse for relasjonen og innholdet for bedriften sitt engasjement og samarbeid med Aalesunds Fotball Klubb (AaFK).

Før intervjuet kom i gang var det en uformell prat om hvordan P2 stiller seg til samarbeid og sponsering hvor det kom tydelig frem at P2 ønsker på sikt å være en samarbeidspartner med merkevaren AaFK hvor det er et fullverdig produkt som inneholder eliteseriesatsende fotballklubber for både herrer og damer. De støtter også det strategiske veivalget med etableringen av AaFK fortuna.

I forbindelse med første spørsmål hvor det blir spurt om P2 sin mening om de samfunns- og økonomiske effekter AaFK har på Ålesund som by og Sunnmøre som region kommer det frem at det er viktig med aktivitet i Ålesund. Det blir dratt frem eksempler om et engasjement på Color Line Stadion og en økning av antall konserter i Ålesund, men også at størrelsen av konsert-arrangement har vært i stor vekst i nyere tid. De understreker viktigheten av å ha et eliteserielag som AaFK for å samle folket slik som, parallelt, konserter gjør her i Ålesund og på Sunnmøre. I tillegg kommer det frem at P2 som en internasjonal aktør ser på det som viktig at aktivitet og engasjement på arrangement som holder sted på Sunnmøre gjør det til et mer attraktivt sted å flytte til, noe som gjør at et selskap som P2 kan tiltrekke seg den beste kompetansen siden Ålesund og omegn blir et sted man ønsker å flytte til.

På spørsmål nummer to angående sitt forhold til AaFK kommer det frem at de kjøper et produkt av AaFK som inneholder 16 VIP-plasser hvor de får ha et eget arrangement. I tillegg har de et sett med billetter som er inkludert i velferdstilbudet i bedriften hvor de ansatte på de ulike avdelingene rundt om Sunnmøre får være med i trekningen av billetter. De har også synlig markedsføring på stadion med blant annet en digital reklame og ikke digital reklame for å være synlig på stadion. I tillegg sponser de en cup for Ålesund for å være synlig ut mot massene. En annen del som går utenfor selve avtalen er at P2 har arrangert Kick-Off arrangementet til AaFK de to siste årene. Her får de vist frem hva de driver med og får fasilitere et arrangement på Norsk Maritimt Kompetansesenter i Ålesund noe de syns har vært veldig suksessfullt. De har også benyttet seg av tidligere trenere som foredragsholdere for interne seminarer. De understreker primært viktigheten av bruken av de profesjonelle arrangementene som blir holdt på VIP'en i forbindelse med hjemmekamper for AaFK. De inviterer med gjester for å skape en uformell arena slik at de får bygget relasjoner som er veldig viktig for deres samarbeid med andre aktører. De syns det er viktig at arrangementet har kvalitet og trekker frem maten som blir servert på VIP'en som en viktig del av det. Lokal mat er en del av det helhetlige bildet. For deres del er dette,

hovedsakelig, et sted for uformell relasjonsbygging og for å være synlig for alle andre, men det forekommer også forretningssamtaler der og ideer blir skapt rundt middagsbordet.

På spørsmål nummer tre angående de direkte effektene av P2 sin samarbeidsavtale med AaFK blir det dratt frem eksponeringen på stadion gjennom digital og ikke digital reklame og hvorvidt om det er eller har vært aktuelt med logo på draktene. Dette er noe P2 har bevisst valgt å ikke gjøre tidligere. De profilerer seg med å være til stede på arrangement noe som de syns er viktigst. De drar frem hvordan logoprofilering på drakter har en direkte knytning til omdømme og valg av profil. Assosiasjoner gjennom logoer på drakter er relatert til risiko og belønning, noe som vil være ikke lett å kontrollere hvis det er en sterk tilknytning. Så det kommer sterkest fram i at det er et strategisk valg og mest på grunn av omdømme til konsernet.

Når det kommer til hva samarbeidsavtalen inneholder så har det blitt tidligere nevnt med reklame, VIP-arrangement og billetter. De poengterer også at hvis de trenger noe fra AaFK så har de kontaktpersoner som stiller opp på alt.

Angående spørsmålet om den økonomiske rammen av samarbeidsavtalen er det ikke et ønske om å komme med spesifikke tall, men sier at gjennom mange år på Sunnmøre har det alltid vært viktig å være til stede. De ønsker ikke å være en generalpartner, men ønsker å være på nivået under for å markere seg.

Som avrundende spørsmål på intervjuet blir det spurt om eventuelle endringer på nåværende samarbeidsavtale. Her kommer det frem at så lenge kvaliteten på arrangementene er gode er dette noe de ønsker å benytte seg av og er helt avgjørende. Det understrekes også at de er veldig fornøyde med samarbeidsavtalen de har i dag og spesielt VIP-arrangementet er det siste de vil gi slipp på. Mye på grunn av verdien de får av å ha en slik setting for relasjonsbygging.

Appendix 8: Report from qualitative interview with P4 (Patriot).

Det ble gjennomført et kvalitativt intervju med X som representant for P4 den 13.0.2020 kl 10.00 via telefon. Intervjuet er utført i forbindelse med masteroppgaven ‘‘Society- and impact-analysis for Aalesunds Football Club’’ og er gjennomført av Espen H. Andersen og Andreas G. Olsen. Målet med intervjuet er en bedre forståelse for relasjonen og innholdet for bedriften sitt engasjement og samarbeid med Aalesunds Fotball Klubb (AaFK).

I første spørsmål blir det spurt om hva P4 mener at Ålesund FK tilbyr til Ålesund som by og Sunnmøre som region. Det blir sagt at det var en stor effekt på byen når de rykket opp til eliteserien og det var voldsom interesse for noen år siden. Videre blir det nevnt om indirekte virkninger på P4 sin drift og ansettelse av kompetanse og mannskap. Her er eksempler som utdanningsinstitusjoner (NTNU), Momentum sitt driv for konserter og festivaler samt AaFK og hvordan slike ting har en effekt på Ålesund som tiltrekkende by å flytte til når de henter kompetanse og ressurser fra andre steder. Det blir også nevnt at de ikke har en større fotballinteresse enn den gjennomsnittlige, men det er mobiliseringen som er attraktiv og samarbeidet med AaFK har derfor vært sentralt.

Videre er det spørsmål om forholdet mellom AaFK og P4. Her kommer det frem et tett og godt samarbeid hvor billetter til VIP-tribunen og kundearrangement har stått sentralt i det forholdet. Det kommer frem at VIPen er en sosial arena hvor store deler av næringslivet viser ansikt, noe som også er viktig for P4 i forbindelse med hvordan de opererer og hvilken rolle de har som en lokal aktør. Det understrekes at det er en fin sosial plass hvor samværet med kjente fra næringslivet er viktig. For P4 er det en signal-effekt om at de vil være en bidragsyter til det lokale og dermed ønsker å være til stede på AaFK sine arrangement i form av hjemmekamper i hovedsak.

På spørsmål nummer tre angående de direkte effektene av P4 AS sin samarbeidsavtale med AaFK kommer det frem at det tidligere har vært statisk reklame, men den har blitt kuttet etter en vurdering av P4 hvor de finner det ikke attraktivt nok for den prisen. Tidligere har det også vært en digital reklame på stadion, men denne er også avsluttet selv om de har mulighet til å kjøre denne på gitte kamper når det er ønskelig. Det blir nevnt at selve reklameproduktene til AaFK ikke er like attraktive som tidligere. Mye av det kommer fra den negative publikumstrenden og P4 har derav ikke like stor tro på at det har den effekten som er ønskelig. Eksponeringer på slike arrangement tar tid og hyppighet for å ha den effekten som er ønskelig.

Videre blir det spurt om den økonomiske rammen avtalen inneholder mellom P4 og AaFK. Her kommer det frem av en grov kalkulering at det er lagt igjen mye penger sett i lys av den totale omsetningen til P4. Det kommer også frem at innholdet har en nedadgående trend og at det som har vært avtalen tidligere ikke har vært verdt det om man ser på det i økonomisk perspektiv, men det blir nok en gang understreket at de ringvirkningene AaFK har som et kjent fotballag i regionen er noe de

ønsker å være med å bidra på. Det er ringvirkninger som ikke kan måles som de ser på som det de har betalt for.

Angående spørsmålet om hva P4 mener bør være på plass for at det skal opprettholdes en samarbeidsavtale med AaFK så kommer det frem at det er viktig for dem at det er interesse for AaFK og fotballen. Det er en følelse av at interessen har vært gjennom en nedgangstid og at Momentum har tatt mye av den interessen med sine arrangement. Det nevnes også at patriotismen er til stede når de deltar på kamp og det er en påvirkningskraft på stoltheten når det går dårlig eller bra med det å faktisk være på kamp.

Det blir spurt om hva de ønsker å endre på i sin samarbeidsavtale med AaFK. P4 nevner at de selvfølgelig vil ha mest mulig for minst mulig i et økonomisk perspektiv. En trend på hvordan annonser og sosiale medier har kommet inn som en kanal for kontakt og bygging av tillit har så er det noe som må utnyttes. Her understreker P4 at de vil være med på det og ønsker å gjøre noe kreativt og fremtidsretta så ønsker de å delta mest mulig. P4 stiller seg veldig åpen til forslag som er utenfor boksen og ønsker å delta på fleksible samarbeid og nyteknung i lag når det kommer til eksponering og sponsing.

Som et siste spørsmål blir det spurt om P4 er fornøyd med sin samarbeidsavtale med AaFK. Her kommer det frem at de ikke er så fornøyd med avtalen de fikk til i år. De opplevde at en henvendelse om billetter til attraktive kamper som de fikk dårlig med tilbakemeldinger på før det var for sent og billettene var borte. Dette opplevdes som at de ikke var store nok og medførte at de kun ønsket å gjøre en bindende avtale om VIP-billetter og heller må se an hvorvidt de ønsker å gjøre noe mer utover det. Resultatet av siste avtale kom av en anelse misnøye, men det blir også sagt at det personlige forholdet med kontaktpersoner i AaFK er godt.

Appendix 9: Demographics

Table 7: Respondents' demographics

Gender					
		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Female	143	47,4	47,4	47,4
	Male	159	52,6	52,6	100,0
	Total	302	100,0	100,0	
Age group					
		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	15-29	46	15,2	15,2	15,2
	30-44	93	30,8	30,8	46,0
	45-59	70	23,2	23,2	69,2
	60-75	80	26,5	26,5	95,7
	75 or above	13	4,3	4,3	100,0
	Total	302	100,0	100,0	
Municipality (2020):					
		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Ålesund	243	80,5	80,5	80,5
	Sula	29	9,6	9,6	90,1
	Giske	30	9,9	9,9	100,0
	Total	302	100,0	100,0	
Daily situation					
		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Fulltime employee	175	57,9	57,9	57,9
	Part-time employee	27	8,9	8,9	66,9
	Student	25	8,3	8,3	75,2
	Seeking for work	5	1,7	1,7	76,8
	Retired	53	17,5	17,5	94,4
	Welfare	17	5,6	5,6	100,0
	Total	302	100,0	100,0	
Gross average annual income					
		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	0,- - 199 999,-	18	6,0	6,9	6,9
	200 000,- - 399 999,-	51	16,9	19,5	26,3
	400 000,- - 599 999,-	106	35,1	40,5	66,8
	600 000,- - 799 999,-	50	16,6	19,1	85,9
	800 000,- +	37	12,3	14,1	100,0
	Total	262	86,8	100,0	
Missing	System	40	13,2		
Total		302	100,0		

Appendix 10: Life domains, statistical measures

Table 11: Respondents relationship to life domains

Variables (items/factors)	Symbols	Mean	Standard deviation	Skewness	Kurtosis
Life satisfaction:					
I am satisfied with my life	Q5r1	5,32	1,252	-,954	1,161
In most ways my life is close to my ideal	Q5r2	4,74	1,315	-,691	,396
So far, I have gotten the important things I want in life	Q5r3	5,06	1,327	-,786	,392
If I could live my life over, I would change almost nothing	Q5r4	4,17	1,528	-,304	-,562
So far, my life turned out as I expected	Q5r5	4,51	1,395	-,549	-,007
Daily situation:					
I am satisfied with my daily situation at the moment	Q6r1	4,99	1,509	-,960	,532
I like my daily situation better than my spare time	Q6r2	3,74	1,463	-,126	-,378
My daily situation is like a hobby for me	Q6r3	3,96	1,667	-,092	-,778
I feel my daily situation is uncomfortable	Q6r4	5,71	1,544	-1,210	,535
Family and friends					
I enjoy spending time with family and friends	Q7r1	6,09	,998	-1,304	2,185
I have a large need to stay in touch with family and friends	Q7r2	5,45	1,345	-,583	-,322
Social togetherness with family and friends is more important to me than other activities	Q7r3	5,30	1,404	-,548	-,539
Cultural-, sports- and outdoor-activities					
I enjoy very much the cultural-, sports- and outdoor-activities in the region of Ålesund	Q8r1	5,44	1,292	-,714	,133
My cultural-, sports- and outdoor-activities in the region of Ålesund satisfy my expectations	Q8r2	4,85	1,336	-,614	,225
In general, I am satisfied with my cultural-, sports- and outdoor-activities in the region of Ålesund	Q8r3	4,88	1,355	-,583	,140
Cultural-, sports- and outdoor-activities in the region of Ålesund is more important to me than other activities	Q8r4	4,20	1,478	-,123	-,337
Aalesunds Fotballklubb					
My football experience in Ålesund fulfil my expectations	Q9r1	4,43	1,714	-,632	-,354
I enjoy going to AaFK matches at Color Line Stadion	Q9r2	3,58	2,151	,057	-1,448
My experience of going to AaFK matches at Color Line Stadion fulfil my expectations	Q9r3	4,13	1,892	-,412	-,906
I would rather see Norwegian football on television than going to AaFK matches at Color Line Stadion	Q9r4	4,42	2,041	-,153	-1,244
I would rather see international football on television than going to AaFK matches at Color Line Stadion	Q9r5	4,73	2,094	-,480	-1,142
I am attending AaFK matches more often if I have someone to go with	Q9r6	3,90	2,375	,200	-1,571
I have more interest in football than cultural-, sports- and outdoor-activities	Q9br1	2,61	1,890	,899	-,369
I often attend AaFK matches at Color Line Stadion	Q9br2	1,91	1,566	1,908	2,854
Overall happiness (validity variable)					
All things considered I feel happy	Q5r6	5,14	1,377	-,950	,831

*Reversed scale (negative wording)

Appendix 11: Results, Factor analysis

Table 12: Life domains, KMO Measure and Bartlett's Test of Sphericity

Life domain/path	KMO Measure of Sampling Adequacy	Bartlett's Test of Sphericity, Sig.
Life Satisfaction	.876	.000
Daily situation	.671	.000
Family and friends	.722	.000
Culture-, sports-, and, outdoor activities	.678	.000
AaFK and football	.694	.000

Table 13, Eigenvalue and % of variance explained, Life Satisfaction

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,807	76,145	76,145	3,807	76,145	76,145
2	,488	9,754	85,899			
3	,294	5,875	91,774			
4	,227	4,549	96,323			
5	,184	3,677	100,000			

Extraction Method: Principal Component Analysis.

Table 14, Eigenvalue and % of variance explained, Daily situation

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,431	60,770	60,770	2,431	60,770	60,770
2	,834	20,848	81,618			
3	,431	10,767	92,385			
4	,305	7,615	100,000			

Extraction Method: Principal Component Analysis.

Table 15, Eigenvalue and % of variance explained, Family and friends

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,406	80,216	80,216	2,406	80,216	80,216
2	,377	12,562	92,778			
3	,217	7,222	100,000			

Extraction Method: Principal Component Analysis.

Table 16, Eigenvalue and % of variance explained, Culture-, sports-, and outdoor activities

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,679	66,985	66,985	2,679	66,985	66,985
2	,778	19,450	86,436			
3	,438	10,945	97,380			
4	,105	2,620	100,000			

Extraction Method: Principal Component Analysis.

Table 17, Eigenvalue and % of variance explained, AaFK and football

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	3,013	50,221	50,221	3,013	50,221	50,221	2,959
2	1,468	24,467	74,688	1,468	24,467	74,688	1,641
3	,677	11,280	85,968				
4	,410	6,828	92,795				
5	,313	5,224	98,020				
6	,119	1,980	100,000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

Appendix 12: Cronbach's Alpha

Table 18: Life domains, Cronbach's Alpha

Life domain/path	Cronbach's Alpha (Based on standardized items)
Life Satisfaction	.918
Daily situation	.789
Family and friends	.869
Culture-, sports-, and, outdoor activities	.832
AaFK and football	.412
AaFK and football (including Q9br1 and Q9br2)	.565

Appendix 13: ANOVA-tables, Regression analyses

Table 20: ANOVA-table, Base model

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	120,226	5	24,045	30,635	,000 ^b
	Residual	174,248	222	,785		
	Total	294,474	227			

a. Dependent Variable: Life Satisfaction, Summated scale

b. Predictors: (Constant), AaFK and football 1, Summated scale, Family and friends, Summated scale, Hva er din årlige brutto årsinntekt?, Occupation, Summated scale, Culture-, sports-, and outdoor activities, Summated scale

Table 21: ANOVA-table, Expanded model, 1a

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	126,716	7	18,102	23,740	,000 ^b
	Residual	167,757	220	,763		
	Total	294,474	227			

a. Dependent Variable: Life Satisfaction, Summated scale

b. Predictors: (Constant), Q10, Dummy Variable, Occupation, Summated scale, Age group, dummy variable, Culture-, sports-, and outdoor activities, Summated scale, Hva er din årlige brutto årsinntekt?, Family and friends, Summated scale, AaFK and football 1, Summated scale

Appendix 14: PLS-SEM model results

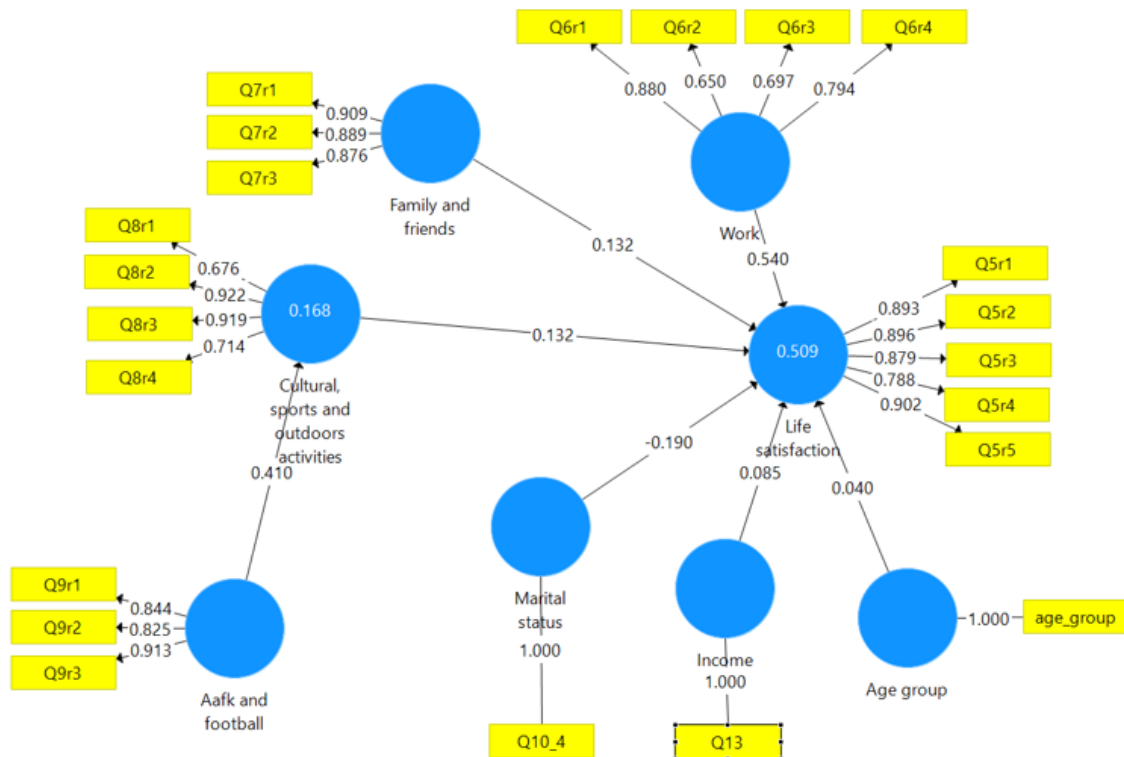


Figure 4: PLS-SEM model results

Table 23: PLS-SEM, Total effects and t-values (based on bootstrapping)

Total Effects

Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples	Copy to	
	Original Sample...	Sample Mean ...	Standard Deviation...	T Statistics...	P Values
Aafk and football -> Cultural, sports and outdoors activities	0.410	0.415	0.049	8.429	0.000
Aafk and football -> Life satisfaction	0.054	0.055	0.022	2.428	0.015
Age group -> Life satisfaction	0.040	0.039	0.044	0.903	0.367
Cultural, sports and outdoors activities -> Life satisfaction	0.132	0.132	0.052	2.536	0.011
Family and friends -> Life satisfaction	0.132	0.133	0.044	2.967	0.003
Income -> Life satisfaction	0.085	0.086	0.042	2.028	0.043
Marital status -> Life satisfaction	-0.190	-0.190	0.045	4.226	0.000
Work -> Life satisfaction	0.540	0.542	0.039	14.008	0.000

