



# “Examining fans’ perceptions of the Sportscape during a stadium transition: a case study of Tottenham Hotspur”

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## Review of literature

**Background:** Tottenham Hotspur spent the 2017/18 season at Wembley Stadium whilst waiting for their new stadium to be built. After numerous setbacks, Tottenham Hotspur finally moved in on April 3<sup>rd</sup> 2019 (Building news desk, 2019).

**Customer Satisfaction:** Cronin and Taylor (1992) discern that a customer’s satisfaction is their perception of a product or service. There is a stronger focus on satisfaction within sport due to the heterogeneous nature of sport services, and over reliance on team performances (Funk and Pastore, 2000).

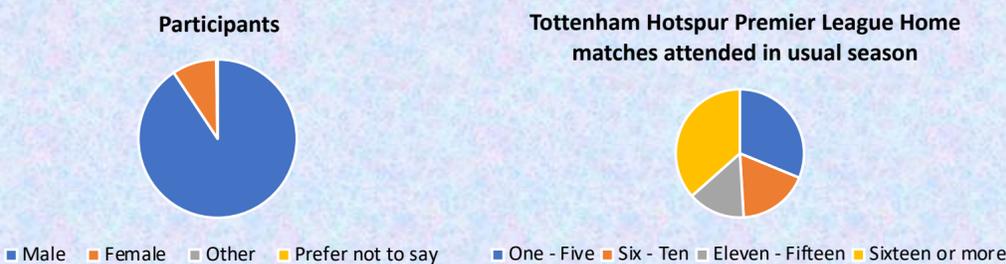
**Sportscape:** Sportscape originates from Bitner’s (1992) creation of ‘Servicescape’. Wakefield, Blodgett and Sloan (1996) evolved the model to adapt to sporting environments. The Sportscape tools has been adopted in a plethora of studies since its establishment (Van Heerdan, 2012; Lenhart, 2017; laonnou and Bakirtzoglou, 2016).

## Methodology

**Design:** Development of a positivist paradigm resulted in quantitative approach. This repeated measures research design was also applied.



**Participants:** 375 participants were used within the study, and they had to have attended at least one home Premier League game at Wembley Stadium and the Tottenham Hotspur Stadium.



**Material:** The questionnaire was adapted from Wakefield et al’s. (1996) construct and also incorporated ‘atmosphere’ from Yoshida and James (2010). The whole questionnaire comprised of 71 items and was created on Google Forms. Each question processed through a Cronbach Alpha reliability test, with scores ranging from .64 - .94.

**Procedure:** The questionnaires were distributed through Tottenham Hotspur fan pages/ forums/groups on various social platforms.



**Data analysis:** Data was coded in Microsoft Excel and imported into IBM SPSS Statistics (Version 25.0) to conduct tests.

## Key references

- Bitner, M. J. (1992) ‘Servicescapes: The impact of physical surroundings on customer and employees.’ *Journal of Marketing*, 56(2), pp.57-71. DOI: [10.2307/1252042](https://doi.org/10.2307/1252042).
- Cronin, J. J. and Taylor, S. A. (1992) ‘Measuring service quality: A re-examination and extension.’ *Journal of Marketing*, 56(3), pp.56-68. DOI: [10.1177/002224299205600304](https://doi.org/10.1177/002224299205600304).
- Wakefield, K. L. Blodgett, J. G. and Sloan, H. (1996) ‘Measurement and management of Sportscape.’ *Journal of Sport Management*, 10(1), pp.15-31. DOI: [10.1123/ism.10.1.15](https://doi.org/10.1123/ism.10.1.15).
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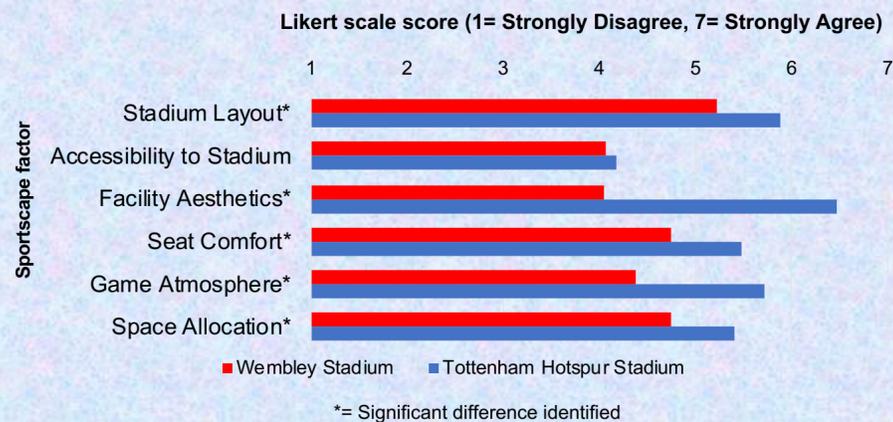
## Key Research Questions

- Was there a difference in perceived quality of the Sportscape elements between Wembley Stadium and the Tottenham Hotspur Stadium?
- What Sportscape factors are most important to a spectators’ matchday experience?
- Was there a difference in opinion between season ticket holders and non-season ticket holders?
- Did the Sportscape contribute to the participants’ desire to stay and revisiting intentions?

## Results

**Undertaken tests:** Paired Sample t-tests, Independent Sample t-tests, repeated ANOVA’s and Pearson correlational tests.

### Sportscape average Means



Importance of Sportscape factor		
Sportscape Factor	N	Mean
Game Atmosphere	375	6.31
Accessibility to the Stadium	375	5.51
Stadium Layout	375	4.95
Space Allocation	375	4.85
Seat Comfort	375	4.38
Facility Aesthetics	375	4.33

## Key Discussion Points

- Of the six Sportscape factors, five were found to possess significant differences between Wembley Stadium and the Tottenham Hotspur Stadium (excluding Accessibility to the Stadium). These favourable results towards the Tottenham Hotspur Stadium could be attributed to the novelty effect (Coates and Humphreys, 2005), fans’ enthusiasm of returning ‘home’ (Mizruichi, 1985), and the fact that new Wembley Stadium is 13 years older.
- Game atmosphere was considered the most important factor to the participants’ match day experiences, with corroborating evidence in previous studies (Yoshida and James, 2010; Palmero and Price, 2015). This reinforces the idea that atmosphere should be incorporated into the Sportscape.
- The present study further supported previous theory that perceptions of the Sportscape contribute to desire to stay (Wakefield et al., 1996; Dhurup, Mofaka and Surjlal, 2010) and revisiting intentions (Dhurup et al., 2010; Yitbarek, 2017).
- Season ticket holders’ perceptions of the Tottenham Hotspur Stadium’s stadium layout, facility aesthetics and seat comfort were lower than non-season ticket holders, which can be owing to the novelty effect wearing off.