

12.2 Appendix B – Focus Group Interview Guide

Introduction

- Introducing of participants
- Outline and goals of the research
- Assurance of confidentiality and anonymity
- Outline of the interview (rules, recordings, time, everybody's views)

Main part

General

- How do you perceive Liverpool FC in general?
- Why did you become a Liverpool FC fan?
- How often do you visit your team's matches / watching in TV live?

Engagement with Liverpool's Facebook/Twitter

- How long have you liked/followed the fan page?
- Do you actively look for content produced by the club? If so, how often?
- How do you interact with the club? (Like, Comment, Retweet, Share, etc.)

Communication tools

- What type of posts do you notice that the club uses? (Pictures, videos, polls, etc.).
To which one do you usually respond?
- What do you like most? Why/how?

Brand attributes

- What kind of posts do you notice that the club produces? What do you notice the most?
- To what posts do you usually respond and how?

Brand Benefits

- Why did you become a follower in Facebook/Twitter of Liverpool FC?
- What benefits do you perceive from following Liverpool FC in Facebook/Twitter?
- What benefits do you perceive from responding to Liverpool FC in Facebook/Twitter?

Relationship with merchandise and ticket sale

- Would you buy ticket/merchandise because of a Facebook/Twitter post? If so, which kind of posts would you most probably lead you to do so?

Ideas/suggestions for improvement

- How do you like the clubs Facebook/Twitter page?
- Do you miss anything on the Facebook/Twitter page? What would you improve?

Closing

- Summing up/what happens to the data the participants supplied
- Thanking for participation
- Next steps (questionnaire)