

### 12.3 Appendix C – Focus Group Interview Transcript Coding (Pilot Study)

Examples of quotations of interviewees (Transcript line Nr.)	Open coding - concepts	Axial coding - categories	Selective coding - literature review categories
<ul style="list-style-type: none"> <li>• <i>Liverpool was winning everything: Championships, League Cups, European cups, really everything (8)</i></li> <li>• <i>The name of the club was very famous and familiar even to children (12)</i></li> <li>• <i>There wasn't any other club so successful, not only in UK but in Europe I would say (20)</i></li> <li>• <i>I will never forget the cup final we lost against Wimbledon in 1988 or Heysel or Hillsborough later (23-25)</i></li> <li>• <i>We went to European finals and, you know, love is growing (27)</i></li> </ul>	<ul style="list-style-type: none"> <li>• Success and winning records</li> <li>• Tragedies</li> <li>• Liverpool way</li> <li>• Opponents</li> <li>• Stadium atmosphere</li> </ul>	<ul style="list-style-type: none"> <li>• Reasons for supporting Liverpool</li> <li>• Reasons for attending matches</li> </ul>	<p>Fan loyalty</p>

<ul style="list-style-type: none"><li>• <i>I support Liverpool for its history and for the way it is supported by its fans, the Liverpool way (35-36)</i></li><li>• <i>We watch all the matches live on TV (77-81)</i></li><li>• <i>I don't care against who we play. I watched them playing against Fulham, Fulham was playing in League One that year and against Milan, in the CL final. It makes no difference to me (234)</i></li><li>• <i>It's because of the club. Living there you realize that the match day is something like holiday. Especially during weekends, you can't think of nothing else but the match, how to go to the stadium, the atmosphere, all that (238)</i></li></ul>			
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<ul style="list-style-type: none"> <li>• <i>Everything, everything that is related to Liverpool is interesting to me (139)</i></li> <li>• <i>Mainly about our star players (140)</i></li> <li>• <i>News about our team or what about Suarez's contract for example (180)</i></li> </ul>	<ul style="list-style-type: none"> <li>• News about the team</li> <li>• News about star players</li> <li>• Transfer rumors</li> </ul>	<ul style="list-style-type: none"> <li>• Team success</li> <li>• Star player</li> </ul>	<p>Product related attributes</p>
<ul style="list-style-type: none"> <li>• <i>Liverpool was winning everything: Championships, League Cups, European cups, really everything (8)</i></li> <li>• <i>There wasn't any other club so successful, not only in UK but in Europe I would say (20)</i></li> <li>• <i>I will never forget the cup final we lost against Wimbledon in 1988 or Heysel or Hillsborough later (23-25)</i></li> <li>• <i>Everything, everything that is related to Liverpool is</i></li> </ul>	<ul style="list-style-type: none"> <li>• Big successes</li> <li>• Major losses</li> <li>• Tragedies</li> <li>• Approach to the fans</li> <li>• Views about the management</li> </ul>	<ul style="list-style-type: none"> <li>• Management</li> <li>• History/tradition</li> <li>• Culture and values</li> <li>• Event's image</li> <li>• Fans</li> </ul>	<p>Non-product related attributes</p>

<p><i>interesting to me (139)</i></p> <ul style="list-style-type: none"><li><i>• I don't care against who we play. I watched them playing against Fulham, Fulham was playing in League One that year and against Milan, in the CL final. It makes no difference to me (234)</i></li><li><i>• It's because of the club. Living there you realize that the match day is something like holiday. Especially during weekends, you can't think of nothing else but the match, how to go to the stadium, the atmosphere, all that (238)</i></li><li><i>• They need to go a long way regarding approaching fans. They see you more as a customer, not a fan (247-248)</i></li><li><i>• With such a</i></li></ul>			
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<p><i>history as we have as a club ....they should offer more stuff to collectors (253-255)</i></p> <ul style="list-style-type: none"> <li><i>I think they are doing a decent job (management) (267)</i></li> <li><i>But it's up to the management; it's their responsibility (management) (270-271)</i></li> </ul>			
<ul style="list-style-type: none"> <li><i>We were following them on TV (9)</i></li> <li><i>The chandler across the street of my school, who is now a member of our fan club. His shop was full of banners of Liverpool and that was very impressive for me (13-14)</i></li> <li><i>We watched their games in TV as much as we could (20-21)</i></li> <li><i>We went through love and pain and disappointments</i></li> </ul>	<ul style="list-style-type: none"> <li>Feeling of fan community</li> <li>Feelings of contentment</li> <li>Feeling of belonging to a family</li> <li>Desire to attend match</li> <li>Stimulating purchase desire</li> <li>Social influence (family members, friends, acquaintances)</li> <li>Signaling to friends</li> <li>No change in affiliation towards the</li> </ul>	<ul style="list-style-type: none"> <li>Fan identification</li> <li>Socializing</li> <li>Escape</li> <li>Entertainment</li> <li>Emotions</li> </ul>	Benefits

<p><i>and joys (22-23)</i></p> <ul style="list-style-type: none"> <li>• <i>And then we became fan club members, we visited Anfield, we went to European finals and, you know, love is growing (26-27)</i></li> <li>• <i>I support Liverpool for its history and for the way it is supported by its fans, the Liverpool way (35-36)</i></li> <li>• <i>Liverpool is a way of living. A special way</i></li> <li>• <i>You obtain membership and when that happens, you become a member of the family...a worldwide family (60-61)</i></li> <li>• <i>I visit also Liverpool's web site very often (89)</i></li> <li>• <i>If something happens you get informed immediately through a post at your wall (98)</i></li> </ul>	<p>club due to social media</p> <ul style="list-style-type: none"> <li>• No need for further information from the website</li> <li>• Official web site and related sites are often visited</li> <li>• Motivation to follow Liverpool in social media: <ul style="list-style-type: none"> <li>○ Signaling to friends</li> <li>○ Being up to date</li> <li>○ Immediate access to news</li> <li>○ Information about activities other than on-the pitch performance (e.g. promotions)</li> </ul> </li> <li>• Decent number of daily posts – maintaining interest</li> <li>• Positive friends reaction</li> </ul>		
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<ul style="list-style-type: none"> <li>• <i>As I am responsible for the Twitter account of the Greek fan club I have to be informed about tickets and offers (98-99)</i></li> <li>• <i>You get informed about what's happening the very moment it happens (in social media) (100)</i></li> <li>• <i>Our official web site (128-129)</i></li> <li>• <i>With an exception of Liverpool's e-shop, I don't even visit our official web site (128)</i></li> <li>• <i>I get all the information I need from there (Facebook) (129)</i></li> <li>• <i>Through Facebook you get informed about everything (131)</i></li> <li>• <i>And there is a lot of promotion going on in Facebook and Twitter (135-</i></li> </ul>			
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<p>137)</p> <ul style="list-style-type: none"><li>• <i>Our team, our star players (180)</i></li><li>• <i>In terms of love or passion? It can't go any further! (188)</i></li><li>• <i>Through Facebook you disclose to everyone what you feel and how you feel about the club (189)</i></li><li>• <i>Whether on Facebook or not, we would love, we would follow the team (190-191)</i></li><li>• <i>It's also the way they are posting everything, they are very careful at it, they try not to be tiresome. They don't post every ten minutes, they could do it though. (193)</i></li><li>• <i>If they were to post every two minutes, you would quickly lose your interest (198)</i></li><li>• <i>(If I lived in Liverpool), I</i></li></ul>			
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<p>would go to every home match (224-225)</p> <ul style="list-style-type: none"> <li>• I hadn't enough money to go to every single match (226-227)</li> <li>• (we are promoting Liverpool through social media). That's why our fan club has so many Facebook friends (293)</li> </ul>			
<ul style="list-style-type: none"> <li>• They need to go a long way regarding approaching fans. They see you more as a customer, not as a fan (247-248)</li> <li>• They should offer more stuff to collectors (253)</li> <li>• More contests, asking people to answer questions in order to win something (256-257)</li> <li>• They could organize more auctions, having for example signed shirts and offering the</li> </ul>	<ul style="list-style-type: none"> <li>• Focus on fans</li> <li>• Focus more on international fans</li> <li>• Improve collectors club</li> <li>• Online contests to increase interaction</li> <li>• Online auctions to improve social profile</li> </ul>	<ul style="list-style-type: none"> <li>• Improvements for Liverpool's management activities</li> <li>• Improvements for Liverpool's Facebook and Twitter account</li> </ul>	<p>Suggested improvements</p>

<p><i>collected money to charities (259-260)</i></p> <ul style="list-style-type: none"> <li><i>• I think they are doing a decent job (267)</i></li> <li><i>• We should not forget, they have to address millions of people, there aren't only Greeks, you know, we (Greeks) may like something that others don't (267-268)</i></li> </ul>			
<ul style="list-style-type: none"> <li><i>• (We make online buys) several times a year. Four, five, six times per year, it depends (202)</i></li> <li><i>• We renew our membership online and I think you can only buy tickets online (203)</i></li> <li><i>• To influence me? No, no way. Not even 1% (212)</i></li> <li><i>• I would have bought it but the price was out of my range (213-214)</i></li> <li><i>• Very few of us are influenced</i></li> </ul>	<ul style="list-style-type: none"> <li><i>• Most buying actions are completed online</i></li> <li><i>• Most of the times purchases depend on price rather any other factor</i></li> <li><i>• No connection between social media messages and sales increase</i></li> <li><i>• Promotional activities do not influence buyer behavior</i></li> </ul>	<ul style="list-style-type: none"> <li><i>• Buying behaviour</i></li> <li><i>• Promotion</i></li> <li><i>• Influencing factors</i></li> </ul>	<p>Merchandise/Sales</p>

<p><i>by such things (221)</i></p> <ul style="list-style-type: none"> <li><i>No matter how they promote this, I wanted them and I got them (223)</i></li> </ul>			
	<ul style="list-style-type: none"> <li>Active Facebook user</li> <li>Facebook usage: Socializing &amp; being up to date</li> <li>Strong affiliation towards the club</li> <li>Positive overall satisfaction with club's Facebook presence</li> </ul>		<p>General information</p>