

12.5 Appendix E – Focus Group Interview Transcript Coding (Main Study)

Examples of interviewees quotations (Fan club, Transcript line Nr. ¹)	Open coding - concepts	Axial coding - categories	Selective coding - literature review categories
<ul style="list-style-type: none"> • <i>All this atmosphere, the set up, it switched something inside me you know, you can explain such things, it's like being attracted by a certain woman, you can't explain why, we are in the same wavelength, the same temperament (A, 7-10)</i> • <i>For me, it was that back in the 70's, Keegan and Dalglish, it was a time where you know, the club was at the top, and the two, Keegan and Dalglish, and then a realized that Liverpool was a port, like Patras. But the first reason were Keegan and Dalglish (A, 12-15)</i> • <i>After the final in Istanbul 2005, what I saw there, I went to my father and told him he was right</i> 	<ul style="list-style-type: none"> • Success and winning records • Tragedies • Liverpool way • Opponents • Stadium atmosphere • History • Star players 	<ul style="list-style-type: none"> • Reasons for supporting Liverpool • Reasons for attending matches 	Fan loyalty

¹ Fan clubs: A: Athens, L: London, G: Glasgow, C&G: Caldicot & Gloucester

<p><i>supporting Liverpool... This comeback proved to me that this club really plays as a team and fights till the last second. This is what I want to see in a team, this is what I am trying to do when I am playing football. And this is why I became a Liverpool supporter since then (A, 19-21)</i></p> <ul style="list-style-type: none"><i>• I support Liverpool because of Michael Owen (L, 2)</i><i>• My homeland was a British colony before, and there were lots of scousers down there, so they used to watch a lot of games, so my dad affiliated with them and used to be a red so all this came down to me as well (L, 11-13)</i><i>• 1974, the first game I saw was the FA Cup final Liverpool FC against Newcastle, which we won 3-0.... To this day I remember that walking out in Wembley in those</i>			
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days you came out of the corner, at the old Wembley, and the band played, a beautiful sunshine, May day, and the red was like (...) bright against the green and it was so exciting to see a live game, it was my first live game, you know ... It was amazing you know, after that, it was it (L, 17-32)

- *I was born in Liverpool, family members were Liverpool, so this is how it is happened to me, came somehow straightforward (G, 7-8)*
- *I am supporting Liverpool since I was a young kid, my father is from Liverpool (G, 9-10)*
- *First of all my father was a Liverpool fan when I was very young, then I got two older brothers who also were Liverpool and you know, this came down to me too (C&G, 6-7)*
- *I saw the 1978 cup final, Kenny (Dalglish) scored the*

<p><i>goal, and from then on that was it, I was with Kenny (C&G, 87-88)</i></p> <ul style="list-style-type: none"> • <i>When I was younger I was fond of Michael Owen, it was for me an idol and that's why I started to be a massive Liverpool fan, that was the main reason (C&G, 97-98)</i> 			
<ul style="list-style-type: none"> • <i>Everything, all!(A, 78)</i> • <i>I am particularly interested in the interviews after the matches, as the case with Sterling last week who run to Rogers after he scored and then he explained in the interview why he did this (A, 79-81)</i> • <i>Players' interviews are very interesting, about everything (A, 92-93)</i> • <i>Or if the coach says something, you know, I would read it easier, and comment on it or share it (A, 119)</i> • <i>I like anything that includes quotation by players (L, 106-107)</i> 	<ul style="list-style-type: none"> • News about the team • News from and about star players • News from and about the coach 	<ul style="list-style-type: none"> • Star player • Head coach 	<p>Product related attributes</p>

<ul style="list-style-type: none"> • <i>if the news is about a top player you are going to see what's going on (G, 47-48)</i> • <i>information about the players, the manager (C&G, 34)</i> 			
<ul style="list-style-type: none"> • <i>Everything they post is interesting to me. For the younger ones, some historical pieces can offer very much (A, 90-91)</i> • <i>The recent Hillsborough memorial captured my interest too (A, 94)</i> • <i>Personally I would like to see more posts about the clubs' history, ok, I am 49, (A, 227)</i> • <i>I like anything that includes quotation by players or people connected to Liverpool FC ... I am following John Henry (L, 106-110)</i> • <i>I would like to see for instance something about the redevelopment of the ground, something from John Henry (L, 221)</i> • <i>the fans appreciate much more of the history of the club</i> 	<ul style="list-style-type: none"> • Big successes • Major losses • Tragedies • Approach to the fans • Views about the management 	<ul style="list-style-type: none"> • Management • History/tradition • Culture and values • Stadium/Arena 	<p>Non-product related attributes</p>

<p>(G, 91)</p> <ul style="list-style-type: none"> • <i>about the Kop</i> (C&G, 88) 			
<ul style="list-style-type: none"> • <i>I feel part of the club! Since we cannot be there physically, to get in touch even through the newsfeed, makes you feel part of it</i> (A, 126-127) • <i>For those who don't know about Liverpool, it can put them in the process to ask what's the deal about this club</i> (A, 154-155) • <i>I am doing it because I really like what Liverpool says!</i> (A, 163) • <i>By retweeting a post you basically state what you believe, which club you support</i> (A, 165) • <i>We support Liverpool whether it is on FB or not. It just increases our passion</i> (A, 171) • <i>I could change my wife, I could change a (political) party, but I would never change my club!</i>(A, 6-8) • <i>Liverpool FC is not a club, it's a family, an</i> 	<ul style="list-style-type: none"> • Feeling of fan community • Feelings of contentment • Feeling of belonging to a family • Desire to attend match • Signaling to friends • No change in affiliation towards the club due to social media • No need for further information from the website • Official web site and related sites are often visited ○ Motivation to follow Liverpool in social media: Signaling to friends Being up to 	<ul style="list-style-type: none"> • Fan identification • Socializing • Escape • Entertainment • Emotions 	<p>Benefits</p>

<p><i>idea, a way of life (A, 249)</i></p> <ul style="list-style-type: none"> • <i>We are more than a football club, we are a very big family, I really feel this way (A, 260)</i> • <i>To experience the atmosphere, to increase the agony (A, 173)</i> • <i>Sometimes they upload pictures from a training session and you are getting right into (...), this brings you closer to the club (A, 183)</i> • <i>Something I agree with I can share it through the internet (A, 158-159)</i> • <i>Retweeting a post ... can bring you closer to other likeminded people (A, 166)</i> • <i>For information purposes in general ...with the technology and the internet, staying up to date has become much easier (A, 134)</i> • <i>...so we need to find some sources, and this sources must be official, must come from the official page (L, 74-75)</i> • <i>I like it when they go</i> 	<p>date</p> <p>Immediate access to news</p> <p>Information about activities other than on-the pitch performance (e.g. promotions)</p> <ul style="list-style-type: none"> • Decent number of daily posts – maintaining interest • Positive friends reaction 		
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<p><i>behind the scenes, (...)for instance I like, to know the players I little bit (L, 116)</i></p> <ul style="list-style-type: none"><i>• To get information, the latest information of Liverpool FC, not tickets because of Liverpool FC London, but just when the news come out, sort of transfer news, interviews, players, managers, press conferences (L, 151-153)</i><i>• It's like a big family in a way you know. When I come over and meet the guys it feels nice and hommy (L, 147-148)</i><i>• It's a culture, you know and you are part of it (L, 149)</i><i>• It's a bonding, it's a family, people have each other (L, 177- 178)</i><i>• The family of Facebook is massive, Twitter is massive (L, 187-188)</i><i>• Well this guy is doing a great job ... because on a daily basis you can see stuff there (L, 205- 209)</i>			
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<ul style="list-style-type: none"> • <i>a really big part of our lives (G, 60-61)</i> • <i>I “like” every post that has to do with Liverpool (G, 67)</i> • <i>in Twitter it happens naturally to get in touch with other Reds (C&G, 99)</i> • <i>I retweet on Twitter a lot, and comment (C&G, 45)</i> • <i>The history of the club, the support around the world is just tremendous, it just means everything to me (C&G, 100-101)</i> 			
<ul style="list-style-type: none"> • <i>I am (satisfied), in general terms (A, 216)(G, 132)(C&G, 104)</i> • <i>I would like some content administration (A, 217)</i> • <i>I would like to see more posts about the clubs’ history (A, 228)</i> • <i>More posts from training sessions ...some videos (A, 239-240)</i> • <i>I would like to see how people are gathering to go to the stadium,</i> 	<ul style="list-style-type: none"> • Content administration • More posts on history • More “behind the scene” posts • Redevelopment of Anfield 	<ul style="list-style-type: none"> • Improvements for Liverpool’s management activities • Improvements for Liverpool’s Facebook and Twitter account 	Suggested improvements

<p><i>especially in cases of big matches, how they prepare themselves (A, 243-244)</i></p> <ul style="list-style-type: none"><i>• I think they post many things, I am really satisfied (A, 251)</i><i>• I think it's ok for me (L, 182)</i><i>• So it's a massive decision for the club (what to put online for free access) either they do that or they lose these kind of things because they will lose revenues (L, 184-188)</i><i>• Well this guy is doing a great job. They used to put only 4-5 pictures of the training but now they put 40-50 pictures in FB and Twitter, they give you a link and you have, which is massive, so it has changed, because on a daily basis you can see stuff there (L, 205-209)</i><i>• I would like to see something about the redevelopment of the ground, something from John Henry (L,</i>			
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<p>211-212)</p> <ul style="list-style-type: none"> • <i>get some behind the scenes of players (G, 127-128)</i> • <i>some stories about the club, like we mentioned before, to educate the younger, Hillsborough for example, you know, anything connected to the history of the club and to educate our fans (G, 137-139)</i> • <i>They are doing a decent job (G, 141)</i> • <i>Try to connect more with the fans (C&G, 81-82)</i> • <i>a direct interaction with the management (C&G, 85)</i> • 			
<ul style="list-style-type: none"> • <i>The internet does not affect me in any way, I have this incentive by myself, the club gives me such incentives(A, 187)</i> • <i>In general terms no, but in cases such as Hillsborough, where shirts are printed or regarding the title, it stimulates your desire to buy something (A, 193)</i> • <i>It depends on the</i> 	<ul style="list-style-type: none"> • Most of the times purchases depend on price rather any other factor • There is a connection between social media messages and sales increase • There is no 	<ul style="list-style-type: none"> • Buying behaviour • Promotion • Influencing factors 	Merchandise/Sales

<p><i>situation, I mean in cases such as Hillsborough or other non-profit actions (A, 198-199)</i></p> <ul style="list-style-type: none"> • <i>To buy a Gerrard shirt, FB or Twitter does not affect me in any way (A, 208)</i> • <i>Yeah of course, when the new kit comes out and you see people post it before it actually comes out officially (L, 167)</i> • <i>I never buy anything, I only buy a scarf every game I go to but that's it (L, 171)</i> • <i>If it is important to you, to support a charity, you will try to buy something (L, 176-177)</i> • <i>I don't remember me seeing something on Facebook that led me to buy some stuff (G, 116-117)</i> • <i>if Facebook finishes I do not think that we all would care less (G, 125)</i> • <i>Anything that deals with Hillsborough campaign, whether it is a petition or charity....(C&G, 60-61)</i> • <i>Oh yes, especially</i> 	<p>connection between social media usage(posts) and purchase increase</p> <ul style="list-style-type: none"> • Promotional activities do (not) generally influence buyer behavior 		
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<p><i>when the new kits are released (C&G, 96)</i></p> <ul style="list-style-type: none"> <i>I have never thought to buy something because of a post, either in Facebook or Twitter (C&G, 108-109)</i> 			
<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Active Facebook and Twitter users Facebook / Twitter usage: Socializing & being up to date Strong affiliation towards the club Positive overall satisfaction with club's online presence 		<p>General information</p>