Home advantage covid, what influencees home advantage and what is connected to marketing

Occupancy: hoe kan marketingafedling het stadion vol krijgen

H1:

* 1. Introduction: wat is de situatie en waarom is het interessant om te onderzoeken: football most popular sport, home advantage important part of sports, but how important are the fans, covid natural experiment to see how much influence fans have on football outcomes and which clubs could benefit from no fans and which clubs would be at an advantage when fans are back allowed.
  2. Research questions: The effect of occupancy, the effect of fans on player performance, the effect of fans on referee bias, how can marketers influence these dynamics

1.3 Methodology: first literature review to get an overview of the mechanisms/dynamics of home advantage, then data collection to prepare the dataset for our model, after interpreting the results of our model end with managerial recommendations

1.4 academic relevance(covid/comprehensive framework): academic relevance: covid is a unique extragenous event that enables to directly compare the effect of football fans on match outcomes, gives more data points compared to previous research before covid, also use more data than working papers that only used 2019/20 results, furthermore use a comprehensive framework of supporters rather than only referee bias or only player indicators.

1.5 managerial relevance(welke variabelen, hoe kunnen managers hun voetbalclub meer succesvol maken): what factors make a team more vulnerable for losing their fans or in others words what what factors make a team more succesful at home, and how marketers can influence these factors, buying different players, increasing social media?, how to get fans to the stadium, smaller stadium?

1.6 structure thesis

H2

2.1: home advantage in sports: even algemene framework wat er bekend is gebruiken

2.2: home advantage in football: pollard, welke main effects er zijn, welke control variabelen zijn belangrijk die home advantage zouden kunnen beinvloeden

2.3: home advantage in corona: welke papers er nu zijn en waar ik anders ben dan zij, welke control variabelen gebruiken zij, hoe gebruiken ze covid variabelen

2.4: home advantage and player performance literature + hypothesis: welk effect verwachten we: improved psycholigical and physiological states for players

2.5: home advantage and referee performance literature + hypothesis: welk effect verwachten we: minder referee bias

2.6: How marketers can influence these variables: what factors make a team more vulnerable for losing their fans or in others words what what factors make a team more succesful at home, and how marketers can influence these factors, buying different players, increasing social media?, how to get fans to the stadium, smaller stadium?

2.7: literature table

2.8: conceptual framework: elke pijl is een hypothese, niet te moeilijk

H3:

3.1 data collection: which data from which websites: how and where do we gather the data that we need to analyze, how do we construct them into a dataset, do we have 1 or 2 datapoints per match etc.

3.2: variable operationalization: how define variables and how are they measured/added into dataset, how to measure psychological/physiological variables, how to measure dv, how to measure control variables, how to measure moderator/mediator, how to measure control variables

3.3: methods of analysis and why: which regression analysis do we use and why(depends on data structure of dv, mediator, moderator and control variables)

3.4: descriptive statistics(structure of dataset): tabel with the descriptives for all variables)

3.5: regression equation: which model do I use, which variables/interactions etc are included, mediation and moderation how do we let it come back in the

H4:

4.1: main effects: overview main effects model

4.2: assumptions and model fit: which assumptions does our model require and are they violated or not? How is the fit of our model

4.3: estimation results: estimation results of all our coefficients

4.4: hypothesis checks: how are the coefficients compared to what we expected them to be

4.5: robustness checks: bootstrapping? Other robustness checks? Replicate analysis with expected goals as dv instead of match outcome?

4.6: endogeneity issues: any confounding variables that could play a role? Or any limits of variables that we included becasue of the way how we measured them.

H5:

5.1: discussion of results: what have we found and what are the limits of our analysis, maybe some variables we could not get data or some variables are limited in explanatory power because of the way how we measure them. .. and … are areas to look into for future researchers to further scrutinize certain effects or improve the explanatory power of our model.

5.2: managerial implications: what can marketers do with the information of our research

5.3: conclusion: we have looked at .. and … and found … with our findings managers can do .. and … areas for future research for researchers could include … and …

Mediation: correlation pairwise is necessary **referee performance** zijn mediators

Moderation: interaction : **crowd occupancy** is moderator, shirt colour, team quality maybe moderator, playing style, global brand?, salary expenditure?, cultural distance(autonomous region), derby’s?, last year rank? Sponsorship? Shirt sponsor? **Nationality of players**? Organizational structure, aggression, **toegangsprijs**? Fan incidents?, **team age**(higher testosterone so probably higher home advantage(also more intimidated and less familiar with away stadiums), match type, match importance, effect of strength difference between teams, **youth players or not?, undersoil heat, experience of players within league, standing seats or not,** ball possession home/away, **transfer expenditure**

Control: team quality, fixed effects, league(territorial effects), distance, First or second division etc, dominance,

Marketing: making it more familiar(physical design of stadium, occupancy, shirt colour, global brand, playing style, cultural distance(measure of how crowd identifies with player), nationality of players, organizational structure, hedendaags meer mensen die succes supporters zijn zeg maar, marketing kan deze met customer analytics eruit halen en zorgen dat de jusite mensen naar het stadion komen en de rest lekker thuis kijkt. , higher importance misschien less effect? Dus performance ophypen ofzo, resources? Dus hogere resources(kan bereikt worden doo rbetere marketing die meer spullen verkoopt ), effect of strength difference between teams(extra important for small teams at home to have good suport for example). or if know less important leads to less performance can hype up crowds to go to less important games(lower ticket prices for these kind of games). Homogeneity of teams(local vs foreign players ratio), youth players vs not

t is important to notice that we did not include the ,without interaction with , (ergo, as a control variable). Correlation between ,and the , is impossible given the construction of our dataset, where for every combination of teams, there is always a match where one team is the home team and the other one is the away team, and a match where the opposite is true. For the same reason, controlling for team fixed effects is not rational. Furthermore, it is not desirable to include the , as such because we would then consistently divide the total home effect into an effect of home advantage and away disadvantage, which would not be consistent with the literature mentioned in the introduction.The , in ,, were mean-centred so

Interact dummy of home or away(when double coding matches) with corona dummy to see if there is a corona away advantage