

French and American women's soccer: evolution and comparison of the markets.

*What are the differences between the women's soccer market in France and in the USA?*



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## Abstract

Purpose: Through this dissertation, the researcher will make a comparative analysis of the American and the French women's soccer market. The aim of this comparison is to understand the development of both markets, highlight their strengths and their weaknesses and make recommendations in order. The researcher will try to show how to making money thanks to women's soccer

Methodology: The literature review allows the researcher to gain an important amount of knowledge marketing and cultural aspects of women's soccer. The researcher also conducted a survey in France and in the USA thanks to a questionnaire reserved to persons involved in soccer. Finally she interviewed an expert in women's soccer through a semi-structured interview.

Findings: the American market is a model in matters of women's soccer, but it has some weaknesses. Many strategies are implemented to market women's soccer in the USA. French federation have to make efforts if it wants to properly commercialize the sport.

Limitations: the researchers is not an expert in women's soccer and lacks of experience in conducting interviews and survey.

Practical implications: the markets, and in particular the French one have implement more effective strategies to succeed.

Value of paper: the thesis will bring value for people how want to understand how to market women's soccer and what are the areas for improvement.

# Chapter 1: Introduction

“Football is all very well as a game for rough girls, but is hardly suitable for delicate boys. “

Oscar Wilde

## 1.1 Background

Nowadays, soccer is the most popular game in the world and is also considered as the “national sport” in nearly 230 countries. (Kidwell, 2008)

Men practising soccer attracts public fervour and is the theatre of major financial and media issues.

Over the last 40 years female’s soccer has developed in different countries in an uneven manner and does not have the same scope on the public in every part of the world.

International events becoming more and more important are organized such as the Women's World Cup. However, these events do not have the same importance as male events. For example, the Women's World Cup 2011 held in Germany generated 51 million euros when the men's World Cup 2006 held in the same country had generated 8 times more revenue. (Lepetit, 2011)

In general, unlike men's soccer, women's soccer has remained a "sport" and not an "enterprise". The U.S. is an exception, in fact, since the World Cup 1999 (won by the USA), the country became THE country of female soccer by creating a professional women's league and putting in place strategies for the commercialization of sport. (Lepetit, 2011). The professional league is very attractive for women players who want to live off their passion and the best players in the world play there.

This American model has become a reference in relation to the level of play of the championships, the income generated, its media exposure and the power of the American national team.

However, it is not perfect and some areas of strategy should be improved to make it more efficient.

In France, women's soccer is booming, thanks to the performances of the national team. More and more fans follow the national team games, media provide more exposure to some women's teams of professional clubs.

This craze is new and remains low compared to male soccer, the national league is not very popular and little publicized, only few clubs offer professional contracts to players.

In order to enjoy this new craze, the French Football Federation and UEFA also seek to develop strategies to market the sport.

These findings led the researcher to want to conduct a comparative study between the French market of women's soccer that is a young market and has a large margin of development, and the American market, which is the most successful market example of the world.

## 1.2 Research area, question, and objectives

In this dissertation, the researcher will describe and compare the American and the French women's soccer market. Points of comparison will concern the sports culture of both countries, evolutions of the sport, the current state of markets, promotional tools and strategies being put into place by the football federations in order to develop markets.

- The dissertation title is: **“French and American women’s soccer: evolution and comparison of the markets.”**
  
- The dissertation-working question is **“What are the differences between the women’s soccer market in France and in the USA?”**

From this question emanate different objectives the researcher will try to answer:

- Show the cultural aspects of the sport
  - Understand consumer behavior toward the sport thanks to the background and the perception of the sport.
  - How has evolved soccer through the years
  - How people “consume” soccer
  
- Show the impact of national teams on the sport
  - Effects of international events
  - Women’s soccer celebrities
  - Effects of the national team’ results
  
- Show what strategies are implemented on both markets to commercialize women’s soccer
  - Present the promotion strategies
  - How the leagues attract players
  - How to make money thanks to women’s soccer
  
- Present the strengths and weaknesses of both
  - Highlight the main differences and similarities between the two markets
  - Show what can be improved on both markets

These objectives will be achieved firstly thanks to all of documents composing the literature review (Secondary data), and then primary data collection is done thanks to questionnaires and a semi-structured interview.

Secondary data are used to gather a maximum of information on women's soccer in France and the in USA. In another hand, primary data are collected in order to question samples of French and American men and women involved in soccer and have more information about their “soccer consumption”. Finally, an interview allows to obtain answers from a soccer expert, involved in women’s soccer for several years.

### 1.3 Researcher interest in the subject

Since her childhood the researcher has practised sport. Now she would like to work in this field that always fascinated her either as marketing manager of a sports club, federation or as a product manager of sports equipment manufacturers.

Her academic, professional and sport backgrounds allow a better understanding of her interest in the topic of this dissertation.

#### 1.3.1 Academic background

The researcher first obtained a degree in International Trade. Then, she studied marketing and communication for three years at ISEG Marketing and Communication School in Strasbourg where she obtained a bachelor degree in Press and Public Relationships and Events. Finally she obtained a Master degree in Operational Marketing before finishing her last year of studies at Dublin Business School to obtain a second Master degree in Marketing.

#### 1.3.2 Professional background

The researcher has completed internships in the fields of communication and marketing for which she was responsible for the launch of a brand, promote products or organize and communicate on events.

These internships have been beneficial to put into practice the theory learned and realize the reality of markets and consumers.

#### 1.3.3 Sport background

The researcher has practiced soccer in a club for 14 years, including 10 years in feminine teams.

She knows the French high level since she currently plays in a team of "D2 Féminine" (Second national level). She has played in several clubs where there were boys and girls, and found

over the years that differences were made between male and female teams such as a greater supports for male teams even if the female team played at a higher level.

She also found throughout her years of practice that the public is more and more interested in women's soccer, since it is more numerous at the stadium for the games, and more and more girls join the club every season.

Her three backgrounds show the interest of the researcher for the topic, she would combine her theoretical knowledge and her passion for soccer to led this dissertation.

#### 1.4 Contribution of the study

During her research, the researcher has noted that very few studies were dedicated to women's sport, especially women's soccer. Most studies undertaken concerned women's soccer from a sociological or physiological point of view, marketing studies are very difficult to find. Consequently, this dissertation can be considered as a fresh and new subject especially regarding French women's soccer.

Then, the subject will compare two markets that seem opposed to show their differences, draw on effective strategies and find solutions to make the markets as profitable as possible.

There is always money available for soccer and many investors or fans are willing to spend large sums of money for this sport. So there are untapped resources for women's football and a good strategy could allow winning and generating more money.

Thanks to her five years of study, the researcher would like to use her knowledge to propose solutions in order to improve the women's soccer market.

#### 1.5 Limitation and scope of the subject

A large number of academic references concerning women's soccer will be covered but the researcher had to also use some other marketing references in order to apply marketing theory to her topic. People involved in soccer will be sources of information for more specific questions on the subject.

Regarding the limitations of the topic, the researcher is involved in football but is not an expert in sports marketing strategies. Moreover, the researcher lacks experience to conduct surveys and she cannot be sure that the responses provided by the respondents are reliable.

## 1.6 Organization of the dissertation

**Chapter 1** is the introduction of the dissertation; it is a global presentation, which consists of several parts. It presents in particular the title of the topic, the research question and the objectives of the dissertation.

**Chapter 2** is the “Literature review “; this part summarizes all the secondary data collected by the researcher. This part is organized into different subparts and aims to meet some of the research objectives.

**Chapter 3** is the “Research methodology” part. This part describes how the researcher approaches the dissertation and the different methodologies used to answer the research question and meet the objectives.

**Chapter 4** is dedicated to the primary data analysis. The researcher will give a meaning to quantitative and qualitative data collected thanks to questionnaires and interview.

**Chapter 5** is dedicated to conclusions and recommendations concerning the topic. In this chapter, the researcher responds the different objectives and the research question.

**Chapter 6** is the last chapter. It is not related to the topic of the dissertation, but it concerns a self-reflection about the global experience at Dublin Business School.

## Chapter 2: Literature review

The purpose of this chapter is a better understanding of the research's context thanks to secondary data. In a first part, the researcher will explain why soccer is so popular, and then discuss about women's soccer in France and in the USA.

### 2.1 Soccer, the most popular game of the world

According to Murray and Murray (1998), "Soccer is the world's most popular game", the reason why this game is so popular is its simplicity in its organization and in its implementation, it can be played on any type of surface and does not requires any specific equipment to play a game. According to the FIFA "Big Count", in 2006, there were 264,552,000 soccer players around the world.

	TOTAL	AFC	CAF	CONCACAF	CONMEBOL	OFC	UEFA
<b>Players</b>	<b>264,552</b>	<b>85,176</b>	<b>46,300</b>	<b>43,109</b>	<b>27,778</b>	<b>542</b>	<b>61,647</b>
Male	238,557	80,075	44,940	33,071	24,703	486	55,283
Female	25,995	5,102	1,361	10,038	3074	56	6,364

Table 1: "Geographical breakdown of soccer players in the world" (FIFA, 2006)

List of the abbreviations:

AFC = Asian Football Confederation

CAF = African Football Association

CONCACAF = Confederation Of North, Central American and Caribbean Association Football

CONMEBOL = South American football Associations

OFC = Oceania Football Confederation

UEFA = Union of European Football Associations`



Figure 1: "World Map of the confederations members of the FIFA" (FIFA, 2012)

Table 1 shows that in all confederations of the world, there is a large number of players. Even the poorest continents millions of players play this sport that can be practiced with the most rudimentary materials.

Men and women play soccer, but the number of men who play soccer is almost ten times higher than the number of women.

It is in Asia, the most populated continent that we find the largest number of players.

The largest number of women players is in the North American Confederation.

Known as 'the people game', soccer can be played by people from every backgrounds, on a soccer field players from rich or from poor background can meet. Moreover, "soccer can be played by people who are not giants or in other ways physically advantaged".

Furthermore, Orejan (2011) argues that soccer "is the national sport of almost every country on earth [...] and it attracts over 2 billion spectators every year". In addition, "the World Cup [is] the world's largest sporting event" ; for example, "World Cup final, in the summer of 2010 in South Africa, was watched by well over 3 billion people simultaneously".

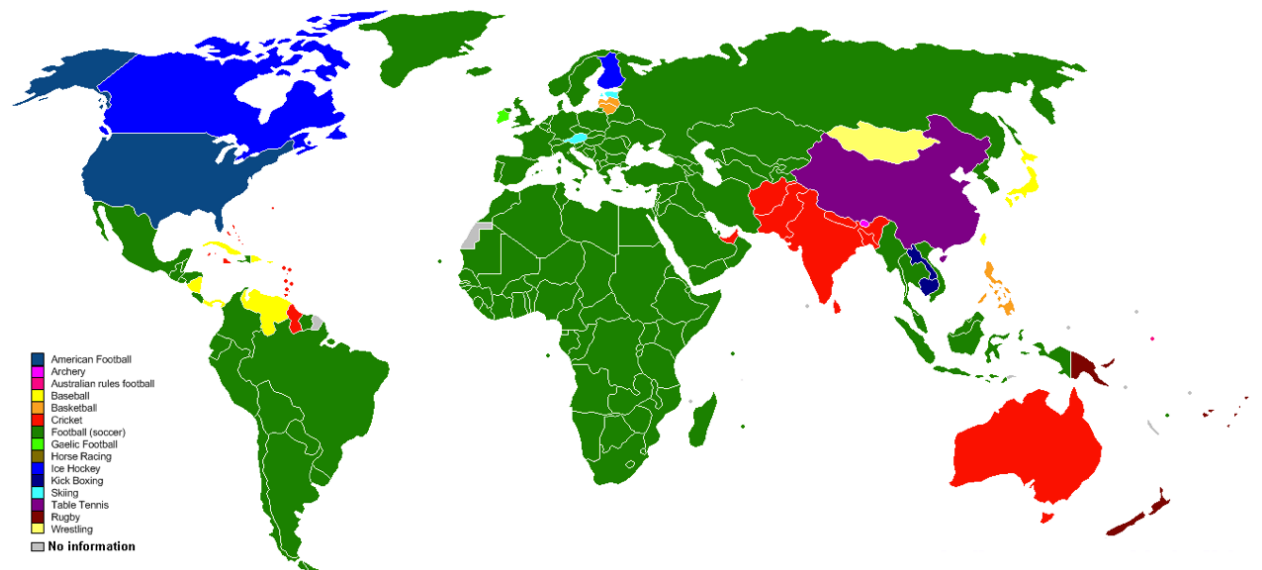


Figure 2: Most popular sport per country (Wakefield, 2009)

The figure above shows that soccer (represented by the green colour) is the most popular sport in the majority of the countries of the world.

We can see that the countries where soccer is not the most popular sport are not numerous and cover areas such as North America or Asia whose population prefer local sports such as baseball or American football.

In fact, according to Kidwell (2008), soccer is the favourite sport of 226 countries around the Globe and adds that “there are only 35 countries where soccer is not number one, including the U.S.A”. This game is so popular in all the corners of the world that a soccer competition attracts more spectators than any other sport competition. “The World Cup is an event ten times bigger than the Olympic games in popularity and viewership” (Kidwell, 2008).

This comparison between the two competitions is important since the Olympics are an emblematic event that attracts many spectators thanks to the diversity of disciplines offered, unlike the World Cup football has only one sport, but attracts much more fans.

There are football fans all over the world, however, it is not only men who follow their favourite teams or practice the most popular sport in the world.

It is interesting to study the evolution of the feminine practice of this sport that democratizes in many parts of the world and is no longer exclusively reserved for men.

The next part is going to study the background and the evolution of women’s soccer in France and in the USA.

## 2.2 Women's soccer: background and evolution of the sport

Played by men or by women, regardless of the country where it is played, soccer as it is known today has evolved over the years.

The study of the evolution of the sport is important insofar as it helps to understand its development, to realize a comparative study between the past and the present.

Finally, thanks to trends identified, to make projections on future evolutions of the sport to be prepared in case of major changes.

In this section, we will see that football France and the USA does not have the same background and have not had the same evolutions.

### 2.2.1 The French case

According to Prudhomme-Poncet (2003), in the records of the French Football Federation (F.F.F), women's soccer appeared in France in the 1900s. At the beginning, this sport was reserved to a few privileged women from the aristocracy.

The first women's soccer match took place in 1917. (Prudhomme-Poncet, 2003)

In 1919, the FFFA (Fédération Française de Football Association) is created and refuses the entry of women in the discipline, therefore, in the 1930s; women's soccer in France completely disappears before reappearing in the 1960's.

Women's soccer acquires recognition in the 1970's and in 1974 was established the first French Women's Soccer championship (Prudhomme-Poncet, 2003, Mennesson, 2006).

At its inception, women's soccer "adapts to the specificities of female with a game time reduced, a smaller ball and the ability to protect the chest" but "little by little, from 1970 to the present day, the women's soccer has a tendency to comply with male' model in institutional and regulatory level, like most sports" (Prudhomme-Poncet, 2003).

Today, the rules of female and male soccer are similar: two teams of eleven players are opposed on a field of the same size; the size of the ball is the same size and weight for women and men. Finally, in arbitration matter, the same regulations must be followed during male or women's games. ([www.fifa.com](http://www.fifa.com), 2013)

If the regulations change, it is also the case of the number of players that is evolving from year to year.

Regarding the evolution in terms of statistics, the number of women licensed is increasing every year since the season 2000-2001.

Even if the number of players increases, it still remains low (Héas et al, 2004): according to the F.F.F data (cited by Mennesson, 2006), in 2000, there were 28,065 players that is to say 1,4% of the licensees in France and in 2005-2006 , there were 45,853 licensees, that represented 2,1% of the total.

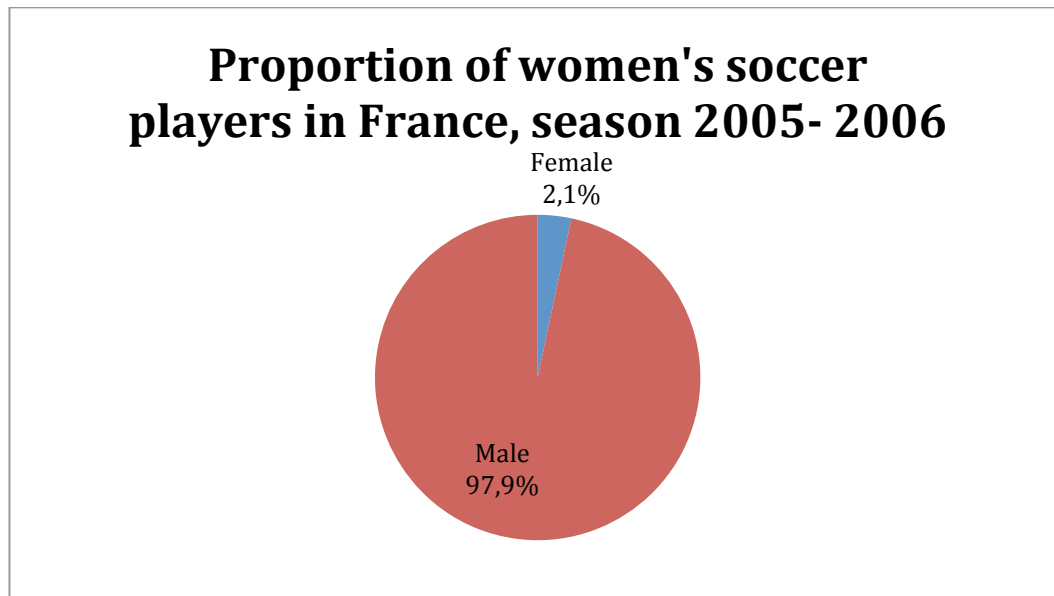


Figure 3: "Proportion of women's soccer players in France Season 2005-2006"

For the season 2011-2012, 59,409 licensees were women (3% of the total of the licensees). ([www.fff.fr](http://www.fff.fr)) For the season 2010-2011, 53,531 women were licenced in a club and in 2012-2013, there were 65,628 licenced (that is to say 5% of the total of all the licenced in France). In three seasons, the number of women players has increased by 24%. (Fondation du football, 2013). This evolution of the number of licensees is represented in figure 2.

This trend concerns all age categories since in three seasons; there has been an increase of 34% for the girls under eleven years old, an increase of 23% in the categories of adolescents (from 12 to 18 years old). Finally, there also 16% more adult women who practise soccer in a club. (Fondation du football, 2013).

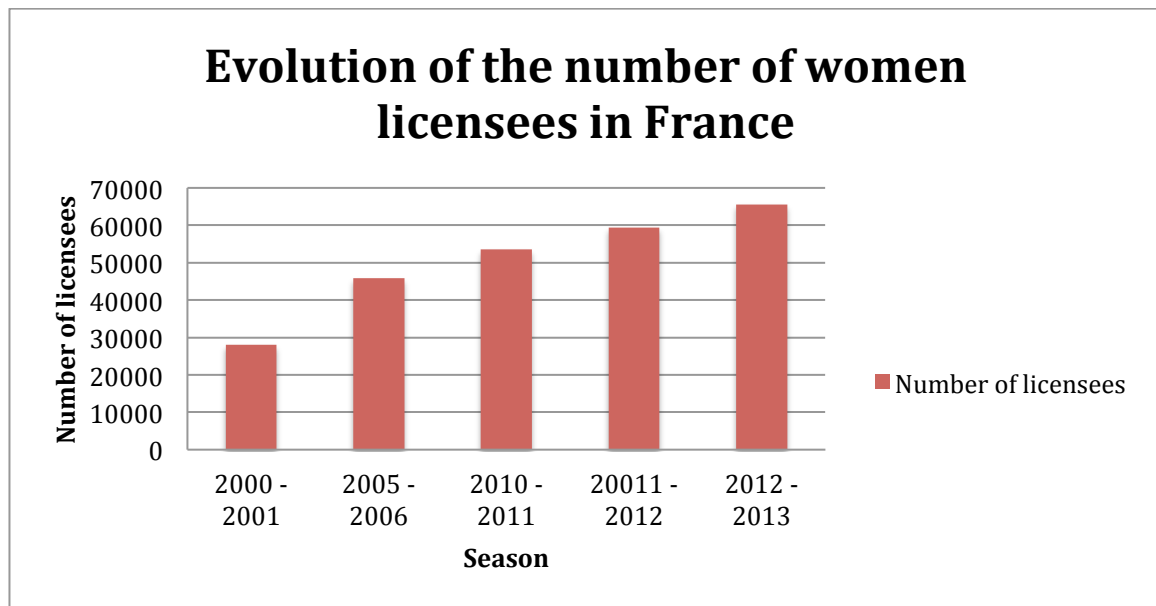


Figure 4: Evolution of the number of women licensees in France

Throughout the years, women's soccer has developed in France and each year sees its numbers increase, now reaching a level of popularity never matched.

Data in figure 4 show a steady increase in the number of women licensed in France

If this trend continues, the number of licensed will continue to increase regularly.

In its report (2013), "La Fondation du Football" (The Soccer Foundation) highlights the fact that women's football is booming in France and is set to become a very buoyant market in the ten years to come.

Nowadays, in Europe, UEFA implements programs to encourage the development of women's soccer. ([www.UEFA.com](http://www.UEFA.com))

Although this finding seems very positive, the number of participants remains low in this country where soccer culture is important.

### 2.2.2 The American case

In the USA, until 1970s, women's soccer is only recreational (Markovits and Hellerman, 2003).

There are two important dates in the history and evolution of women's soccer in the USA; the first one is 1972 with the passage of "Title IX which prohibited discrimination on the basis of sex in the education system" (Hellborg, 2012) "As a result of the influence of Title IX, individual colleges and universities increasingly offered females increased athletic opportunities"

(Southall et al, 2005). The second important date is 1999 with the success of the American women's soccer team in the World Cup. (Southall et al, 2005, Markovits and Hellerman, 2003, Pasquier, 2012). The success encountered by this event in the country (at the level of the media and the attendance in stadiums) led to the creation of the WUSA (Women's United Soccer Association) in 2001, "which declared itself a major league and based its strategic plan on a philosophy of being the world's premier women's professional soccer league" (Southall et al, 2005).

At this period, two semi-professional leagues were still in activity: the W-League founded in 1995 and the WPSL (Women Premier Soccer League) founded in 1998, "these leagues are not full professional and are not sanctioned as a division one professional leagues by the US Soccer Federation." (Hellborg, 2012).

The "WUSA lasted three seasons before going out of business in 2003" (Wilson, 2007).

Then, another professional league has been established in 2007: the WPS (Women's professional soccer) and began playing in 2009. Because of legal issues, the league has been cancelled in 2012 and 2013 (Hellborg, 2012).

Concerning the statistics, in 1987, there were 2.3 million women's soccer players, this number has increased and in 2001, there were 4.3 million of women who played soccer. (Southall et al, 2005). In the last "Big Count" of the FIFA in 2006, there were approximately 7.06 million of women involved in soccer. (FIFA, 2006) (Figure 3)

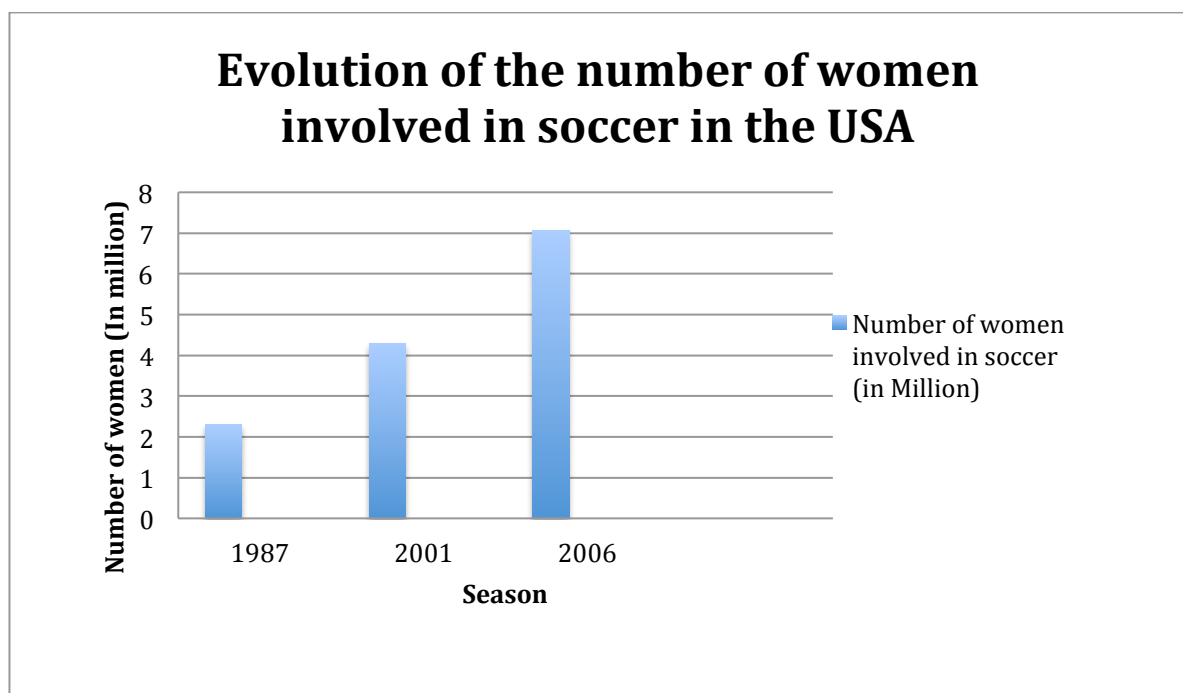


Figure 5: Evolution of the number of women involved in soccer in the USA.

The chart shows that the number of women involved in soccer in the USA has increased significantly, especially between 2001 and 2006.

So, there is an acceleration in the increase of licensees that shows a more and more important craze for this sport.

The trend is an increase of the number of players; it is possible to predict continual increases in terms of licensees during the coming years.

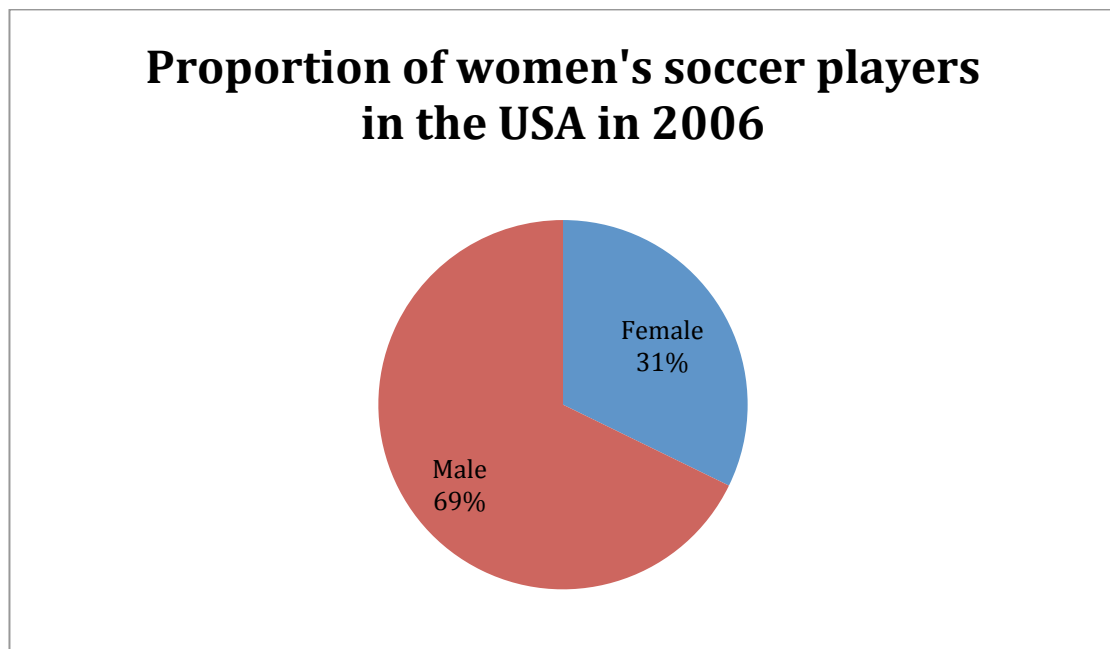


Figure 6: "Proportion of women's soccer players in the USA in 2006"

According to the FIFA's "Big Count" 2006, Women represented 31% of all the soccer players in the country. USA is the country in the world where the proportion of women's soccer players is so important.

In France and in the USA, women's soccer has known a different development. Culture and perception that people have about this sport in both countries play an important role in the place the game occupies.

## 2.3 Culture and women's soccer

This part will help to understand why soccer is more popular for girls in the USA than in France. The first part describes the perception people have about women's soccer players and women involved in the sport in both countries.

Then, the impacts of national teams and international events will be presented.

### 2.3.1 Perception of the sport and women involved in the sport

In France, soccer is considered as a men's sport (Héas et al, 2004, Knoppers and Anthonissen, 2003, Gasparini and Talleu, 2010).

The practice of this sport by women is considered unsuitable and "incompatible with femininity" (Prudhomme-Poncet, 2003), "girls who opt for football break away from their "assigned" role. This transgression of the social gender code always comes at a high cost" (Gasparini and Talleu, 2010). In fact, often, in Europe, women involved in soccer have "faced harassment, discrimination and abuse"(Caudwell, 2011). Moreover, women's can't have important jobs in some European's countries because there are no real professional leagues (Knoppers and Anthonissen, 2003). Women are "excluded from coaching education" (Schlesinger, 2012)

In the soccer world, the women's practice is considered as an illegitimate need for a large part of the men's soccer leaders (Hugues, 2006, cited in Mennesson, 2006).

In Europe, soccer players are accused to adopt a too masculine comportment and sports teams would favour a 'homosocial' nature and 'deviant' practices (Mennesson, 2006).

Even at the level of books and studies concerning soccer, there is discrimination since women's soccer is rarely mentioned and occupies just a small place in books that mention it. Existent "scientific work on the women's soccer tackle further medical, physiological and psychological aspects of this sport", (Prudhomme-Poncet, 2003) and not performances or aspect of the sport.

In another hand, in the USA, "soccer is defined as a sport that men and women can play".

"It was defined as a non-competitive, nonviolent and non-confrontational game" (Markovits and Hellerman, 2001, cited in Knoppers and Anthonissen, 2003). In fact, soccer is seen as "mildly physical", "healthy and physically safe for girls" in comparison to others American sports. Therefore, for parents who want to choose a sport for their daughter, soccer is a good solution. (Knoppers and Anthonissen, 2003)

In this country, “men’s game plays a secondary role” the explanation given by Markovits and Hellerman (2003) is that “women’s soccer succeed in countries where soccer is not totally occupied by men” and this success can also be explained because of the “absence of soccer as a major part of America’s sport culture”.

Moreover, Markovits and Hellerman (2003) argue that there is a sexual appeal in women’s soccer and for the American, contrary to European, “a woman can be both, athletic and feminine”. Knoppers and Anthonissen add that “making women’s sport such as soccer attractive to men means that soccer players must be read as heterosexual”, “one of the reasons the American women’s soccer team that won the World Cup in 1999 was so popular in that the players were represented as heterosexually attractive” (Longman cited in Knoppers and Anthonissen, 2003).

Finally, according to Lough and Irwin (2001) women athletes are more and more recognized in the country and are a good market target for sport companies. In the same time they emancipate themselves, they become more independent, the image of sporty woman reflects an image of strength, victory and determination appreciated by American people.

Perception of women’s soccer is strongly associated with the country’s culture and also to the image reflected by the players. In the USA, since the soccer culture is not actually impregnated in people’s minds, it is more acceptable and recommended for women to practise this sport. However, in France, soccer culture is a masculine culture, then the sport is not considered as good for women.

In the same way, international events and national teams have an impact on the development of the game.

### 2.3.2 The impacts of international events and national teams

France and USA have both their “stars” of women’s soccer, they are Mia Hamm, Julie Foudy or Brandy Chastain in the USA (Markovits and Hellerman, 2003), Marinette Pichon, Corinne Diacre or Sandrine Soubeyrand in France (Boli and Gastaut, 2010).

The common point between all these players is that they have played for their national team and shown that they were the best in their country.

In the USA, these players have acquired a status of stars thanks to their performances in Team USA during international competitions especially the World Cup 1999. Now, they are more recognized than some men players. (Markovits and Hellerman, 2003). This recognition leads some of them to “serve as the expert commentators on national television, explaining the intricacies of the men’s game to the viewing public” which is “inconceivable” in European countries. They also “became nationally known sports figures and heroes, role models for millions of young American girls who now aspire to be players” (Markovits and Hellerman, 2003).

Moreover, “the success of Team USA on the field and the success of the 1999 World Cup in garnering the interest and attention of the American public and media put women’s soccer ‘on the map’” and it has also “directly led to the establishment of the first venue for routinized professional women’s soccer, the Women’s United Soccer Association” (Markovits and Hellerman, 2003).

Thus, American soccer stars and Team USA have an incidence in the country’s sport development.

For a long time, the French national team, enjoying few resources from the French Football Federation and because of its poor performance in international events, did not convey a positive message. Moreover, it does not attract the crowd nor the media because in France, this sport remains amateur. (Mennesson, 2006)

However, in the past few years, the French team has become more and more famous.

In fact, the team obtained the first goods results in its history: at the European championship in 2009, at the World Cup in 2011 and at the Olympics in 2012.

Even if it did not win any of these competitions, the women’s team took advantage of the excesses of male French soccer including the “Knysna scandal” during the 2010 World Cup. French are willing to support a combative team and that reflects a positive image around the world (Klein, 2012, Pasquier, 2012).

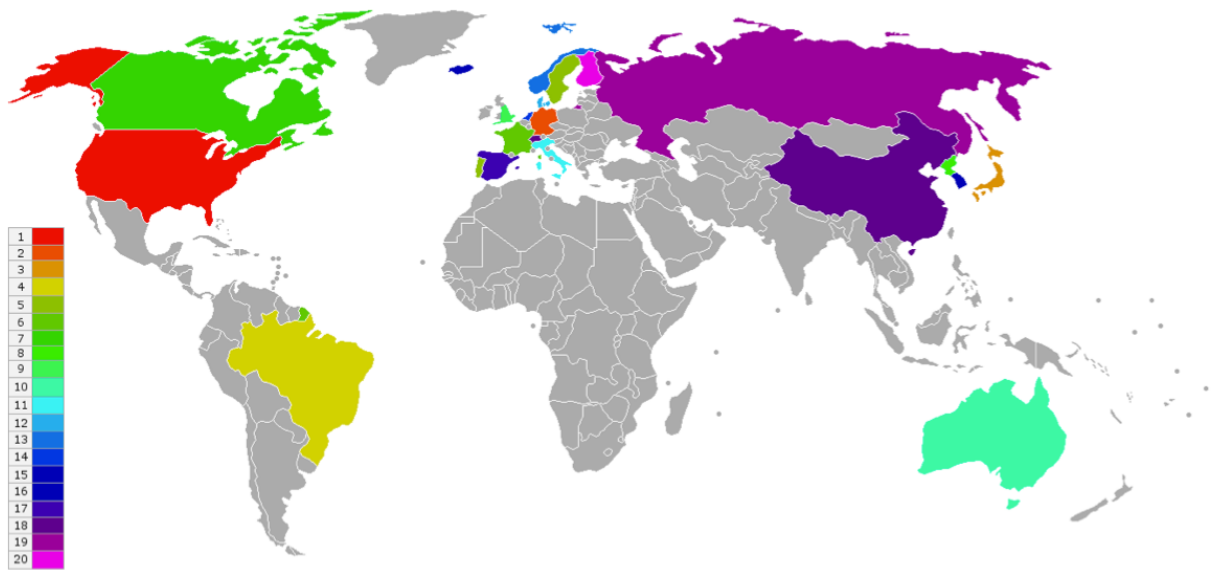


Figure 7: Top 20 women's soccer ranking (basmentgeographer.com, 2012)

This figure reveals that the USA, in red colour, is first at world ranking, that is to say, the American national women's soccer team is the best national team of the world. Moreover, women's soccer is very present and powerful in North America while it is not a "national" sport contrary to American sports.

France is now present in the Top 10 thanks to the last performances of the national team during World Cup 2011 and Olympic Games 2012.

## 2.4 Strategies, media, sponsorship and promotion of women's soccer

Each country has its own strategy to promote women's soccer. In the USA, the creation of professional leagues has led to specific strategies for the marketing of high level sport while in France, there is no professional championship, consequently, there is no specific strategies to promote the elite championship.

### 2.4.1 In the USA

#### 2.4.1.1. Professional leagues strategies

##### 2.4.1.1.1. The Women's United Soccer Association

Since the American professional championship was the first in the world, it is interesting to study the strategies put in place around the professional women's soccer championship.

The league's founders decided to ride the wave of women's soccer popularity after the success of the World Cup in 1999, by creating a professional league capable of capturing large audiences and to be a profitable business.

The championship is "a centrally owned league, which was owned by one individual and a few large media companies" (Antonucci, 2010)

The WUSA (which was the first American professional league) was created thanks to some players from team USA. In fact, they were used as opinion leaders whose celebrity -after winning the 1999 World Cup- could help attract fans and fill the stadiums during the season. Players such as Mia Hamm or Julie Foudy bring credibility, extensive expertise and a positive image that will convince the supporters of the quality of the competition and ensure an interesting level of game.

In the case of the WUSA, the theory of Khong Kok Wei and You Li Wu (2013) can be applied. To generate positive consumer' behavioural intentions, the league' managers had to compile three elements in celebrity endorsement:

- ✓ A source of attractiveness.

Soccer players used for the promotion of the league are chosen for their physical attributes, their status, and their personality.

Here, the players who promote the competition have a status of stars, therefore, it will be attractive for soccer fans.

In fact, spectators choose to watch a championship involving the players they admire and they followed during the World Cup.

A player like Mia Hamm, who is probably the best soccer player of all time, will attract fans and spectators, as her presence is a guarantee of quality and high-level championship.

- ✓ Source of credibility

The endorsers have to be credible to promote the WUSA, thanks to their expertise in soccer, and their trustworthiness.

If fans trust the players, and if they recognize their level of play, they will trust them if they “recommend” to follow the Championship, and support a team.

Consequently, the trust of the fans to the players, especially after the 1999 World Cup, will have an effect on behavioural intentions (they will watch games on TV, they will go stadiums, they will buy official products...).

- ✓ The fit between endorser and endorsed product

“This fit represents the symbolic and logical match between the endorser and the brand” (Hitchon, 1999; cited in Khong Kok Wei and You Li Wu, 2013)

Who could be more qualified than a famous soccer player to talk about her sport?

An unknown player or an athlete practicing another sport does not have credibility with Americans to promote the professional championship.

In order to promote a professional competition, the most “logical match” is a professional player, recognized by the public, who promote the first professional championship.

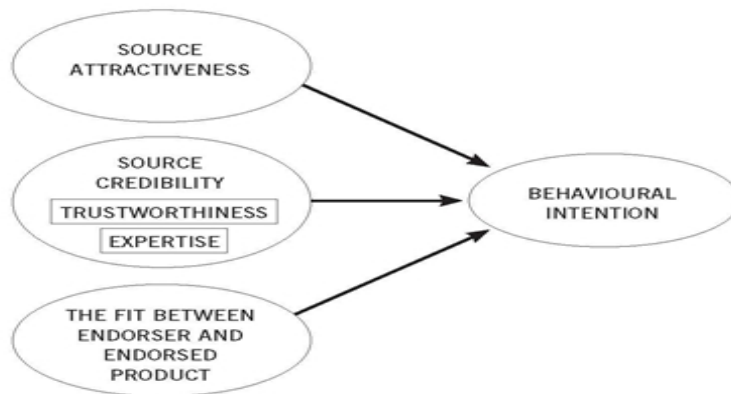


Figure 8: “The impact of celebrity endorsement on consumer’ behavioural intention” (Khong Kok Wei and You Li Wu, 2013)

The core target of the WUSA was “the grassroots soccer community”, that is to say women and girls who play soccer, and their parents (Morgan, 2002). In fact, soccer players and their families are more likely to be soccer fans and being games spectators.

Targeting is important to adapt the strategy to best meet the consumer’s needs. This target seems to be a good choice since there are a lot of young players in America so it can touch an important part of the population. (Morgan, 2002, De Varona, 2003)

Relationship marketing and interactive fan festivals are used to create a link between the league and the fans. Relationship marketing “focuses on integrating the customer into the company through interactive communication to create and sustain a long-term relationship” (Berry, 1995; Gronroos, 1994; cited in Jowdy and McDonald, 2003). Players are very accessible and visible to the public, which is important for young people who see the players as models. In addition, “the WUSA produced a series of game-day events aimed and celebrating the season, generating excitement, and strengthening fan interest/relation for next season”, a special event is also implemented “the Soccer Sensation” which is the final game of the season. About the “Soccer Sensation”, L.W Ordower (2002), director of WUSA’s special events, argued “it was important for the Championship game to be more than just a game, especially since our fan base is children and teenagers. [...] the fans came not only for the game but also for the overall event so we needed to provide them with an experience.” (Jowdy and McDonald, 2003). Moreover, it is important for the brand to create a good experience for customers in order to retain them and create a repeat business. Here, the aim is to capture enough young fans and their families, creating a long-term loyalty in terms of ticket sales for games, sales of licensed merchandise and TV ratings to generate a sustainable business and

build brand equity (Jowdy and McDonald, 2003; Morgan, 2002). The key factor is the interactivity between fans and the league.

A sport league has different sources of revenues such as ticket sales, broadcast rights, licenced products or sponsoring. (Southall and *al.*, 2007)

Sponsoring is a major issue since teams have to attract sponsors and offer them benefits to support the league.

The first advantage is an exposure during games in the stadium or on TV, thanks to advertising banners around the field and advertising messages during the game break.

Sponsors that appear during games are consistent with the core target of the league because they are mainly brands or products that are well known and appreciated by children and adolescents: Coca Cola, McDonald's and Johnson & Johnson. Targets grow and live daily with those brands that sponsor sporting events they watch: the choice of sponsors as to be strategic to be the most effective.

Secondly, "sponsor nights" are organized after every game. Sponsors own the half time of some games and can propose activities or challenges on the field for example, in order to promote the brand. (Morgan, 2002)

To ensure greater impact and more visibility, WUSA has established partnerships with the media: written press or television. Turner Network TV and CNN were the channels that broadcast the games, 22 games programmed for the season including playoffs and final. Furthermore, the league used local media to promote games and events, ensuring this way that the prospects living around stadiums -where games take place- were aware of the event and attract them to the stadium (Jowdy and McDonald, 2003).

Finally, the sale of licensed products is a source of revenue that can prove to be very profitable. WUSA team's products are marketed in the sales points at the stadiums. (Morgan, 2002)

From a critical point of view, although the founders of the WUSA have implemented marketing strategies that have been effective in other areas, this experience proved to be a failure and the activity of the league ceased in 2003.

The main reason for this failure is the poor strategic choices effected. Firstly in terms of target's choice; in fact, young girls and women are "nor being sport entertainment consumers to the same degree as young boys and men, who constitute the primary fan base of the major male professional leagues" (Eitzen & Sage, 2003; cited in Southall et al, 2007). Consequently, they only attend to one or two games in average per season "resulting a fan base insufficient to

generate ticket revenue to meet league expenses or secure and maintain league sponsors” (Southall et al, 2007).

The founders of the WUSA wanting to enjoy the excitement of the World Cup has predicted that the same audience that followed the World Cup will also follow the championship but it has not been the case.

In terms of sponsorship, some poor choices have been effected: by trying to obtain sponsorships at reduced rates, other sponsors or potential sponsors feared a low value sponsorship. Consequently, they wanted to obtain new valued agreements that the league was unable to offer them. As a result, sponsors left the league because they did not see any interest in supporting the WUSA.

Finally, because of this poor choices, the revenues did not cover the expenses, at some point, one of the league founders, John Hendricks (CEO of Discovery Communication) revealed that “investors, found out after the first season that they had \$20 million in expenses that were not covered by revenues and realized that gap could nor be bridged by increased ticket sales and merchandise sales” (Lee, 2003; cited in Southall et al, 2007).

It seems that since the beginning, the WUSA was not a viable model in reality. (Southall et al, 2007).

#### 2.4.1.1.2. The Women’s Professionnal Soccer

The Women’s Professional Soccer appears in 2007 to establish a new professional championship in the USA.

This new try has the advantage to benefit from previous experience in matters of professional women's soccer, and thus to analyse the strengths and weaknesses of the WUSA, make an assessment in order to use the positive elements and change the elements that have led to the failure of the previous league.

Therefore, new strategies emerge with the aim of build the strongest league as possible.

Like typical American sports, a franchise model “ in which teams are individually owned and operated” is developed. (Antonucci, 2010) This system allows more flexibility, which is an important advantage since every franchise adopts its own strategic choices in terms of marketing or communications, in order to best fit to customer needs. Each franchise is close to its target in terms of localisation, and has an important knowledge of the local market, so it is easier for a better understanding of the prospect’s needs and to adopt the strategy that best fits

their expectations. The use of an adapted strategy is often more effective than a global strategy that does not take into account the customer' specificities.

For the league, the new system confers a significant financial advantage, marketing budgets being tight, each team that bears its own costs for communication and marketing.

All league participants have realized that solidarity is an important element to achieve the goals of success and recognition of women's soccer. Therefore a special importance is given to the communication between the various franchises in order to share their successes and failures, so that everyone can draw on effective strategies and avoid making the mistakes of others franchises. According to Tonya Antonucci (2010), these exchanges of knowledge have led to positive results, as the teams have seen an increase in terms of ticket sales for games.

For an efficient fan base recruitment and detention, the market needs to be segmented and targeted.

The core targets of the league are the young girls between 6 and 16 years old and their parents, the secondary target are "the fitness minded women who are likely to consume sport products or to go the stadium to watch a game". Finally, the third target is "all soccer fans", regardless of age or sex. This target is important; so far as it represents a significant portion of the American population and could therefore generate influence in stadiums, merchandise sales and high incomes.

Several strategies are put in place to recruit and retain fans.

First of all, the league established an online strategy thanks to fantasy games and newsletters informing fans of the novelties of the league, games dates and important events or information on players.

Social networks play a key role in the online strategy as they allow direct interaction between fans and the league, the information can be transmitted in real time and fans can react on specific pages, they can ask questions and receive immediate answers. Immediacy creates closeness with the fans, which facilitates retention of these.

Figure 9 shows how social networks allow getting public recognition and credibility. Credibility is very important to capture the consumer and to build loyalty. (Spiller et al, 2011)

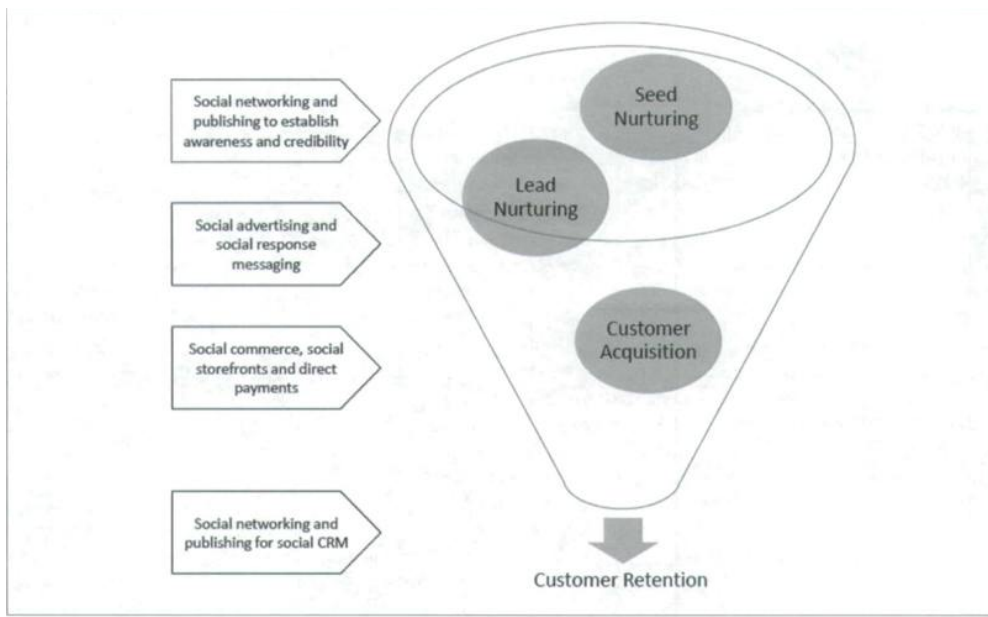


Figure 9: “Social CRM and the Direct sales funnel” (Spiller et al, 2011)

Moreover, the targets of the league, which are mostly girls in adolescence, are very present and active on social networks. These virtual platforms are great meeting place where fans can exchange and be informed of the latest news from the league or about their favourite teams. According to Allsop et al (2007), social networks have several “key dimensions” which are interconnected and affect the users’ behaviours (figure 10). In other words, we can say that the football league or different fans publications will affect other members and play a role as an opinion leader. For example, if a team announces on its page a game date or a special operation, there will be a great chance for fans to be present at these events, then we can say that it is the social networks that have influenced the decision to go to these events.

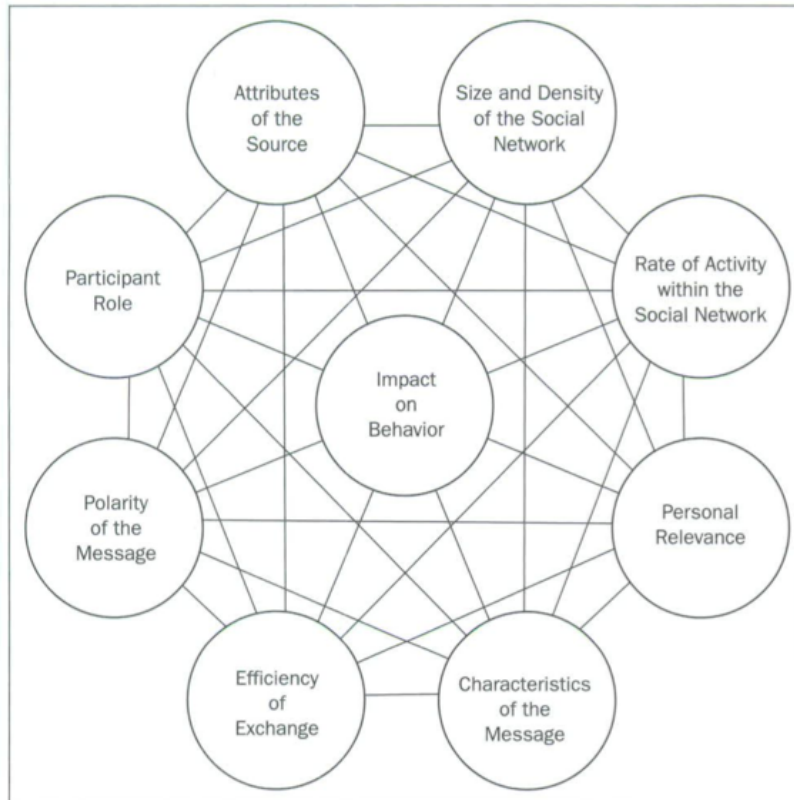


Figure 10: "Dimensions of a social network" (Allsop et al, 2007)

Loyalty and retention generates a good Word of mouth that is another promotion tool used by the league in order to promote the sport.

According to Bunker et al, (2013), for Facebook "likers", it is important to identify with the organization or the brand they like, and this brand must convey similar values to those of the fans. Then, a relationship is established between the brand and the consumer thanks to exchanges between fans and the league (can write comments, request information, live news possibility of immediate response from the organization on the dedicated page). As said previously, the establishment of a relationship between the league and the fans is essential as it enables a lasting bond and therefore loyalty. Using coupons can be materialized in our case by discounts for game tickets or derivatives.

These three elements contribute to the fan or customers satisfaction. In fact, the more involved are the fans with the brand, the more they identify values and they shall be accorded gestures from the brand, the more they will be satisfied. Satisfaction generates word of mouth since the consumer shares his experience with the brand around him or talks on social networks about it and highlight the aspects he considers positive and important.

Figure 11 illustrates the process that leads the consumer to word of mouth.

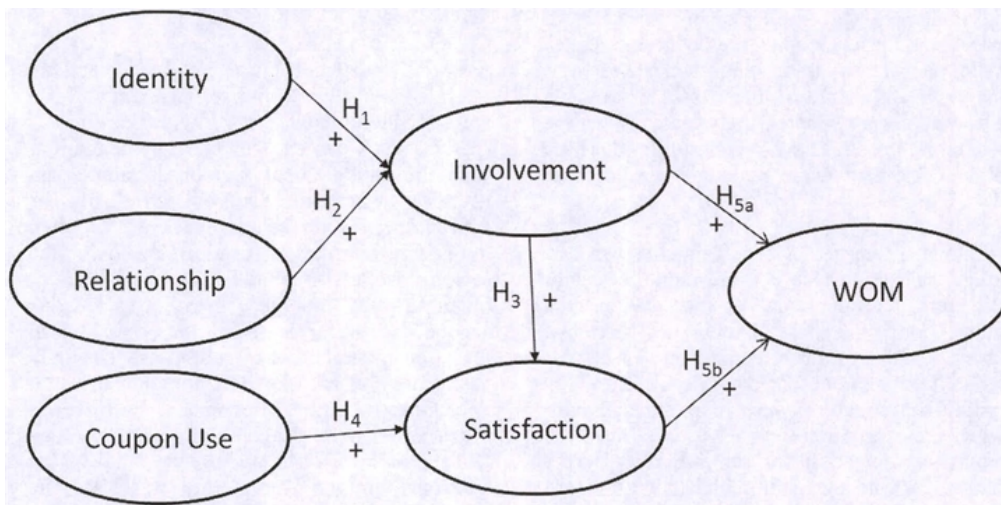


Figure 11: “Proposed model of antecedents to Word-of-Mouth behaviour among customers who “like” a company or organization on Facebook” (Bunker et al, 2013)

Word of mouth is probably the most profitable promotion tool since it is generated by consumers and is not paid by announcers: we can say that it is a free promotion tool (Antonucci, 2010). Moreover, it is also one of the most effective tools to the extent many studies show that consumers rely more on their friends or family advices for a product or a brand than on the classical advertising made by businesses.

From a critical point of view, word of mouth does not have only advantages, indeed, since it is generated by consumers or fans, the league can not master the content of the messages awarded by the different members on social networks. Therefore, if a positive message can have positive effects for the soccer league, a negative message can have a very negative impact and generate a lose of fans for the organization and teams.

Social networks play an important role to capture fans. Nevertheless, in terms of fan base recruitment and detention, players are the biggest assets. In fact, famous players are available for the public, especially for younger since teams regularly organize visits to clubs in order to share their experience and spend time with young players.

In addition to the visits, professional teams offer preferential rates to the licensees to attend to the games throughout the season.

This investment realized by clubs and players vehicles a very positive image of the sport to soccer fans and young soccer player parents.

Finally, at the level of sponsorship, the female league uses the same sponsorship agency that the MLS (Major League Soccer: men's professional league) that knows a great success since the arrival of international stars in recent years. The choice to be surrounded by the same marketing partners reveals a real desire to succeed.

In addition to the sponsorship agency, several brands such as Coast Guards, Puma and Citi are important partners and organize various events (PR events, All Star Games, Playoffs...) throughout the season to promote women's soccer and increase the recognition of the League to the public.

Sponsorship provides a solid foundation to the league since the sponsors are very involved and actively working for the success and promotion of the sport (Antonucci, 2010).

In summary, the WPS is a recent league that has not yet reached its maximum development. It is a slow but solid growth that is sought, going step by step to win supporters, making them perfectly integrate the notion of WPS.

The league is present to its fans and its prospects to ensure a strong and stable fan base and thus develop strong and stable manner. (Antonucci, 2010)

However, we can criticize certain aspects of the WPS.

Indeed, even if the media are more and more interested in the WPS and the game of the week is broadcast on the sports channel "Fox Soccer Channel", media coverage is not very high.

In addition, the WPS still not received the same level of recognition as the MLS to the public although this level is growing.

Finally, according to Hellborg (2012), the league was cancelled in 2012 and 2013 due to legal issues between the league and Dan Borislow, owner of one of the teams of the championship.

This suspension shows that the league is not strong enough to keep activities contrary to other leagues present in the U.S. market.

#### 2.4.1.2. Global strategies for the US market.

An important part of the authors who dealt with Women's soccer, claim that the year 1999 and the Women's World Cup marked a significant milestone in Women's soccer (De Varona, 2003; Morgan, 2002; Antonucci, 2010). For the first time, an international women's sport event has attracted the interest of the public and all Americans medias.

Since this competition, women's soccer knows popularity among girls and women.

In fact, the promotion of women's soccer focuses, in a first place, on the success of the athletic woman: a sporty woman flourishes in her physic activity, she exceeds to overcome, she is more competitive and has a team spirit. All these qualities are highly researched by North American women. Marketing technics influence the growth, the popularity and the success of women and girls in sport. (De Varona, 2003)

American players are highly mediatized in their country. In fact, important journals are interested in women's soccer, especially Team USA since "the players of Team USA were the cover stories for Sport Illustrated the week after the final, and also graced the cover of People magazine the following week". (Figure 12)



Figure 12: "World Cup Champion U.S. Soccer team on the cover page of *Sport Illustrated*", (December 1999).

Moreover, some famous players “have netted lucrative sponsorship and promotional deals; Hamm, in particular, is regularly seen in television commercials and magazine advertisement “ (Markovits and Hellerman, 2003).

For example, in 2011, after the World Cup in Germany, Hope Solo made the cover page of the famous sport magazine “ Sport Illustrated” (figure 13)



Figure 13: “The American goal keeper Hope Solo on the cover page of Sport Illustrated” (July 2011)

As for the professional league, players are the main advantage of the sport: in fact, the youngest admire soccer players which are very exposed in the media or used in advertising and want to imitate them in practicing the same sport. Consequently, an important number of girls play soccer and continue to practise this sport growing: according to Lough and Irwin (2001), “In the United States, 41% of all soccer players are women”. This percentage is very high, therefore it is clear that many women and girls are likely to consume products for soccer practice or may take an interest in women's soccer competitions; this part of the population is an important potential market for sports marketing that it will seek to satisfy.

To illustrate this concern to women in the world of sports, we can mention that sponsors are not hesitant to call on players to promote their brand such as Abby Wanbach or Hope Solo, who promoted Nike in 2011 (Pasquier, 2012).

Studies show that women are more influenced by products advertised by women athletes. In fact, women feel more important for the brand because they can recognize through a female athlete, and then, equipment manufacturers design adapted products to the sports practice by women and not merely only create pink products to remind the femininity for the athlete who uses it.

American advertisers realized that women control most of the available purchasing power and they are more likely to consume more if they feel important to the brand. The market is booming as more and more women regularly practise sport so that an increase of sports products sales' for women is to be envisaged in the coming years. Finally, "the competitive nature of today's marketplace makes the sponsorship of women's sport a viable avenue tapping into this desirable market segment" and "women's sport proves to be an avenue to reach the newly recognized market" (Lough and Irwin, 2001) (Figure 14).

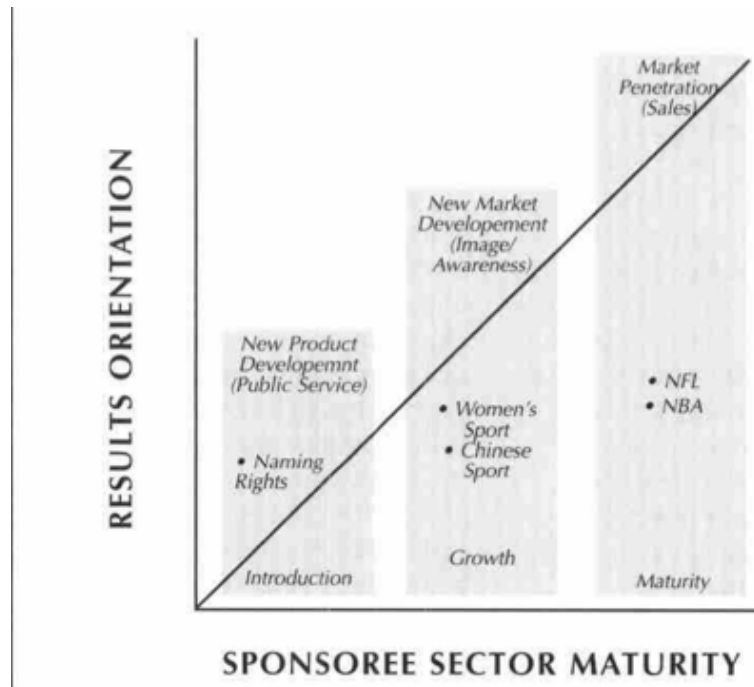


Figure 14: "Sponsorship product growth lifecycle" (Lough and Irwin, 2001)

Additionally, announcers are aware of the fact that women hold a large part of the purchasing power since they "control about 60% of U.S wealth and are also responsible for 80% of all

purchases” (U.S Industry & trade, 1999, cited in Lough and Irwin, 2001). Thus, as mentioned earlier, 41% of the soccer players of the country are girls and women, who are more likely to consume the products of different brands if female opinion leaders promote them. The use of famous women’s soccer players therefore seems essential to push athletes to consumption and so, increase sales. Finally, advertisers receive significant financial benefit by making use of feminine sports since women are less paid to run advertisements and the sponsoring of women’s sport is also less expensive because the competitiveness among advertisers is almost non-existent contrary to men’s sport. (Lough and Irwin, 2001)

In summary, sponsors are increasingly interested in women's soccer because it is a new and growing market, sponsorship fees are lower than men's sports and many sporty women prefer to choose brands that are directly interested in them. For example, “American women’s sport sponsorship has surged more than 100%, from approximately \$285 million in 1992 to \$600 million in 1998” (IEG Sponsorship report, 1998, cited in Lough and Irwin, 2001).

College women’s soccer is a way to promote the sport through the country “women's collegiate soccer increasingly provided opportunities for women to hone their skills, high-profile programs (for example, the University of North Carolina-Chapel Hill) began to generate sufficient exposure and publicity to put women's soccer on the proverbial radar screen of many U.S. sports fans. By the late 1990s, women's NCAA, Division-I, soccer championship games were nationally broadcast” (Southall et al, 2005).

Female Soccer University is a major promotion tool for women’s soccer since Americans are interested in university sports championships that are high-level play and where a large part of future professional players (or future players of Team USA) play in.

In addition, it is important to mention the fact that sport allows athletes to receive scholarships. Therefore, soccer being considered suitable for women, it allows them to benefit from scholarships, which can be seen as a way of promoting women's soccer.

However, although they benefit from a status of “stars”, professional women’s players are less coveted by soccer brands that prefer to use men’s soccer players in order to promote their products.

We can also add that the sponsoring of women’s teams, regardless of their level of play, is difficult since sponsors are hesitant to support women’s team and prefer support men’s teams.

## 2.4.2 In France

In France there is no professional women's soccer league, therefore, the promotion of women's soccer from low level or high level is very similar.

The UEFA (European Union of Football Associations) seeks to develop women's soccer in Europe and aims to help the federations who wish to market women's soccer in their country by offering them an effective marketing plan.

France is one of the first European country that have implemented those marketing strategies in order to develop the practice of women's soccer and create a true market.

According to the UEFA's website (2013), the elite championship is used to showcase the discipline in France, the "D1 Feminine" championship plays this role. As in the USA, the leaders of the F.F.F (French Football Federation) had to create a real brand identity and a logo of the competition (Figure 15).



Figure 15: "French D1 Feminine logo"

To illustrate this, we can cite the female team of Olympique Lyonnais, that is a showcase of French women's soccer since it dominates the D1 championship for several years and won two consecutive years the Champion's League in 2011 and 2012. This team has achieved this level of play and be attractive thanks to the professional status offered to French and foreign international players. (Klein, 2012)

Moreover, the UEFA advises teams to install billboards around the grounds in order to promote the "D1 Championship" and provide greater visibility to the sponsors who support women's

soccer. Indeed, this exhibition will allow, in a first time to promote high level championship and in a second time, to attract sponsors for women's soccer by the gain of exposure during games.

It is also recommended by the UEFA to promote women's soccer thanks to social networks: on the official Facebook and Twitter pages of the F.F.F, articles and others information concerning various championships or the national team are broadcast and the public will be informed about news from Women's soccer.

This online strategy is comparable to the strategy implemented by the American professional leagues. The objectives of this strategy have also been previously mentioned and illustrated in Figures 4, 5 and 6.

Partners of the French women's soccer have also followed the recommendation of the UEFA. That is to say that some sponsors (Crédit Agricole or Nike for example) have conducted their campaign dedicated to women's soccer on social networks notably by organizing contests, allowing fans to interact and win prizes such as players jerseys. (Klein, 2012)

Finally, the UEFA encourages all French clubs to promote women's soccer thanks to "initiation days" or to the regulation. Clubs seek to ensure the durability of their teams: we can mention the settlement of the F.F.F that requires teams playing at a national level to create a "soccer school" for young girls and engage an "Under 19 women's team" in championship. ([www.uefa.com](http://www.uefa.com), 2013)

According to the F.F.F website, the regulation, will require men's professional clubs the establishment of a women's team. This rule is a good way to promote women's soccer since professional club are attractive for players who can benefit from professional installations for their training sessions. ([www.fff.fr](http://www.fff.fr), 2013)

This marketing plan is implemented to achieve different objectives:

- In a first place "to intensify the promotion of women's soccer into clubs that already have established structures" and so attract new players and sponsors.
- Increase the attendance to games, even for regional level games: the French league wants to increase the number of spectators and thus the interest of the public for this sport.

- “Increase the attractiveness of the national championship” to attract foreign players who benefit from an important status and who may be already known by the French public.
- Finally, increase sustainably the sources of revenues for all the French League: for example, by attracting new sponsors ready to engage in women’s soccer and support its development.

For UEFA, it is important to promote the image of women's soccer, it is important too that the teams, regardless of their level benefit from a positive image, can attract players as well as financial support as it is the case for men's teams.

The French National Team can be a good way to promote the discipline thanks to its performance and the positive image it has reflected in recent years.

The 2011 World Cup in Germany has been a real turning point for French women’s soccer since for the first time, there was a great enthusiasm from the French public who was interested in this sport and followed the games on TV or went to stadium to attend to games.

All games were broadcast on TV and publicized either in newspapers or on the radio. In France, this is the first time a female sporting event knows such a great success.

Direct 8 channel, which was the official broadcaster of the World Cup, achieved its absolute record of hearings with an average of 1,2 millions of viewers (2,4 millions viewers at the end of the game) for the quarterfinal between France and England. (Klein, 2012)

The success of this competition was so important, that TF1, one of the main French channel, wanted to broadcast the final of the World Cup in case of qualification of the French team (however, France was eliminated in semi finals). (Pasquier, 2012)

The F.F.F benefits from the success of the competition using the performance of the national team to promote the sport and increase the attendance to the various international games.

In the same time, after the World Cup, an increase in the number of licensed was observed and this trend continues from year to year. (Klein, 2012)

Regarding the national elite championship, Direct 8, Eurosport and France 4 are the official women’s soccer broadcasters in France. Contrary to the male championship, games are broadcast on free channels, to which all French people have access.

The purchase of broadcasting rights for season 2012-1013 amounted to € 110,000 for 11 live games and 6 in replay and some Champion's League games -including the Final- are broadcast on those channels. (Pasquier, 2012; Klein, 2012)

The audience levels are continually increasing and channels say they are ready to invest more to broadcast more games. This televised exposure is beneficial insofar as, in a first place, the championship is more known by the public and then, there is a beneficial effect in terms of sponsoring. In fact, since they benefit from more visibility and media coverage, an increase of TV exposure can lead sponsors to invest or invest more for women's soccer.

It is important to specify that even for high-level teams, competition at the level of sponsors is low, so the money to invest to obtain a partnership with great clubs are not high. (Klein, 2012)

Top brands like Nike do not hesitate to call French players for their advertising campaign, for example Laure Boulleau, player from Paris Saint Germain and the French Team has been used by the brand in 2011 for its campaign named "Live for the game" (Figure 10)



Figure 16: Laure Boulleau for the Nike campaign "Live for the game", 2011

The fact that women engage in campaigns means that sponsors consider female players as legitimate and may represent sports brand values and can be sources of income as well as men.

Media coverage of players is increasing and national papers such as “L'Equipe” or “Le Monde” are more and more interested in the national team. (Pasquier, 2012; Klein, 2012).

This sport began to be accepted for women, the footballer is presented in the media as being a symbol of integration and social achievement. Women who practice this sport have successfully established themselves in a sport that was for a long time restricted to men: this success is a great victory.

A proper identity of women's soccer is sought, instead of the virile and violent image of men's soccer, glamor and sexy is the first communication axis.

We can mention for example the campaign “Faut-il en arriver là pour que vous veniez nous voir jouer?” (“Should we get this far for you to come see us play?”) launched by the FFF in 2009 for which players of Team France posed naked to shock people and attract more spectators to the games. After this campaign, the players' media coverage increased significantly and they are now more known by the French public. (Pasquier, 2012)

Finally, the emotional side will be privileged to communicate about this sport since it is this type of relationship that predominates with women: women players will be presented as more accessible athletes unlike men who are perceived as celebrities with exorbitant salaries and totally inaccessible.

In summary, women's soccer is a growing market in France but that is not as developed as in the USA. Even if the soccer authorities seek solutions and make efforts to make this sport well known by the public, a critical can be made about this market.

International women's soccer events and some games of the First Division are broadcast on French television, however, the channels that diffuse the games are neither main channels nor sports channels and only few championship games are broadcast during the season. (Pasquier, 2012)

Then there is not enough advertising for women's soccer in contrast to men's soccer. The elite league is not sufficiently highlighted so that the public shows a bigger interest in it.

Thirdly, advertisements that use women are never highlighted and fairly distributed; in fact, advertisers will prefer to highlight the male athletes who participated. Major French advertising campaigns depict men and rarely women.

At similar level, sponsors prefer to invest for male athletes than for women.

Finally, the French Football Federation (F.F.F) sought to develop women's soccer. Nevertheless, the resources dedicated to this discipline are not as important as for men, and we cannot say that the marketing of this sport is totally accomplished, due to a lack of resources. (Pasquier, 2012)

Comparative table France versus USA		
	France	USA
Soccer and culture	<p>“National sport” in the country</p> <p>Considered as a “men’s sport”</p> <p>Soccer culture is masculine</p> <p>Considered as unsuitable for women</p> <p>Considered as a violent sport</p> <p>Female players are seen as not feminine and accused to adopt deviant practices</p> <p>Discrimination toward women’s soccer</p>	<p>Soccer is not a “national sport”</p> <p>Considered as a sport that men and women can play</p> <p>Sport defined as non-violent, non-confrontational, mildly physical, healthy and safe for girls.</p> <p>Considered as a good sport for girls</p> <p>Men’s game plays a secondary role Soccer players can be athletic and feminine</p> <p>Women’s soccer appreciated by the public</p>
Background and evolution of the sport	<p>1919: creation of the French federation that refuses the entry of women</p> <p>1974: first women’s championship with rules adapted for women</p> <p>Between 2009 and 2012: France has its first good results in international competitions</p>	<p>Until 1970: game only recreational</p> <p>1972: passage of Title IX, athletic opportunities are offered to women, creation of women’s soccer college teams</p> <p>1999: success of the American women’s soccer team in World Cup</p> <p>2001: creation of the first women’s professional championship (the WUSA)</p>

	<p>Today, the rules are the same for men and women</p> <p>Sport more and more recognized More and more women's soccer players in France</p>	<p>2007: creation of a new women's professional championship (the WPS)</p>
<p>Number of women's soccer players</p>	<p>The number of women's soccer players increases but remains low:</p> <p>2001: 28,065 players (1,4% of the total) 2006: 45,853 players (2,1% of the total) 2012: 59,409 players (3% of the total) 2013: 65,628 players (5% of the total)</p> <p>Between 2010 and 2013, the number of women players has increased by 24%</p>	<p>Increase of the number of players Country where there is the most women's soccer players</p> <p>1987: 2.3 million of players 2001: 4.3 million of players 2006: 7.06 million of players (31% the total)</p>
<p>Impact of national teams and events</p>	<p>National team enjoys a few resources from the French Football Federation</p> <p>For a long time, the national team did not convey a positive message because of its poor results in international competitions.</p> <p>Since 2009, thanks to its good results, the National team has become more and more famous.</p> <p>This team has an impact since the number of women's soccer player has increased and the players of the French team are more mediatized.</p> <p>A positive image is now conveyed thanks to the good</p>	<p>Some players are considered to be stars and contributed to the development of the sport.</p> <p>Team USA players play a role of model for girls who want to play soccer</p> <p>Team USA is the best women's soccer team of the world, players have an impact thanks to their good performances in the different international competitions.</p> <p>Players from the 1999 team USA are nationally known sport figures and heroes. These players are mediatized and serve as expert commentators on national television.</p> <p>The success of the 1999 World Cup has led to the establishment of the first professional women's championship.</p>

	values and the combativeness of the team.	
Strategies, media, sponsorship and promotion of women's soccer	<p>There is no professional championship in France, only some teams from the elite championship propose contracts to their players.</p> <p>The UEFA offers marketing plans to promote and commercialise women's soccer. France has implemented these strategies:</p> <ul style="list-style-type: none"> <li>- Online strategies: use of social medias to interact with fans in real time and generate word of mouth</li> <li>- Sponsors of French women's soccer implement online strategies and support the teams</li> <li>- More visibility in offered to sponsors in order to attract new ones</li> <li>- Make the elite championship attractive thanks to professional status for the best players</li> <li>- Create a brand identity</li> </ul> <p>The female team of Olympique Lyonnais is the showcase of French women's soccer in France and in Europe thanks to its good results in championship and in European</p>	<ul style="list-style-type: none"> <li>➤ Strategies for the professional leagues are set up to market the sport.</li> </ul> <p>Benefit from the success of World Cup 1999 in terms of audience, stadium attendance.</p> <p>There were two attempts to create professional championships: the WUSA and the WPS</p> <ul style="list-style-type: none"> <li>• For the WUSA:</li> </ul> <p>The targets of the league are girls who play soccer and their parents.</p> <p>Centrally owned league: teams belong to the league</p> <ul style="list-style-type: none"> <li>• For the WPS</li> </ul> <p>Franchise model, teams individually owned and they make their own choices in terms of marketing, communication and commercialisation.</p> <p>The targets are children, adolescents and adults who like soccer.</p> <ul style="list-style-type: none"> <li>• For both leagues</li> </ul> <p style="text-align: center;">1.6.1</p> <p>Leagues try to create a brand identity and brand loyalty to retain fans and consumers Partnership with TV channels to broadcast games</p> <p>Championships promoted thanks to celebrity endorsement: the image of famous players followed by fans is used.</p>

	<p>competition</p> <p>The French Federation of Soccer organizes initiation days and requires professional clubs to create a female team</p> <p>International games, some championship and Champion's League games are broadcast on TV on free channels</p> <p>Use of the national team to promote the sport</p> <p>Advertising campaigns for the sport with players. Increase of the mediatization of players but remains low in comparison with male players</p> <p>French women's soccer players are not enough highlighted in brand advertising</p> <p>Not enough resources allocated for the development of women's soccer</p>	<p>Relationship marketing creates a link between the fans and the league Sponsors are important partners since they promote and support the league.</p> <p>Online strategies to promote the leagues, word of mouth is one of the key tool of the strategy</p> <p>➤ Global strategies</p> <p>Promote the success of the woman athlete</p> <p>Soccer players highly mediatized and used in advertising</p> <p>Advertising to promote the practice of the sport</p> <p>Promotion of the sport thanks to university championships</p>
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Table 2: "Comparative table France versus USA"

# Chapter 3: Research Method and Methodology

For this chapter, the researcher uses the books “Research Methodology for Business Students” fifth and sixth editions by Saunders, Lewis and Thornill.

## 3.1 Research Method chapter Introduction

In order to understand the purpose of this chapter, it is important to define the terms “method” and “methodology”.

According to Saunders et al in the book “Research methods for business students”, Sixth edition (2012), the term method is used “to refer to techniques and procedures used to obtain and analyse data. This therefore, includes questionnaires, observation and interviews as well as both quantitative (statistical) and qualitative (non-statistical) analysis techniques”.

Then, “the term methodology refers to the theory of how research should be undertaken “.

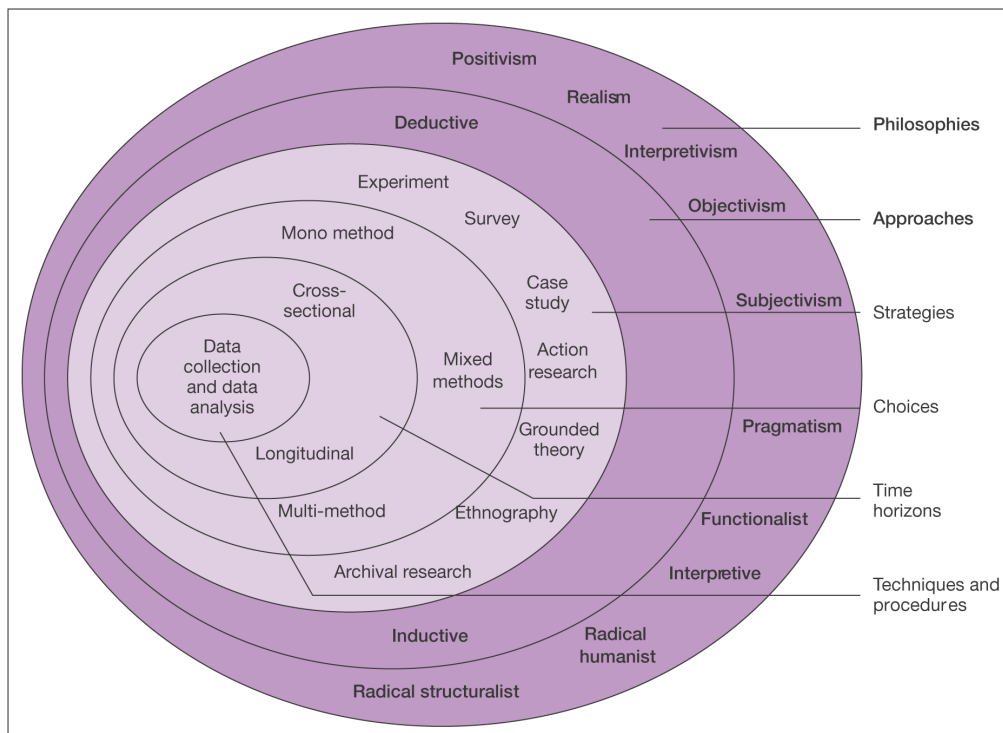


Figure 17: “The Research Onion” (Saunders et al, 2009)

We determine our research philosophies, approaches, strategies, choices, time horizon and techniques & procedures thanks to “The Research Onion” (Saunders et al, 2009)

### 3.2 Research philosophy

According to Johnson and Clark (2006, cited by Saunders et al, p 128, 2012) “as business and management researchers we need to be aware of the philosophical commitments we make through our choice of research strategy since this will have a significant impact not only on what we do but how we understand what it is we are investigating.”

The philosophy adopted “can be thought as your assumptions about the way in which you view the world. These assumptions will underpin your research strategy and the methods you choose as part of that strategy” (Saunders et al, 2012)

Saunders et al (2012), in their book, present “two major ways of thinking”: **ontology** and **epistemology**:

- **Ontology**: “is concerned with the nature of reality”
- **Epistemology**: “concerns what constitutes acceptable knowledge in a field of study”

The researcher decides to focus on **epistemology**.

Epistemology is divided into three philosophies that are:

- **Positivism**: data are collected “about an observable reality and search for regularities and causal relationships in your data to create law-like generalisations like those produced by scientists” (Gill and Johnson, 2010, cited in Saunders et al, 2012, p 134)  
“the researcher is value neutral, [...]the outcome is totally objective and unquestionably certain are made rarely” (Crotty, 1998, cited in Saunders et al, 2012, p135)
- **Realism**: “the essence of realism is that we sense is reality: that objects have an existence independent of the human mind” (Saunders et al, 2012). Saunders et al contrast two types of realism: **direct realism** and **critical realism**.

For direct realism, “what you see is what you get: what we experience through our senses portrays the world accurately” (Saunders et al, 2012). Secondly, critical realism says that “what we experience are sensations, the image of the things in the real world, not the things directly” (Saunders et al, 2012).

➤ **Interpretivism:** the researcher chooses to adopt this philosophy

For interpretivists, “the world is too complex to lend itself to theorizing by definite ‘laws’ in the same way as the physical sciences.” : the comparative study will highlight this point , in fact, the researcher will compare two markets with different cultures so it is impossible to generalize a single market reality or perception.

“It is necessary to understand differences between humans in our role as social actors” (Saunders et al, 2012).

Thus, an important part of the research will be based on a study of the French and American societies regarding their cultures. Cultures and societies are built by humans who are subjective and behaviours depends on culture. The way people perceive women’s soccer in each country depends on their culture, during her investigation, the researcher will explain how cultural backgrounds can influence the global perception of a sport in a country and so explain why this sport is popular in a country and less in another.

Interpretivism supposes to “enter the social world of our research subjects and understand their world from their point of view”. The researcher will investigate directly in the world of women’s soccer and is involved in this sport, so she is a part of what she observes and it will be easier for her to understand the meanings of the professional or players interviewed.

Finally, situations “are a function of a particular set of circumstances and individual coming together at a specific time” (Saunders et al, 2012). A part of the investigation will concern women’s soccer history in both countries; history and culture have influenced the way of development and play a role in the perception of this sport.

The perception of women’s soccer has evolved over the years: more and more women or girls are involved in this sport than in the past, it is more accepted than before.

### 3.3 Research approaches

To choose the research approach to use, the researcher has to define the **deductive** approach and the **inductive** approach.

According to Saunder et al (2012) with a deductive approach, “conclusion is derived logically from a set of premises”, and an inductive approach allows drawing conclusion from evidence or experience and generates “untested conclusions”.

Deductive approach is considered as a “scientific research” and “laws present the basis of explanation, allow the anticipation of phenomena, predict their occurrence and therefore permit them to be controlled” (Saunders et al, 2012).

Blaikie (2010) describes six steps through which the research will move forward.

First, the researcher has to highlight hypothesis, then, thanks to the existing literature, deduce a testable proposition. In a third time, she examines the premises and the logic of the arguments produced and compares them to existing theories. Then, she “tests the premises by collecting data to measure the concept of variables and analysing it.

Finally, the researcher can corroborate the theory if the results of the analysis are consistent with the basic theory or she can modify (and restart the process) or reject the theory if the results of the analysis are not consistent with the premises.

According to Saunders et al (2012), the characteristics of deduction are the following:

- It searches to “explain causal relationships between concepts and variables”
- “Concepts need to be operationalized in a way that enables facts to be measured, often quantitatively”
- Generalisation: the sample as to be chosen “carefully” and be wide enough (to be able to measure quantitatively the data)

Induction is an alternative approach to conduct the research, it allows understanding better the subject. The purpose of the analysis of the data collected is the formulation of a theory.

With induction, the researcher can understand “what is going on” and will prefer study small samples of population to collect qualitative data, moreover, she will “use a variety of methods to collect these data in order to establish different views of the phenomena” (Saunders et al, 2012).

The researcher chooses to use a combination of deductive and inductive approaches also called “double movement of reflective thought”.

The researcher uses the data collection to “evaluate hypotheses related to an existing theory” (deductive approach) and “to explore a phenomenon” (inductive approach).

In the domain of women’s soccer some theories already exist about specific aspects, however, to cover the all the aspects it is necessary to verify and build theories thanks to primary research

### 3.4 Research strategy

According to Saunders et al (2012), research strategy is “a plan of how the researcher will go about answering her research question”.

First, the researcher has to define what types of questions she will ask to the respondents in order to explain if the type of answers expected would be explorative, descriptive or explanative. The purpose of the research can change over time.

The researcher decides to use a combination of exploratory, descriptive and explanatory studies.

In fact, the first one is used in order to obtain more details about a topic of interest (women’s soccer), especially by interviewing experts in the domain of women’s soccer. The interest of this type of study is that it is adaptable to change and it is flexible.

Descriptive studies allows describing the phenomenon studied, it is “a piece of exploratory and explanatory research” (Saunders et al, 2012). The researcher asks questions in order to depict a description of the phenomena of women’s soccer.

Explanatory studies are used to establish relationships between variables, for example the relationship between the perception of women’s soccer and the age of the respondent or the relationship between the development of the sport and the culture. Then, the researcher can analyse these data and explain the relationship existing between them.

In a second time, the researcher chooses between different strategies to achieve her goal.

Saunders, Lewis and Thornhill (2012) propose several research strategies: experiment, survey, archival research, case study, ethnography, action research, grounded theory and narrative inquiry.

A survey is conducted in order to collect a large amount of quantitative data.

Administrate questionnaires to several samples of population allows to collect information about behaviours and perception of women's soccer from several samples of population. Survey is efficient to collect statistics "in a highly economical way" (Saunders et al, 2012) and then making comparisons between the different samples.

The case study strategy is relevant "to gain a rich understanding of the context of the research" (Eisenhardt and Graebner, 2007, cited in Saunders et al 2012, p179).

Moreover, the researcher decides to collect data from different sources, in case study strategy, the researcher has to "triangulate multiple sources of data". In the case of this study, she will collect data by using questionnaires, interviews and documentary analysis.

Finally, it is more precisely the multiple case studies that will be choosen because this dissertation will deal with the case of the French market and the American market in order to make a comparison.

### 3.5 Research choice

At this stage, the researcher has to choose the research design she wants to use. That is to say, "choosing a quantitative, qualitative or multiple methods research design" (Saunders et al, 2012).

According to Saunders et al (2012), " 'quantitative' is often used as a synonym for any data collection technique or data analysis procedure that generates or uses numerical data" while "qualitative' is often used as a synonym for any data collection technique or data analysis procedure that generates or uses non-numerical data".

The researcher can chose to use "a single data collection technique and corresponding analytical procedure" that is to say a **mono method**, or she can use "more than one data collection technique and procedure to answer [her] research question" with a **multiple methods**.

There are two types of multiple methods:

- **Multimethod research:** "more than one data collection technique is used with associated analysis procedures, but this is restricted within either a qualitative or a quantitative design" (Tashakkori and Teddlie, 2010, cited in Saunders et al, 2012,

p165). In this case the researcher has to chose between a **multimethod quantitative** study and a **multimethod qualitative** study, it is impossible to mix qualitative and quantitative research. (Saunders et al, 2012)

- **Mixed methods research:** “both quantitative and qualitative research are combined in a research design” (Saunders et al, 2012)

In the frame of this dissertation, the researcher chooses to use both, qualitative and quantitative data; therefore, she will use a multiple methods and more precisely the mixed methods research.

### 3.6 Time horizon

According to Saunders et al (2012), the researcher has to decide she wants her research to be “a ‘snapshot’ taken at a particular time” (cross-sectional studies) or “a diary or a series of snapshots and be a representation of events over a given period” (longitudinal studies).

A part of the research will focus on the evolutions of the French and the American women’s soccer markets, and “the main strength of longitudinal research is its capacity to study change and development” (Saunders et al, 2012)

Therefore, the researcher decides to conduct a longitudinal study.

### 3.7 Data collection

In order to answer her research questions, the researcher can “reanalyse data that have already been collected for some other purpose”, that is to say use secondary data, or she can “collect new data specifically for that purpose”, that is to say, collect primary data. (Saunders et al, 2009).

#### 3.7.1 Secondary data collection

According to Bulmer et al (2009), secondary data “include both raw data and published summaries. Once obtained, these data can be further analysed to provide additional or additional or different knowledge, interpretations or conclusions”.

“Secondary data include both quantitative (numeric) and qualitative (non-numeric) data” (Saunders et al , 2012).

The authors have created a classification of secondary data by classifying it in three subgroups:

- **Documentary secondary data:** “often used in research projects that also use primary data collection methods”. This type of data includes “*written materials*” (such as notices, correspondence, minutes of meetings, reports to stakeholders, diaries, transcripts of speeches and administrative and public records) and “*non -written materials*” (such as voice and video recordings, pictures, drawings, film and television programmes, DVDs and CD-ROMs) (Saunders et al, 2009)
- **Survey-based secondary data:** “refers to data collected using a survey strategy, usually by questionnaires that have already been analysed for their original purpose.” This type of data includes “*Censuses*” (censuses of population for example), “*Continuous and regular surveys*” (survey that are repeated over time, excluding censuses) and “*Ad hoc surveys*” (academics’ surveys, organisations’ surveys, governments’ surveys). (Saunders et al, 2009)
- **Multiple-source secondary data:** “can be based entirely on documentary or on survey secondary data, or can be an amalgam of the two”. It can be “*Snap shot*” or “*Longitudinal*” data. (Saunders et al)

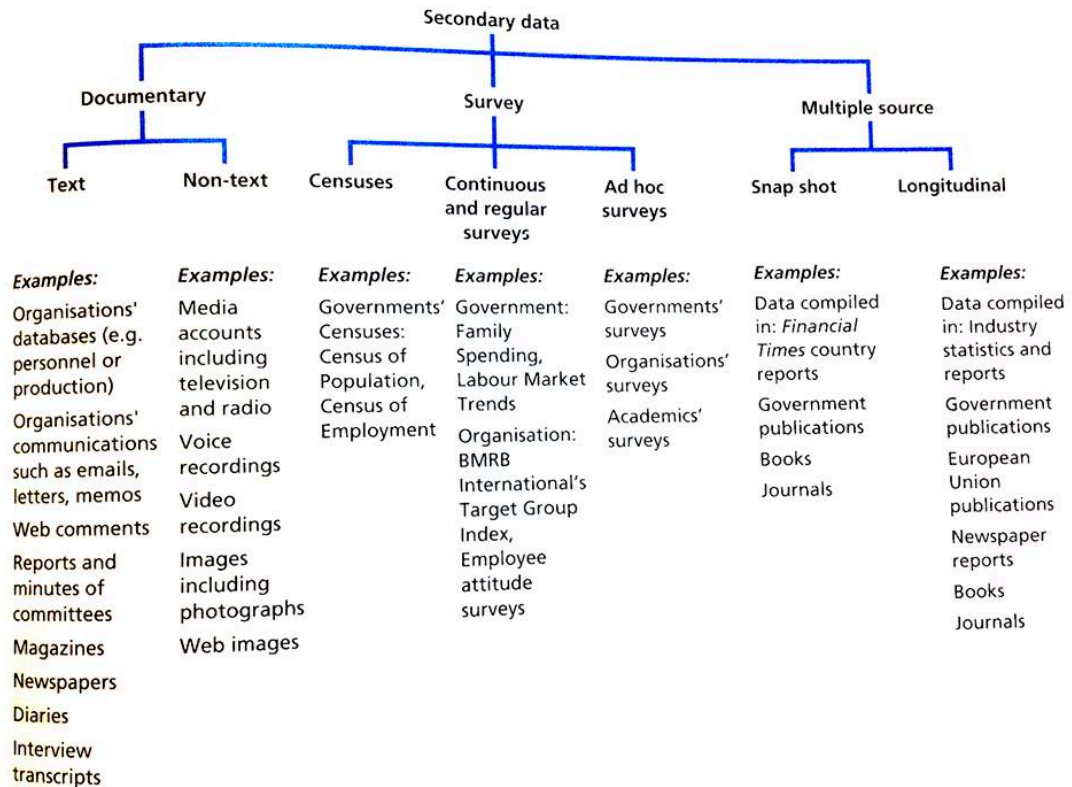


Figure 18: "Types of secondary data" (Saunders et al, 2012)

Based on this classification, the researcher chooses to collect in priority the following data:

- Longitudinal: Books, journals
- Ad hoc surveys: academics' survey
- Snap shot: books, journals
- Text data: organisations' database, newspaper

All these data will be found thanks to the DBS Library and Internet resources such as Google Scholar.

### 3.7.2 Primary Qualitative Data Collection

Primary qualitative data are "the non-numerical data or data that have not been quantified, collected specifically for the research project being undertaken". (Saunders et al, 2012).

Interviews are an efficient way to collect qualitative data, Saunders et al (2012) present three types of interviews: semi-structured, in-depth and group interviews.

Interviews are used “to gather valid and reliable data that are relevant to the research question and objectives” (Saunders et al, 2009)

For the collection of primary qualitative data, the researcher decides to use semi-structured interviews. “In semi-structured interviews the researcher will have a list of themes and possibly some key question to be covered” furthermore, the researcher can change her questions from an interview to another. Here, the purpose of semi-structured interviews is to address predefined topics and be able to adapt the questions depending on the interlocutor, and the flow of the conversation.

The authors present another typology of interviews:

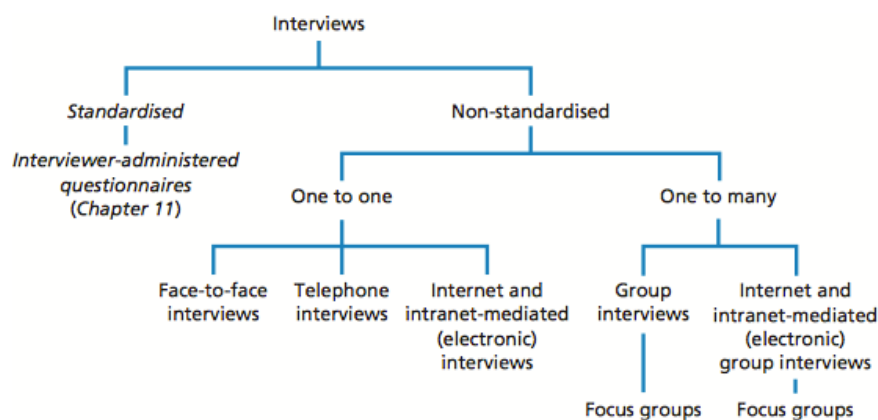


Figure 19: “Forms of interview” (Saunders et al, 2009,p321)

The researcher will use **non-standardised, One-to-one** interview that will be conducted **Face-to-Face**.

Finally, regarding questions, Saunders et al (2009) present the types of questions that the researcher can use during in-depth or semi-structured interviews:

- **Open questions:** “allow participants to define and describe a situation or event. It is designed to encourage the interviewee to provide an extensive and developmental answer, and may be used to reveal attitudes or obtain facts. It encourages the interviewee to reply as they wish”. An open question usually starts with: ‘what’, ‘how’ or ‘why’
- **Probing questions:** “can be used to explore responses that are of significance to the research topic. Maybe be worded like open questions but request a particular focus on direction “.

- **Specific and closed questions:** “can be used to obtain specific information or to confirm a fact or opinion”

The main type of questions that will be used is “open questions” to allow her interlocutor to express himself freely on the various topics. Some “probing questions” can be also used if the researcher needs more details or any clarification about an answer.

### 3.7.3 Quantitative Data Collection

Quantitative data are the “numerical data or the data that have been quantified.”

(Saunders et al, 2012).

Questionnaires are “one of the most widely used data collection methods within the survey strategy. Because each person is asked to respond the same set of questions, it provides an efficient way of collecting responses from a large sample prior to quantitative analysis” (Saunders et al, 2012).

In the frame of the survey strategy, the researcher uses questionnaires to collect information from different samples of population about how people perceive women’s soccer.

There are several types of questionnaires.

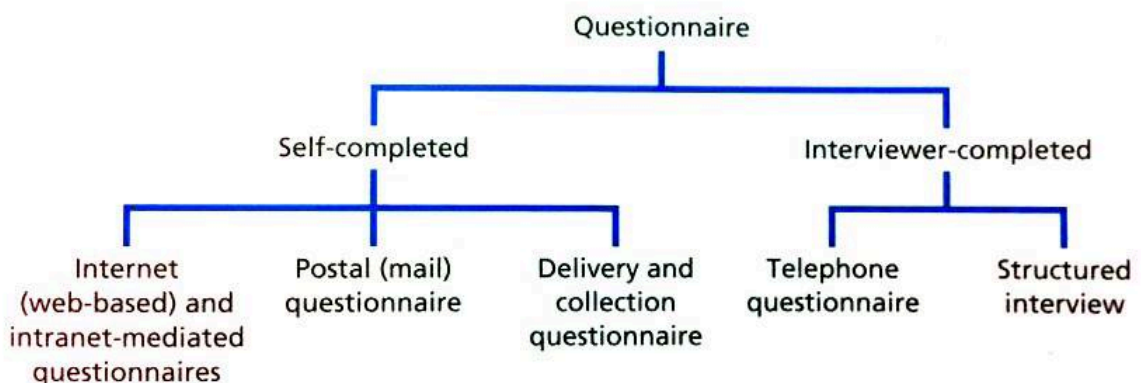


Figure 20: “Types of questionnaire” (Saunders et al, 2012, p420)

The type of questionnaire chosen is a **self-completed, internet-mediated questionnaire**.

This type of questionnaires has several advantages. In fact, the researcher decides too spread her questionnaire in soccer teams in France and in the United States, therefore, this technique is the most suitable to collect data because it allows interrogation a large and geographically dispersed sample. Moreover, it allows gaining time since people can be reached instantly

(Saunders et al, 2012) and because the researcher decided to use the software Survey Monkey, the creation of the questionnaire and the formatting was facilitated. Finally, the data analysis is done automatically thanks to the analysis system of the website.

Nevertheless, since research has an international scope, the researcher has to have an “understanding of the countries and culture in which [she is] undertaking the research” in order to using the good terminologies and language, and collect useful data. (Saunders et al, 2012).

Questionnaire design is an important step of the data collection since Saunders et al (2009) argue that “the internal validity and reliability of the data collected and the data rate achieved depend, to a large extent, on the design of the questions, the structure of the questionnaire, and the rigour of the pilot testing”.

To create an efficient questionnaire, the researcher has to follow different steps.

Foudy (1994) presented four stages that must occur if the question is to be valid and reliable.

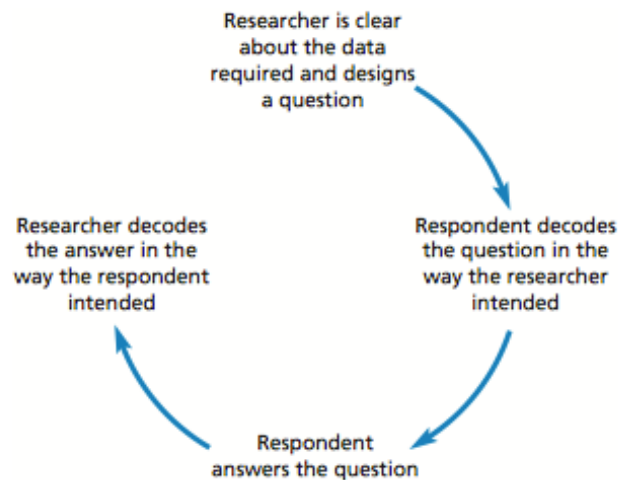


Figure 21: “Stages that must occur if a question is to be valid and reliable” (Foudy, 1994, cited in Saunders et al, 2009)

#### 3.7.4 Data Analysis

The way of collecting, and collection’ results of quantitative and qualitative data are different, thus, each type of data has to be analysed specifically.

These differences are listed in this table:

<b>Quantitative data</b>	<b>Qualitative data</b>
<ul style="list-style-type: none"> <li>• Based on meanings derived from numbers</li> <li>• Collection results in numerical and standardised data</li> <li>• Analysis conducted through the use of diagrams and statistics</li> </ul>	<ul style="list-style-type: none"> <li>• Based on meanings expressed through words</li> <li>• Collection results in non-standardised data requiring classification into categories</li> <li>• Analysis conducted through the use of conceptualisation</li> </ul>

*Sources: developed from Dey (1993); Healey and Rawlinson (1994); authors' experience.*

Table 3: "distinctions between quantitative and qualitative data" (Saunders et al, 2012 p547)

#### 3.7.4.1 Quantitative data analysis

Quantitative data need to be processed and analysed to be useful.

The researcher has to interpret the data collected, Saunders et al (2012) present several ways to analyse quantitative data:

"From tables or diagrams to show the frequency of occurrence and using statistics such as indices to enable comparisons through establishing statistical relationships between variables to complex statistical modelling"

Data can be analysed thanks to analysis software.

Here, the researcher analysed the results using the survey design and analysis Survey Monkey, results are presented under the form of tables, pie charts and bar charts.

According to Saunders et al (2009), "Quantitative data can be divided into two distinct groups: categorical and quantifiable"

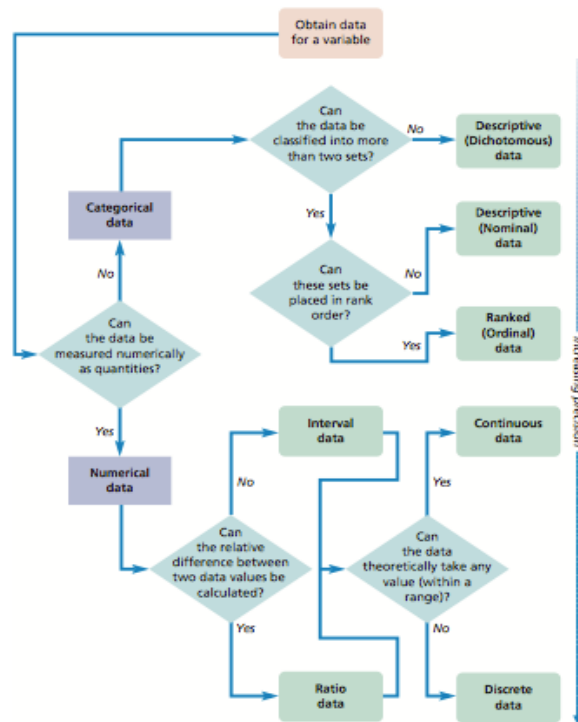


Figure 22: “Deciding the level of numerical measurement” (Saunders et al, 2009)

In this dissertation, the researcher will use **quantifiable data** “whose values cannot be measured numerically but can be either classified into sets, describe the variable or placed in rank order”. **Nominal (Descriptive) data** will be used since the researcher will study how people involved in soccer “consume this sport”, she can separate in distinct groups people who watch soccer games, men and women who watch men’s soccer games and women’s soccer games on TV....

**Quantifiable data**, “those whose values are measured numerically as quantities”, will be also used since the researcher will compare the American and the French responses throughout her analysis.

### 3.7.4.2 Qualitative data analysis

According to Saunders et al (2009), there is no standardised procedure to analysing qualitative data.

Nevertheless, they group data into three main types of processes:

- Summarising (condensation) of meanings
- Categorisation (grouping) of meanings

➤ Structuring (ordering) of meanings using narrative

The researcher can use only one process or she can combine several to support interpretation of her data.

In this case, the researcher will **structure the meanings using narrative**.

In fact, “the researcher retains the integrity of the data that she collected and commence the analysis from the basis of the verbatim transcripts or complete sets of notes that are produced.” (Saunders et al, 2009). The authors add “a narrative, as a story with a beginning, middle and end, will follow a perceptible structure.

Moreover, Coffey and Atkinson (1996, cited in Saunders et al, 2009) argue that narrative elements take the following form:

- What the story is about.
- What happened, to whom, whereabouts and why?
- The consequences that arose from this.
- The significance of these events.
- The final outcome.

### 3.8 Populations and Sample

According to Saunders et al (2009), “Whatever the research question(s) and objectives the researcher will need to consider whether she needs to use sampling. Occasionally, it may be possible to collect and analyse data from every possible case or group member; this is termed a **census**. However, for many research questions and objectives, it will be impossible either to collect or to analyse all the data available to restrictions of time, money and often access.

Sampling techniques provide a range of methods that enable to reduce the amount of data you need to collect by considering only data from a sub-group rather than all possible **cases** or **elements**. Some research questions will require sample data to generalise about all the cases from which the **sample** has been selected” (Figure)

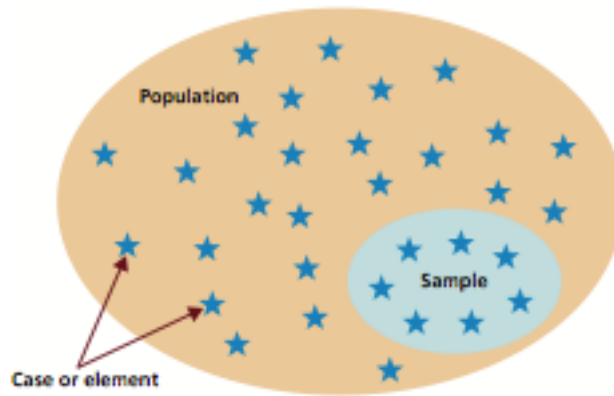


Figure 23: “population, sample and individual cases” (Saunders et al, 2009)

### 3.8.1 Quantitative research

Sampling techniques are divided into two types:

- Probability or representative sampling
- Non-probability or judgmental sampling

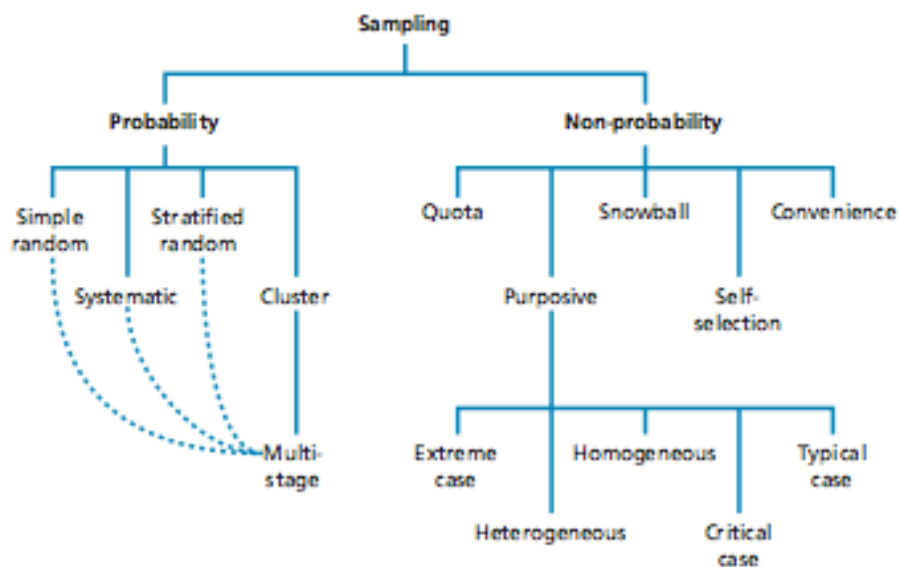


Figure 24: “Sampling Techniques” (Saunders et al, 2009)

In purpose of the research, the chosen sampling technique is the **non-probability sampling**, which allows choosing samples based on the subjective judgment of the researcher, more precisely the **snowball** sampling.

In fact, this technique is used “when it is difficult to identify members of the desired population”, the stages are the following:

1. Make contact with one or two cases in the population
  2. Ask these cases to identify further cases
  3. Ask these cases to identify further new cases
  4. Stop when either no new cases are given or the sample is as large as is manageable
- (Saunders et al, 2009)

It is impossible for the researcher to reach directly every clubs or every players, therefore, this technique seems to be the more appropriate to collect quantitative data.

In a first time, the researcher will identify soccer leagues or men and women who play or are involved in soccer in France and in the USA.

Then, she will send the questionnaire to French and American soccer leagues, or to people involved in soccer, and ask them to share it with soccer teams which will share the questionnaire to people involved in the club. People who responded the questionnaire will be asked to share it with other persons involved in soccer.

The researcher stopped the diffusion of the questionnaire once she obtained 100 entirely completed questionnaires from the USA and 100 entirely completed questionnaires from French respondents.

The questionnaires have been send by email or shared on Facebook pages.

Men and women were the selected sample since they all can “consume women’s soccer”.

For example they can watch games on TV or buy tickets to attend a game.

### 3.8.2 Qualitative research

For this research, the researcher planned to interview an American and a French soccer expert. Unfortunately, the numerous requests made in the U.S. either did not receive any answer or were rejected; therefore, no American soccer expert will be interviewed in this thesis.

The researcher will interview G r me Henrionnet, soccer expert, women's soccer coach, and member of the Lorraine League of Football.

The researcher choose to conduct a semi-structured interview, more precisely a face-to-face interview in order to receive the point of view of an expert involved for many years in women's soccer.

The following themes will be tackled:

- Theme 1: Evolution of the sport through the years
- Theme 2: Actual situation
- Theme 3: Perception of women's soccer by the public
- Theme 4: Mediatization
- Theme 5: Promotion of the sport
- Theme 6: Impact of the National team

### 3.9 Ethical Issues

Saunders et al. (2009) define research ethics as "The appropriateness of the researcher's behavior in relation to the rights of those who become the subject of a research project or who are affected by it"

The authors have listed key ethical issues:

- privacy of possible and actual participants
- voluntary nature of participation and the right to withdraw partially or completely from the process
- consent and possible deception of the participants
- maintenance of the confidentiality of data provided by individuals or identifiable participants and their anonymity
- reactions of participants to the way in which you seek to collect data, including embarrassment, stress, discomfort, pain and harm

- effects on participants of the way in which you use, analyse and report your data, in particular the avoidance of embarrassment, stress, discomfort, pain and harm
- behaviour and objectivity of you as researcher

And also ethical issues at different stages of the research

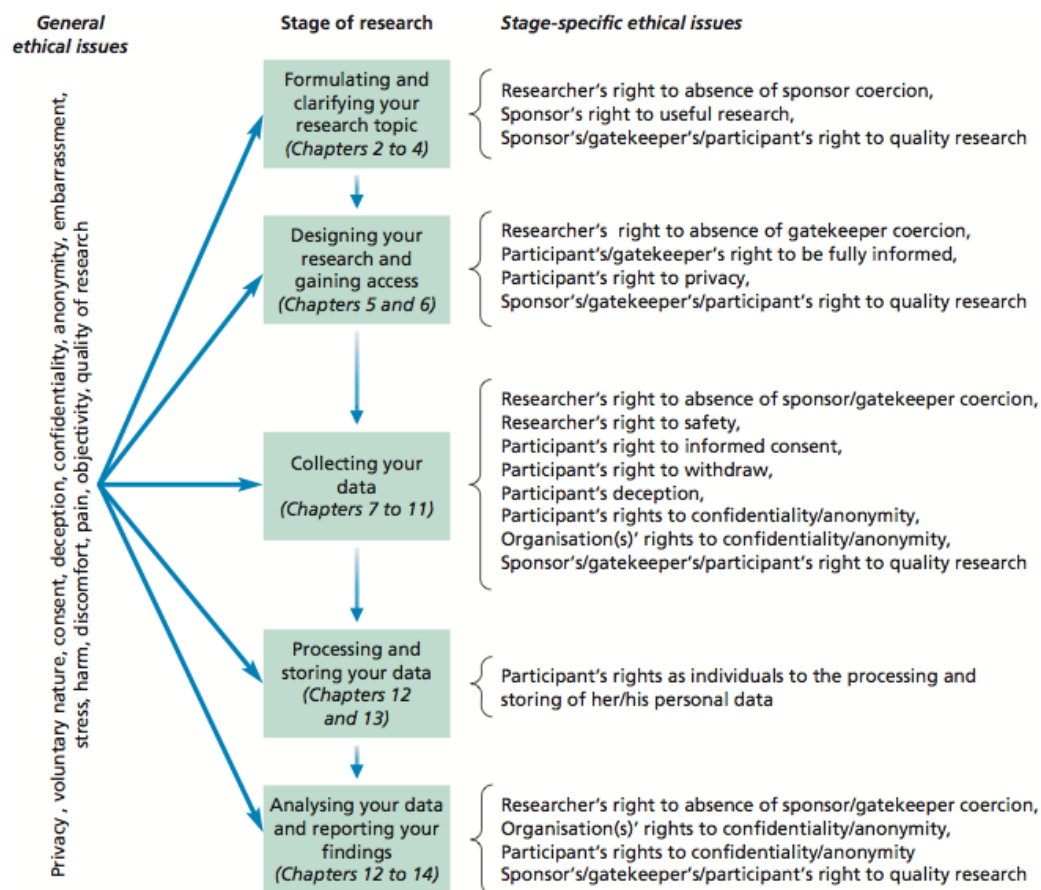


Figure 25: "Ethical issues at different stages of research" (Saunders et al, 2009)

The researcher has to adopt an ethical behaviour at all stages of the research.

### 3.10 Limitations to the research

The researcher will encounter some limitation to lead her research, the main one are the following:

- Distance people who will be interviewed will be from the USA or from different parts of France.
- Time allocation: time allocated is limited.
- Finances: the researcher does not dispose from an important budget to leads her research

## Chapter 4: Data analysis and findings

The purpose of this chapter is to analyse the primary qualitative and quantitative data.

Quantitative data is collected thanks to questionnaires administered on the Internet (social network and email) to people involved in soccer in France and in the USA.

Qualitative data is collected thanks to an interview of G r me Henrionnet, Women's soccer coach and Soccer expert.

In a first part, the researcher will present the results of the quantitative research thanks to tables and charts.

In a second part, the results of qualitative research will be presented.

### 4.1 Quantitative data analysis

Quantitative data is collected by using two questionnaires:

- One designed for the French women's soccer market
- Another designed for the American women's soccer market

For the two countries, the questions are similar but adapted to the local market.

Created thanks to the website Survey monkey, questionnaires have been administrated on the social network Facebook and by email.

The researcher adopted the snowball sampling technique since it was impossible for her to reach directly a large enough sample.

Consequently, the questionnaire was shared on the Facebook pages of people involved in soccer and of various soccer leagues in France and the USA. Then, people who responded the questionnaire shared why other people involved in soccer who responded to the questionnaire have shared with others involved in soccer until the sample has reached 100 people in both countries.

#### 4.1.1 Presentation of the sample

The sample is made of 100 American Men and women and 100 French men and women; all the respondents are involved in soccer.

It is important to note that respondents are Americans living in America and French living in France to ensure that respondents are impregnated with the sport culture of their country, and thus, obtain the most realistic results to generalize analyses.

Figures 26, 27 and Tables 4, 5 below show that 67% of the American respondents are women and 33% are men, while 65% of the French respondents are women and 35% are men.

What is your gender?		
Answer Options	Response Percent	Response Count
Male	33,0%	33
Female	67,0%	67
<i>answered question</i>		100
<i>skipped question</i>		0

Table 4: Gender of the American respondents

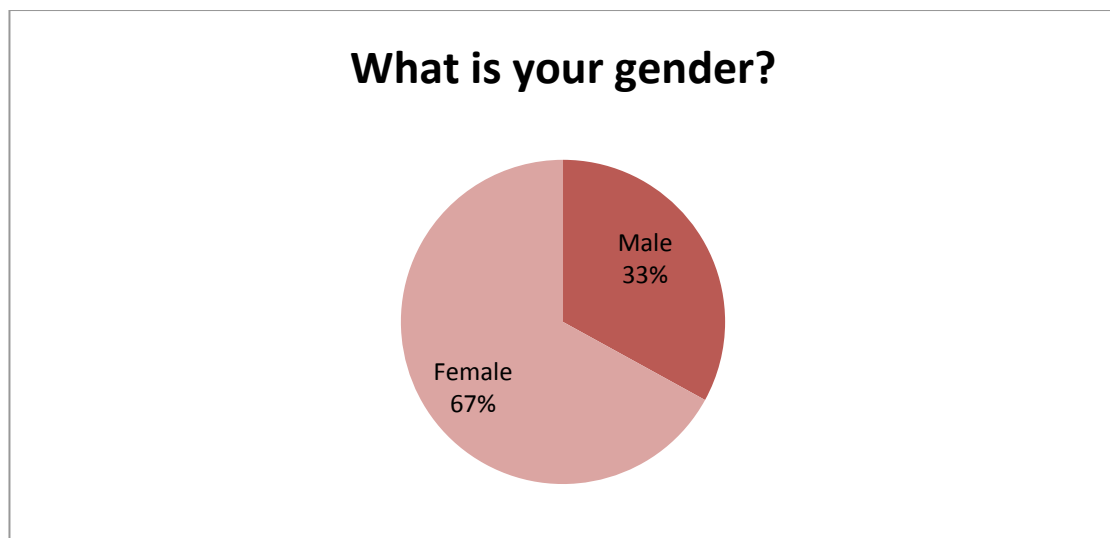


Figure 26: Gender of the American respondents

Quel est votre sexe ? (What is your gender?)		
Answer Options	Response Percent	Response Count
Homme (Man)	35,0%	35
Femme (Woman)	65,0%	65
<i>answered question</i>		<b>100</b>
<i>skipped question</i>		<b>0</b>

Table 5: Gender of the French respondents

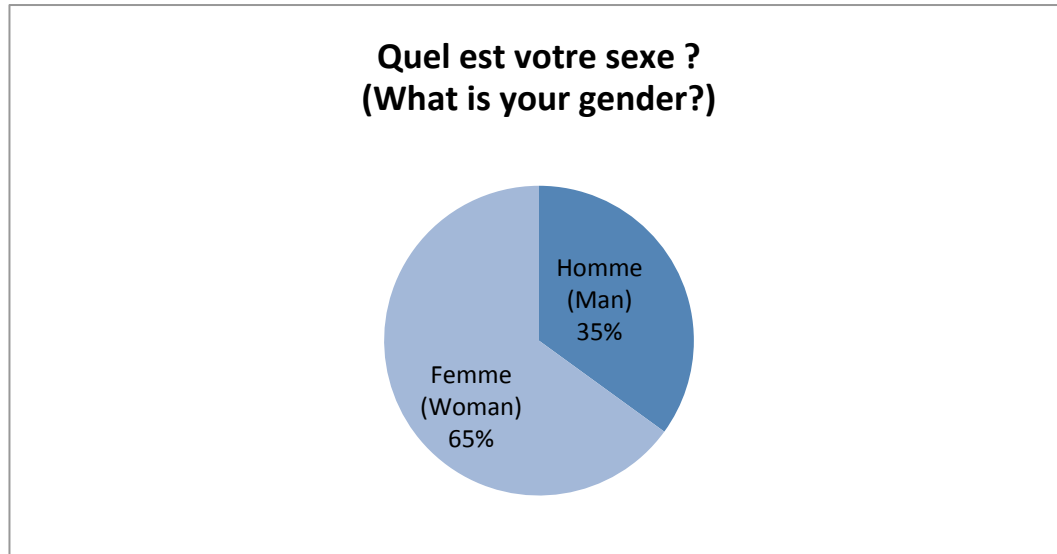


Figure 27: Gender of the French respondents

Table 6 and figure 28 below show that the major part of the American respondents is between 20 and 25 years old (58%), the second age category in terms of percentage is the category between 26 and 30 years old (25%). We can conclude that for the US market, the main part of the sample is people between 20 and 30 years old which represent 73% of the American sample.

What is your age?		
Answer Options	Response Percent	Response Count
19 and under	9,0%	9
20-25	58,0%	58
26-30	25,0%	25
31-35	8,0%	8
35-40	0,0%	0
40 +	0,0%	0
<i>answered question</i>		<b>100</b>
<i>skipped question</i>		<b>0</b>

Table 6: Age categories of the American respondents (Question 2)

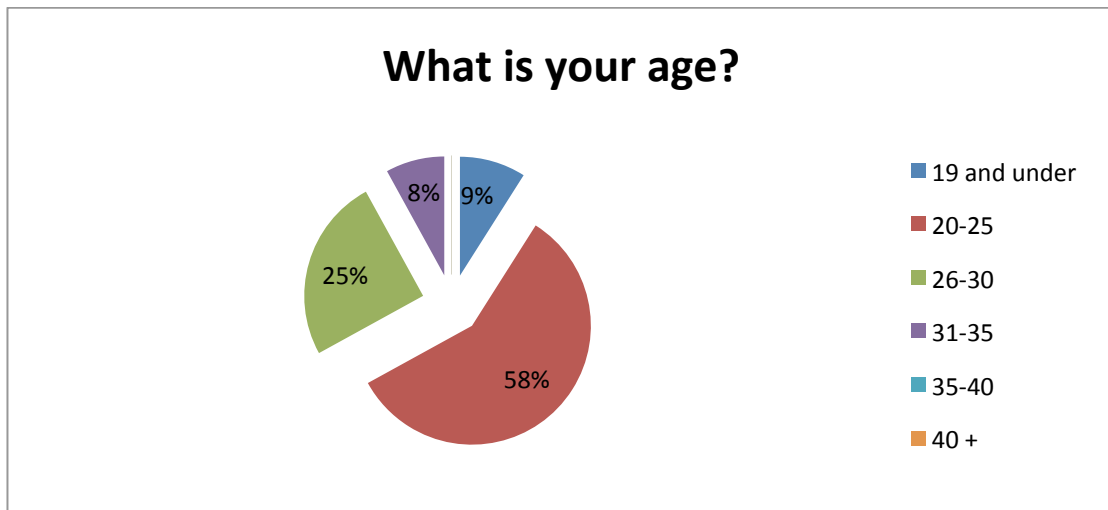


Figure 28: Age categories of the American respondents (Question2)

For the French market, the conclusion is the same as for the American market.

In fact, people from 20 to 25 are the major part of the respondents (65%) followed by the 26-30 years old (23%). Respondents aged 20-30 represent 88% of all the French respondents.

Quel est votre âge?	(What is your age?)	
Answer Options	Response Percent	Response Count
19 ans ou moins	2,0%	2
20-25 ans	65,0%	65
26-30 ans	23,0%	23
31-35 ans	8,0%	8
36-40 ans	2,0%	2
Plus de 40 ans	0,0%	0
<b>answered question</b>		<b>100</b>

Table 7: Age categories of the French respondents (Question2)

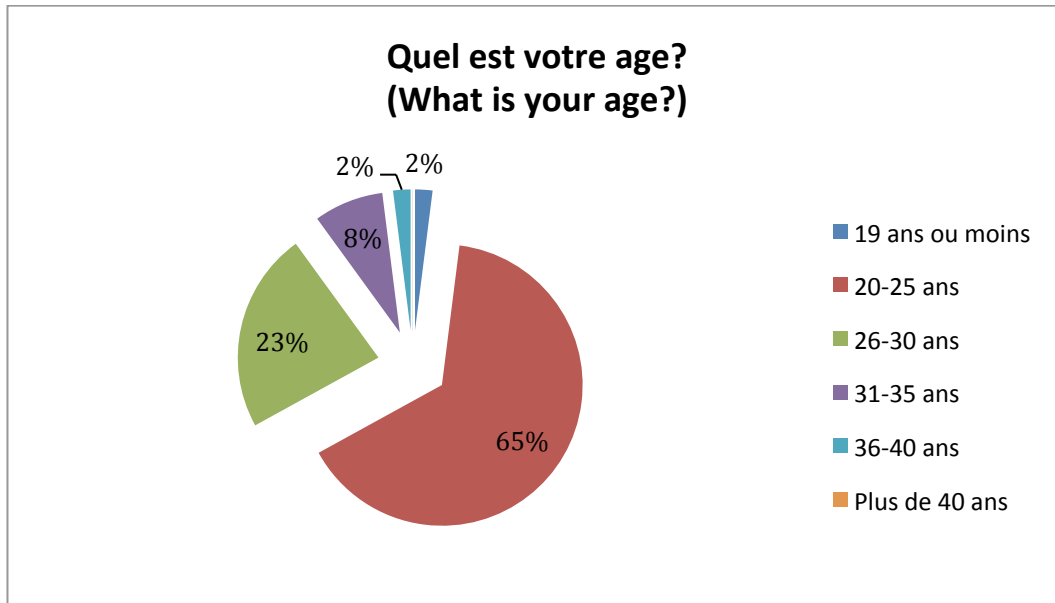


Figure 29: Age categories of the French respondents (Question 2)

#### 4.1.2 Women's soccer and TV audiences

American and French respondents have been asked if they watch soccer on TV, the results are closely similar on both markets since in the USA, 86% of the respondents say that they are watching soccer games on TV (figure), and 89% of the French respondents watch games on TV.

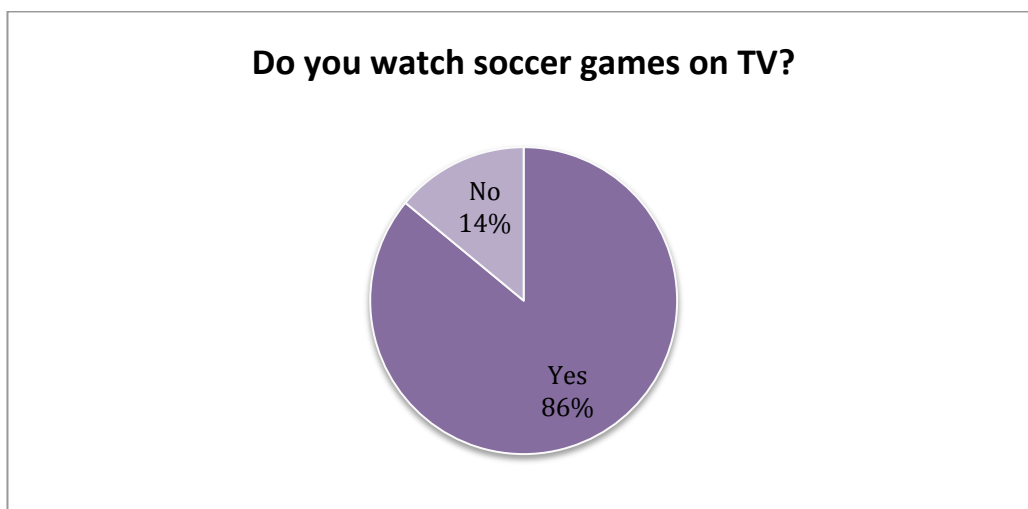


Figure 30: Percentage of American respondents who watch soccer games on TV. (Question 3)

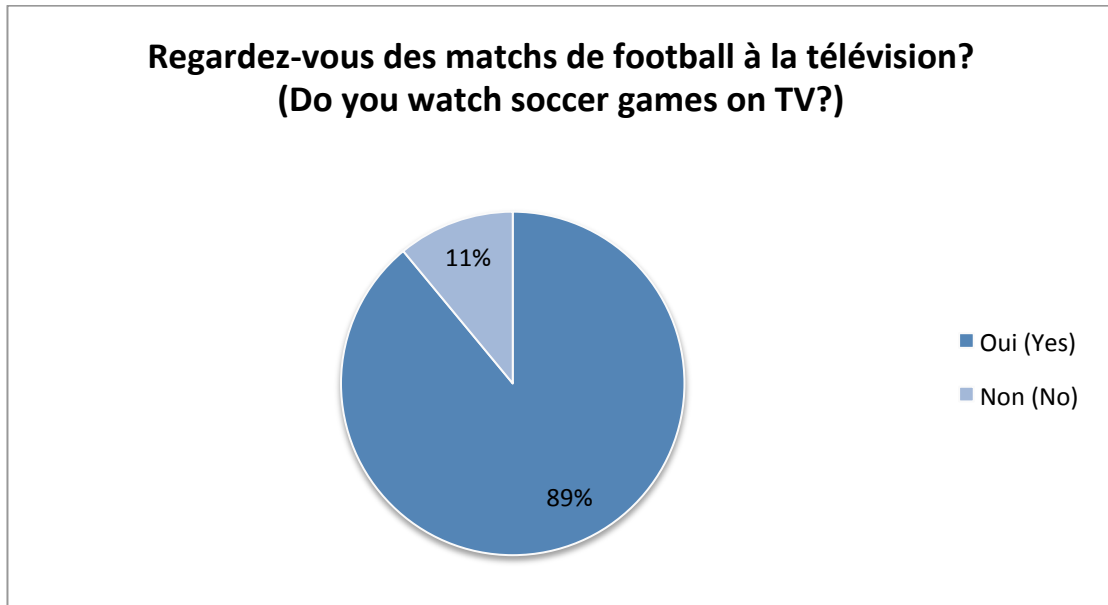


Figure 31: Percentage of French respondents who watch soccer games on TV (Question 3)

Figure 32 below reveals that 76% of the American respondents watch women's soccer games on TV.

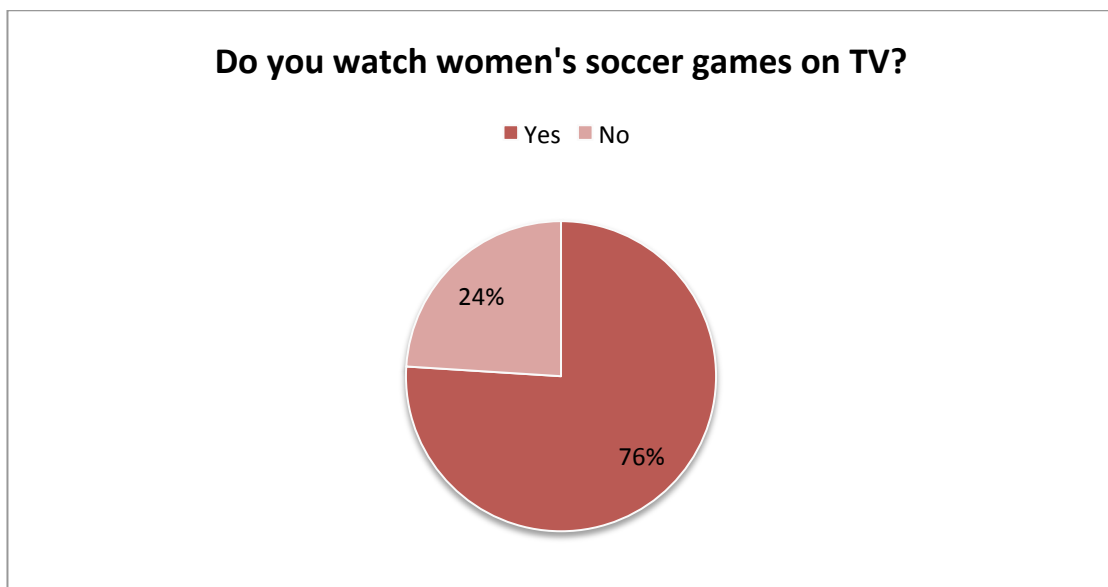


Figure 32: Percentage of American respondents who watch women's soccer games on TV (Question 4)

Since 86% of the respondents watch soccer games on TV in general, and 76% of all respondents watch women's soccer games on TV; 88,4% of the American respondents who watch soccer on TV, watch women's soccer games.

Percentage of respondents who watch soccer and women's soccer on TV		
Answer Options	Response Percent	Response Count
Watch soccer on TV	100%	86
Watch women's soccer on TV	88,4%	76
<i>answered question</i>		<b>86</b>

Table 8: Percentage of American respondents who watch soccer and women's soccer on TV (Questions 3&4)

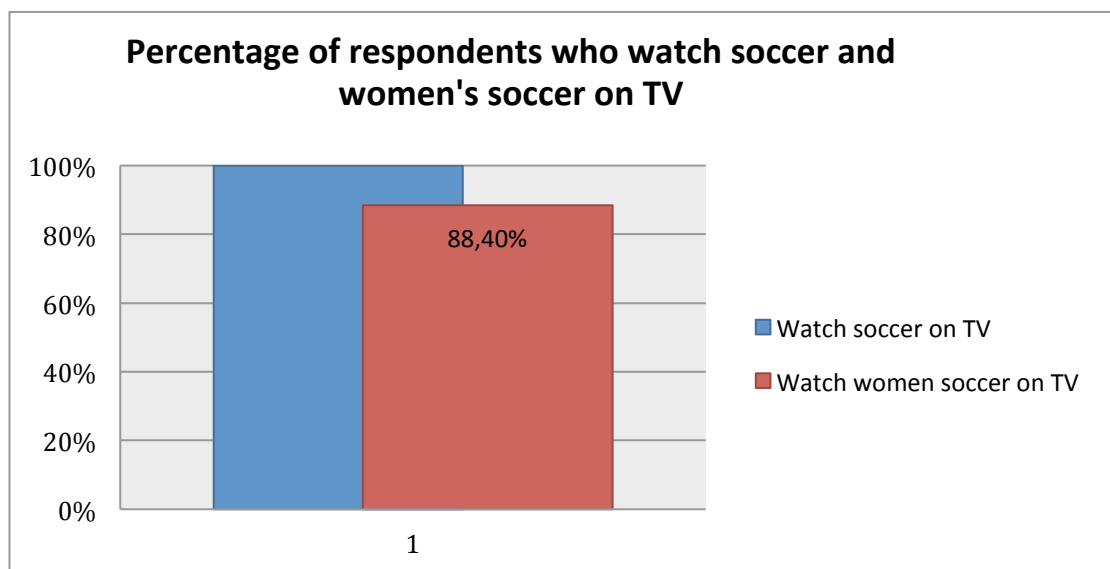


Figure 33: Percentage of American respondents who watch soccer and women's soccer on TV (Questions 3&4)

In France, 64% of the respondents watch women's soccer games on TV.

Since 89% of the respondents watch soccer on TV in general, 71,9% of people interrogated who watch soccer, watch also women's soccer on TV (table , figure)



Figure 34: Percentage of French respondents who watch women's soccer games on TV (Question 4)

Percentage of respondents who watch soccer and women's soccer on TV		
Answer Options	Response Percent	Response Count
Watch soccer on TV	100%	89
Watch women's soccer on TV	88,4%	64
<i>answered question</i>		<b>89</b>

Table 9: Percentage of French respondents who watch soccer and women's soccer on TV (Questions 3&4)

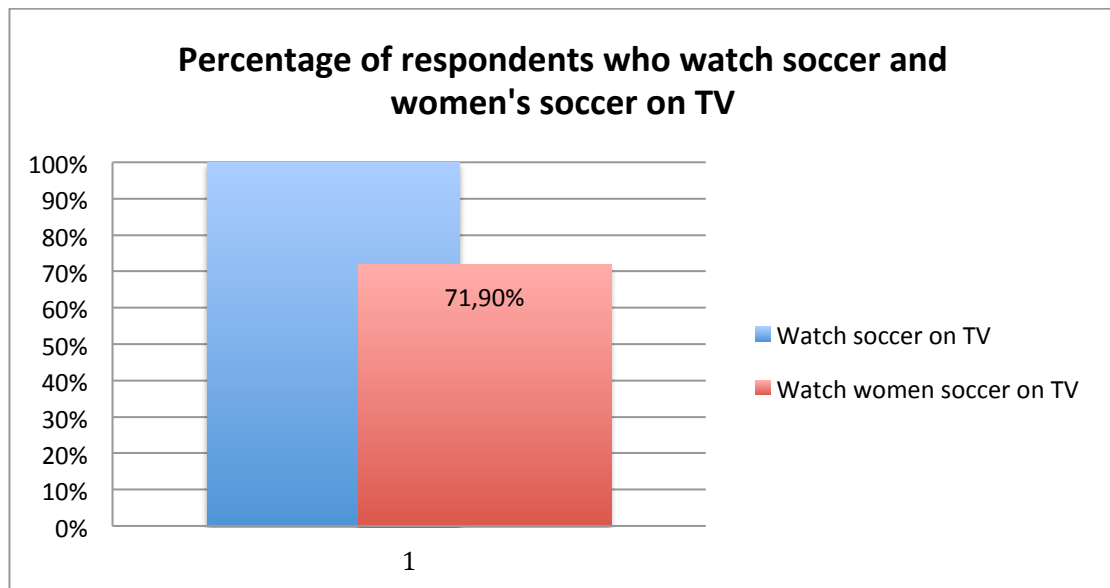


Figure 35: Percentage of French respondents who watch soccer and women’s soccer on TV (Questions 3&4)

We note that in the two countries, the number of people who watch soccer games on TV is almost similar (89% for France and 86% for the USA). However, there are significantly more American people from the sample how watch women’s soccer games than in France. In fact, only 71,9% of the French, who watch soccer on TV, watch also women’s soccer, when 88,4% of the American respondents who watch soccer watch also women’s soccer on TV.

Question 5 highlights the frequency with which respondents watch women's soccer games on TV.

The results represented on table and figure show that the large majority of the French sample (59,3%) watch only rarely women’s soccer on TV, then, 31,4% watch it often and 9,3% of the French sample watch women’s soccer games as often as they can.

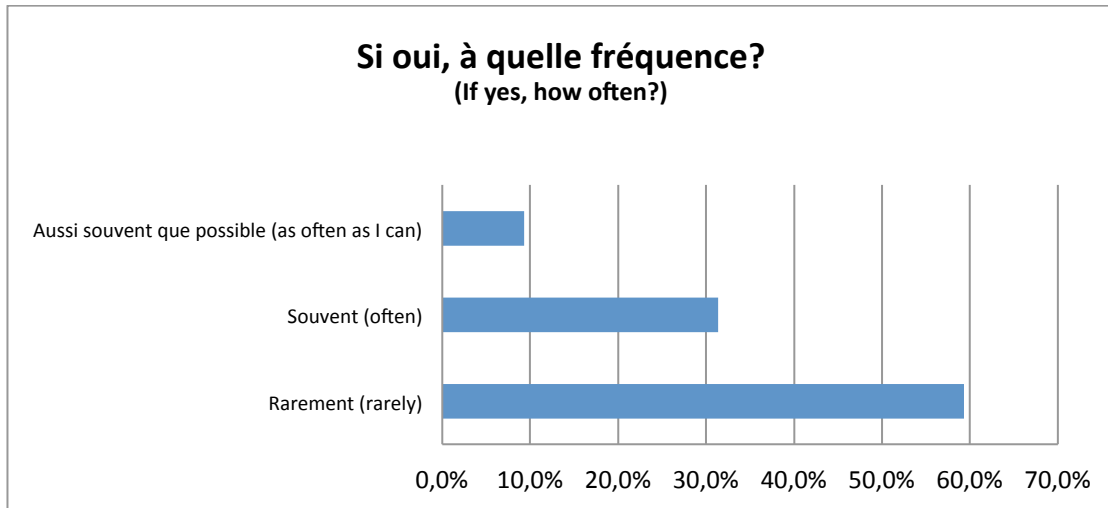


Figure 36: frequency with which French respondents watch women's soccer games on TV.(Question 5)

Concerning the American sample, results represented in table and figure show that 38,1% of the respondents watch rarely women's soccer on TV, 34,3% watch it often and finally, 27,6% of the respondents watch women's soccer games on TV as often as they can.

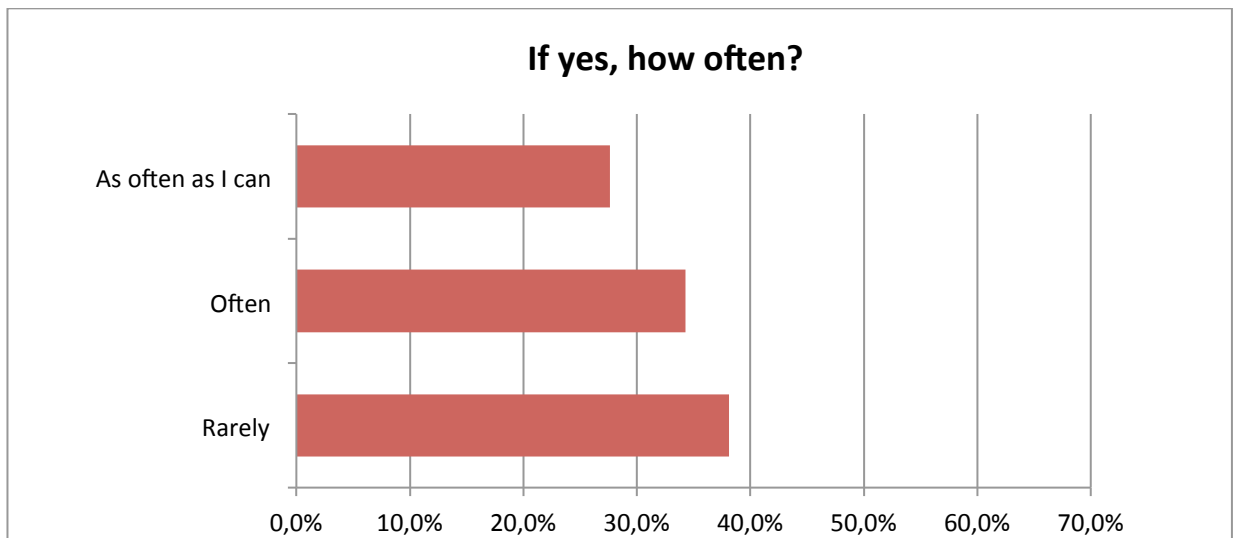


Figure 37: frequency with which American respondents watch women's soccer games on TV. (question 5)

In conclusion, the Americans interrogated watch more but also more often women's soccer games on TV than French.

This finding is probably due to the fact that women's soccer is more broadcast in American channels; consequently, American fans can more easily have access to televised games.

It is interesting to know what types of competitions the viewers watch.

Figure 38 below shows that International competitions are the most watched competition by the American respondents since 82% of respondents watch it. Professional championship is also very appreciated by the respondents since 72,7% of the respondents watch it.

Intercollegiate championships do not seem to be very popular because only 18% on the respondents watch it on TV.

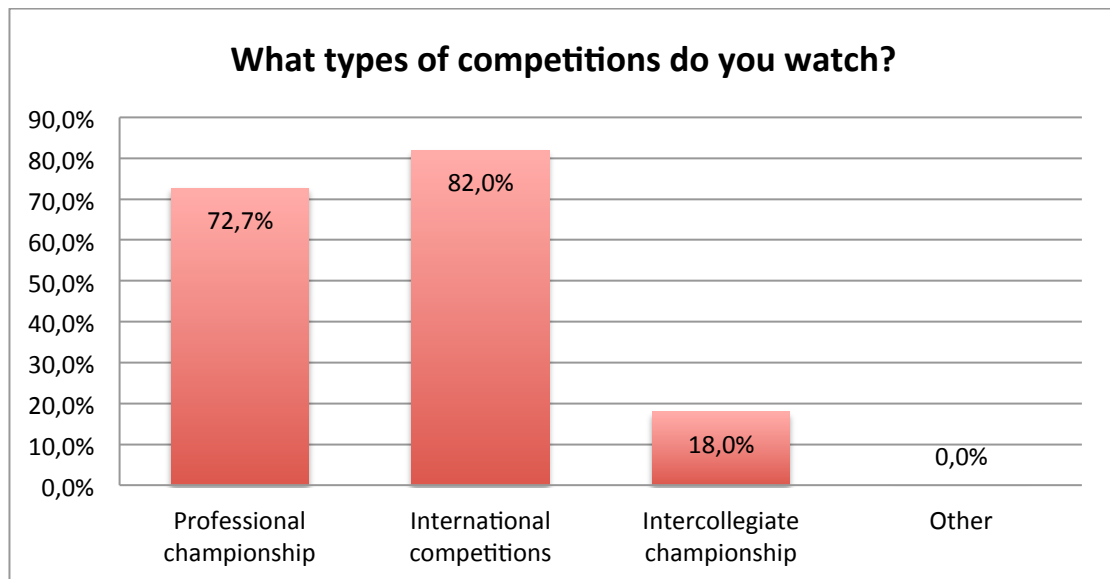


Figure 38: Types of competitions watched by American respondents. (Question 6)

In France, there are neither women's professional championships nor televised intercollegiate championships.

The results below (Figure 39) show that the feminine competitions the most watched are the international competitions (90,2%) followed by Champion's League Games (43,1%) and finally, the elite championship (37%).

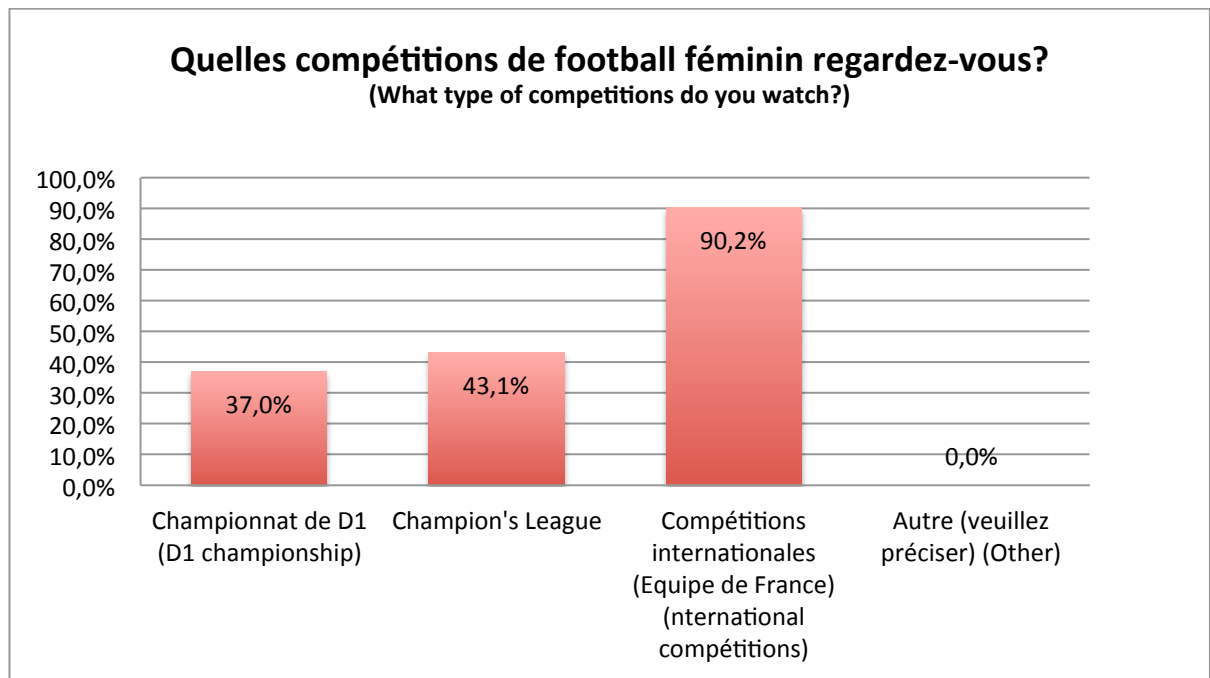


Figure 39: Types of competitions watched by the French respondents. (Question 6)

In both countries, soccer fans follow mostly the national team. In the USA, the professional championship, which is the elite championship, is also very followed by the respondents when only 37% of respondents watch D1 championship games.

We can say that in the U.S., there is a craze for the national championship, while in France; the enthusiasm of the respondents for the elite championship seems more moderate.

To attract the audience, advertising must be made to inform spectators of the broadcast of games.

According to 74% of the American respondents, there is not enough advertising for women's soccer games on TV.(Figure 40)

As seen on figure bellow, 95% of the French respondents think that there is not enough advertising for televised women's soccer games.

In France and in the USA, the majority of the respondents think that there is not enough advertising for women's soccer games on TV, nevertheless, 26% of the American sample think that there is enough advertising, this data is not to ignore since it represents more than the quarter of the respondents.

This can be explained by the fact that more games are broadcast on TV in the USA than in France, therefore, more advertising is done.

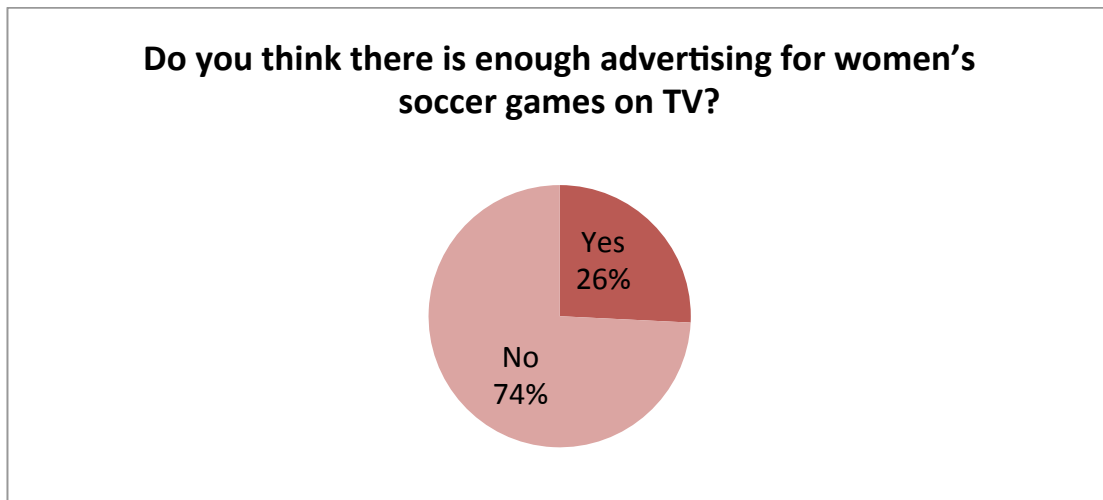


Figure 40: (USA) Do you think there is enough advertising for women's soccer games on TV? (Question 7)

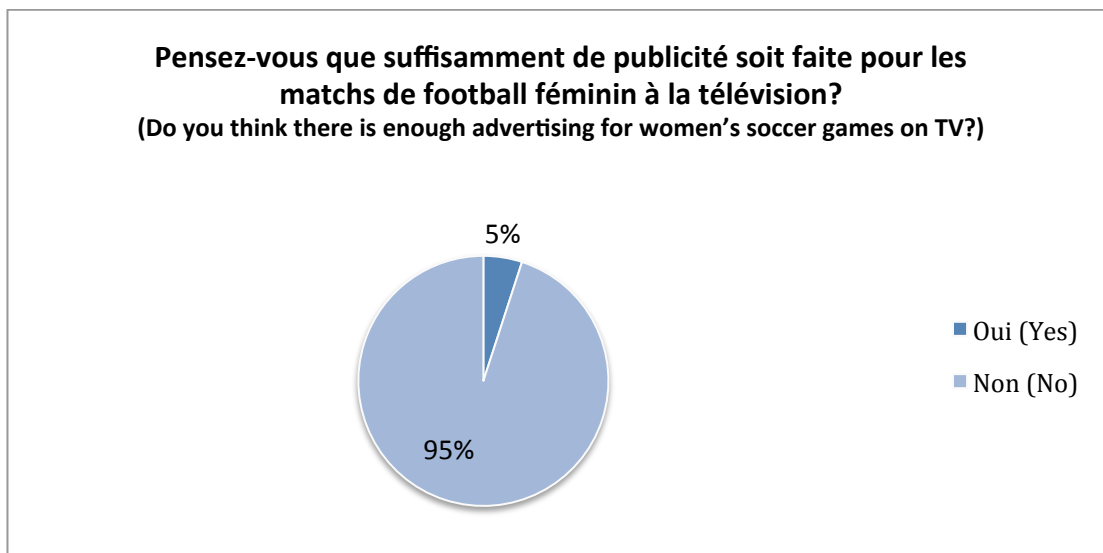


Figure 41: (France) Do you think there is enough advertising for women's soccer games on TV? (Question 7)

For question 8, American and French respondents gave the exact same responses. For both countries, 50% of the respondents think that they would watch more women's soccer games with more advertising, 8% think they would not watch more games and 42% could maybe watch more women's soccer games.

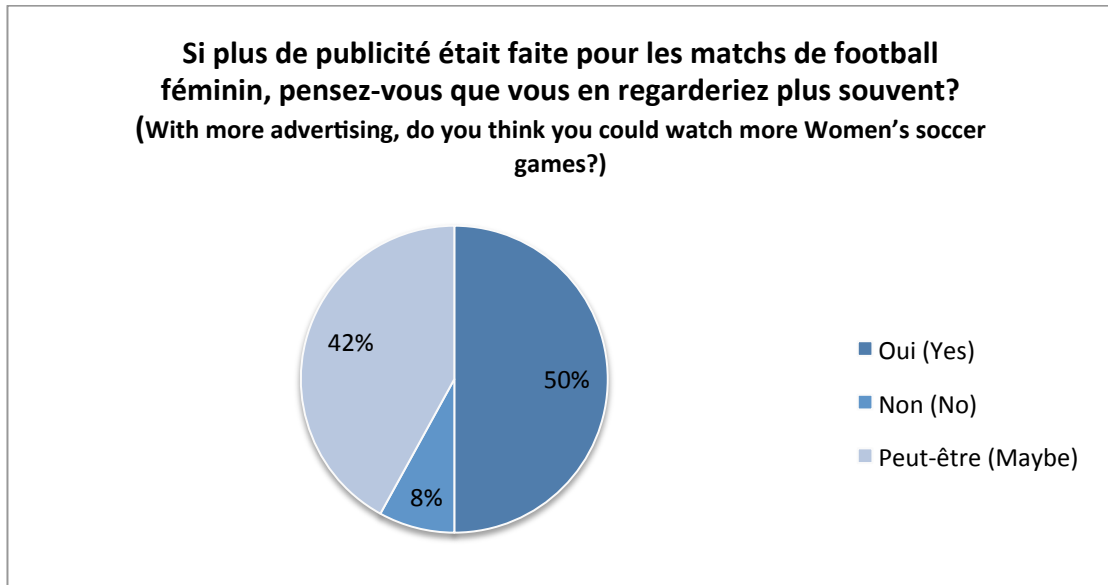


Figure 42: (France) With more advertising, do you think you could watch more women's soccer games? (Question 8)

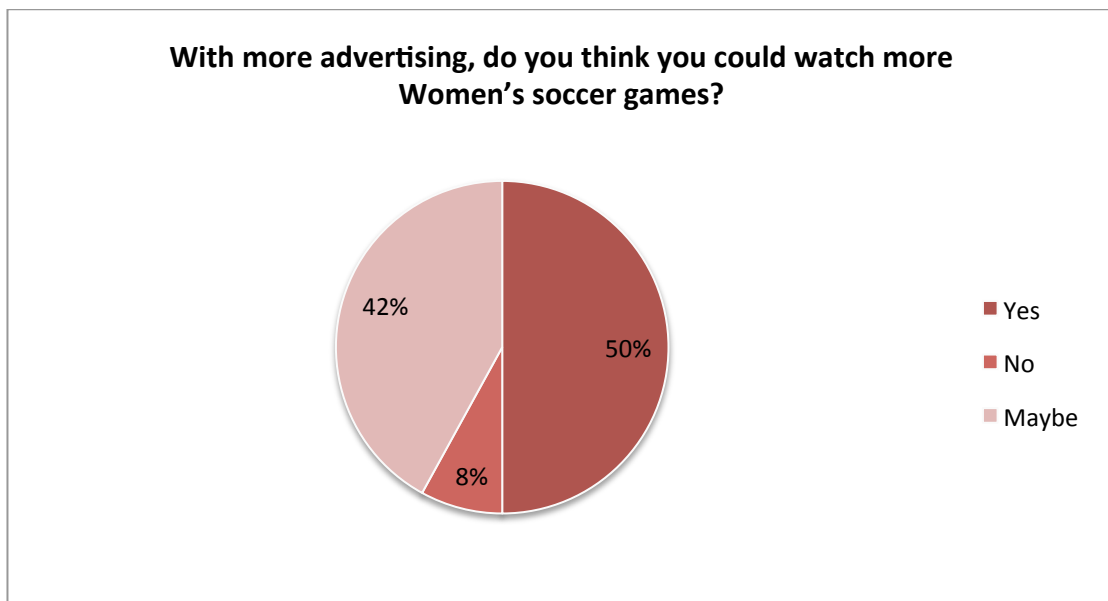


Figure 43: (USA) With more advertising, do you think you could watch more women's soccer games? (Question 8)

#### 4.1.3 Women's soccer and game attendance

The results (Figures 44 & 45) show that 81% of the French sample has ever attended to a women's soccer game, and 88% of the American sample has ever attended to a women's soccer game.

We can think that more American respondents are inclined to go to the stadium to attend a women's soccer game. In both countries, it is not because people are involved in soccer that they necessarily are inclined to go to stadium to attend a women's soccer game.

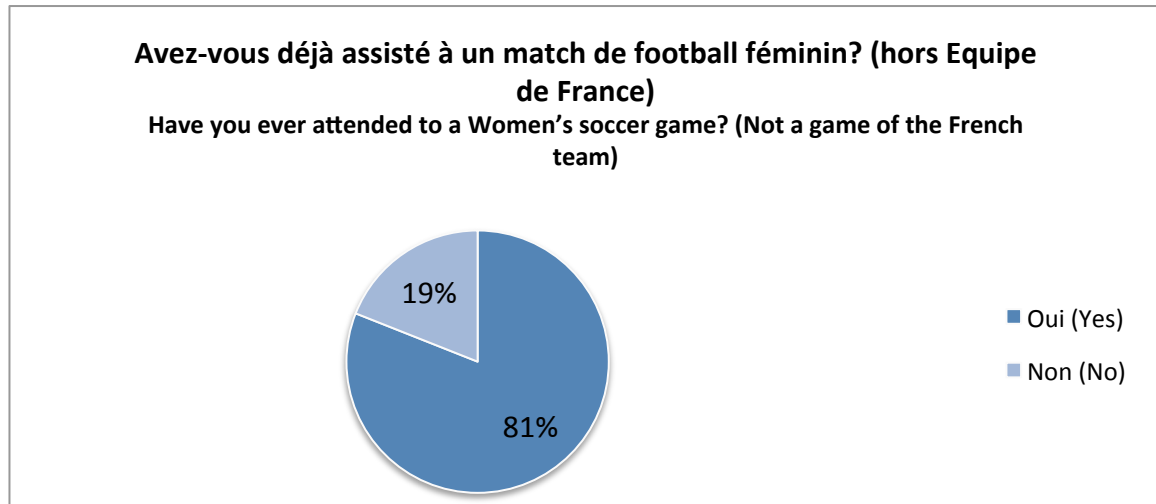


Figure 44: French respondents who ever attended a women's soccer game (Question 9)

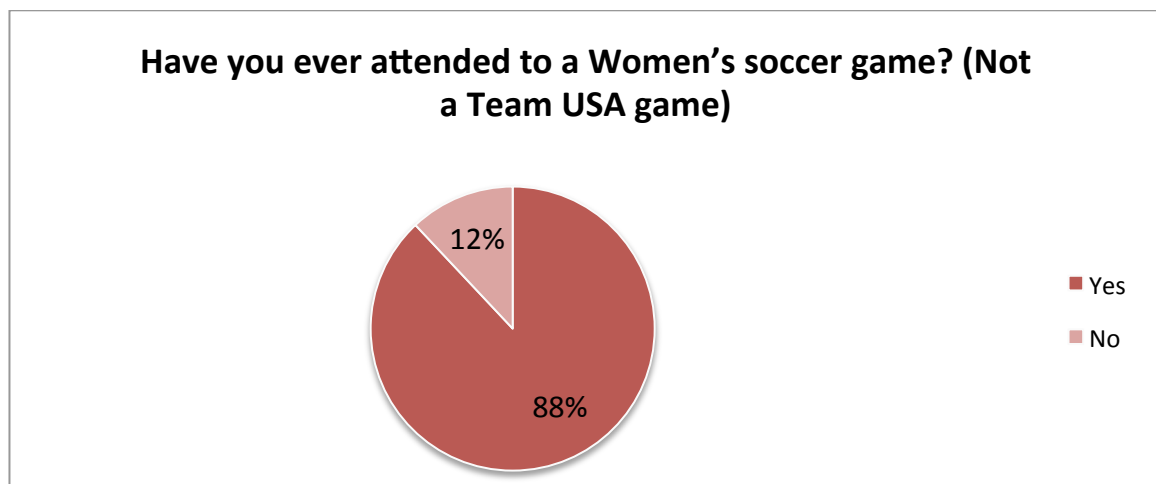


Figure 45: American respondents who ever attended a women's soccer game (Question 9)

To attend a women's soccer game, some of the respondents would be likely to pay entrance fees.

Results of question 10 (Figures) show that 92% of the American respondents and 74% of the French respondents would be ready to pay fees to attend a women's soccer game.

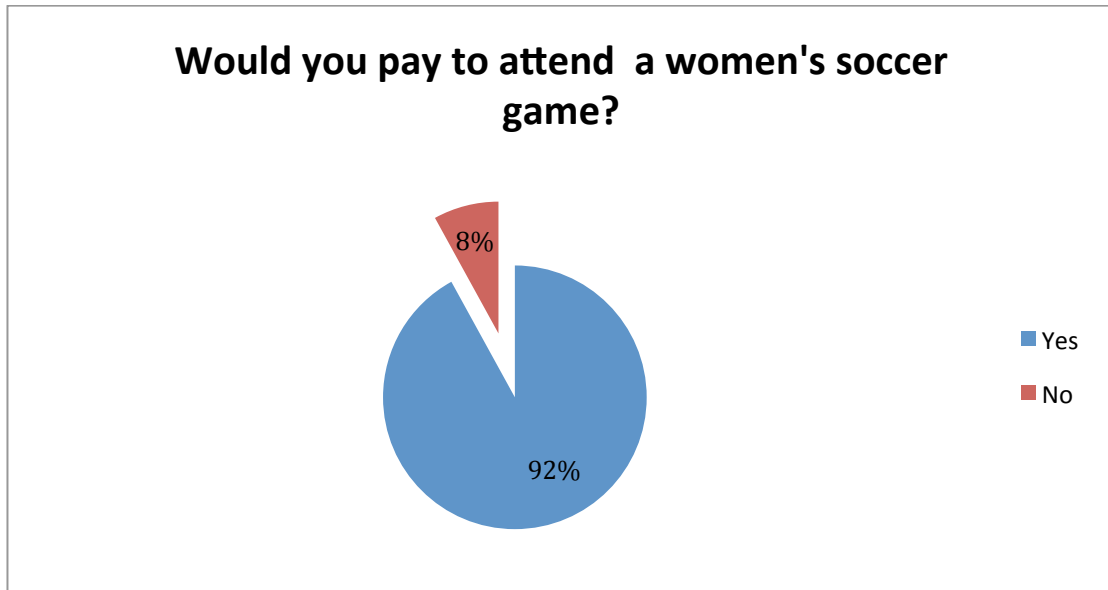


Figure 46: (USA) Would you pay to attend a women's soccer game? (Question 10)

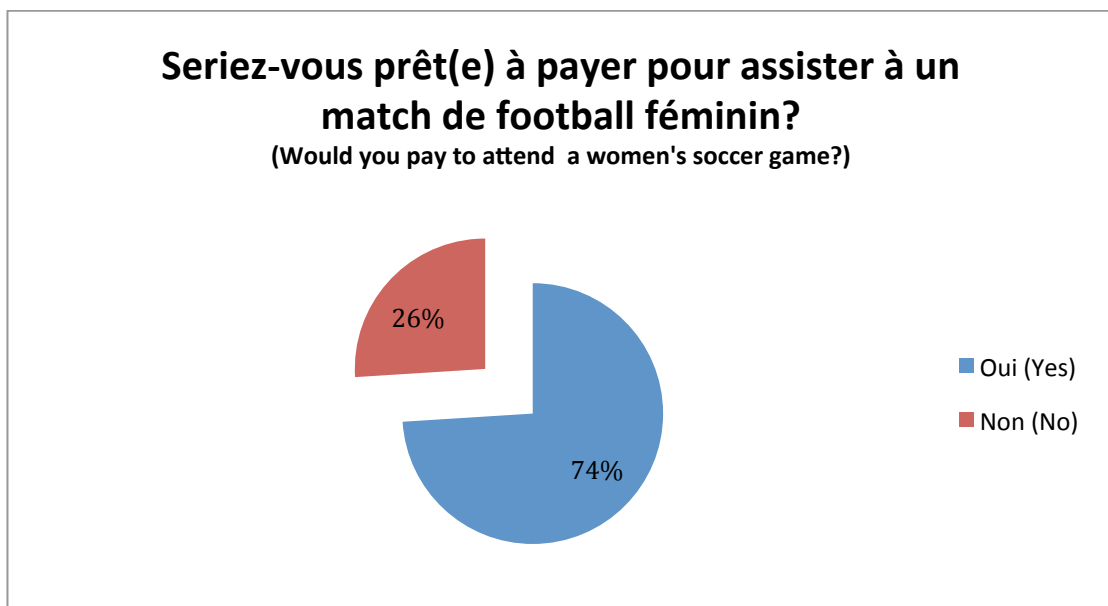


Figure 47: (France) Would you pay to attend a women's soccer game? (Question 10)

The respondents who are likely to pay entrance fees for a women's soccer game could pay different amounts.

In fact, 62% of the American respondents would pay between 16 and 20 dollars to attend a women's soccer game, 26% would pay more than 20 dollars, 8% would pay between 11 and 15 dollars, finally, 4% of the American respondents would pay 6 to 10 dollars.

Regarding the French respondents, 45,9% would pay between 5 and 10 euros, 21,6% would pay less than 5 euros, 16,2% would pay between 11 and 15 euros, 12,2% would pay between 16 and 20 dollars and finally, 4% would pay more than 20 Euros to attend a women's soccer game.

Findings are that in a first time, more American than French respondents would accept to pay entrance fees to attend a women's soccer game. And in a second time, American respondents are willing to pay higher amounts than French respondents.

In fact, 88% of the American sample would pay at least 16\$ to attend a game when 84% of the French would pay a maximum of 15€ to attend a game.

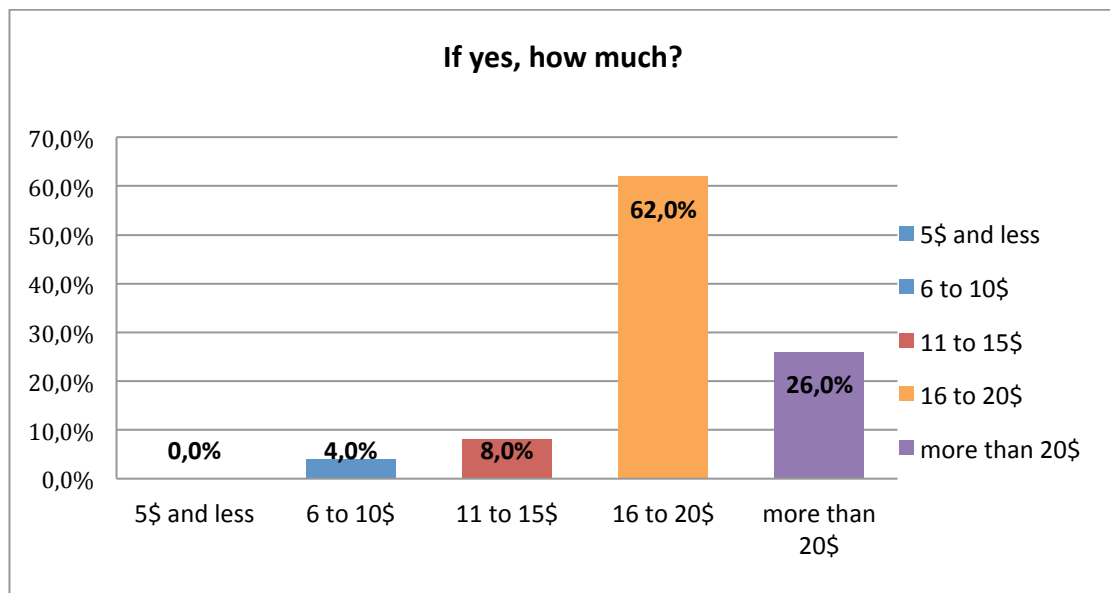


Figure 48: How much American respondents would pay to attend a women's soccer game. (Question 11)

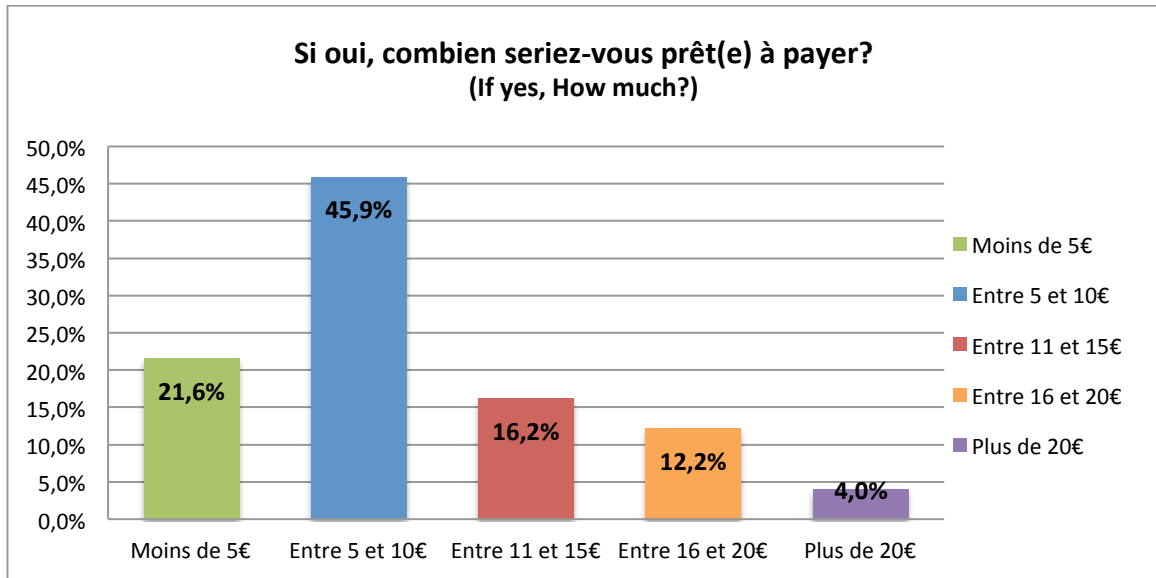


Figure 49: How much French respondents would pay to attend a women's soccer game. (Question 11)

#### 4.1.4 Women's soccer and national elite championship

Although the "D1 Féminine" championship is not a professional league, and do not benefit from an extensive media coverage, 86% of the French respondents know at least one team engaged in this championship.

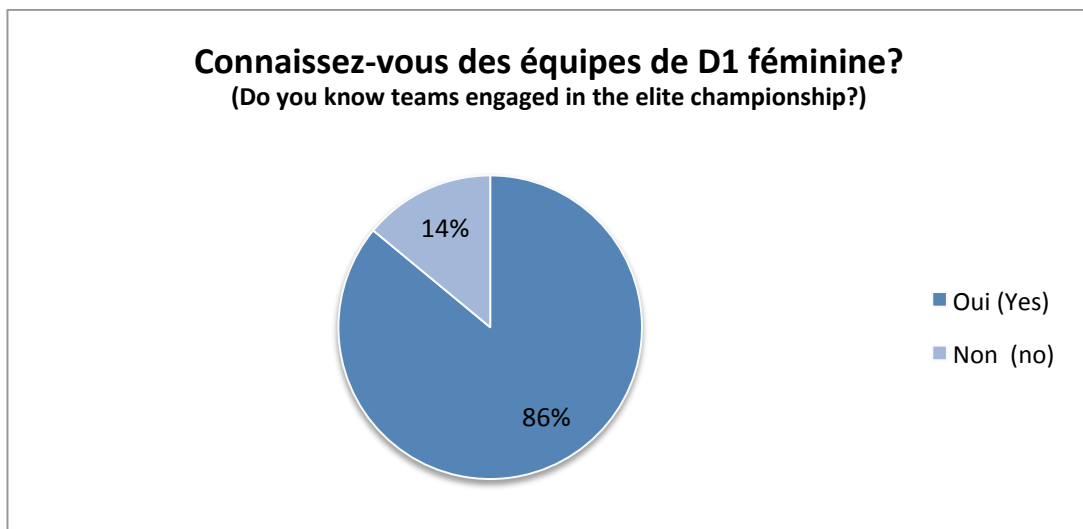


Figure 50: Percentage of French respondents who know teams engaged in the elite championship. (Question 12)

The respondents named up to five teams engaged in the French best national championship. The women's team of Olympique Lyonnais is the most cited team since it have been named in 79,1% of the cases, Paris Saint Germain is the second most named team (66,3% of the responses) and then, come Juvisy (50%) and Montpellier (42%).

Six other teams have been named but less frequently (between 4% and 12% of the responses).

The four most named teams are the four "best" teams of the French championship; in fact, they occupy the first four places of the D1 championship for several seasons. ([www.fff.fr](http://www.fff.fr)).

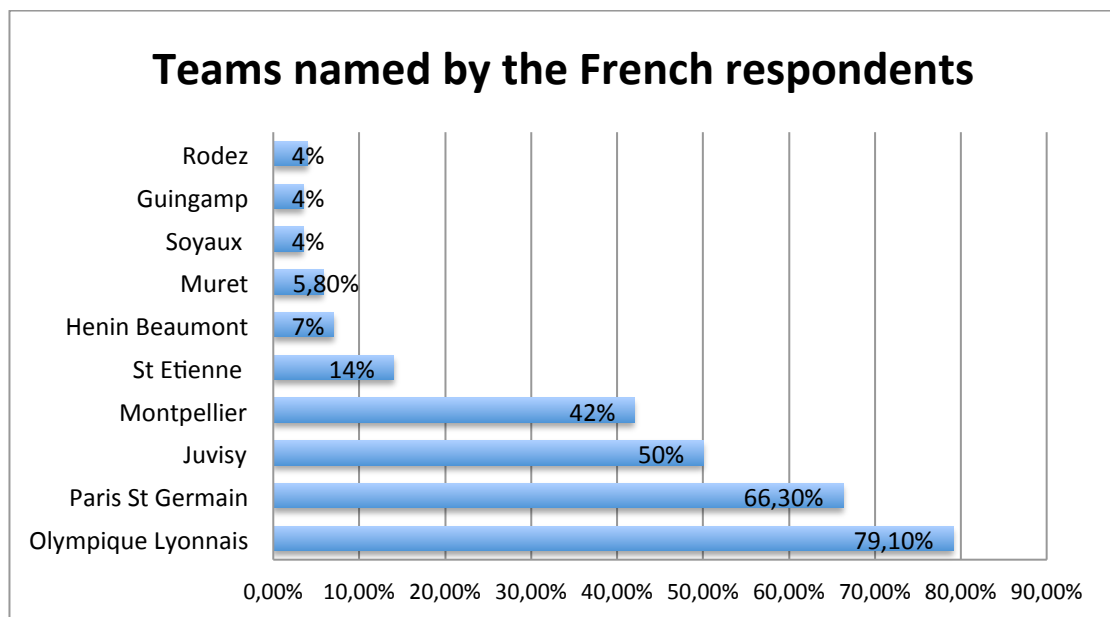


Figure 51: Teams named by the French respondents (Question 13)

In the USA, there are a few more respondents who know at least one team engaged in the elite championship than in France with 90% of the sample who responded positively the question.

## Do you know teams engaged in the elite championship?

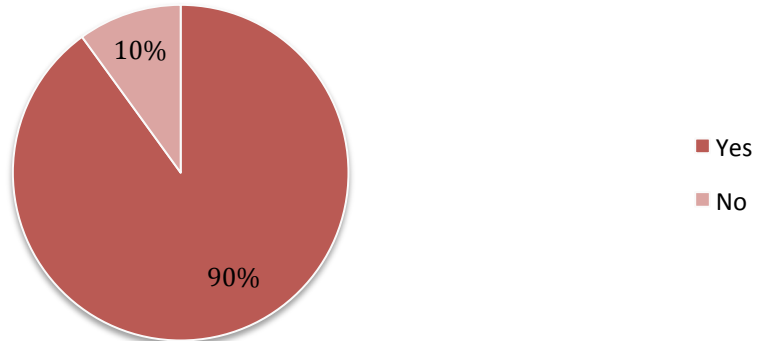


Figure 52: Percentage of American respondents who know teams engaged in the elite championship. (Question 12)

The American elite championship is professional and is composed of nine teams; all the teams seem to be very popular since every team of the championship has been named. We can suppose that if the public knows all the teams of the championship, it is because they benefit from media coverage and games regularly broadcast on TV.

## Teams named by the American respondents

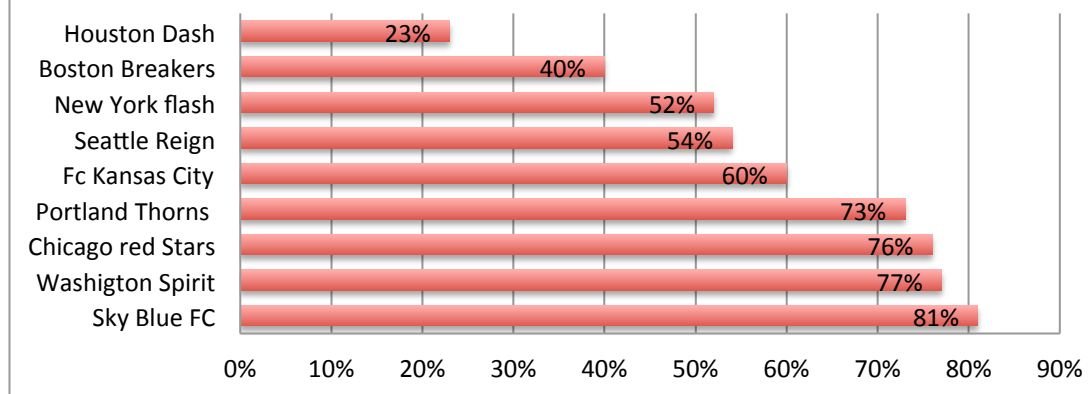


Figure 53: Teams named by the American respondents (Question 13)

#### 4.1.5 National teams, game attendance, influence and popularity of the players.

Concerning the attendance to the national team games, 29% of the French respondents ever attended a game of the French women's soccer team. (Figure 71)

Results represented in figure show that 81% of the respondents who attended a game of the national team attended a friendly game, which seems normal since friendly games are the most common games. Then come World Cup games (38% of the respondents), European cup games and Olympics games (6,9% of the respondents)

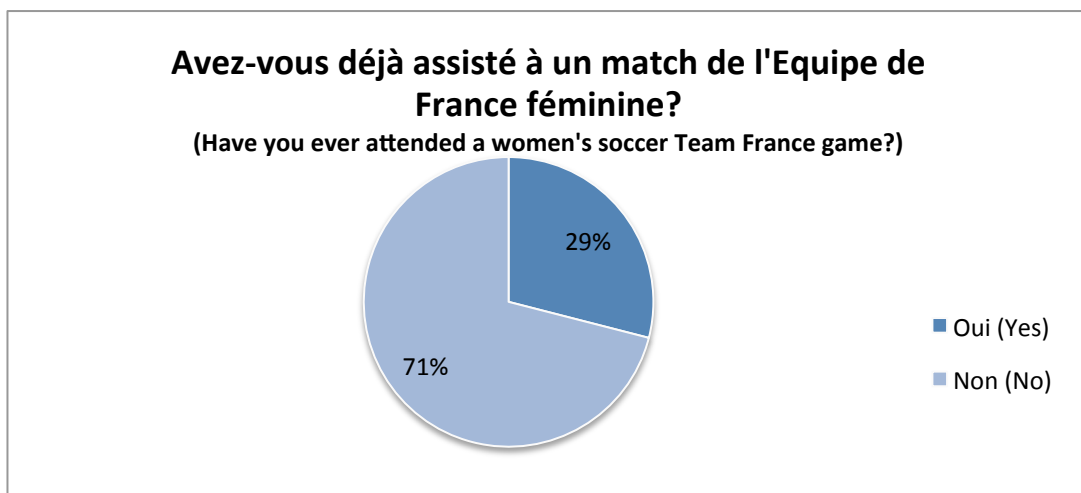


Figure 54: have you ever attended a women's soccer Team France game? (Question 14)

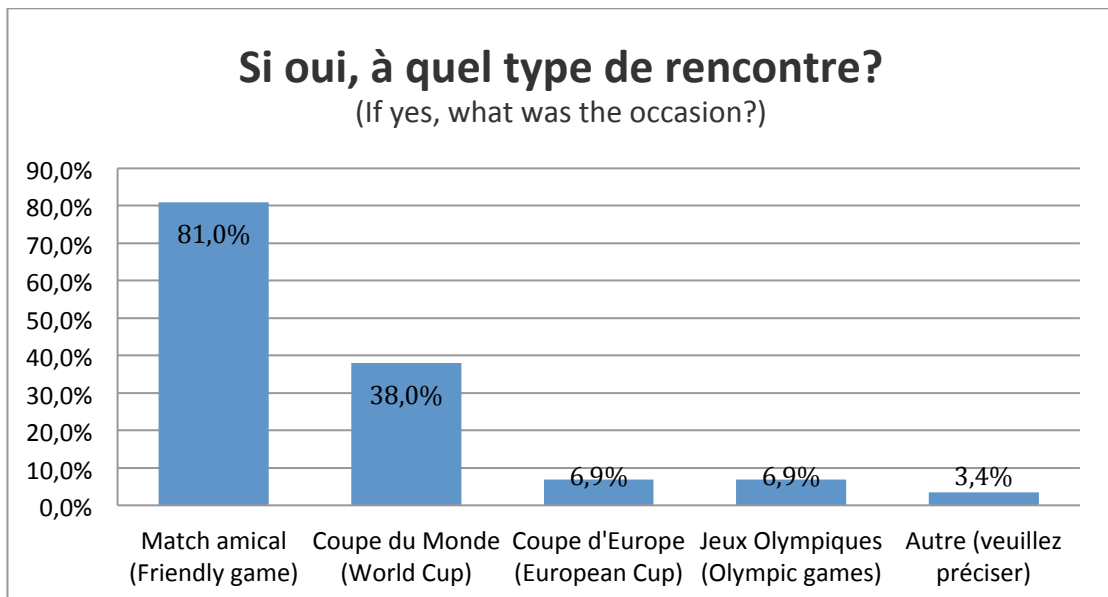


Figure 55: types of games French respondent attended. (Question 15)

Figure 56 below shows that 31% of the American respondents have ever attended a game of their national team.

Figure 57 shows that 50% of the American respondents, who have attended a national team game, attended a World Cup game. This may be due to the very successful World Cup 1999, played in the USA, and that was highly exposed to the media. 45,2% attended to a friendly game, finally, 33,3% attended an American Cup game.

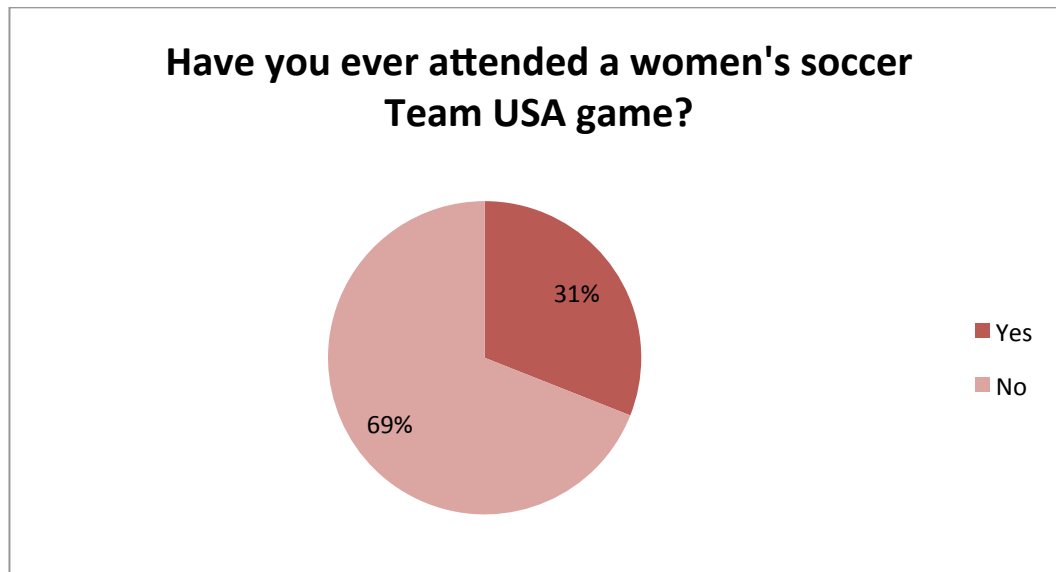


Figure 56: Have you ever attended a women's soccer Team USA game? (Question 14)

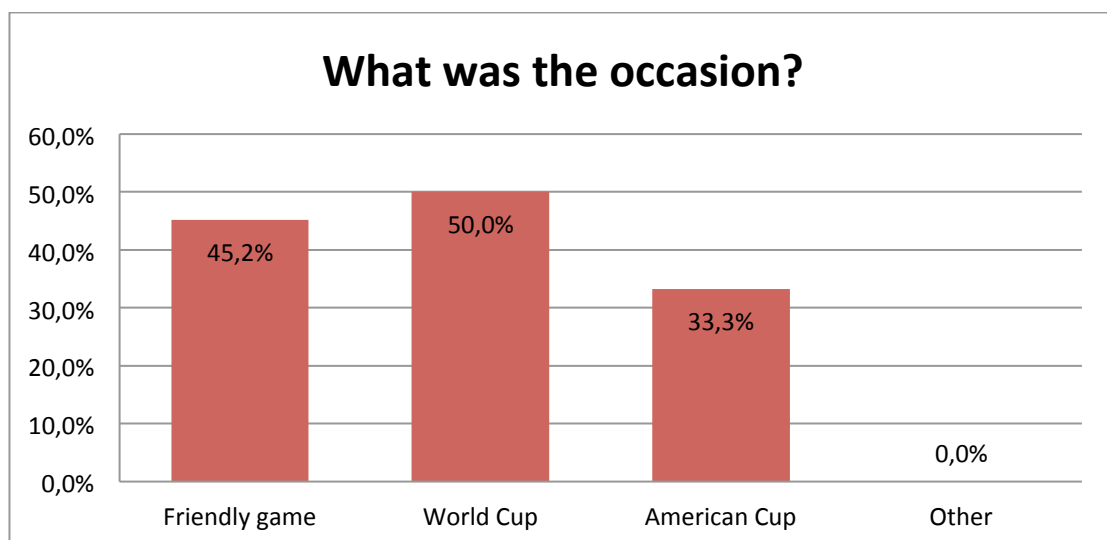


Figure 57: Types of games American respondents attended. (Question 15)

In both countries, respondents generally very little attended games of their national teams. However, respondents know the names of players that make up the national teams.

In fact 100% of the American respondents know at least one player of the American women's soccer team as shown in figure bellow.

All the respondents have named the goalkeeper Hope Solo, Abby Wambach has been named by 98% of the respondents, Christie Rampone by 82%, Alex Morgan and Megan Rapinoe by 62 and 57% of the respondents.

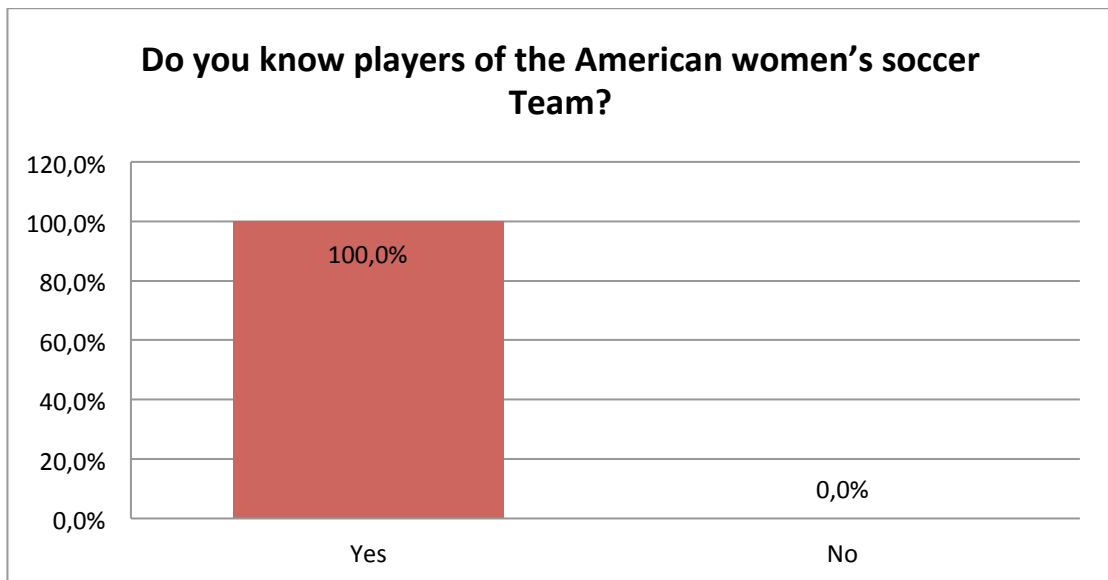


Figure 58: Do you know players of the American women's soccer team? (Question 16)

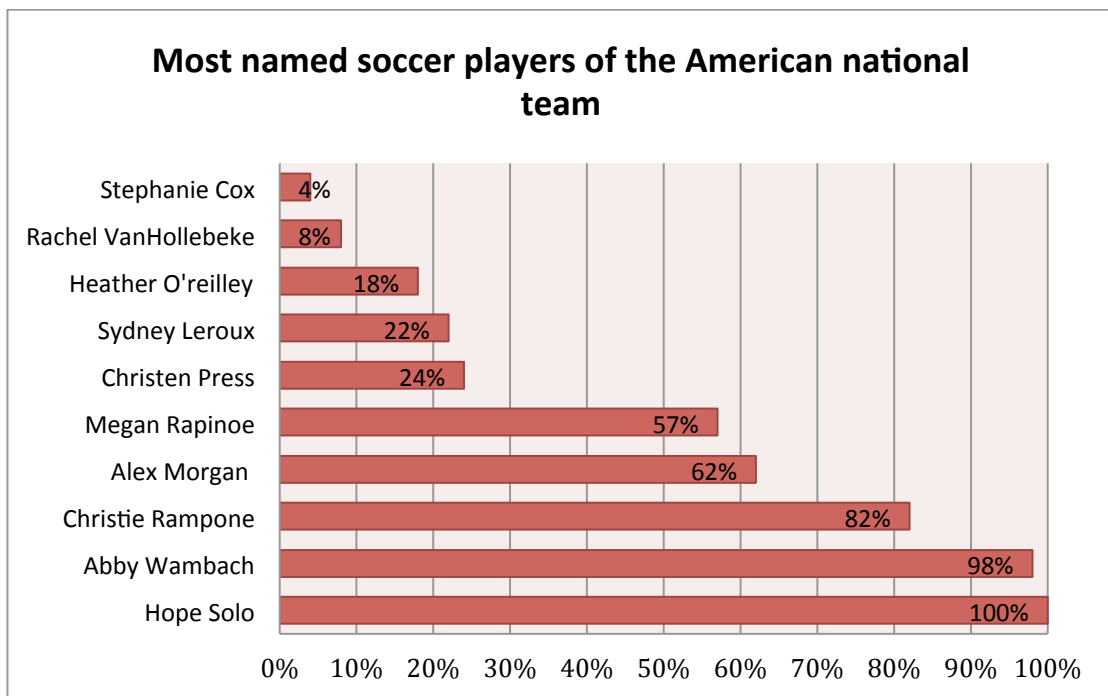


Figure 59: Most named soccer players of the American National team. (Question 17)

In France, 78% of the respondents can name at least one player of the French national team (Figure)

Louisa Nécib is the most named player with 74%, followed by Laure Boulleau, Camille Abily and Gaetane Thiney (71, 69 an 67%)



Figure 60: Do you know players from the French women's soccer team? (Question 16)

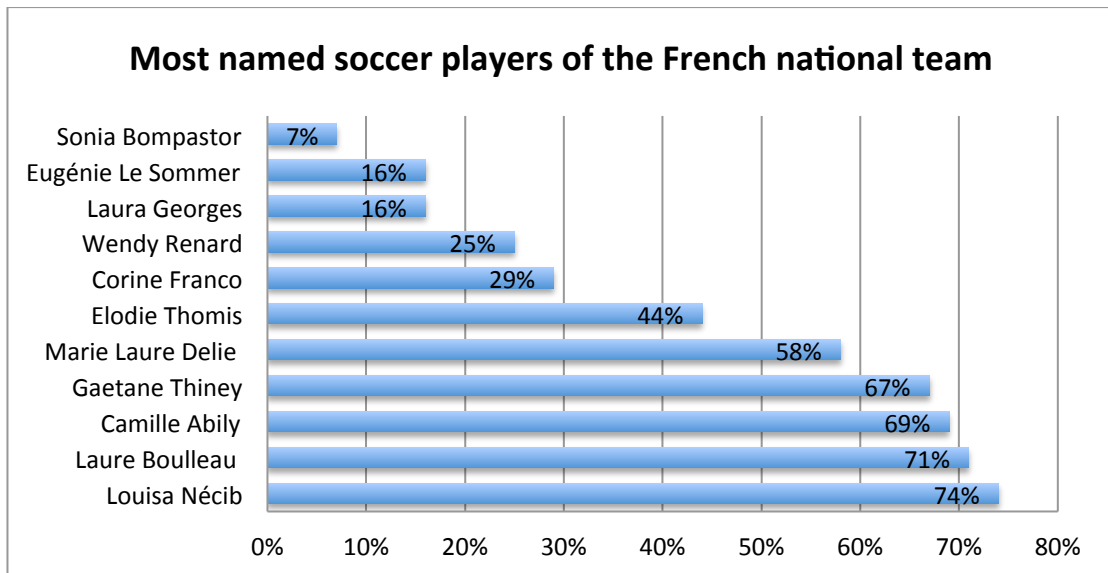


Figure 61: Most named soccer players of the French National team. (Question 17)

All the respondents who know these players do not follow the French women's soccer team, therefore, it is important to understand who respondents have known them.

Figures show that respondents, know international players mainly because they watched or attended soccer games. In fact, 86,3% of the French respondents and 75% of the American respondents know these players thanks to soccer games.

Press come in second position since 38,4% of the French respondents and 25% of the American respondents know the soccer players of their national teams thanks to the press.

When 58,3% of the American respondents say that they see players of the American national team in advertising campaigns for brands, only 3,8% of the French respondents know these players thanks to advertising campaigns for brands.

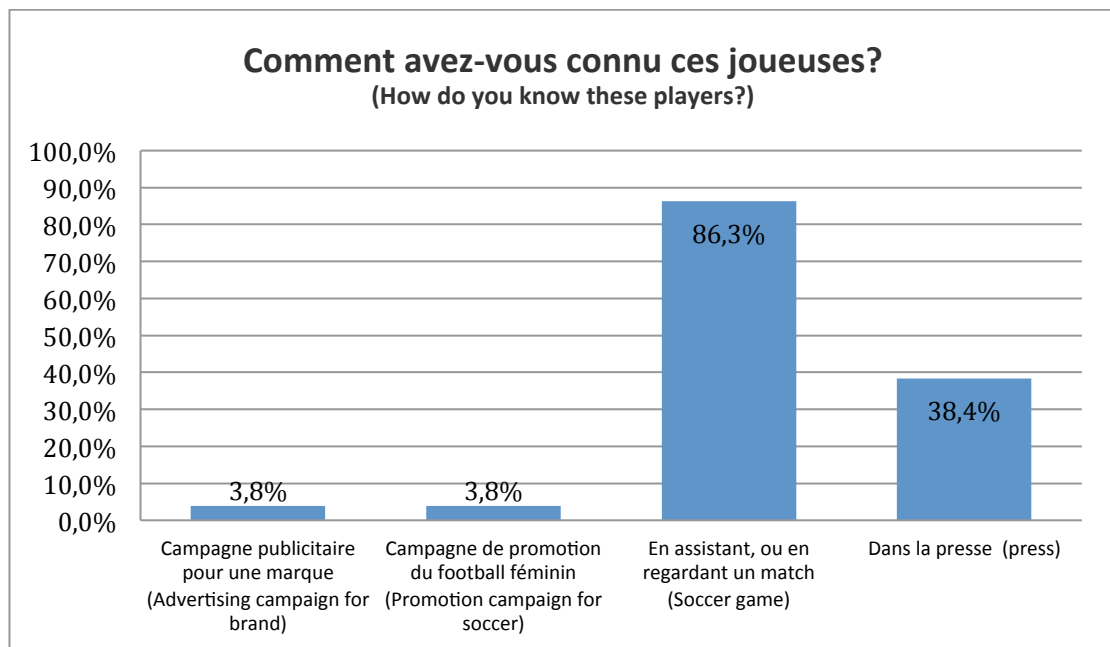


Figure 62: (France) How do you know these players? (Question 18)

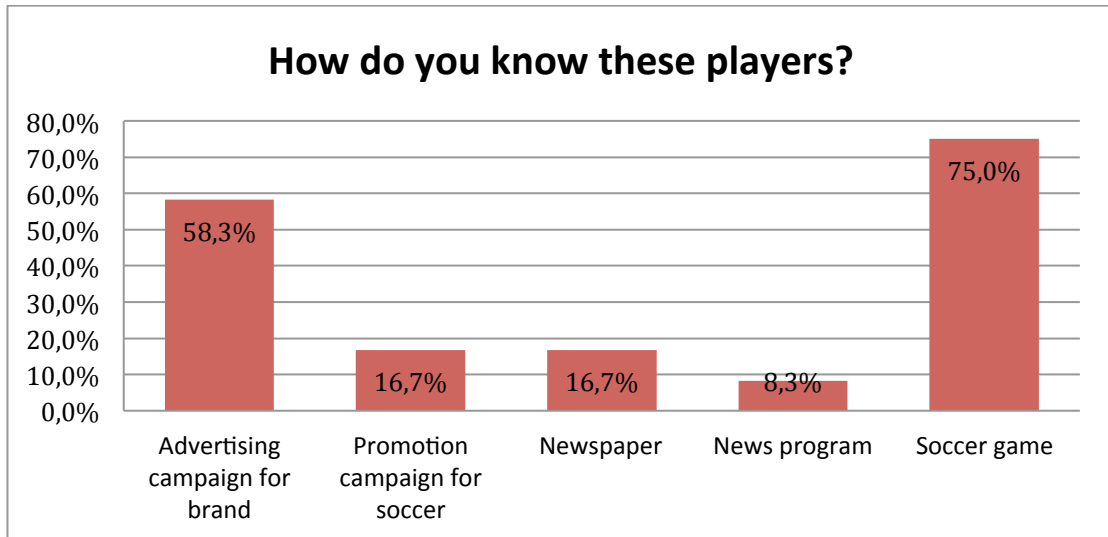


Figure 63: (USA) How do you know these players? (Question 18)

Question 19 relates to the impact of national teams on the popularity of the sport in the country. 77% of the French respondents think that the results of the French women's soccer team during international competitions have an impact on the popularity of the sport.

Figure 65 shows that in the USA, the finding is the same than in France since 75% of the respondents think that the results of the American women's soccer team have an impact on the popularity of the sport.

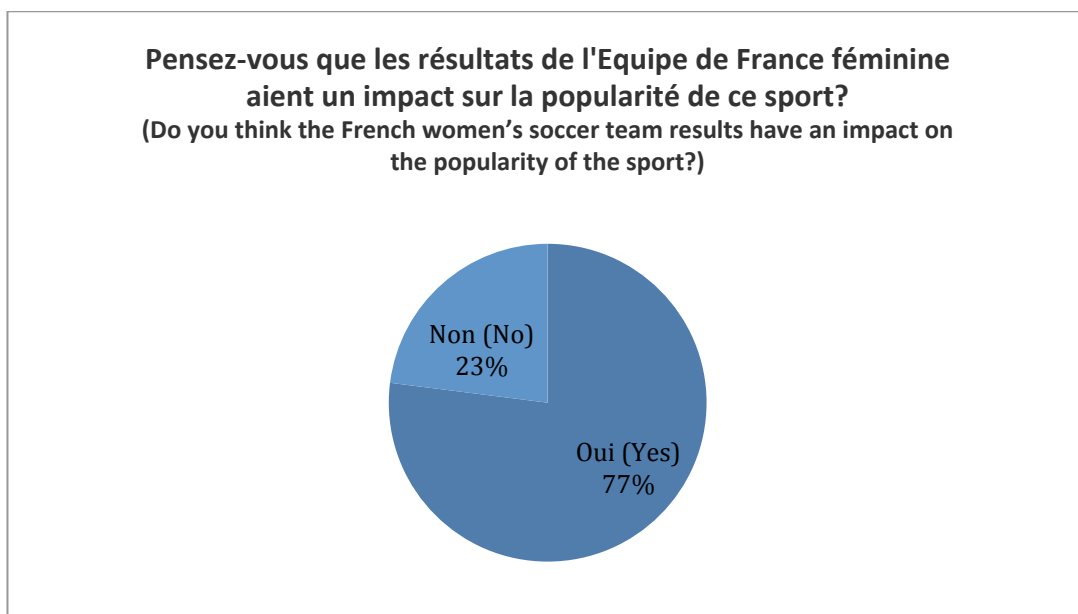


Figure 64: Do you think the French women's soccer team have an impact on the popularity of the sport? (Question 19)

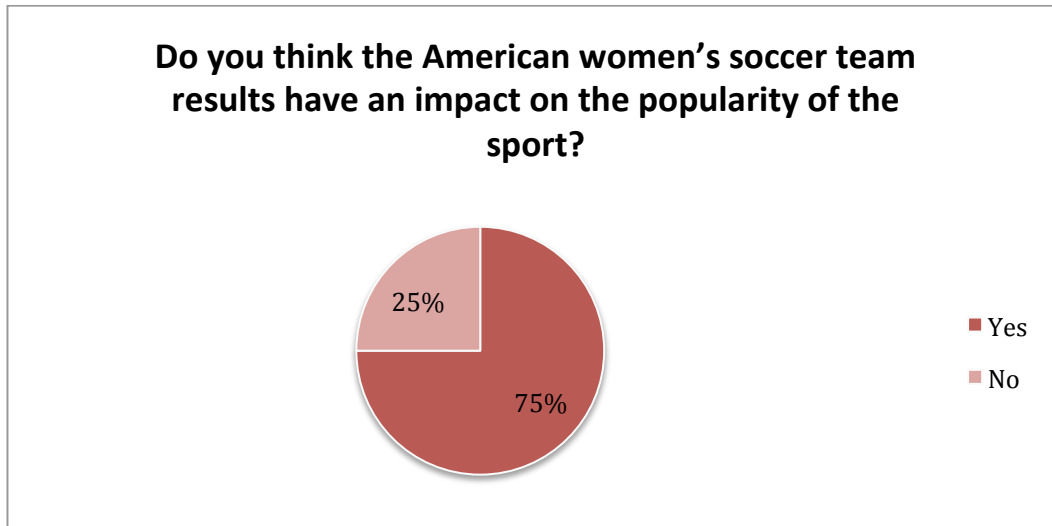


Figure 65: Do you think the American women's soccer team have an impact on he popularity of the sport? (Question 19)

#### 4.1.6 Mediatization of the sport

In question 20 and 21, samples were asked if, and since when, they noticed an increase of the mediatization of women's soccer.

Figure 66 shows that 77% of the French respondents have noticed an increase of the mediatization of the sport. The majority of French respondents who have seen an increase of the media coverage, have observed it since less than two years (52%). 46% think that it is between 2 and 4 years there has been an increase of women's soccer mediatization and 1,9% think that the mediatization has increased since more than 5 years.

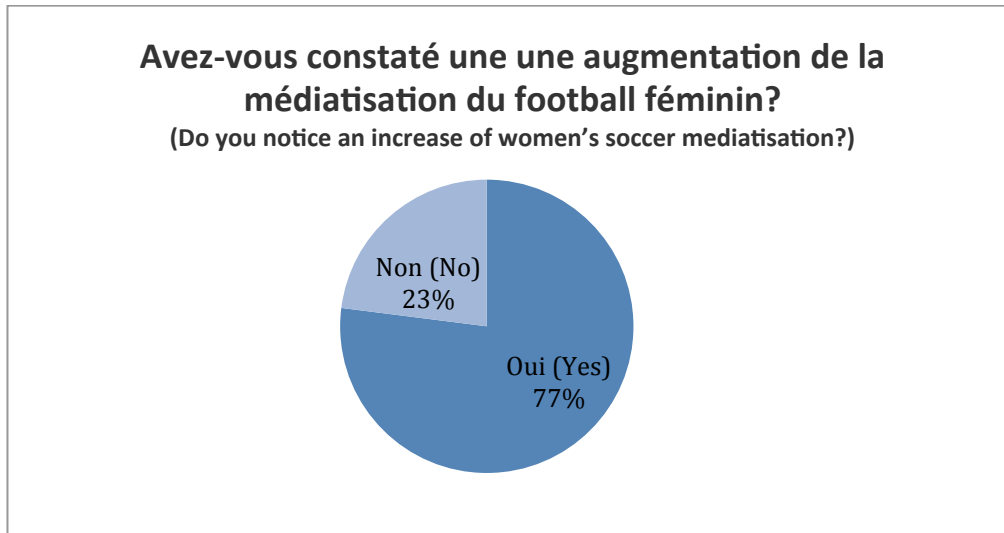


Figure 66: Do you notice an increase of women's soccer mediatisation in France? (Question 20)

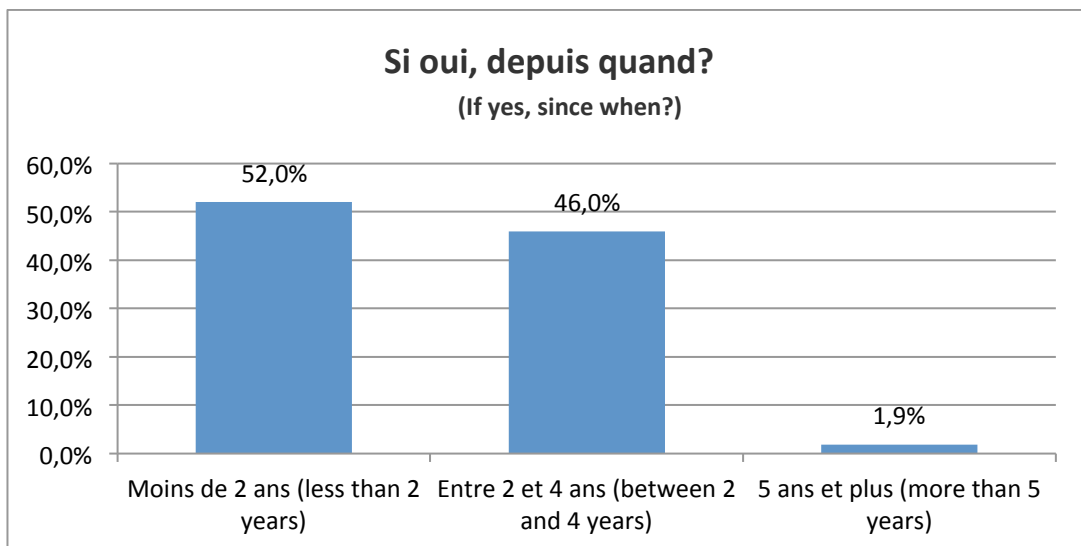


Figure 67: If yes, since when have you seen an increase of women's soccer mediatisation? (France) (Question 21)

83% of the American respondents also noticed an increase of women's soccer mediatisation. French and American results seem to be the same but generally this increase was noticed for a longer time than in France.

49% of the American respondents think that the mediatisation has increased since more than 5 years, 37% between 2 and 4 years, finally, only 14% noticed an increase of the mediatisation of the sport since less than 2 years.

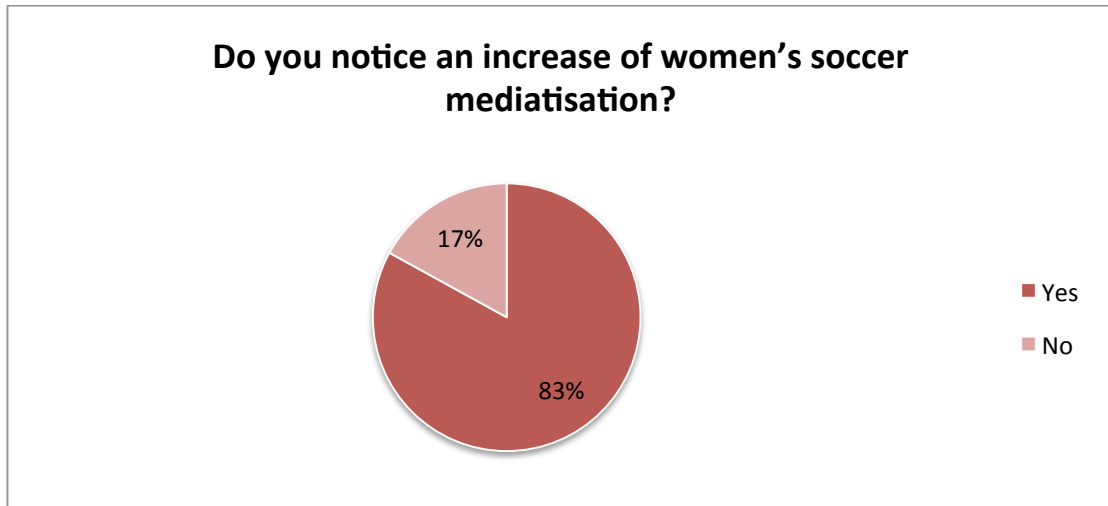


Figure 68: Do you notice an increase of women's soccer mediatisation in the USA? (Question 20)

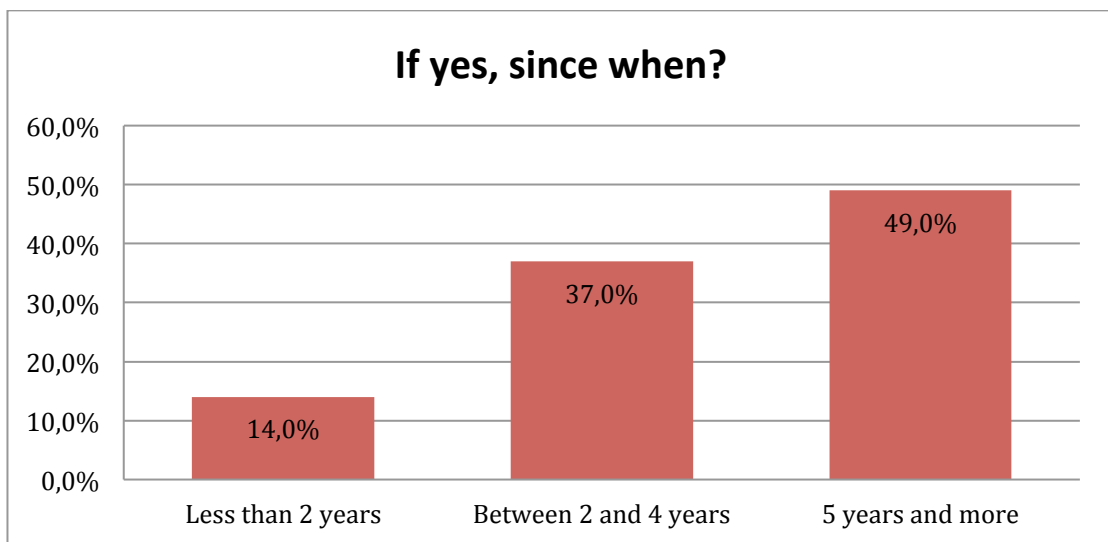


Figure 69: If yes, since when have you seen an increase of women's soccer mediatisation? (USA) (Question 21)

#### 4.1.7 Women's soccer and sport products

In a first time, the researcher wants to know at what frequency the samples buy soccer products.

Results show that 26% of the French respondents never buy soccer products, 39% rarely buy soccer products, 25% often buy soccer products and 10% of the respondents buy soccer products very often.

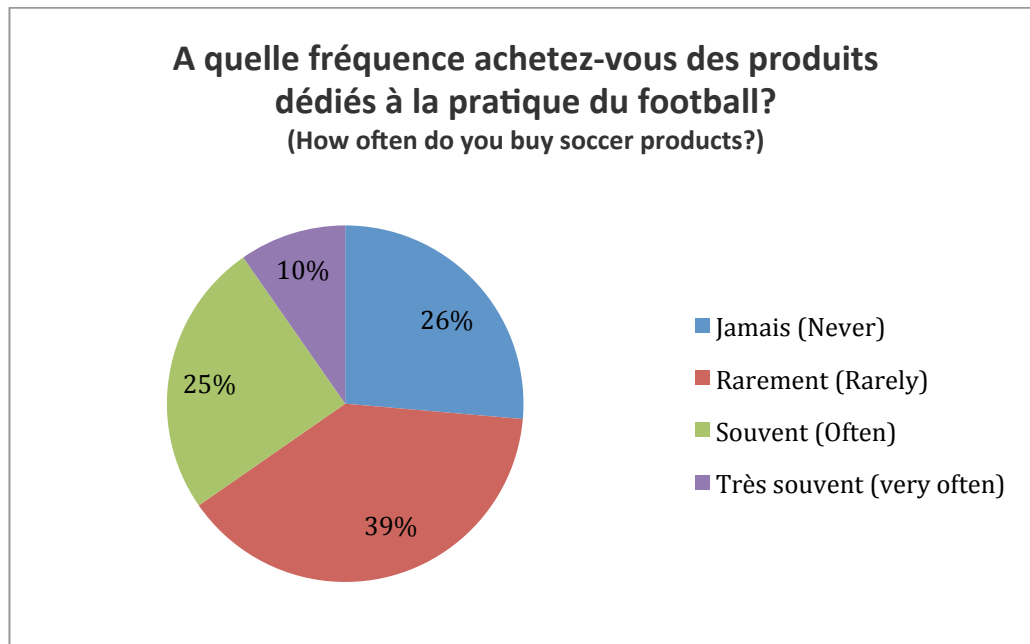


Figure 70: Purchasing frequency of soccer products in France (Question 22)

The study of the purchasing frequency by gender (figure 71) shows that 23% of the women of the French sample never buy soccer products when only 8% of the men never buy these products.

40% of men and 52% of women rarely buy soccer products, 36% of men and 19% often buy soccer products. Finally, 16% of the men and 6% of the women from the French sample buy very often soccer products.

According to the results of the French respondents, in France, men buy more frequently soccer products than women.

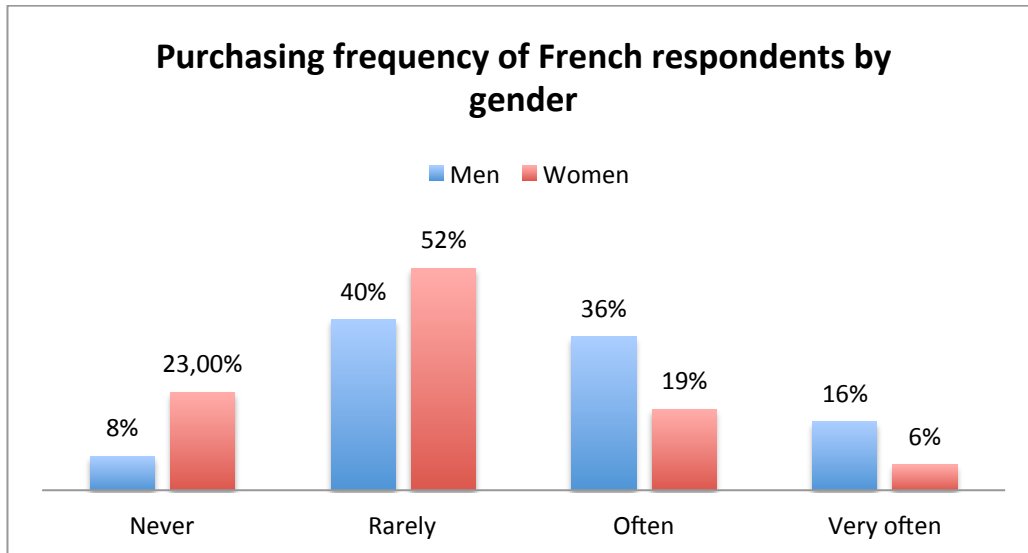


Figure 71: Purchasing frequency of French respondents (Question 22)

Figure bellow shows that 8% of the American respondents never buy soccer products, 43% rarely buy soccer products, 43% often buy soccer products and 6% buy soccer products very often.

It seems that Americans consume a bit more often products dedicated to soccer practice than the French sample.

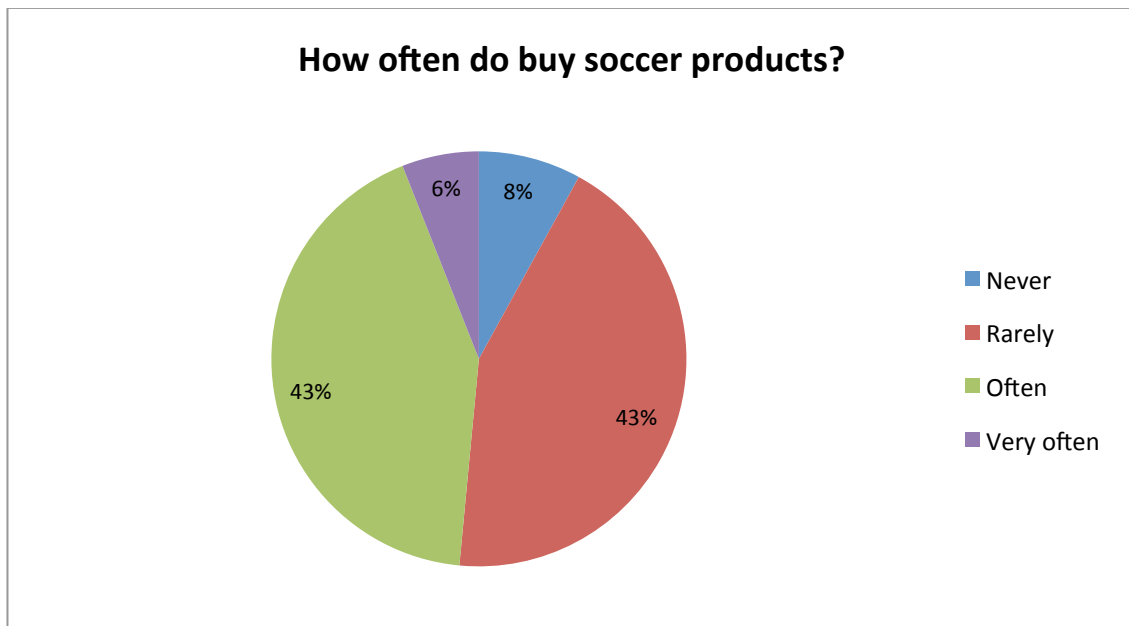


Figure 72: Purchasing frequency of soccer products in the USA (Question 22)

Globally, American women purchase soccer products less frequently than men since 55% of the women and 34% of the men rarely buy soccer products. Moreover, 57% of the men and 31% of the women interrogated often buy soccer products.

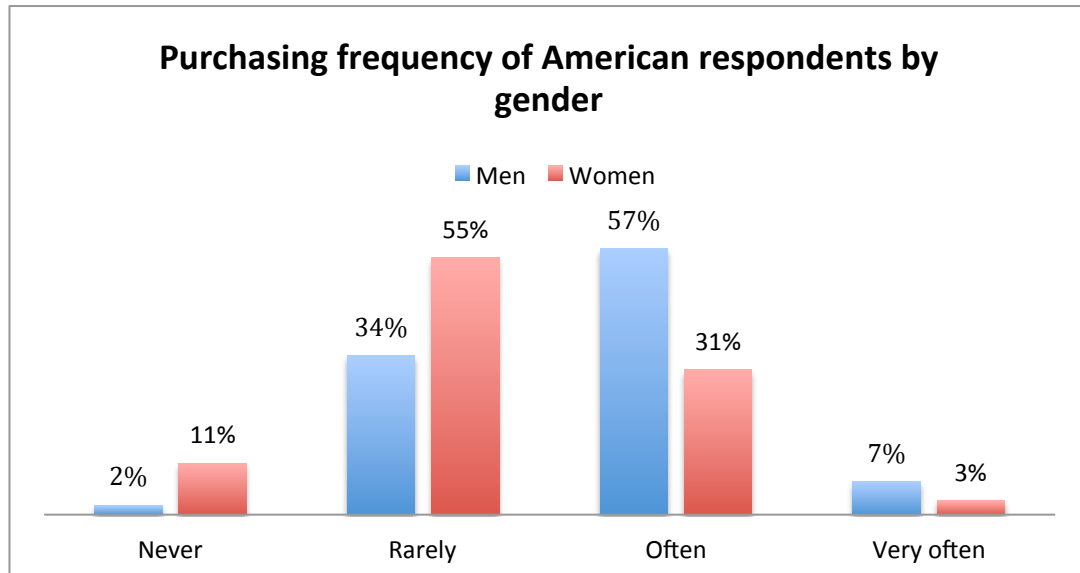


Figure 73: Purchasing frequency of American respondents (Question 22)

Questions 23 and 24 are dedicated only to the women of both samples.

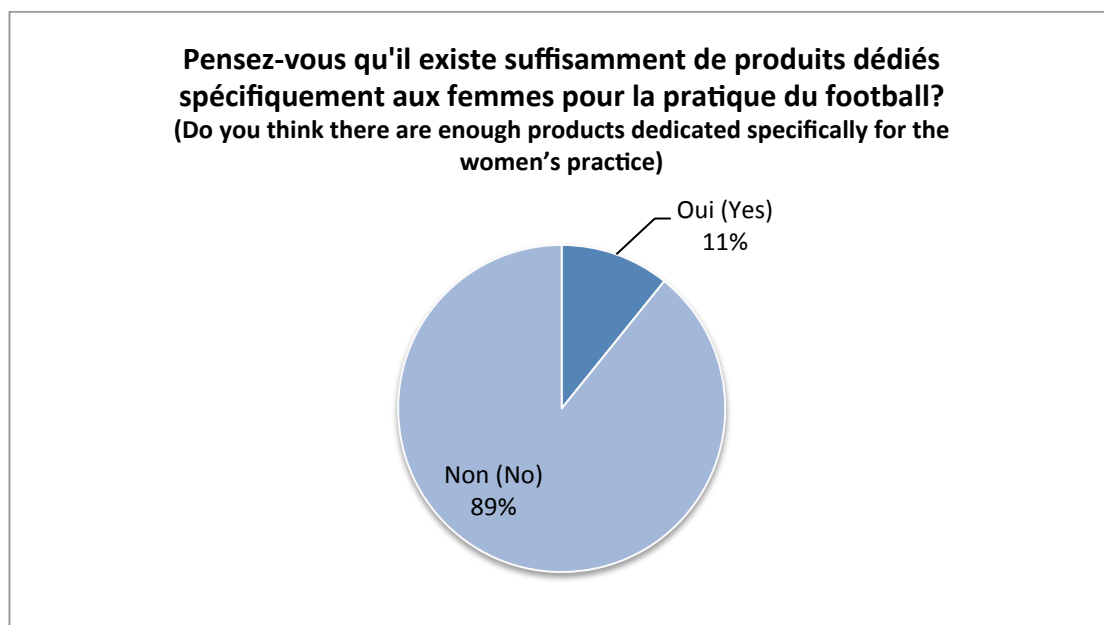


Figure 74: Do you think there are enough products dedicated specifically for the women's practice? (France) (Question23)

**(If you are a woman) Do you think there are enough products dedicated specifically for the women's practice?**

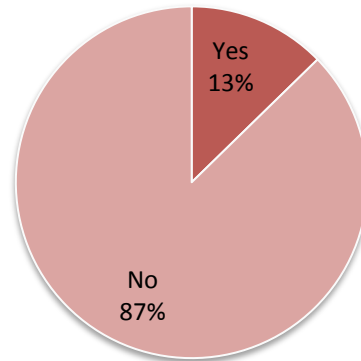


Figure 75: Do you think there are enough products dedicated specifically for the women's practice? (USA) (Question 23)

Results represented with figures 74 & 75 above show that in both markets, a large majority of respondents think there are not enough soccer products dedicated to women since 89% of the French respondents and 87% of the American respondents responded negatively to question 23.

Question 24 is asked to know if the women's purchasing frequency of soccer products could be enhanced.

51% of French women respondents and 63% of the American women respondents would be ready to consume more soccer products if there were more products dedicated to women's practice.

Only 20% of French respondents and 3% of American respondents would not consume more products.

29% of French respondents and 34% of American respondents maybe could buy more soccer products if more soccer products dedicated to women were commercialised. (Figures 76 & 77)

**Si non, seriez-vous prête à consommer plus de produits de football si plus de produits étaient dédiés à la pratique féminine?**  
(If not, would you be ready to consume more soccer products if it would be more products dedicated to women's practice?)

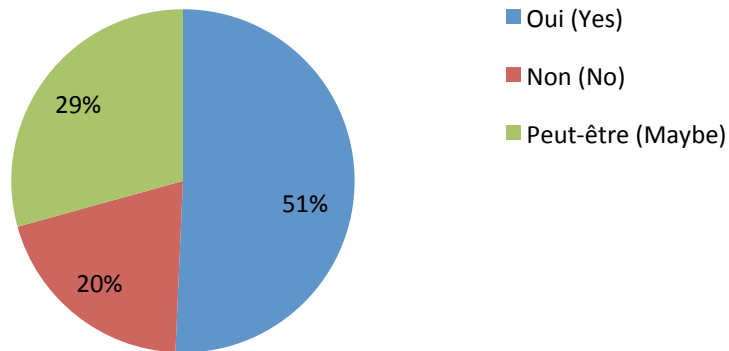


Figure 76: Would you be ready to consume more soccer products if it would be more products dedicated to women's practice? (France) (Question 24)

**(If you are a woman) If not, would you be ready to consume more soccer products if it would be more products dedicated to women's practice?**

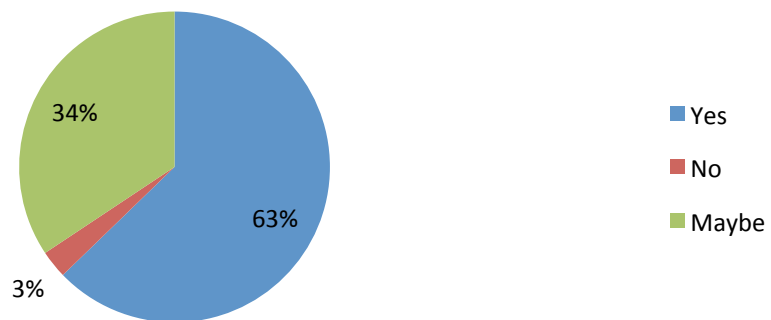


Figure 77: Would you be ready to consume more soccer products if it would be more products dedicated to women's practice? (USA) (Question 24)

#### 4.1.8 Women's soccer players and advertising

Figure 78 below shows that 89% of French respondents think that players of the women's soccer French team could be present in major brands advertising and only 2% think that they do not have their place in advertising.

The observation is the same for the American sample, in fact, 94% of respondents think that players of the women's soccer American team have their place in advertising and 2% think they do not have their place in advertising. (Figure 79)

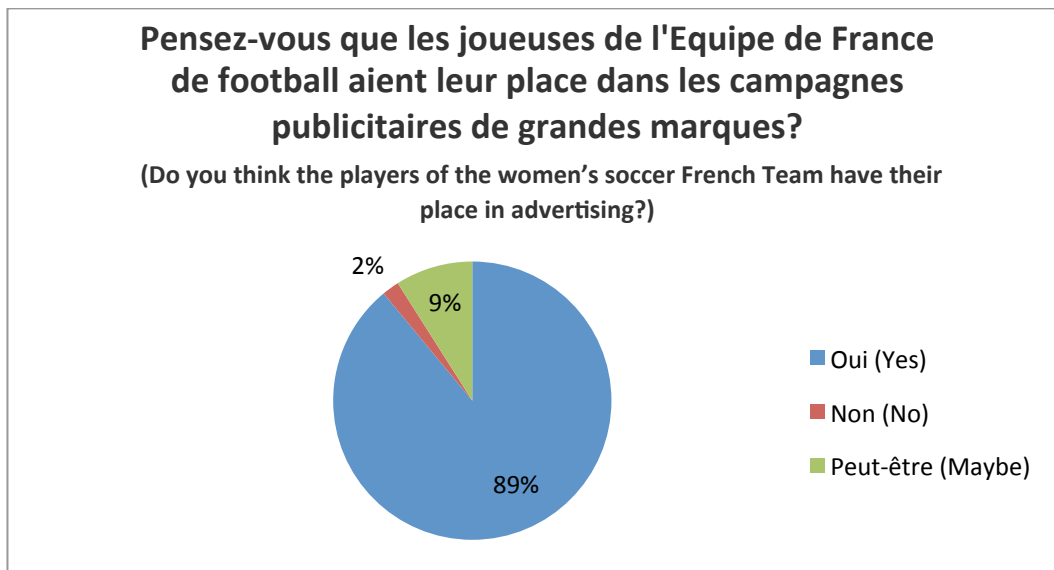


Figure 78: Do you think the players of the French women's soccer team have their place in advertising? (Question 25)

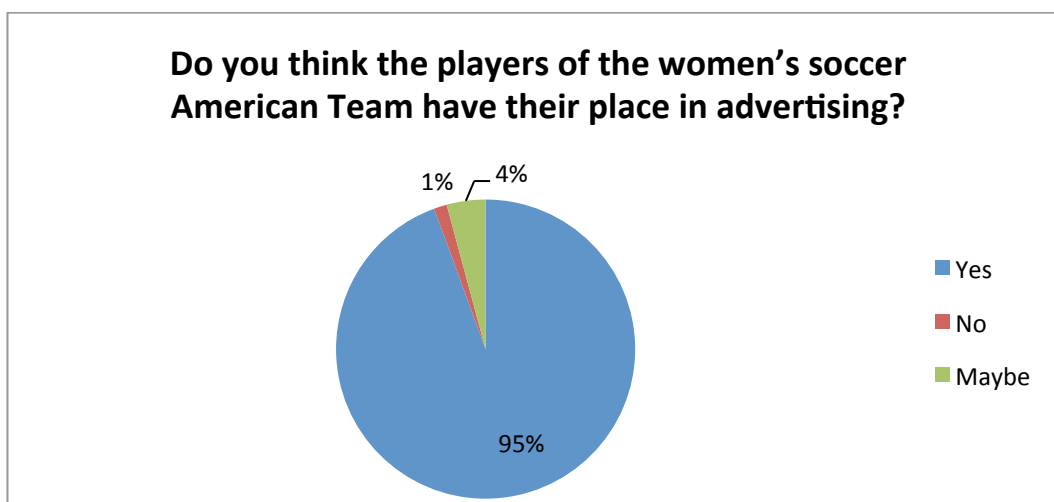


Figure 79: Do you think the players of the American women's soccer team have their place in advertising? (Question 25)

Figure 80 below shows that players of the French women's soccer team maybe could influence the buying decision of 45% of the French sample.

24% of the French sample thinks that women players would influence their buying decision and 31% think they would not influence their buying decision.

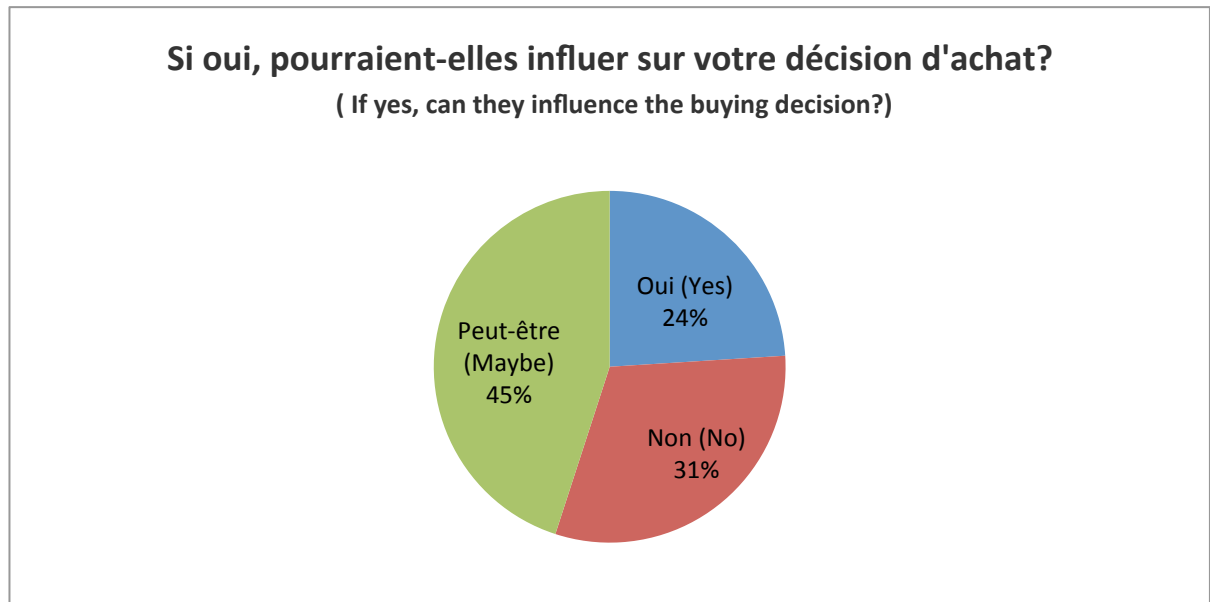


Figure 80: Can they influence the buying decision? (France) (Question 26)

The results below show that the buying decision of 90% of the American sample is influenced by players of the American women's soccer team and only 2% think the players could not influence their buying decision. (Figure 81)

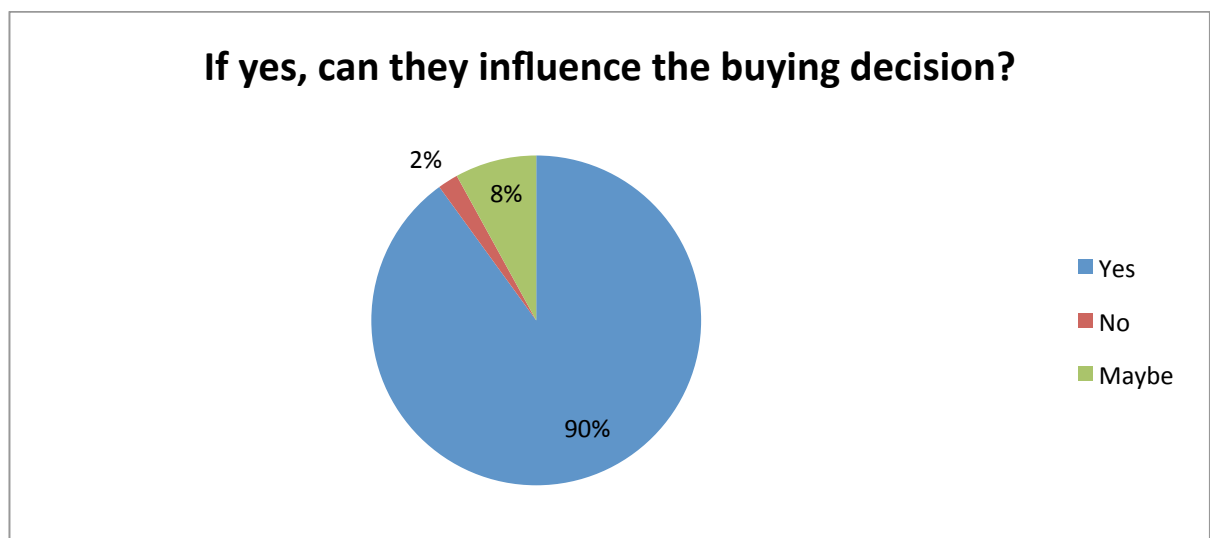


Figure 81: can they influence the buying decision? (USA) (Question 26)

The vast majority of male and female respondents think American women's soccer players can influence their buying decision.(Figure 82)

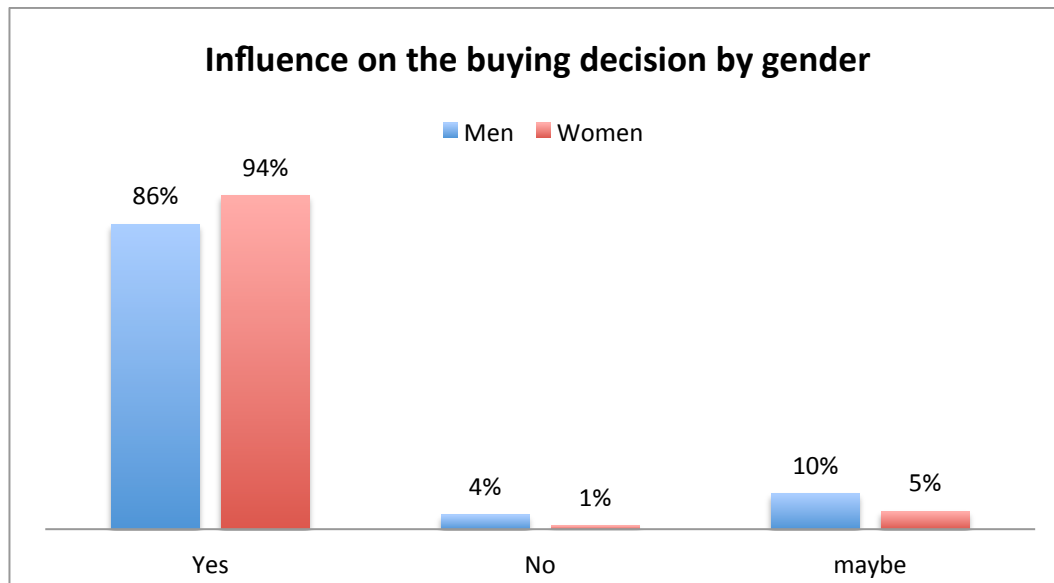


Figure 82: Influence on the buying decision of the American respondents by gender (Question 26)

However, in France, if women's soccer players influence 35% of the women respondents, these players influence only 4% of men.

The majority of men and women do not know if they could be influenced by women players to buy a product. (Figure 83)

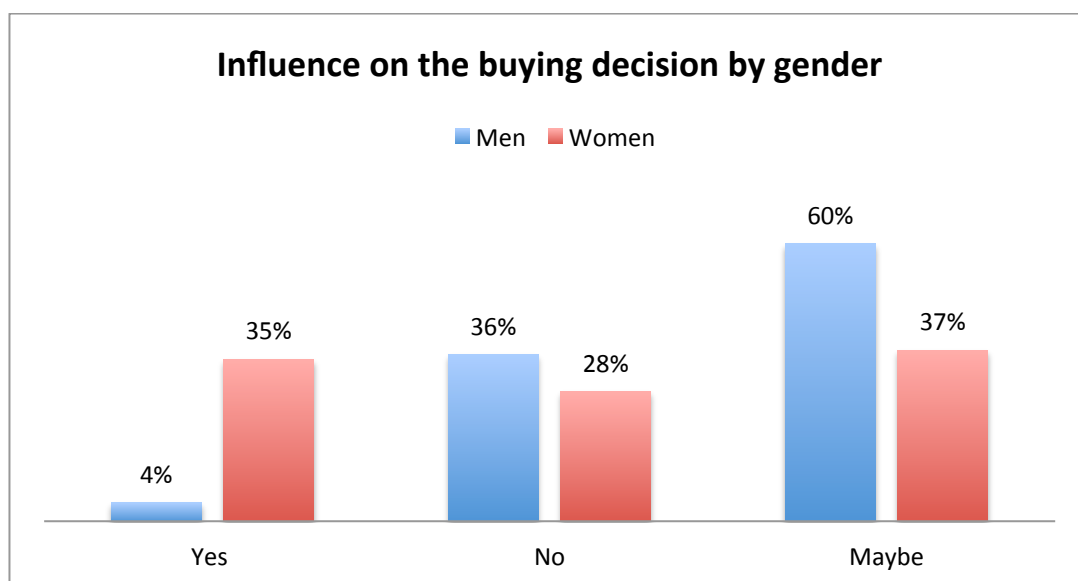


Figure 83: Influence on the buying decision of the French respondents by gender (Question 26)

## 4.2 Qualitative data analysis

### 4.2.1 Presentation of the qualitative data analysis

To collect qualitative data, the researcher conducted a face-to-face, semi-structured interview of G r me Henrionnet, coach of the women's soccer team "AS Algrange" currently playing in the "D2 f minine" championship and will play in "D1 F minine" next year. He is also working at the "Ligue Lorraine de football" as selector of the Team of Lorraine, finally, he used to be the coach of the women's team of AS Nancy Lorraine (men's professional club).

Interview this person provides the opinion of an expert who has worked for over 15 years in women's soccer and has seen the evolutions of the sport, attends the implementation of strategies and finally who has led his team at the highest French level for next season.

The following themes will be tackled:

- Theme 1: Evolution of the sport through the years
- Theme 2: Actual situation
- Theme 3: Perception of women's soccer by the public
- Theme 4: Mediatization
- Theme 5: Promotion of the sport
- Theme 6: Impact of the National team

#### 4.2.2 Semi-structured interview of G r me Henrionnet

**1. You are working in women's soccer for many years, can you tell us about the evolution of the sport?**

I would say that women's soccer is currently in a stage of intense development in France but also in the world. The practice of soccer by women is becoming more common, but it remains significantly lower than the male practice.

**2. Does it mean that the number of registered players increases?**

Yes, more and more girls play football just for leisure but they are also more and more likely to join clubs. At a national level, the number of licensees increases since two years. This increase can be observed especially in U18 (Under 18) categories and categories of very young children. But I cannot give you a precise number.

**3. Does the number of teams engaged in the different championships also increase?**

Yes, more and more clubs create feminine sections. The number increases but it is not uncommon for new teams to fail to remain active more than a season or two.

**4. You are at the head of a team of (national second level) “D2 Féminine”, have you noticed an increase in the public interest for the sport?**

There is a little “shudder” for women’s soccer due to the French national team. Fans watch a bit more games on TV, a new contract has been signed with Eurosport to broadcast 100 games per season. They include international youth competitions, about 15 D1 feminine games and some “Coupe de France” games. There is a craze but it remains discrete in comparison to the craze for men’s soccer.

**5. Are there more people in stadium?**

Events attract supporters to stadiums. Teams like Lyon, PSG or Montpellier draw crowds. For the match against PSG, 2500 spectators came to our stadium. (*The team met PSG in the context of Coupe de France*). If we played against a less known club as Rodez, there would not had so many people. Professional clubs that attract supporters. There is a mirror effect between boys and girls. Male PSG is the best team in Ligue 1. A new audience is interested to see if the women's team is also soccer "ogre". Out of curiosity, supporters of the male team come to the female team; I think this is very positive for women’s soccer.

**6. Are sponsors more likely to support women's soccer teams?**

For a year or two sponsors are less reticent but they are always attract by media coverage. They first want to know what they are going to get. With the media attention, sponsors start coming in feminine teams. With the media attention, sponsors start coming in feminine teams. They want to invest; the level of the team plays an essential role.

**7. What do you think of the media coverage of women's soccer?**

With Eurosport, it is the first time a broadcasting contract so important is signed. And the national team is more and more mediatized. But it still remains relatively low, particularly in comparison with media coverage provided to the men's soccer.

**8. It was noted that your team was more present in the media lately; can you tell us about it?**

Press is more and more interested in us. It started mild manner with the "Républicain Lorrain" (Local press) thanks to our results in championship. Then, the coming of PSG in "Coupe de France" was a real accelerator since "Mirabelle TV" (French television channel) did a story about us, I went live on the radio "France Bleue" the morning of the match against PSG. Since this game, the press frequently solicits players. And come to film our games.

**4.2.6**

**9. What does motivate the media to take an interest in a women's soccer team?**

**4.2.7**

Results and the new public enthusiasm for the sport make the media interested in us. If our results were not as good, I think the press would not be interested in us. It should be noted that our team has the particularity of being the first Lorraine' team to reach the elite championship. I know that if next year our results in "D1 féminine" are not good, we will have less influence.

**10. How will you promote the club for next year?**

The “D1 championship” is an important element to attract young players and high level players who come from other parts of France.  
The promotion of the team will be mainly through big clubs we are going to meet.

**11. At a national level, how is promoted women’s soccer?**

“Commissions of feminization” have been created.  
Every region has its commission that work to integrate women in soccer.  
However, the goal is not only to recruit players, we want to integrate women in associative structures to become supervisors, presidents of clubs, or even members of regional leagues. We do not want to confine women to the role of club secretaries.

**12. Does the national team have an impact on the sport?**

This is what is driving the development of women’s soccer in France. If the French Team did not finished in a good position at the World Cup and At the Olympic Games, there would not have been so much interest in women’s soccer.  
Moreover, they benefited from the disastrous results of the men’s national team in World Cup 2010, and which gave a very bad image of French soccer.  
Girls have been able to give a good image of French soccer abroad but mainly in France.

# Chapter 5: Conclusion and Recommendations

## 5.1 Conclusion

“Answering the research question(s), meeting the objectives and, supporting or otherwise the research hypotheses is the main purpose of the conclusions chapter.” (Saunders et al, 2009).

Therefore, the aim of this chapter is to answer the following research question “***What are the differences between the women’s soccer market in France and in the USA?***”

Moreover, the researcher has to meet the following objectives:

- Show how culture affects women’s soccer
  - Understand consumer behavior toward the sport thanks to the background and the perception of the sport.
  - How has evolved soccer through the years
  - How people “consume” soccer
  
- Show the impact of national teams on the sport
  - Effects of international events
  - Women’s soccer celebrities
  - Effects of the national team’ results
  
- Show what strategies are implemented on both markets to commercialize women’s soccer
  - Present the promotion strategies
  - How the leagues attract players
  - How to make money thanks to women’s soccer
  
- Present the strengths and weaknesses of both markets
  - Highlight the main differences and similarities between the two markets
  - Show what can be improved on both markets

### **Objective 1: Show how culture affects women's soccer**

Literature review showed that culture and perception play an important role in the development of a sport in a country. Indeed, in France and in the USA, women's soccer has a different background and has developed differently.

In France, soccer is a man's sport; women players are seen as masculine, the practice of soccer is considered as not suitable for women: consequently, it is difficult in this country to put in place an efficient market and attract a wider audience to female practice.

In the U.S., soccer is considered to be non-violent and suitable for women to participate. Men prefer national sport like American football or hockey. Girls are encouraged to practice this sport for many years and sports programs in universities are dedicated to women's soccer.

It is therefore logical that the number of players is more important in the USA (7,06 million) than in France (65,628). However, the number of players increases in the two countries: it represents 31% of the total in the USA but only 5% of the total in France.

Practice is considered as banal in the U.S. women play soccer and it is normal to watch or attend a women's soccer game. Questionnaire results show that more American than French follow women's soccer on TV or attend games. Moreover 92% of American and 74% of French would pay to attend a women's soccer game but American would pay more to attend a game.

These findings show that USA is a market where consumers have integrated women's soccer in their sporting culture since they "consume" more games, they practice more and more willing to spend to see games. We can add that Americans are accustomed to their manly national sports; therefore soccer is less chosen by men and this is why women have such an important place in this sport.

In France, qualitative data show that there are more and more players and teams.

Moreover, G r me Henrionnet, argues that there is a new enthusiasm for the sport, but through the male professional clubs: teams wearing the shirt of a famous club generates curiosity and attracts fans in stadiums and on TV. Fans are ready to pay to attend games (between 5 and 10 ) but less than in the USA (between 16 and 20\$).

Secondary and qualitative data have shown that French sponsors are more willing to support women's soccer and in the USA, important partnerships are implemented since several years.

Finally, the U.S. market has developed earlier than in France, so it has more experience and is constantly developing in particular through a professional championship. In France, the market is new, it is in the launch phase, and the implementation of promotions strategies and time will make it more attractive.

Considering those facts, culture influences the women's soccer market. In fact, the background influences the practice of sport and the consumers' perception. Perception the consumer has of women's soccer will guide attitudes, such as whether to consider as justified spending money to watch a game or watch a game of women's soccer on TV.

The hypothetical sponsors of the country will also consider "what are the benefits of sponsoring a female team?". Women's soccer being booming, we can assume that this sport will fit into the French sport culture and will continue to grow in the USA.

### **Objective 2: Show the impact of national teams on the sport**

Literature review shows that the results of national teams in international competition have an important impact on the development of the sport in the country.

In fact, in the USA, the success of the American team in the World Cup 1999 has led directly to the creation of a professional championship, American players are recognized and considered as stars. Moreover, the American soccer market is just like its national team, which is the best and the most successful of the world.

Players of the national team benefit from a status of "stars" and became opinion leaders since they influence girls (who want to look like their idols) to play soccer and are present in some advertising campaigns in the country.

Concerning France, secondary and qualitative data show that the good results of the French team led to an increase in media coverage of the discipline, French have a growing interest for the women's soccer and the number of players increases manner consistent with the number of registered players has increased by 24% in three seasons. Girls send a good image and convey positive values that are not found in the male team.

Quantitative data shows that increase in the media coverage is noted mainly for nearly 2 years in France and over 5 years in the USA. These results coincide with key dates for national teams: from 1999 and the success in World Cup for the USA and since 2012 and the first Olympic participation of the French women's soccer team.

French and American consumers feel that players of national teams have their place in advertising of major brands and they may influence the purchase decision of nearly 90% of

them. In other words, famous players have an impact on consumer behaviors because if they represent a brand they could push prospects to consume more.

Moreover, all the American and 78% of the French respondents know at least one player of the national team. It is easier to use players as opinion leaders in the USA since everyone know at least one of them.

In conclusion, it seems clear that the national team is the showcase of sport in the country. Results are crucial because they will give a positive image, allowing players to become known from the public and serve as a model of success. If the national team is successful, the domestic market of women's soccer will follow the same path.

### **Objective 3** Show what strategies are implemented on both markets to commercialize women's soccer

According to the literature review chapter, on both markets, the good image of the national team is used to promote the sport. The American and the French national team are a very important asset since their success causes public interest and makes women and girls want to practice this sport.

Players' image is used to promote the sport since they are presented in the USA as a model of success, in France, glamor and affective side are highlighted. Some players are more mediatized and used in advertising, in the USA, 58% of the respondents know soccer players thanks to an advertising campaign.

Celebrity endorsement is used to promote the professional league since players are the best assets because they bring credibility.

In France, few players are used for brands advertising but they are used to promote the sport.

In the USA, strategies are implemented to promote the professional championship.

First, a brand identity is created, the professional league is

Relationship marketing and an online strategy are set up to interact directly with customers so that they feel important for this "brand", a link is created and therefore, loyalty.

Word-of-mouth is a key element of the strategy since the best way to promote a brand, is a promotion made by customers.

Sponsors are important partners since they support the league and promote women's soccer. Finally, a franchise system is set up, this way; each team organizes its own communication strategy and can reach more readily local prospects.

Concerning France, there is no professional league but to make the elite championship attractive, professional contracts are proposed in some famous clubs. For example, qualitative and secondary data show that the team of Lyon, where all the players are professional showcases the French women's soccer and is also the most famous team of the country according to quantitative data since almost 80% of the respondents named this team.

The French federation, teams, and sponsors implement online strategies in order to interact with fans. Initiation days are implemented to attract young players.

Commissions of feminization have been created to integrate women into the development process of soccer. Finally, games are broadcast on free channels to enable as many viewers as possible to watch it.

In conclusion, for both markets, have implemented strategies to promote women's soccer, nevertheless, the American market is more mature than the French market, and also bigger, so it can generate more money thanks in particular to the establishment of a professional league. For the two markets, higher the number of players will be, the greater the revenue generated by sports will be for sports equipment manufacturers, for national federations and consumption related to soccer in general.

#### **Objective 4: Present the strengths and weaknesses of both markets**

All data collected allows presenting strengths and weaknesses of each market.

*The main strengths of the French women's soccer market are the following:*

The market is growing thanks to the increase of the number of players and the interest shown by the public.

The sport is creating its own feminine identity and is increasingly accepted in the country, moreover, there is a real desire to integrate women in soccer. In the same time, media are more interested in the sport; therefore, they promote the sport talking about it.

This led the sponsors to be more likely to support and commit for women's soccer (qualitative and secondary data).

Team France gives a positive image, attracts media, a new audience and creates a enthusiasm for female participation.

The French championship demonstrated flexibility and adaptability in its organization to integrate new teams. Regarding the "D1 Féminine" championship, it is increasingly attractive in part thanks to the professional clubs that create feminine teams and offer the good working conditions and even professional contracts. Women's team of Olympique Lyonnais is a showcase of the league and is one of the best teams in Europe; it serves as a model for the French players and attracts foreign players in the league. (Qualitative and secondary data)

Finally, strategies proposed by UEFA to market the sport are implemented. (secondary data)

*The main weaknesses of the French market are the following:*

The market is young, so he generates little income and is limited in terms of public recognition. Few resources are available for women's soccer in comparison with men's soccer, and with little money it is difficult to develop effectively. In general, the sport remains amateur; only a few players have professional contracts. The number of players increases but remains too weak to claim the benefit of more resources and more legitimacy.

Too few campaigns to promote sport are implemented, there is not enough advertising to promote women's soccer events, and games broadcast are not sufficiently promoted on television.

Sportswear companies do not offer enough products dedicated to female practice on this market, which represents a loss of income according to quantitative data.

Women's soccer is still perceived as too masculine by the public that often believes that women should not practice this sport.

*Concerning the American market, its strengths are the following:*

This sport is seen as good for women, so the feminine practice is regarded as normal and the public like women's soccer.

Title IX offers athletic opportunities, and women can get scholarships for sports studies at the University. Women athletes are considered as models of social achievement, the American public admires them.

Secondary data have shown that the number of women's soccer players is very important, it is the country in the world where there is the largest number of players.

Women's soccer is truly marketed in this country, the professional league has implemented strategies to create audience, to have fans, sell products, but also encourage the practice of women's soccer. Team USA is the best team in the world; it has a huge impact on the market. Professional players are seen like celebrities and have the power to influence the fans in terms of purchase decision for example. They play a key role in the development of sport and lend their image for advertising campaigns. The best players in the world play in the American championship. The market is experienced, knows how to draw lessons from its mistakes to be stronger and is constantly growing.

Games are broadcast and women's soccer events are promoted on TV, thanks to the franchise system, each team of the professional league manage its own promotion to reach easily local targets.

*The weaknesses of the American market are the following:*

Soccer does not enjoy the same recognition as the American sports, which limits its media and the income generated for example.

It took several attempts for a professional league, strategic mistakes were made and earnings were lower than the expenditures.(secondary data)

As in France, there are not enough of soccer products for women, therefore, sport manufacturers do not fully exploit the market. (Quantitative data)

Finally, sponsors favour American sports and prefer using male athletes in advertising. (secondary data)

These findings show that the American market is stronger than the French market.

Women's soccer seems to be better perceived in America, which leads to a high number of registered players, a more important number of fans, a better media coverage and a greater involvement of sponsors.

For the 2 markets, improvements are needed to be more efficient, however, the U.S. market has already found the solution to market women's soccer thanks to its professional championship.

## 5.2 Recommendations

Throughout this dissertation, the researcher compared the French and American women's soccer markets.

After having analyzed the markets and highlighted their strengths and weakness thanks to the data collected, the researcher will propose recommendations to improve these markets.

It should be noted that this is the French market need more recommendations since it is less successful than the American market.

These recommendations are based on findings made through the various data collected for the writing of the dissertation.

Recommendations for the French market are the following:

- Professionalize the "D1 féminine" championship to attract more foreign players and raise the level of game
- Encourage professional clubs to create feminine teams in order to attract crowds
- F.F.F. should establish women's soccer promotion days in soccer clubs with the help of players of the national team.
- F.F.F. should put more resources at disposal of women's soccer to enable it to develop more easily
- More advertising should be done for games broadcast on TV to inform and attract more spectators
- More international games should be broadcast as it is the type of game most watched
- Sport manufacturers should commercialise more soccer products for women (80% would consume more if there were more soccer products for women)
- Sport manufacturers should use famous players of the national team to promote their products. They should use the players who have the best notoriety such as Louisa Necib or Camille Abily (most named players by French respondents)
- The French market should emulate the U.S. model, which is the market the most advanced in the world

The main issue is the perception people have of women's soccer; therefore, the most important recommendation is to work on the image of the sport, launch advertising campaigns to promote femininity in soccer to attract more players and engage fans.

Few recommendations are made in order to enhance the American market:

- Sport manufacturers should commercialise more soccer products for women
- Sport manufacturers should use famous players of the national team more often to promote their products.(they could influence the purchase decision of 97% of the respondents) They should use the players who have the best notoriety such as Hope Solo or Abby Wambach (most named players by American respondents)
- Increase the mediatisation of the sport to reach new customers.

The strategies of the market have been improved after the failure of the WUSA, therefore, there is very little improvements to be made in this market.

If these recommendations were implemented, then the market performances would be improved and women's soccer could bring in more money to stakeholders of the sport.

# Chapter 6: Self Reflection on own learning and performance

## 6.1 Introduction

The aim of this chapter is to present what the researcher learned during the writing of this dissertation. In a first part, the researcher will explain the concept of “learning”. In a second part, she will identify and explain the different skills she improved. Finally, she will explain the usefulness of this learning in her future life.

## 6.2 Theory of learning

According to Kolb (1984, cited in Chan, 2012) experiential learning is defined as: “the process whereby knowledge is created through the transformation of experience”. Moreover, Dewey (1938, cited in Chan, 2012) stresses the importance of experiential learning “the nature of experience is continuous and the experiential learning process is of fundamental importance to education and adult development”.

Throughout the writing of this dissertation, the researcher has gone through four stages of competence based on the work of Dale (2001) (Figure 84)

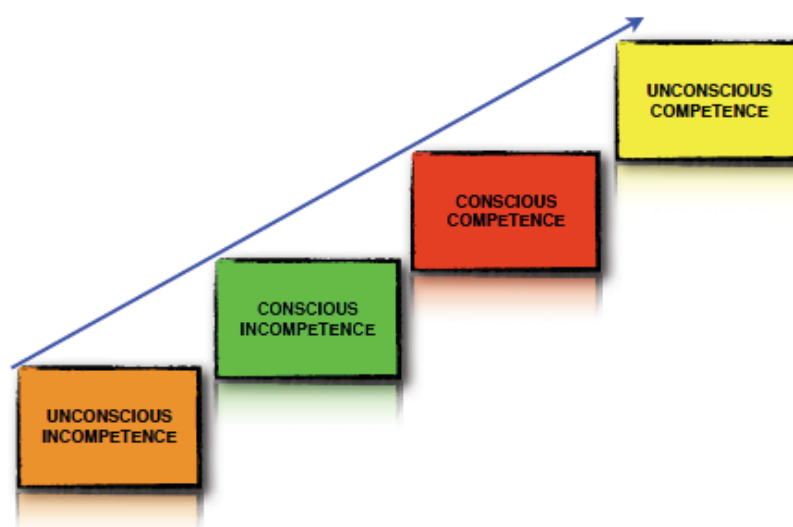


Figure 84: “Stages of Learning” (Dale, 2001)

Firstly, before starting the research and the writing of the thesis, the researcher was not aware of her incompetence, then, starting her research, she became aware of his incompetence. The numerous researches on the topic of women's soccer, led her to acquiring knowledge and skills. Now that the dissertation is written, we can say that the researcher is now competent in the field of women's soccer.

According to Chan (2012), Kolb, in 1984 “portrayed a four-stage learning cycle, namely: concrete experience; reflective observation; abstract conceptualisation; active experimentation.(Figure 85). It requires the learner to experience, reflect, think and act in a cyclic process in response to the learning situation and what is learnt. Concrete experience is gained when the learner actively experiences and performs. Through the process of reflective observation, the learner consciously reflects and draws conclusion on their experience. Based on these implications, in the third stage of abstract conceptualisation, the learner can conceptualise a theory or model and utilise these generalisations as guides to engage in further action and experiment with different scenarios in the final cycle of active experimentation” (Chan, 2012)

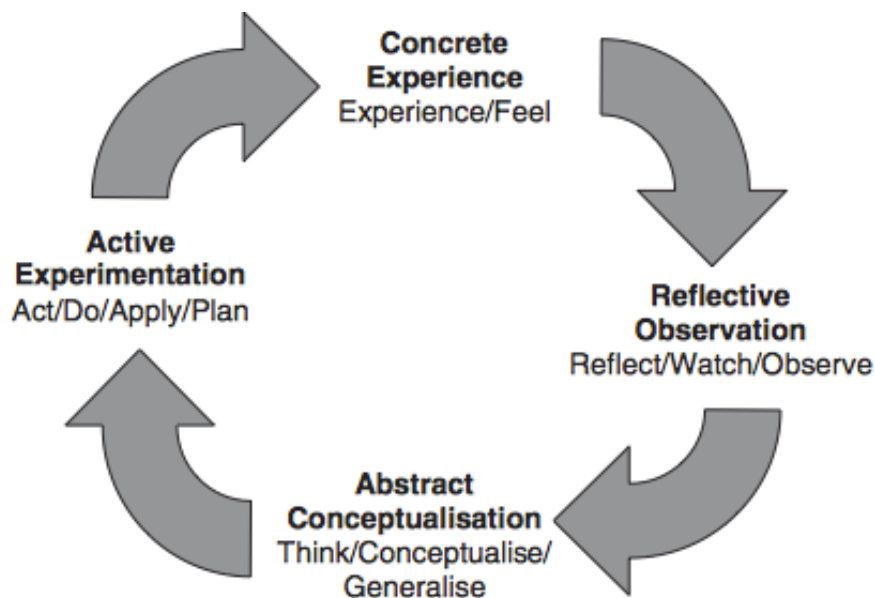


Figure 85: Kolb's learning cycle (Kolb, 1984, cited in Chan, 2012)

According to Kolb (1984), learning can only be effective if the researcher goes through these four steps.

### 6.3 Skills improved

During her researches and the year spent in Dublin Business School, the researcher improved several skills. In this part, she will explain what this experience and the thesis writing have taught her.

#### 6.3.1 Adaptation skills

The researcher spent an academic year at Dublin Business School, therefore she had to adapt to the expectations of the Anglo Saxon educational system, which are totally different from the French ones.

She learned a new way of working, for example by completing courses with academic references for exams and assignments. She learned not to be only a spectator and consumer of theories taught by teachers, she learned to become an actress by undertaking complementary academic researches.

Moreover, since she is not Irish, the researcher has to adapt to the Irish culture and use English to communicate with lecturers or the other students.

This immersion has been beneficial in that the researcher has demonstrated adaptability in her working method and in her everyday life.

#### 6.3.2 Team working skills

At Dublin Business School, a large number of the assignments were group assignments.

The researcher does not have the habit of working in a group; in fact, in France individual works are favoured.

The researcher has learned to work in teams; she has learned to share ideas with other students, to make concessions and not wanting to control all parts of the projects. She learned to rely on other students to achieve common objectives together.

Group organization and assembly of skills is positive since it allows to move faster on projects.

### 6.3.3 Language skills

This year in Ireland has allowed the researcher to greatly improve her level of English. It was required to assimilate quickly the language on the one hand for everyday life but also to understand the courses only in English.

Her classmates being of different origins, English was essential to communicate and work together on projects.

Finally, the numerous readings needed during the year or for the writing of this dissertation have deepened the learning of the language.

### 6.3.4 Research and analysis skills

The researcher has learned to find academic at the Dublin Business school library but also on the school intranet. She learned to collect Primary and secondary data and to analyse them.

But she also learned to adopt a critical perspective on the data collected to remain as objective as possible, by confronting allegations of different writers.

Finally, the researcher collected a lot of data, however, information must be filtered and only the most essential information must be kept.

### 6.3.5 Marketing knowledge

This Master in Art of Marketing allowed the researcher to improve her marketing knowledge.

Throughout the year, different courses have helped acquiring theoretical knowledge and different assignments allowed to practice these skills with more concrete case study.

The researcher acquired knowledge in Consumer buyer behaviour, in Global marketing, in marketing communications, in Principles of marketing or Services marketing for example.

#### 6.4 Future application of learning

This Masters degree has been very beneficial for the researcher who wants to use the acquired skills in her future personal and professional life.

She has acquired open-mindedness by living in a foreign country and learnt new ways of working. Moreover, she acquired new knowledge that will be useful to her in her future career plans.

Write a dissertation on women's soccer will be very useful for her future professional life since she has gained knowledge on the subject and on marketing strategies implemented in different countries.

Finally, interested in working in the area of sports marketing, and more specifically, in women's soccer, this comparative study allows her to better understand the market expectations and may propose new solutions for the development of women's soccer market if the opportunity was given to her.

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## Appendices

### Appendix 1: The Watson Box

<b>WHAT</b>	<b>WHY</b>
<p>What are the differences between the women soccer market in France and in the USA?</p> <p>Objectives</p> <ul style="list-style-type: none"><li>-How have evolved both markets?</li><li>-Highlight key differences and similarities between the two markets</li><li>-Compile an inventory</li><li>-Show the impact of medias and sponsors on the sport.</li></ul> <p>How international events affect the sport?</p> <p>what are the benefits?</p> <p>Do national teams have an impact?</p> <p>Why is this sport popular in a country and less in the other?</p> <ul style="list-style-type: none"><li>- How people perceive this sport?</li><li>- What are cultural aspects?</li><li>- How is made the promotion of this sport?</li></ul> <p>Find strengths and weaknesses of both markets</p> <p>How the markets could be more</p>	<p>The researcher is involved in soccer and follow women's soccer events</p> <p>Most popular sport in the world but women soccer not always recognized</p> <p>Important differences between the 2 markets</p> <p>Women's football is growing and could become an important source of income.</p> <p>Analyze the situation and provide solutions to improve the markets</p>

efficient?	
<p><b>HOW CONCEPTUALLY?</b></p> <p><b>Women’s soccer in the USA</b>  “The WUSA (Women's United States Soccer Association), a professional league, has become the top women's professional league in the world, attracting the best women soccer players from countries such as Germany, Norway, Brazil and China. Furthermore, in terms of female soccer players, the United States -- with nearly 10 million registered participants -leads the world by a wide margin”(Markovits &amp; Hellerman, 2003)</p> <p><b>Women’s soccer in France</b>  “The French Football Federation (FFF), the leading French sports federation in terms of the number of licensees, has only forty thousand women over two million licensed, barely 2% of the total enrollment. Football, today remains dominated by men” (Prudhomme-Poncet, 2003)</p>	<p><b>HOW PRACTICALLY?</b></p> <p><b>Research design</b>  Qualitative and quantitative research.  In-depth interviews to have specific answers.  Focus group to obtain different points of view.  Questionnaire  ⇒ Analysis of data  ⇒ Allows to make recommendations  ⇒ Obtain statistics</p> <p><b>Practical and ethical issues</b>  Anonymity if people interviewed want to stay anonymous  Keep the confidentiality of some information  Difficult to meet all the people I want to interview because of the distance.  Maybe difficult to reach people I want to interview</p>

## Appendix 2: Gant Chart

Month	September 2013	October 2013	November 2013	December 2013	January 2014	February 2014	March 2014	April 2014	May 2014	May 23rd 2014
Secondary data collection	█	█	█	█	█	█				Dissertation Submission
Literature review	█	█	█	█	█	█				
Lecture	█	█	█	█	█	█	█	█	█	
Writing							█	█	█	
Review										
Primary data collection						█	█	█	█	
qualitative data collection										
conducting interviews						█	█	█	█	
data analysis							█	█	█	
Results transcription									█	
quantitative data collection										
Questionnaire Submission								█	█	
Collecting data								█	█	
data analysis									█	
transcription									█	

## Appendix 3: Quantitative research

- ✓ Questionnaire for the American market

### Women's soccer market USA

#### 1. What is your gender?

Male

Female

#### \*2. What is your age?

19 and under

20-25

26-30

31-35

35-40

40 +

#### \*3. Do you watch soccer games on TV?

Yes

No

#### \*4. Do you watch women's soccer games on TV?

Yes

No

**5. If yes, how often?**

- Rarely
- Often
- As often as I can

**6. What type of competitions do you watch?**

- Professional championship
- Internationales competitions
- Intercollegiate championship
- Other

**\*7. Do you think there is enough advertising for women's soccer games on TV?**

- Yes
- No

**\*8. With more advertising, do you think you could watch more Women's soccer games?**

- Yes
- No
- Maybe

**9. Have you ever attended to a Women's soccer game? (Not a Team USA game)**

- Yes
- No

**Women's soccer market USA**

**\*10. Would you pay to attend a women's soccer game?**

- Yes
- No

**11. If yes, How much?**

- 5\$ and less
- 6 to 10\$
- 11 to 15\$
- 16 to 20\$
- more than 20\$

**\*12. Do you know teams engaged in the elite championship?**

- Yes
- No

**13. If yes, name them (maximum 5)**

1	
2	
3	
4	
5	

**\*14. Have you ever attended a women's soccer Team USA game?**

Yes

No

**15. What was the occasion?**

Friendly game

World Cup

American Cup

Other

**\* 16. Do you know players of the American women's soccer Team?**

Yes

No

**17. If yes, name them (max 5)**

1	<input type="text"/>
2	<input type="text"/>
3	<input type="text"/>
4	<input type="text"/>
5	<input type="text"/>

Page 2

## Women's soccer market USA

**18. How do you know these players?**

Advertising campaign for brand

Promotion campaign for soccer

Newspaper

News program

Soccer game

**\* 19. Do you think the American women's soccer team results have an impact on the popularity of the sport?**

Yes

No

**\* 20. Do you notice an increase of women's soccer mediatisation?**

Yes

No

**21. If yes, since when?**

- Less than 2 years
- Between 2 and 4 years
- 5 years and more

**\*22. How often do buy soccer products?**

- Never
- Rarely
- Often
- Very often

**23. (If you are a woman) Do you think there are enough products dedicated specifically for the women's practice?**

- Yes
- No

**24. (If you are a woman) If not, would you be ready to consume more soccer products if it would be more products dedicated to women's practice?**

- Yes
- No
- Maybe

**Women's soccer market USA**

**\*25. Do you think the players of the women's soccer American Team have their place in advertising?**

- Yes
- No
- Maybe

**26. If yes, can they influence the buying decision?**

- Yes
- No
- Maybe

✓ Questionnaire for the French market

## Etude sur le marché du football féminin en France

**\*1. Quel est votre sexe ?**

Homme  Femme

**\*2. Quel est votre âge?**

19 ans ou moins  26-30 ans  36-40 ans  
 20-25 ans  31-35 ans  Plus de 40 ans

**3. Regardez-vous des matchs de football à la télévision?**

Oui  Non

**\*4. Regardez-vous des matchs de football féminin à la télévision?**

Oui  Non

**5. Si oui, à quelle fréquence?**

Très rarement  Rarement  Souvent  Très souvent

**6. Quelles compétitions de football féminin regardez-vous?**

- Championnat de D1  
 Champion's League  
 Compétitions internationales (Equipe de France)  
 Autre (veuillez préciser)

**\*7. Pensez-vous que suffisamment de publicité soit faite pour les matchs de football féminin à la télévision?**

Oui  Non

**8. Si plus de publicité était faite pour les matchs de football féminin, pensez-vous que vous en regarderiez plus souvent?**

Oui  Non  Peut-être

**\*9. Avez-vous déjà assisté à un match de football féminin? (hors Equipe de France)**

Oui  Non

**\*10. Seriez-vous prêt(e) à payer pour assister à un match de football féminin?**

Oui  Non

## Etude sur le marché du football féminin en France

**11. Si oui, combien seriez-vous prêt(e) à payer?**

- Moins de 5€     Entre 5 et 10€     Entre 11 et 15€     Entre 16 et 20€     Plus de 20€

**\*12. Connaissez-vous des équipes de D1 féminine?**

- Oui     Non

**13. Si oui, nommez-les (maximum 5)**

1	<input type="text"/>
2	<input type="text"/>
3	<input type="text"/>
4	<input type="text"/>
5	<input type="text"/>

**\*14. Avez-vous déjà assisté à un match de l'Equipe de France féminine?**

- Oui     Non

**15. Si oui, à quel type de rencontre?**

- Match amical     Coupe du Monde     Coupe d'Europe     Jeux Olympiques  
 Autre (veuillez préciser)

**\*16. Pensez-vous que les résultats de l'Equipe de France féminine aient un impact sur la popularité de ce sport?**

- Oui     Non     Peut-être

**\*17. Connaissez-vous des joueuses de l'Equipe de France féminine de football?**

- Oui     Non

**18. Si oui, nommez-les (maximum 5)**

1	<input type="text"/>
2	<input type="text"/>
3	<input type="text"/>
4	<input type="text"/>
5	<input type="text"/>

## Etude sur le marché du football féminin en France

### 19. Comment avez-vous connu ces joueuses?

- Campagne publicitaire pour une marque  En assistant, ou en regardant un match  
 Campagne de promotion du football féminin  Dans la presse

Autre (veuillez préciser)

### \*20. Avez-vous constaté une augmentation de la médiatisation du football féminin?

- Oui  Non

### 21. Si oui, depuis quand?

- Moins de 2 ans  Entre 2 et 4 ans  5 ans et plus

### 22. A quelle fréquence achetez-vous des produits dédiés à la pratique du football?

- Jamais  Souvent  
 Rarement  Très souvent

### 23. (Question réservée aux femmes) Pensez-vous qu'il existe suffisamment de produits dédiés spécifiquement aux femmes pour la pratique du football?

- Oui  Non

### 24. (Question réservée aux femmes) Si non, seriez-vous prête à consommer plus de produits de football si plus de produits étaient dédiés à la pratique féminine?

- Oui  Non  Peut-être

### \*25. Pensez-vous que les joueuses de l'Equipe de France de football aient leur place dans les campagnes publicitaires de grandes marques?

- Oui  
 Non  
 Peut-être

### 26. Si oui, pourraient-elles influencer sur votre décision d'achat?

- Oui  Non  Peut-être

## Appendix 4: Qualitative research

✓ Semi structured interview

1. You are working in women's soccer for many years, can you tell us about the evolution of the sport?
2. Does it mean that the number of registered players increases?
3. Does the number of teams engaged in the different championships also increase?
4. Has women's championship evolved?
5. You are at the head of a team of (national second level) "D2 Féminine", have you noticed an increase in the public interest for the sport?
6. Are there more people in stadium?
7. Are sponsors more likely to support women's soccer teams?
8. What do you think of the media coverage of women's soccer?
9. It was noticed that your team was more present in the media lately; can you tell us about it?
10. What does motivate the media to take an interest in a women's soccer team?
11. How will you promote the club for next year?
12. At a national level, how is promoted women's soccer?
13. Does the national team have an impact on the sport?