

An analysis of brand equity and its influence on customer satisfaction of a football team among female fans in public universities in Kenya

The increasing competition in the business sector requires that teams that are involved in developing the brands come up with brands that consumers can easily differentiate from those of the competitors to make their brand stand out. Football teams rely on fans for their success, providing income through ticket sales, television viewing and purchasing team branded products. Yet this area remains unexplored in Kenya hence the researchers desire to assess the influence of brand equity on customer satisfaction of football team among universities female fans in Public Universities in Kenya. The specific objective to be undertaken for the research was: To examine the influence of brand awareness on customer satisfaction of a football team among female fans in public universities in Kenya. The study adopted explanatory research design to determine the influence of brand equity on customer satisfaction of a football team. A target population of 1846 respondent was investigated. A sample of 319 was then used for the study. Stratified and snowball sampling techniques were employed. Semi-structured questionnaire was used as instrument of data collection. Content validity was measured through expert judgment while reliability was measured by use of Cronbach's Alpha coefficient method at $p < 0.05$. The data obtained was analyzed using descriptive and inferential statistics comprising of chi-statistic, multiple regression analysis and Anova. The objective sought to determine the influence of brand awareness on customer satisfaction among female football fans in public university. The p-value of the test statistic was $p = 0.009$ since the p-value is less than the chosen level of significance (0.05), the null hypothesis is rejected. The study recommends to football that they should design fitted jerseys for female fans with appealing colors and teams should sign world class players to ensure good performance.

Keywords: Brand Equity, Brand Awareness, Customer Satisfaction