

RESEARCH RESULTS

6.1 INTRODUCTION

In this chapter the results of the primary research undertaken are discussed in detail. First, a profile of the sample is given, focusing mainly on the demographic profile of the respondents, and on the rugby support profile of respondents. The respondents' attitudes towards the South African rugby industry are then discussed. The chapter concludes with the findings of the respondents' brand awareness, brand association, perceived quality and brand loyalty (ie brand equity) of the provincial, regional and national rugby teams of South Africa which was the primary objective of the study.

6.2 PROFILE OF THE SAMPLE

Telephone interviews were used during the primary research phase of the study. Once the interviewer had telephoned a selected household (see section 5.2.6.3 for selection procedures), and the person answering the phone had stated that he or she was willing to participate in the interview, he or she was first screened on

age and whether he or she considered himself or herself to be a rugby supporter. As discussed earlier, rugby supporters are persons who identify with and follow the behaviour or actions of a rugby team and/or individual players of rugby teams on or off the field, may purchase the licensed merchandise of rugby teams, often buy season tickets, often travel to watch the games of a specific rugby team outside of their local market and devote significant social time attending, watching and discussing a rugby team with others who are committed and devoted to the same or other rugby teams (see section 3.2.1).

If the person qualified to be interviewed, he or she was included in the sample. Since not much research has been conducted into the profile of rugby supporters in South Africa, there were no quotas on age, gender or race during this research. The number of respondents in each of the 14 rugby provinces of South Africa is given in table 6.1 below, keeping in mind that slightly more respondents were interviewed in the larger metropolitan areas of Pretoria, Johannesburg, Cape Town and Durban due to a larger part of the population being concentrated in these areas (see section 5.2.6.3).

Table 6.1 Number of respondents in each rugby province

	Frequency(<i>f</i>)	Percentage (%)
Potchefstroom	30	5,9
Port Elizabeth	33	6,5
Wellington	30	5,9
Cape Town	52	10,1
Johannesburg	50	9,7
Wit bank	31	6,1
Springs	31	6,1
East London	30	5,8
Pretoria	49	9,6
Bloemfontein	30	5,9
Kimberly	31	6,1
Durban	46	9,0
George	31	6,1
Welkom	37	7,2
Total	511	100

Since little research has been conducted into the profile of rugby supporters in South Africa, there were no quotas on age, gender or race during this research. The demographic profile of the respondents is discussed below.

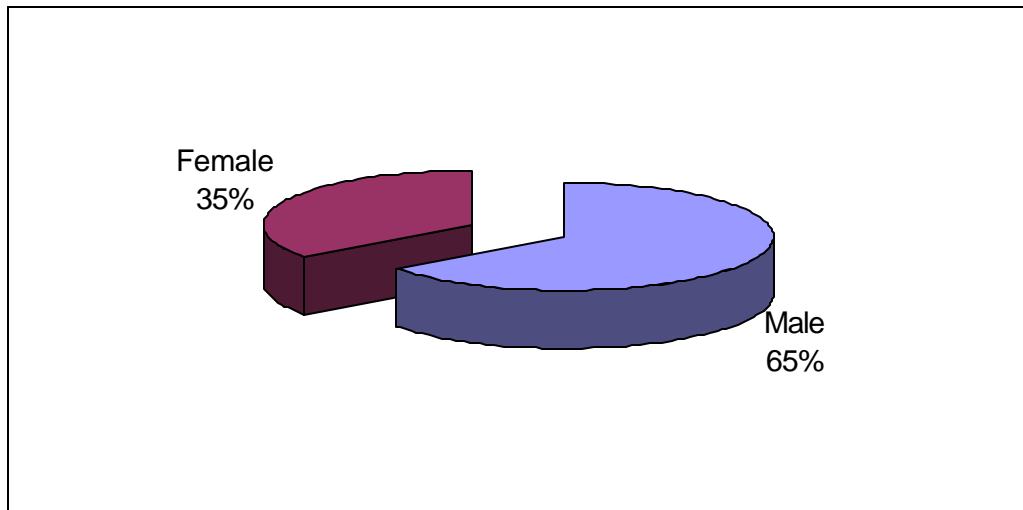
6.2.1 DEMOGRAPHIC PROFILE

A total of 511 people were interviewed in this research study. Questions 19, 20 and 21 of the questionnaire determined the gender, race and age of respondents. The gender, age and race composition of the final sample reached is given below.

6.2.1.1 GENDER COMPOSITION OF RESPONDENTS

Almost two-thirds of the respondents in this study were male (65%), and approximately one third (35%) were female. This is graphically illustrated in figure 6.1.

Figure 6.1 Gender composition of respondents



It should be noted that question 1 was a screening question, asking respondents whether they were interested in rugby. From figure 6.1 it is clear that more males

were interested in rugby than females which is a generally held perception in South Africa.

Since the data were gathered across the country, it is vital to determine whether there was a significant difference between the genders of respondents across all 14 provinces. When examining the gender distribution per province, there seems to be a different distribution for some provinces (chi-square = 26,1; $p = 0,016$).

Table 6.2 Cross-tabulation of gender by rugby area

	Male		Female		Total	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Potchefstroom	19	63,33	11	36,67	30	100
Port Elizabeth	20	66,67	10	33,33	30	100
Wellington	25	86,21	4	13,79	29	100
Cape Town	23	44,23	29	55,77	52	100
Johannesburg	30	60,00	20	40,00	50	100
Wit bank	21	67,74	10	32,26	31	100
Springs	22	70,97	9	29,03	31	100
East London	21	70,00	9	30,00	30	100
Pretoria	31	63,27	18	36,73	49	100
Bloemfontein	23	76,67	7	23,33	30	100
Kimberly	17	54,84	14	45,16	31	100
Durban	27	58,70	19	41,30	46	100
George	26	83,87	5	16,13	31	100
Welkom	25	67,57	12	32,43	37	100

From table 6.2 it is clear that Wellington and George had a much larger percentage of males compared to the other provinces (86% and 83% respectively). Cape Town, on the other hand, has a larger percentage females (56%).

6.2.1.2 AVERAGE AGE OF RESPONDENTS

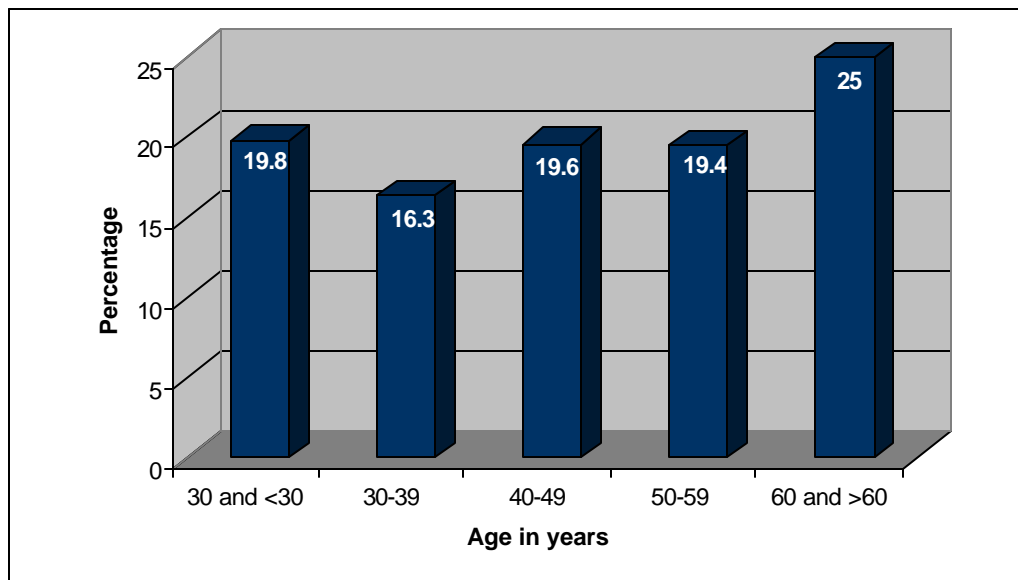
The average age of the respondents is 46 years. Table 6.3 provides the descriptive information on the age distribution of the sample.

Table 6.3 Descriptive information of age distribution (n = 496)

	Minimum	Maximum	Mean (\bar{x})	Standard deviation (SD)
Age	16	85	45,94	16,851

Although 511 people were interviewed in this research study, 15 respondents were disqualified because they were younger than 16 years of age. The target population was defined as adults aged 16 years and older, and the minimum age was therefore 16. The oldest respondent was 85 years old. For the purposes of describing the age of the respondents in more detail, four age categories were created. The percentage of respondents in each category is indicated in figure 6.2.

Figure 6.2 Percentage of respondents in each age group (n = 496)



From figure 6.2 it is clear that the respondents tend to be older, with 25% older than 60 years of age. Although no quotas were placed on age, the interviewers were instructed to try and obtain a spread in age figures. The slightly higher figures for the older respondents correlate with the All Media and Product Survey (AMPS) figures of 2002, where 76% of the population is older than 30 years.

Since the data were gathered across the country, it is vital to determine whether there was a significant difference between the ages of respondents across all 14 provinces. A comparison of the average age of respondents within the provinces is provided in table 6.4, where it is clear that the only significant difference in age detected by the ANOVA test, was between Cape Town and Pretoria. Cape Town had the youngest respondents with an average age of 39 years and Pretoria the oldest average age of 53 years.

Table 6.4 Comparison of the average age within rugby areas:ANOVA

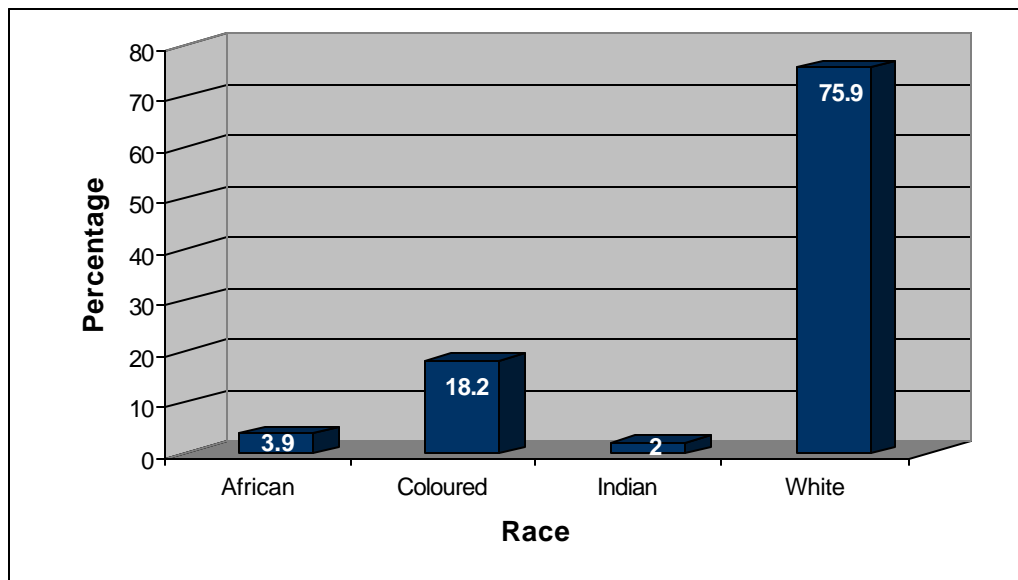
Area	\bar{x}	SD	F –value	p-value
Potchefstroom	48,53	16,95	1,84	0,034
Port Elizabeth	40,97	16,83		
Wellington	46,68	14,47		
Cape Town	38,63	13,85		
Johannesburg	46,73	17,83		
Wit bank	46,19	15,48		
Springs	47,97	14,80		
East London	43,23	17,94		
Pretoria	52,56	18,72		
Bloemfontein	44,39	17,04		
Kimberly	43,58	16,89		
Durban	47,04	15,54		
George	45,45	16,59		
Welkom	49,35	18,84		
Total	45,94	16,85		

One may thus conclude that the average age of respondents was approximately the same throughout all 14 provinces, with Cape Town having the youngest respondents and Pretoria the oldest. Interesting though that Cape Town has the youngest and most female respondents in this study.

6.2.1.3 RACE DISTRIBUTION OF RESPONDENTS

The race distribution of respondents is indicated in figure 6.3. Most of the respondents were white (75,9%) with the remainder being coloured (18,2%). There were 3,9% African and 2% Indian respondents in the sample.

Figure 6.3 Race distribution (n = 501)



As indicated in chapter 5 (see section 5.2.5.3) the AMPS profile was deemed satisfactory for this study. The race distribution of this study therefore correlates with the racial distribution of AMPS 2002, where 70% of the surveyed population is white.

6.2.2 RUGBY SUPPORTER PROFILE

During this study, respondents were screened on whether or not they were interested in rugby (question 1). Respondents were asked which rugby team they personally supported (question 6), for how long they have supported that specific team (question 7) and which rugby team they thought were most admired in South Africa (question 8). Respondents were also asked to indicate how many rugby games they watched per person, as well as how much they were prepared to pay

for a rugby ticket and rugby jersey. The findings of the support profile of respondents are given below.

6.2.2.1 SCALE OF SUPPORT

As mentioned above, respondents were screened on whether or not they were interested in rugby. If they indicated that they were interested in rugby they were asked to indicate the degree to which they considered themselves rugby supporters based on a five-point scale, where 1 is not a strong supporter and 5 is an extreme supporter. On average, the respondents were a 4 out of 5 on the supporter scale, indicating that the sample consisted of true rugby supporters.

Table 6.5 Degree of rugby support (n = 510)

	<i>f</i>	%
1 - Not an extreme supporter	0	0
2	15	2,9
3	146	28,6
4	131	25,7
5 - Extreme supporter	218	42,7
Total	510	100

Very few respondents indicated that they were only a 2, on the scale of 1 to 5, but who still consider themselves to be rugby supporters. *A large percentage of the respondents (42,8%) consider themselves to be extreme rugby supporters.*

When comparing the age of respondents (see figure 6.2) with their response on question 1 (“degree of rugby support”), a significant positive correlation between the degree of rugby support and the age of a respondent was detected, as indicated in table 6.6.

Table 6.6 Correlation between degree of rugby supporting and age

		Age
Rugby supporter	Pearson correlation	0,114
	p-value	0,011

However, while the correlation is significant ($p = 0,011$), it is not particularly strong ($R = 0,114$). *It could therefore be said that the older the respondents, the more extreme supporters they are.*

When comparing the degree of rugby support with the gender of the respondents (see figure 6.1), it is clear that women were slightly less strong rugby supporters, although not significantly so at the 0,05 level of significance. This is indicated in table 6.7.

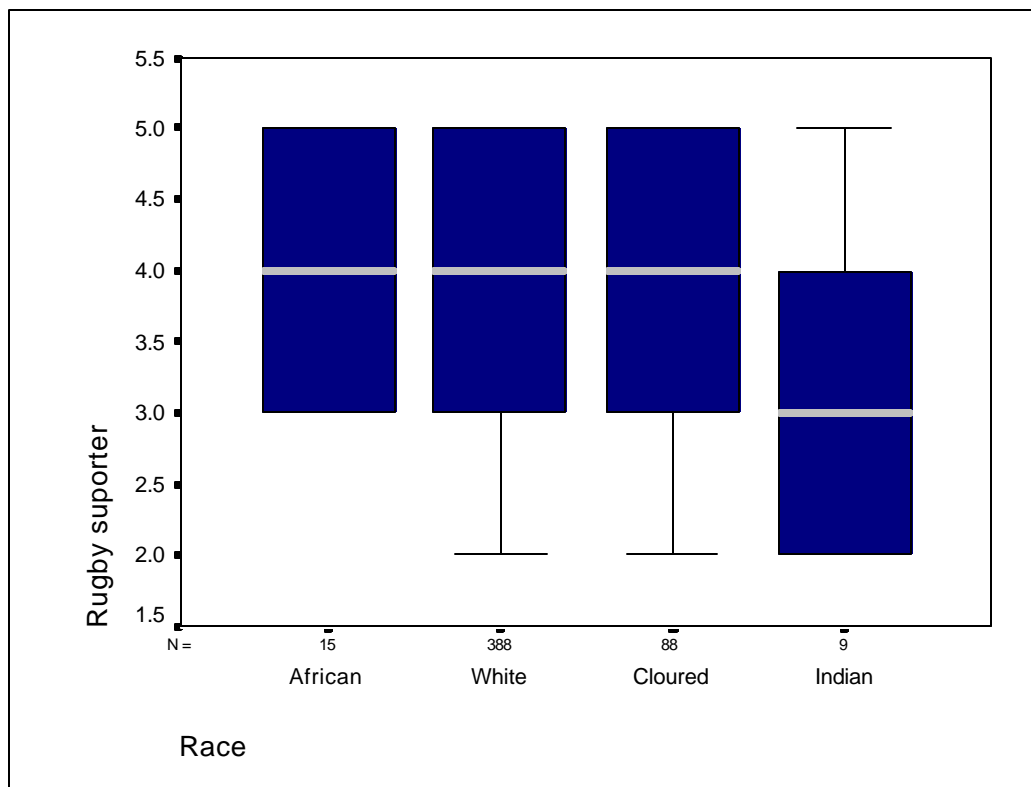
Table 6.7 Comparison of males and females regarding degree of rugby support: T-test for differences in means

	Gender	\bar{x}	SD	t-value	p-value
Rugby supporter	Male	4,14	0,92	1,88	0,06
	Female	3,98	0,89		

It could thus be concluded that there is not a significant difference in the degree of rugby support between males and females.

The degree of rugby support compared to the various race groups (see figure 6.3) is illustrated in a boxplot in figure 6.4.

Figure 6.4 Boxplot of the claimed rugby support by different race groups



From figure 6.4 it is clear from the boxplot that the Indian respondents were far less interested in rugby than the other race groups, although the small base size ($n = 9$) should be kept in mind. The African, white and coloured respondents, however, showed similar supporter profiles. The small base sizes of the African and Indian groups restricted the analysis that can be performed with the racial variable.

6.2.2.2 RUGBY TEAM PERSONALLY SUPPORTED

In question 6 of the survey, respondents were asked to indicate the rugby team they personally supported. Table 6.8 indicates the percentage of respondents who supported each provincial, regional and national rugby team.

From table 6.8 it is clear that most of the respondents supported the Stormers (22,9%), the Sharks (19,1%), the Bulls (14,9%), the Cats (9,5%), the Springboks (7,9%), the Cheetahs (6,7%), the Golden Lions (2,6%) and the Natal Sharks (2,2%). The teams that were less popular were the Bulldogs (0,8%), the Elephants (0,8%), the Cavaliers (0,4%), the Leopards (0,4%) and the Pumas (0,2%). None of the respondents indicated that they supported the Eagles, the Falcons, the Griffons or the Griquas.

Table 6.8 Teams personally supported (n = 507)

	<i>f</i>	%
Stormers	116	22,9
Sharks	97	19,1
Bulls	77	14,9
Cats	48	9,5
Springboks	40	7,9
Cheetahs	34	6,7
Blue Bulls	31	6,3
Western Province	27	5,3
Golden Lions	13	2,6
Natal Sharks	11	2,2
Bulldogs	4	0,8
Elephants	4	0,8
Cavaliers	2	0,4
Leopards	2	0,4
Pumas	1	0,2
Total	507	100

The degree to which respondents from a specific rugby province support other rugby teams is illustrated in table 6.9 (ie support base of the teams), where it is clear that the Stormers, Sharks and Cats had a diverse support base, throughout the country. Furthermore, most of the Bulls supporters were based in Pretoria, and teams like the Bulldogs, Cavaliers, Elephants and Pumas were only supported by respondents in their rugby areas.

Table 6.9 Percentage support for teams in each area

	Potchef- stroom	PE	Wellington	Cape Town	Johannes- burg	Wit bank	Springs	East London	Pretoria	Bloem- fontein	Kimber- ly	Durban	George	Welkom
Bulls	7,89	2,63	6,58	3,95	2,63	9,21	10,53	-	50	-	5,26	-	-	1,32
Blue Bulls	9,68	12,90	-	6,45	16,13	-	3,23	3,23	-	16,13	-	9,68	16,13	6,45
Bulldogs	-	-	-	-	-	-	-	100	-	-	-	-	-	-
Cavaliers	-	-	100	-	-	-	-	-	-	-	-	-	-	-
Cats	8,33	2,08	2,08	2,08	29,17	4,17	8,33	6,25	4,17	12,50	8,33	-	-	12,50
Cheetahs	8,82	-	-	-	-	11,76	5,88	2,94	2,94	26,47	-	2,94	-	38,24
Elephants	-	100	-	-	-	-	-	-	-	-	-	-	-	-
Golden Lions	15,38	-	7,69	7,69	15,38	23,08	7,69	-	15,38	7,69	-	-	-	-
Leopards	100	-	-	-	-	-	-	-	-	-	-	-	-	-
Sharks	3,09	6,19	1,03	2,06	8,25	7,22	9,28	9,28	3,09	1,03	8,25	37,11	1,03	3,09
Natal Sharks	27,27	-	-	27,27	27,27	-	-	-	-	-	-	9,09	9,09	-
Pumas	-	-	-	-	-	100	-	-	-	-	-	-	-	-
Stormers	1,72	9,48	12,93	21,55	6,03	5,17	5,17	5,17	2,59	2,59	8,62	-	16,38	2,59
Springboks	-	13,51	5,41	21,62	13,51	-	-	8,11	-	10,81	-	5,41	5,41	16,22
Western Province	7,41	-	11,11	25,93	7,41	3,70	-	11,11	-	-	18,52	3,70	11,11	-
Other	-	-	-	-	66,67	-	-	-	-	33,33	-	-	-	-

Furthermore, table 6.9 indicates that the regional teams were personally supported by most respondents (ie the Stormers, Sharks, Bulls and Cats). The Springboks were also popular, but not as popular as the regional teams. Provincial teams that were also popular included the Cheetahs, Blue Bulls, Western Province, Golden Lions and Natal Sharks. Less popular teams were the Bulldogs, Elephants, Cavaliers, Leopards and Pumas. The Falcons, Eagles, Griffons and Griquas were not mentioned by the respondents.

6.2.2.3 PERIOD OF SUPPORT

Respondents were also asked to indicate how long they had been supporting their teams. The results are illustrated in figure 6.10, and it is clear that supporters were confused, since many indicated that they had supported the Stormers, Cats, Bulls and Sharks for more than 12 years. These teams have only been in existence since 1996 (see section 2.3.14), showing the confusion in the minds of supporters regarding the rugby teams in South Africa.

Table 6.10 How long supporters have supported their teams

	Minimum	Maximum	\bar{x}	SD
Bulls	3	55	24,47	13,5
Cats	2	60	15,34	13,3
Sharks	1	60	17,38	13,9
Stormers	1	57	16,17	13,7
Blue Bulls	1	60	16,25	14,4
Border Bulldogs	6	40	30,75	16,6
Boland Cavaliers	20	45	32,5	17,7
Cheetahs	5	65	26,5	14,8
Eagles	-	-	-	-
Falcons	-	-	-	-
Golden Lions	4	50	21,69	15,6
Griffons	-	-	-	-
Griquas	-	-	-	-
Mighty Elephants	3	53	30,25	21,5
Mpumalanga Pumas	22	22	22	0
Leopards	60	70	65	7,1
Natal Sharks	1	30	15	10,7
Western Province	5	55	27,48	15,5
Springboks	2	55	22,46	15,9

6.2.2.4 TEAM MOST ADMIRER

Respondents were also asked which South African rugby team they thought were most admired. Their responses are indicated in table 6.11.

Table 6.11 Most admired rugby teams in South Africa (n=494)

	<i>f</i>	%
Stormers	133	26,0
Sharks	113	22,1
Bulls	109	21,5
Blue Bulls	42	8,2
Western Province	37	7,2
Springboks	26	5,1
Natal Sharks	10	2,0
Golden Lions	6	1,2
Cats	6	1,2
Cheetahs	5	1,0
Griquas	1	0,2
Other (not South African teams)	6	1,2
Don't know	16	3,1
Total	494	100

From table 6.11 it is clear that according to the respondents, the most admired rugby team in South Africa was the Stormers (26%), followed by Sharks (22,1%). Only 5,1% of the respondents indicated that they thought the Springboks were the most admired team in South Africa. By taking only the eight most popular (personally supported, see table 6.8) teams, a cross-tabulation can be drawn on the most popular and most admired teams.

Table 6.12 Cross-tabulation between the most admired rugby teams and the eight most supported rugby teams

Personally support										
Most admired		Bulls	Blue Bulls	Cats	Cheetahs	Sharks	Stormers	Spring-boks	Western Province	Total
	Bulls	53	1	8	7	9	22	-	3	103
	Blue Bulls	-	16	5	4	4	6	2	1	38
	Cats	-	-	4	-	1	1	-	-	6
	Cheetahs	-	-	1	4	-	-	-	-	5
	Griquas	1	-	-	-	-	-	-	-	1
	Golden Lions	2	-	-	1	-	2	-	-	5
	Sharks	2	3	19	5	50	16	9	2	106
	Natal Sharks	-	-	-	1	1	-	-	2	4
	Stormers	17	2	6	8	22	60	6	4	125
	Springboks	-	2	1	-	3	1	17	-	24
	WP	1	7	1	4	2	4	1	15	35
	Other	-	-	-	-	-	-	1	-	1
	Total	76	32	46	34	93	112	36	27	456

From table 6.12, *it could be concluded that the majority of the respondents who indicated that they admired the Stormers, were also Stormers' supporters.* Interestingly enough, the fact that some of the respondents (22) who indicated that they where Sharks' supporters, thought that the Stormers were the most admired rugby team in South Africa. Therefore, one can conclude that the Stormers are the most admired rugby brand with strong supporters among even their strongest competitors' supporters.

6.2.2.5 NUMBER OF RUGBY GAMES RESPONDENTS WATCH

Question 11 in the survey aimed to determine the number of rugby games respondents watched, and how many they watched live at a stadium. The results are illustrated in table 6.13 and 6.14.

Table 6.13 Descriptive information of number of games watched (n = 508)

	Minimum	Maximum	\bar{x}	SD
Number of games watched out of 10	0	10	7,53	2,8

On average, the respondents indicated that they watched between seven and eight out of every 10 rugby games their team played. The standard deviation is relatively large (2,8) indicating that the answers vary somewhat around the mean (66% of all answers lying within one standard deviation of the mean).

Table 6.14 Descriptive information of number of games watched at a stadium (n = 497)

	Minimum	Maximum	\bar{x}	SD
Number of games watched at a stadium	0	10	1,01	2,157

While the number of games watched was relatively high, most of these games were watched on television. *On average, only one out of every 10 games watched was at a stadium.*

By comparing male supporters with female supporters, the average number of games watched at a stadium was slightly lower for females (0,7 out of 10 compared with 1,1 for males), this is only just significant at the 0,05 level ($p = 0,046$). *This, however, still implies that male rugby supporters were more likely to watch a rugby game at a stadium.*

6.2.2.6 AVERAGE PRICE FOR A RUGBY TICKET AND RUGBY JERSEY

Respondents were also asked how much they were willing to pay for a rugby ticket (question 13) and how much they were willing to pay for a rugby jersey (question 14). However, 343 respondents were able to answer this question. Their response is indicated in table 6.15 and table 6.17.

Table 6.15 Descriptive information on the amount respondents were prepared to pay for a ticket (n = 343)

	Minimum	Maximum	\bar{x}	SD
Price of a ticket	0	600	89,34	84,511

From table 6.15 it is clear that the *average price that respondents were willing to pay for a ticket was R89*. Figure 6.5 provides a more detailed picture of the various prices respondents were willing to pay for a rugby ticket.

Figure 6.5 Distribution of prices respondents were willing to pay for a rugby ticket (n = 343)

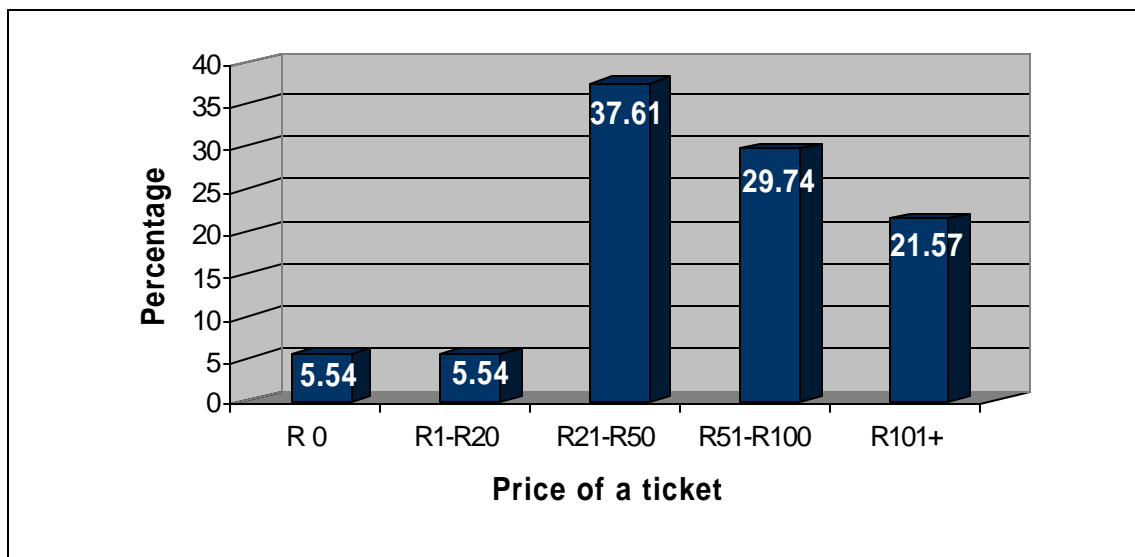


Figure 6.5 indicates that most of the respondents are willing to pay R21 to R50 (ie mode) to watch their team play rugby live at a stadium. During the 2003 Currie Cup and Super 12 seasons tickets' prices ranged from R10 to R85 a ticket (see section 2.2.3.1 to 2.2.3.14). Springbok test tickets sold for R277 on average (see section 2.3.1.5).

Table 6.16 indicates the average prices that respondents in each province were willing to pay to watch their team play live. Since a few respondents indicated some extreme amounts, the 5% trimmed mean, where 5% of the top and bottom responses are removed, is given instead of the mean on all the responses.

Table 6.16 Average amount a team supporter was willing to pay for a ticket

	n	5% trimmed mean	SD	Std error	Minimum	Maximum
Bulls	17	131,54	62,36	15,12	50	300
Blue Bulls	30	90,00	77,40	14,13	0	300
Bulldogs	4	20,00	18,26	9,13	0	40
Cavaliers	1	30,00	.	.	30	30
Cats	35	89,05	123,34	20,85	0	600
Cheetahs	28	76,98	101,22	19,13	10	500
Elephants	4	35,00	23,80	11,90	10	60
Golden Lions	7	82,58	49,73	18,79	35	150
Sharks	68	67,65	85,03	10,31	0	500
Natal Sharks	8	85,00	78,38	27,71	20	250
Stormers	83	78,51	78,21	8,58	0	500
Springboks	33	83,59	72,81	12,68	0	250
Western Province	20	69,72	50,72	11,34	0	200

From table 6.16 it is clear that the Bulls' supporters were willing to pay the most on average (R131) to see their team play live (not taking into account the one Cavaliers' supporter who was prepared to pay R300). The average ticket price for

the Blue Bulls was also relatively high (R90). The Cats supporters followed with R89,05. The Bulldogs' and Cavaliers' supporters were only willing to pay R20 and R30 respectively to watch their teams play at a stadium.

The respondents were asked to indicate how much they were willing to pay for a rugby jersey. Table 6.17 indicates the average amount of the respondents' responses.

Table 6.17 Descriptive information on the amount respondents were willing to pay for a rugby jersey (n = 402)

	Minimum	Maximum	\bar{x}	SD
Amount willing to pay for a jersey	0	900	184,00	121,873

From table 6.17 it is clear that, on average, *the respondents were willing to pay R184 for a rugby jersey*. Figure 6.6 gives a more detailed indication of the amounts that respondents were willing to pay. During the 2003 Currie Cup and Super 12 seasons, rugby jerseys retailed at approximately R200 a jersey (Anon, 2003c:2). This was however not the case for a Springbok jersey. During the 2003 World Cup Rugby Springbok jerseys retailed at R1 000 (see section 4.2.1.4).

Figure 6.6 Distribution of prices respondents were willing to pay for a rugby jersey (n = 402)

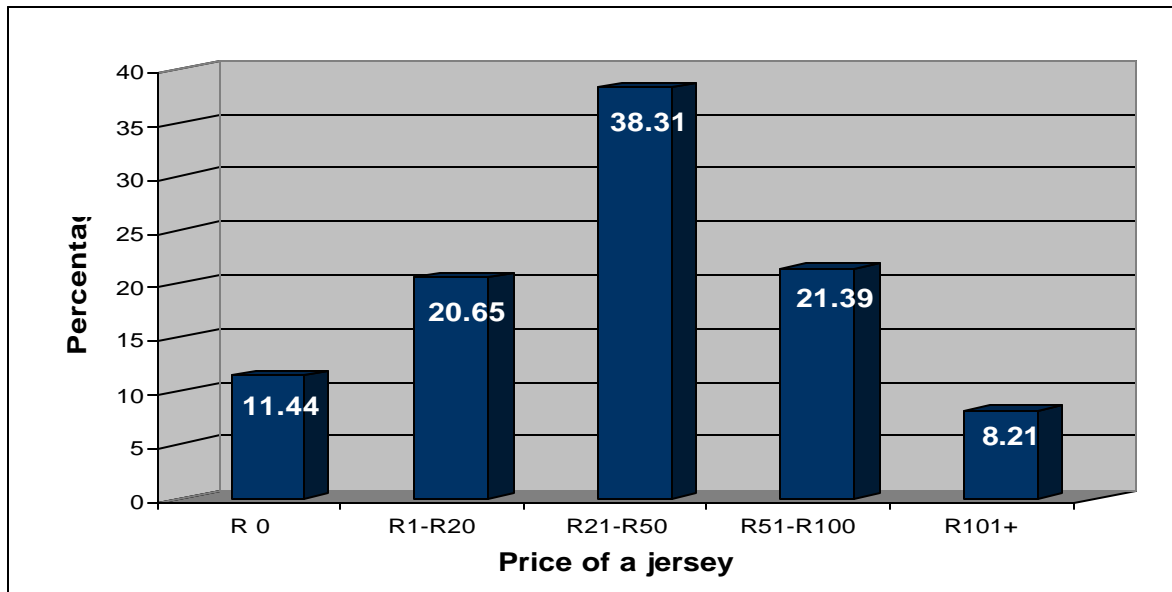


Table 6.18 indicates the average amounts supporters of the different teams were willing to pay for a rugby jersey, and it is clear, that the amount that the Bulls' and Blue Bulls' supporters were willing to pay was somewhat higher than that of the other larger teams (R195-R225). The Elephant supporters were only prepared to pay R93,50 for a rugby jersey.

Table 6.18 Average amount a team supporter was willing to pay for a jersey

	N	5% trimmed mean	SD	Std error	Minimum	Maximum
Bulls	39	229,49	144,35	23,11	0	900
Blue Bulls	31	198,69	149,79	26,90	0	500
Bulldogs	4	160,00	222,41	111,21	20	500
Cavaliers	1	200,00	.	.	200	200
Cats	39	176,50	88,12	14,11	0	345
Cheetahs	31	207,80	141,63	25,44	50	500
Elephants	4	93,50	53,77	26,89	20	150
Golden Lions	8	207,00	86,48	30,57	20	300
Sharks	81	158,15	108,43	12,05	0	540
Natal Sharks	11	144,39	90,15	27,18	10	300
Pumas	1	200,00	.	.	200	200
Stormers	94	167,52	118,64	12,24	0	600
Springboks	34	148,53	112,36	19,27	0	500
Western Province	19	183,92	114,87	26,35	0	500

From the above it is clear that the Bulls' and Blue Bulls' supporters were prepared to pay the most of all the supporters to see their team play live, and to own a rugby jersey. The Bulldogs' and Cavaliers' supporters were prepared to pay the least to see their teams play live, while the Elephant supporters were willing to pay the least for a rugby jersey.

6.3 ATTITUDES TOWARDS THE RUGBY INDUSTRY

To determine the attitudes of rugby supporters towards the rugby industry, a few questions were asked in which the respondents had to indicate agreement with certain statements about the South African rugby industry (questions 18.1, 18.3, 18.5, 18.7, 18.9, 18.10, 18.11). A five-point agreement scale was used, where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree. The results are illustrated in table 6.19.

Table 6.19 Descriptive information on attitudes towards the industry (508 n 511)

	Min	Max	\bar{x}	SD
Rugby is run professionally in South Africa	1	5	3,4	1,11
Rugby should be managed like a business	1	5	3,68	1,061
We have loads of rugby talent in South Africa	1	5	4,44	0,587
I feel positive about the future of South Africa rugby	1	5	4,04	0,866
South Africa has rugby coaches of international standard	1	5	3,62	0,973
South Africa can win the next world cup	1	5	3,67	1,034
South Africa rugby has a lot of "flair"	1	5	3,83	0,938

The responses ranged from very negative (strongly disagree) to very positive (strongly agree) on all the issues covered. *South Africans appear to be positive about the future of South African rugby (4,04) and believe that there is plenty of*

rugby talent in South Africa (4,44). However, elements about which the respondents tended to be more negative included *the management of rugby in South Africa*. The respondents felt that rugby was run professionally in South Africa on a 3,4 average and that the country had rugby coaches of an international standard (3,62 average). This response was obtained after a period of negative publicity about South African rugby (eg “Kamp Staaldraad”) and poor performances on the rugby field.

Males and female respondents’ attitudes towards the industry were also compared. The findings are indicated in table 6.20.

Table 6.20 Comparison of males and females on their attitudes towards the industry: independent t-test

Attitudes	F	p-value
Rugby is run professionally in South Africa	-1,35	0,176
Rugby should be managed like a business	1,56	0,120
We have loads of rugby talent in South Africa	1,77	0,077
I feel positive about the future of South Africa rugby	-1,52	0,129
South Africa has rugby coaches of international standard	-0,33	0,738
South Africa can win the next World cup	-1,75	0,081
South Africa rugby has a lot of "flair"	-2,10	0,036

When comparing males and females on their attitudes towards the industry, there is only one significant difference. *Females are slightly more likely to think that South African rugby has a lot of flair (3,95 vs 3,77).*

A correlation between age and attitude was also made. Table 6.21 presents the findings.

Table 6.21 Correlation between age and attitude towards the industry

Attitudes	Age	
	Pearson correlation	P-value
Rugby is run professionally in South Africa	-0,09	0,047
Rugby should be managed like a business	0,08	0,070
We have loads of rugby talent in South Africa	0,01	0,837
I feel positive about the future of South Africa rugby	-0,01	0,783
South Africa has rugby coaches of international standard	-0,01	0,785
South Africa can win the next world cup	-0,07	0,113
South Africa rugby has a lot of "flair"	0,03	0,477

There was only one negative correlation between age and attitudes. *The younger a respondent is, the more likely he or she is to think that rugby is run professionally in South Africa.*

6.4 AWARENESS OF RUGBY TEAMS

Awareness questions are always asked first in any questionnaire in order not to bias the result with any questions that may alert or influence respondents' frame of mind towards certain teams. Question two, three and four asked respondents whether they were aware of any Super12, Currie Cup or Vodacom, and national rugby teams.

For the purposes of this study, top-of-mind awareness was used. Top-of-mind awareness questions were divided into three sections, namely the regional rugby teams, the provincial rugby teams and the national rugby team. The first, second and third mentioned teams were recorded as part of the top-of-mind awareness. The results regarding the awareness of the regional, provincial and national rugby teams are given below.

6.4.1 AWARENESS OF REGIONAL RUGBY TEAMS

Table 6.22 indicates the awareness of the regional (or Super 12) rugby teams. The most mentioned team was the Stormers with 71,9% of all the respondents citing it either as a first, second or third mention. A few respondents mentioned Western Province (3,4%). The Sharks were also mentioned to a large degree (63,2%), while 4,2% mentioned the Natal Sharks. The Bulls were the third most mentioned team (47,6%), despite the fact that there appears to be more confusion

about this brand, with 19,7% mentioning the Blue Bulls. The Cats had 12,3% first mentions.

Table 6.22 Top-of-mind awareness of the regional rugby teams

	First mention		Second mention		Third mention		Total	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Stormers	169	33,1	117	22,9	81	15,9	367	71,9
Sharks	113	22,1	132	25,8	78	15,3	323	63,2
Bulls	97	19	92	18	54	10,6	243	47,6
Cats	63	12,3	49	9,6	51	10	163	31,9
Blue Bulls	34	6,7	34	6,7	32	6,3	100	19,7
Cheetahs	9	1,8	8	1,6	10	2	27	5,4
Natal Sharks	8	1,6	7	1,4	6	1,2	21	4,2
Golden Lions	5	1	2	0,4	11	2,2	18	3,6
Western province	6	1,2	9	1,8	2	0,4	17	3,4
Springboks	5	1	1	0,2	-	-	6	1,2
Elephants	1	0,2	2	0,4	-	-	3	0,6
Bulldogs	-	-	1	0,2	1	0,2	2	0,4
Griquas	-	-	1	0,2	1	0,2	2	0,4
Other	-	-	-	-	-	-	5	1
None	-	-	49	9,6	178	34,8	-	-

Only 9,6% of the sample could not mention more than one regional rugby team, and 34,8% could mention only two teams. Furthermore, from table 6.22 it is clear that respondents mentioned teams that are not regional teams, but rather provincial and national teams indicating a large amount of confusion in the minds of rugby supporters regarding the teams.

6.4.2 AWARENESS OF PROVINCIAL RUGBY TEAMS

The top-of-mind awareness of the provincial rugby teams is indicated in table 6.23, where it is clear that the most mentioned provincial rugby team in total is Western Province (35%), followed by the Cheetahs (25%) and then the Blue Bulls (24%).

A fairly large number of respondents could not mention more than one team (23,3%) or two teams (55,4%). Furthermore, from table 6.23 it is clear that the respondents mentioned teams that were not provincial teams, but rather regional and national teams.

6.4.3 AWARENESS OF THE SOUTH AFRICAN NATIONAL RUGBY TEAMS

The awareness of the South African national rugby teams are illustrated in figure 6.24.

Table 6.23 Top-of-mind awareness of the provincial rugby teams

	First mention		Second mention		Third mention		Total	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Western Province	82	16	47	9,2	51	10	180	35,2
Sharks	61	11,9	66	12,9	40	7,8	167	32,6
Bulls	85	16,6	44	8,6	24	4,7	153	29,9
Cheetahs	50	9,8	43	8,4	32	6,3	125	24,5
Blue Bulls	55	10,8	49	9,6	20	3,9	124	24,3
Golden Lions	46	9	38	7,4	22	4,3	106	20,7
Stormers	38	7,4	21	4,1	24	4,7	83	16,2
Cats	18	3,5	19	3,7	19	3,7	56	10,9
Natal Sharks	14	2,7	15	2,9	19	3,7	48	9,3
Eagles	8	1,6	8	1,6	8	1,6	24	4,8
Griquas	9	1,8	9	1,8	5	1	23	4,6
Pumas	1	0,2	8	1,6	3	0,6	12	2,4
Cavaliers	3	0,6	4	0,8	2	0,4	9	1,8
Falcons	1	0,2	4	0,8	3	0,6	8	1,6
Springboks	6	1,2	-	-	1	0,2	7	1,4
Bulldogs	1	0,2	5	1	-	-	6	1,2
Elephants	2	0,4	3	0,6	1	0,2	6	1,2
Leopards	3	0,6	2	0,4	1	0,2	6	1,2
Griffons	-	-	1	0,2	5	1	6	1,2
Free State	1	0,2	-	-	1	0,2	2	0,4
Eastern Province	-	-	1	0,2	-	-	1	0,2
Wildebeest	-	-	-	-	1	2	1	2
None	22	4,3	119	23,3	283	55,4	-	-

Table 6.24 Top-of-mind awareness of the national teams

	First mention		Second mention		Total	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Springboks	429	84	11	2,2	440	86,2
All Blacks	15	2,9	86	16,8	101	19,7
Australia	7	1,4	38	7,4	45	8,8
England	3	0,6	15	2,9	18	3,5
Western Province	13	2,5	3	0,6	16	3,1
Stormers	10	2	3	0,6	13	2,6
Sharks	5	1	4	0,8	9	1,8
Blue Bulls	5	1	3	0,6	8	1,6
France	-	-	6	1,2	6	1,2
Bulls	4	0,8	4	0,8	8	1,6
Natal Sharks	4	0,8	-	-	4	0,8
Brumbies	-	-	4	0,8	4	0,8
Cats	1	0,2	1	0,2	2	0,4
Elephants	1	0,2	1	0,2	2	0,4
Canterbury Crusaders	-	-	2	0,4	2	0,4
Golden Lions	1	0,2	-	-	1	0,2
Cheetahs	-	-	1	0,2	1	0,2
Wildebeest	1	0,2	-	-	1	0,2
Ireland	-	-	1	0,2	1	0,2
New Zealand	-	-	1	0,2	1	0,2
Scotland	-	-	1	0,2	1	0,2
Wales	-	-	1	0,2	1	0,2
Argentina	-	-	1	0,2	1	0,2
Reds	-	-	1	0,2	1	0,2
None	9	1,8	202	39,5	-	-
Other	3	0,6	14	2,8	17	3,4

From table 6.24 it is clear that most of the respondents mentioned the Springbok team first (84%). The New Zealand national team (All Blacks) and the Australian national team were also mentioned by the respondents. No other national rugby team was mentioned first by respondents, and therefore, it is not possible to determine the brand equity of the other national rugby teams. *It is also clear from table 6.24 that the respondents mentioned provincial and regional rugby teams.*

From the above awareness results one may conclude that the regional rugby teams of which the respondents were most aware were the Stormers, Sharks, Bulls and Cats. The provincial teams include the Cheetahs, Golden Lions, Blue Bulls and Natal Sharks. The provincial teams that were mentioned less include Bulldogs, Cavaliers, Eagles, Falcons, Griffons, Griquas, Mighty Elephants, Mpumalanga Pumas and Leopards. The Springboks were also frequently mentioned. It should be kept in mind that the research was conducted during the 2004 Super 12 season and that this may have influenced the results of the research study.

Brand awareness was not only tested by means of top-of-mind recall, but the respondents were also probed to give the colours and logos of the various teams that came to mind (questions 9 and 10). The results obtained are discussed next.

6.4.4 AWARENESS OF THE REGIONAL RUGBY TEAMS' BRANDS

As discussed in chapter 2, the South African regional teams (Super 12) consist of the Bulls, Cats, Sharks and Stormers. Owing to the fact that the colours and logos of each team have changed frequently since the introduction of these teams (see section 2.1.3.4), the correct colours and logos are determined according to the *South African Rugby Annual 2004*.

6.4.4.1 THE BULLS

As discussed in chapter 2 the Bulls play in sky blue jerseys and socks, and navy shorts (Colquhoun, 2004:192). Their logo is the word "*Bulls*" with two bull horns (see section 2.3.1.4). The respondents' responses are indicated in table 6.25, where it is clear that the respondents were aware of the fact that the Bulls play in blue, since 94% indicated some variant of blue. However, there seems to be some confusion about the specific colours of the Bulls, since the colour white was also mentioned. Regarding the logo of the Bulls team, there seems to be more confusion. Although many respondents (73%) mentioned something about a bull, not a single respondent indicated the correct logo. Hence there seems to be confusion about the Bulls' logo among the respondents.

Table 6.25 Awareness of the colours and logo of the Bulls

Colour (n = 291)	<i>f</i>	%	Logo (n = 303)	<i>f</i>	%
Dark blue	134	46	Bull	68	22
Blue	99	34	Bull head	135	44
Blue and white	17	6	Bull horn	21	7
Light blue	12	4	Bull and flower	1	0.5
Light, dark blue	12	4	Barberton daisy	8	3
Black	2	1	Flower	6	2
Blue, white and black	2	1	Red flower	1	0,5
Red and white	1	0,5	Rose	7	2
Blue and red	1	0,5	Protea	4	1
Blue and dark red	1	0,5	Bull and a daisy	1	0
Blue and grey	1	0,5	Mobile	11	4
Blue and black	1	0,5	Bull and Momentum	2	1
Yellow and white	1	0,5	Don't know	38	13
Don't know	7	2			
Total	291	100		303	100

6.4.4.2 THE CATS

The Cats play in white shirts and socks, and navy shorts (Colquhoun, 2004:198). Their logo is a cat head with the word “Cats” (see section 2.3.1.4). The respondents’ responses are provided in table 6.26, and it is clear that only 5% of the respondents could correctly identify the colours of the Cats. Table 6.26 shows that the respondents confused the colours of the Cats with those of the Golden Lions, because 51% mentioned that the Cats’ colours were red and white. Furthermore, only 13% mentioned the correct logo for the Cats team, and 10% indicated that they did not know what the logo was. There seemed to be definite confusion among respondents about the colours and logo of the Cats team.

Table 6.26 Awareness of the colours and logo of the Cats

Colour (n = 213)	<i>f</i>	%	Logo (n = 212)	<i>f</i>	%
Blue and white	11	5	Cat head	28	13
White	19	9	Cat	92	43
Red and white	108	51	Tiger	39	18
Orange and white	11	5	Cats	9	4
Black and white	10	5	Lion	8	4
Red, black and white	8	4	Leopard	5	2
Yellow	6	3	Tiger head	3	1
Red	5	2	Lion head	3	1
White and yellow	4	2	Cheetah	2	1
Yellow and orange	3	1	Mr Price	1	0
Black and red	3	1	Leopard head	1	0
White, blue and red	3	1	Don't know	21	10
Grey and black	2	1			
Blue, white and yellow	2	1			
Yellow, red and white	2	1			
Dark blue	1	0			
White, grey	1	0			
White, blue and orange	1	0			
White, yellow and black	1	0			
Orange and black	1	0			
Don't know	11	5			
Total	213	100		212	100

6.4.4.3 THE SHARKS

As discussed in chapter 2, the Sharks play in black, white and grey jerseys and black shorts (Colquhoun, 2004:204). Their logo is a shark with the words “*The Sharks*” (see section 2.3.1.4). The respondents’ responses are indicated in table 6.27.

Table 6.27 Awareness of the colours and logo of the Sharks

Colours (n = 358)	f	%	Logo (n = 361)	f	%
Grey, white and black	70	20	Shark	326	90
Grey and black	126	35	Reds	3	1
Black and white	105	29	Mr Price	1	0,2
Black	34	9	Don't know	31	9
Blue and white	4	1			
Black, red and white	4	1			
Grey	2	1			
Grey and white	2	1			
Blue	2	1			
Black and red	2	1			
White	1	0			
Yellow and red	1	0			
Don't know	5	1			
Total	358	100		361	100

From table 6.27 it is clear that 84% of the respondents could mention some combination of the correct colours of the Sharks, but only 20% could correctly mention the colours. Most of the respondents (90%), however, mentioned the brand correctly. There seems to be no confusion about the Sharks' logo.

6.4.4.4 THE STORMERS

As mentioned in chapter 2, the Stormers play in black jerseys, shorts and socks (Colquhoun, 2004:210). Their logo is the word "*Stormers*", with the letter "S" and a thunderbolt in a circle (see section 2.3.1.4). The respondents' responses are indicated in table 6.28, and it is clear that half of the respondents (51%) could mention the correct colours of the Stormers. However, more than half of the respondents (54%) indicated that they did not know what the logo was. Only 26%

of the respondents could mention some form of the Stormers' logo. There seems to be a fair amount of confusion about this brand.

Table 6.28 Awareness of the colours and logo of the Stormers

Colour (n = 388)	f	%	Logo (n = 378)	f	%
Black	197	51	Thunderbolt	59	15
Black and white	103	27	S	35	9
Blue and white	36	9	S with thunderbolt	2	1
Black and red	17	4	Circle	4	1
Black, red and white	6	2	Flower	21	5
Blue	5	1	Storm	16	4
Red and white	3	1	Battering ram	7	2
Blue and black	3	1	Protea	6	2
Grey, white and black	2	1	Ball	4	1
Black, white and yellow	2	1	Daisy	4	1
Dark grey	1	0	Investec	3	1
White	1	0	Wave	2	1
Don't know	12	3	Stormers	2	1
			Fedsure	2	1
			Rugby ball	1	0.5
			Crest	1	0
			Nashua	1	0.5
			Dolphin	1	0
			Addidas	1	0
			Sugar-bush	1	0
			Disa	1	0
			Don't know	204	54
Total	388	100		378	100

6.4.5 AWARENESS OF THE PROVINCIAL TEAMS' BRANDS

The South African provincial teams consist of the Blue Bulls, Border Bulldogs, Boland Cavaliers, Cheetahs, Eagles, Falcons, Golden Lions, Griffons, Griquas, Leopards, Mighty Elephants, Mpumalanga Pumas, Natal Sharks and Western Province (see section 2.2.3). For the purposes of this study, the correct colours

and logos of these teams are determined according to the *South African Rugby Annual 2004*.

6.4.5.1 THE BLUE BULLS

As stated in chapter 2, the Blue Bulls play in light blue jerseys and dark blue shorts and socks (Colquhoun, 2004:270). Their logo is made up of the words “*Blue Bulls*” with two bull horns (see section 2.2.3), but they still have the Barberton Daisy on the left-hand side of their rugby jerseys (Colquhoun, 2004:271). The respondents’ responses are indicated in table 6.29.

Table 6.29 Awareness of the colours and logo of the Blue Bulls

Colour (n = 173)	f	%	Logo (n = 277)	f	%
Light, dark blue	13	8	Bull horns	7	3
Blue	75	43	Barberton Daisy	8	3
Light blue	22	13	Bull head	6	2
Blue and dark blue	10	6	Bull	75	27
Navy blue	2	1	Daisy	125	45
Light, dark blue and white	1	1	Flower	13	5
Blue and white	30	17	Rose	1	0
Blue and black	10	6	Protea	1	0
Black and white	2	1	Bull and a daisy	2	1
Blue and gold	1	1	Wildebeest	4	1
Green	1	1	Mr Price	2	1
Blue and red	2	1	Don't know	33	12
Blue and grey	1	1			
White and brown	1	1			
Don't know	2	1			
Total	173	100		277	100

As indicated in table 6.29, 89% of the respondents indicated some variant of blue as the colour of the Blue Bulls. Only 8%, however, could correctly mention light and dark blue. As in the case of the regional team, the respondents could not correctly identify the Blue Bulls' logo. Few respondents (3%) mentioned bull horns as the Blue Bulls' logo, and only 3% mentioned the Barberton Daisy. A number of respondents mentioned that the Blue Bulls' logo is a daisy. Hence there seems a fair amount of confusion about the Blue Bulls' logo and colours.

6.4.5.2 THE BOLAND CAVALIERS

The Boland Cavaliers play in old gold and black jerseys and black shorts (Colquhoun, 2004:280). Their logo comprises of a cavalier on a horse (see section 2.2.3). The Cavaliers' colours were mostly given as black and gold or black and yellow. Most respondents did not know the team's logo and a few mentioned something about a shield, a cavalier on a horse and a bunch of grapes.

6.4.5.3 THE BORDER BULLDOGS

As stated in chapter 2, the Border Bulldogs play in black jerseys and socks, and white shorts (Colquhoun, 2004:290). Their logo is a Bulldog with the words "*Border Bulldog*" (see section 2.2.3). The perceived colours of the Bulldogs were brown, black and brown with white and brown with red and green. The logo was identified as a Bulldog by everyone who ventured a guess (75%).

6.4.5.4 THE CHEETAHS

The Cheetahs play in white jerseys with gold stripes and black shorts (Colquhoun, 2004:320). Their logo is a cheetah (see section 2.2.3). The respondents' responses are indicated table 6.30.

Table 6.30 Awareness of the colours and logo of the Cheetahs

Colours (n = 138)	<i>f</i>	%	Logo (n = 140)	<i>f</i>	%
White and gold stripes	1	1	Cheetah	92	66
White and orange	89	64	Leopard	36	26
White and yellow	6	4	Vodafone	1	1
Orange	14	10	Don't know	11	8
Yellow, white and orange	2	1			
Yellow and black	4	3			
Red and white	4	3			
Yellow	2	1			
Yellow and orange	1	1			
White and black	1	1			
White	1	1			
Red	1	1			
Orange, white and black	1	1			
Orange and yellow	1	1			
Green and white	1	1			
Black and orange	1	1			
Black	1	1			
Don't know	7	5			
Total	138	100		140	100

From table 6.30 it is clear that only 1% of the respondents mentioned the white and gold colours of the Cheetahs. However, about two-thirds (64%) of the respondents mentioned that the Cheetahs play in orange and white jerseys. This is in fact true, as the Cheetahs do play in orange and not gold stripes. Most of the respondents (66%) indicated the correct logo for the team.

6.4.5.5 THE EAGLES

The Eagles play in green and white jerseys (Colquhoun, 2004:390). Their logo comprises the word “*Eagles*” with an eagle (see section 2.2.3). One third (33%) of respondents who were aware of the Eagles identified their team colours as green and white. Green was also mentioned in conjunction with a variety of other colours such as white, maroon, yellow and orange. A few respondents indicated totally different colours such as purple and blue, black and red, and white and blue. However, almost everyone identified the logo as an eagle (89%).

6.4.5.6 THE FALCONS

As discussed in chapter 2, the Falcons play in scarlet red jerseys and navy blue shorts (Colquhoun, 2004:310). Their logo comprises a falcon head (see section 2.2.3). The team colours of the Falcons were given as scarlet red or red and white, with one respondent indicating blue. The logo was seen as either a falcon or a falcon head (75%).

6.4.5.7 THE GOLDEN LIONS

The Golden Lions play in white and red jerseys with black shorts (Colquhoun, 2004:330). Their logo consisted of the word “*Lions*” with a lion (see section 2.2.3). The respondents’ responses are given in table 6.31.

Table 6.31 Awareness of the colours and logo of the Golden Lions

Colour (n = 111)	<i>f</i>	%	Logo (n = 111)	<i>f</i>	%
White and red	94	85	Lion	96	86
Red	5	5	Lion face	3	3
Yellow, white, black	2	2	Zebra/lion	1	1
Green and brown	1	1	MTN	1	1
Red, black and white	1	1	Mr Price	1	1
Black and yellow	1	1	Don't know	9	8
Other	1	1			
Don't know	6	5			
Total	111	100		111	100

From table 6.31 it is clear that most of the respondents (85%) identified the colours of the Lions correctly. The same goes for their logo (86%). There seems to be no confusion about the colours and logo of the Golden Lions.

6.4.5.8 THE GRIFFONS

As discussed in chapter 2, the Griffons play in purple and yellow jerseys and white shorts (Colquhoun, 2004:340). Their logo comprises the words "*Griffons*" with a design of a vulture (see section 2.2.3). The respondents mentioned a wide range of colours as those of the Griffons' team colours, including purple, purple and white, yellow and white, blue and white and black and yellow. Of the six respondents who mentioned the Griffons, three respondents could not answer the question about the logo and the other three respondents stated that it was a bird.

6.4.5.9 THE GRIQUAS

The Griquas play in peacock blue and white hooped jerseys (Colquhoun, 2004:350). Their logo comprises the word “*Griquas*” with the head of a waterbuck (see section 2.2.3). Most of the respondents who mentioned the Griquas identified their colours as either peacock blue or peacock blue with white (61%). Other colours that were mentioned included green, green and grey and blue green and white. A large number of respondents did not know what the logo of the Griquas was (54%). Those who did mention a logo, referred most frequently to the “Griquas’ shield”.

6.4.5.10 THE LEOPARDS

As discussed in chapter 2, the Leopards play in green and red jerseys and white shorts (Colquhoun, 2004:360). Their logo is made up of the words “*Luiperds Leopards Rugby*” with a leopard head (see section 2.2.3). The colours mentioned by respondents for the Leopards included green and red, green, orange, yellow and white and red and white. The logo mentioned was either a Leopard or a Leopard head.

6.4.5.11 THE MIGHTY ELEPHANTS

The Mighty Elephants play in red and black hooped jerseys and black shorts (Colquhoun, 2004:300). Their logo comprises the words "*Mighty elephants*" with an elephant (see section 2.2.3). Just more than 50% of respondents claimed to know the logo of the Elephants and they all identified it as an elephant. Their team colours were given as either red with black stripes or red and white.

6.4.5.12 THE MPUMALANGA PUMAS

The Mpumalanga Pumas play in dove grey and red jerseys and black shorts (Colquhoun, 2004:370). Their logo consists of the word "*Pumas*" with a puma head (see section 2.2.3). Most of the respondents who were aware of the Pumas identified their colours as containing grey. The colours mentioned were grey only, grey and red, grey and white and grey and yellow. One respondent mentioned green and another maroon and black. A tiger and a puma were the logos given for the Pumas.

6.4.5.13 THE NATAL SHARKS

As stated in chapter 2, the Natal Sharks play in black and white jerseys and white socks (Colquhoun, 2004:380). Their logo comprises the words "*Natal Sharks*" and

a shark (see section 2.2.3). The respondents' responses are indicated in table 6.32.

Table 6.32 Awareness of the colours and logo of the Natal Sharks

Colours (n = 55)	<i>f</i>	%	Logo (n =56)	<i>f</i>	%
White and black	20	36	Shark	48	85
Black	18	33	Don't know	8	15
Grey and black	8	15			
Black, white, grey	5	9			
Don't know	4	7			
Total	55	100		56	100

From table 6.32 it is clear that 93% of the respondents indicated some variation of the correct colours of the Natal Sharks. However, only 36% indicated the correct colour. Most respondents did in fact indicate the correct logo (85%).

6.4.5.14 WESTERN PROVINCE

As discussed in chapter 2, Western Province play in royal blue and white hooped jerseys (Colquhoun, 2004:400). Their logo consists of the words "*WP Rugby*" with a red disa (see section 2.2.3). The respondents' responses are given in table 6.33.

Table 6.33 Awareness of the colours and logo of Western Province

Colour (n = 194)	<i>f</i>	%	Logo (n = 192)	<i>f</i>	%
Blue and white stripes	176	91	Disa	84	44
Black	1	1	Daisy	35	18
Green and yellow	1	1	Flower	18	9
Black and white	2	1	Protea	6	3
Red and white	1	1	WP	3	2
Red and white	2	1	Crest	1	1
Blue	4	2	Nashua	1	1
Don't know	7	4	Sugar-bush	1	1
			Don't know	43	22
Total	194	100		192	100

From table 3.33 it is clear that most of the respondents (91%) indicated the correct colours for Western Province. Only 44% indicated the correct logo. There seemed to be some confusion about the Western Province logo.

6.4.6 AWARENESS OF THE NATIONAL TEAMS' BRANDS

The South African national teams consist of the Springboks, the SA Sevens, the South Africa U-23, South Africa A and South Africa U-21 (see section 2.1.3.5). However, no single respondent mentioned the SA Sevens, the South African U-23, the South African A or the South African U-21 teams. Therefore, only the brand equity of the Springbok team could be determined and will be discussed below.

6.4.6.1 THE SPRINGBOKS

As discussed in chapter 2, the Springboks play in green and gold jerseys and white shorts (Colquhoun, 2004:95). Their logo is the word “*Springbok*” with a protea and a springbok (see section 2.3.1.5). The respondents’ responses are given in table 6.34.

Table 6.34 Awareness of the colours and logo of the Springboks

Colour (n = 439)	f	%	Logo (n = 436)	f	%
Green and gold	347	79	Springbok and protea	141	32
Green and yellow	39	9	Springbok	196	45
Green	24	5	Springbok and ball	9	2
Green and white	7	2	Protea	16	4
White, yellow and green	5	1	Buck	45	10
Green, gold and yellow	3	1	Springboks	1	0
Green and castle lager	1	0	SA Flag	1	0
Yellow and gold	2	0	MTN, Vodacom	1	0
Gold, black	1	0	Castle Lager	1	0
White, black and yellow	1	0	Flowers	1	0
Green, black, white and yellow	1	0	Springbok, ball, protea	1	0
Green, gold and white	1	0	Don't know	23	5
Don't know	7	2			
Total	439	100		436	100

From table 6.34 it is clear that most of the respondents (79%) indicated the correct colours for the Springboks. Furthermore, 79% of the respondents indicated some form of the correct logo, but only 32% mentioned the correct logo of the Springboks.

6.5 BRAND ASSOCIATION

The respondents were asked a few association questions about the teams that they personally support. These association questions included the following:

- What is the first thing that comes to mind when you think of ... (team supported by the respondent)? (Question 15.)
- Complete the sentence: The (team supported) is ... (Question 16.)
- What is most unique about (team supported)? (Question 17.)

The answers that were provided are discussed below for each of the regional, provincial and national rugby teams below.

6.5.1 THE BULLS

Of the respondents 77 (14,9%) indicated that they supported the Bulls. The responses on all three association questions are given in tables 6.35 to 6.37.

From table 6.35 it is clear that most of the respondents thought about the colour of the Bulls (blue), and then stated that the Bulls were “the best team”. Some respondents mentioned individual players – for example, 6,58% mentioned Joost van der Westhuizen and 5,26%, Derrick Hougaard. The forward play of the Bulls was also one of the factors that respondents thought about first (9,2%).

Table 6.35 What is the first thing that comes to mind when you think of the Bulls?

	<i>f</i>	%
Blue	11	14,47
The best team	10	13,16
Have to win	7	9,21
Forwards	7	9,21
Joost vd Westhuisen	5	6,58
Loftus	4	5,26
Derrick Hougaard	4	5,26
My team	3	3,95
Bulls	3	3,95
Winners	3	3,95
Rugby	3	3,95
Good rugby	3	3,95
Going to win	3	3,95
Winning record	2	2,63
Do their best	2	2,63
Trophy	2	2,63
Team work	2	2,63
Other single mentions	2	2,63

Table 6.36 indicates that most of the respondents gave similar answers to that of the first question and that the answers were not that thought provoking. Most simply mentioned that the Bulls are “The best team” (38%) or “cool” (26%).

Table 6.36 Complete the sentence: The Bulls are ...

	<i>f</i>	%
Best	29	38,15
Cool	20	26,32
My team	6	7,89
Great – win or lose	6	7,89
Good team	4	5,26
Great players	2	2,63
Other single mentions	9	11,8

Table 6.37 indicates that, according to the respondents, two main features make the Bulls unique, namely their team spirit (22,37%) and their playing style (15,79%).

Table 6.37 What is most unique about the Bulls?

	<i>f</i>	%
Team spirit	17	22,37
Playing style	12	15,79
Forwards	9	11,84
Never give up	5	6,58
Play as a team	5	6,58
Good rugby	4	5,26
Supporters	4	5,26
Tradition	4	5,26
Colour	3	3,95
Other single mentions	13	17,16

6.5.2 THE CATS

Of the respondents, 48 (9,5%) indicated that they supported the Cats. The responses on all three association questions are given in tables 6.38 to 6.40.

Table 6.38 What is the first thing that comes to mind when you think of the Cats?

	<i>f</i>	%
Transvaal	4	8
Have to win	4	8
Disappointment	4	8
Good team	4	8
Players	3	6
Good rugby	3	6
Cats	2	4
Bad defence	2	4
Exciting	2	4
Ellis Park	2	4
Fast	2	4
Other single mentions	16	32

From table 6.38 it is clear that the respondents thought of the province (8,3%) first, as well as their disappointment in their team (disappointment 8%; always losing 2%, still supporting although not doing well, 2%).

Table 6.39 Complete the sentence: The Cats are ...

	<i>f</i>	%
Best	15	31
Currently not performing well	7	15
Cool	5	10
Good team	4	8
Great – win or lose	3	6
Transvaal	2	4
Letting supporters down	2	4
Useless	1	2
Back line	1	2
Don't know	4	8
Other single mentions	4	8

From table 6.39 it is clear that the Cats' supporters also regard their team as "The best or number one". Even with the Cats' poor performance during the 2004 Super 12 season, most of the respondents completed the sentence with "the best or number one" (31%). Many respondents mentioned that their team is "currently not performing well" (15%) or "letting spectators down" (4%) or simply "useless" (2%).

Table 6.40 What is most unique about the Cats?

	<i>f</i>	%
Team spirit	7	15
Playing style	5	10
Good and strong team	3	6
Gauteng	3	6
Play as team	2	4
Never give up	2	4
Players	2	4
Running rugby	2	4
Nothing	2	4
Entertaining	2	4
Good rugby	2	4
Don't know	7	15
Other single mentions	9	12

It is clear from table 6.40 that the Cats' supporters also regard the Cats' "team spirit" and their "playing style" is unique to the team.

6.5.3 THE SHARKS

Of the respondents, 97 (19,1%) indicated that they supported the Sharks. The responses to all three association questions are provided in tables 6.41 to 6.43.

Table 6.41 What is the first thing that comes to mind when you think of the Sharks?

	<i>f</i>	%
Shark	13	13
Good team	10	10
Have to win	9	9
Rugby	7	7
Black, white and grey	3	3
Winners	3	3
ABSA Stadium	3	3
Disappointment	3	3
Never give up	3	3
Shark attack	3	3
Butch James	2	2
Winning record	2	2
Sea	2	2
Players	2	2
Going to win	2	2
Fear	2	2
Trophy	2	2
Worth supporting	2	2
Motivated	2	2
Ian McIntosh	2	2
Other single mentions	17	17
Don't know	2	2

As indicated in table 6.41, a wide range of factors were mentioned when the Sharks' supporters indicated the first words that come to mind when they thought about their team. The Sharks' logo, however, was fairly prominent as a first thought (13,4%), followed by "a good team". The players in the team in general, and some by name (Butch James), were also mentioned. More emotional words, such as "passion", "fear", "excitement" were mentioned in referring to the Sharks compared with any of the previous teams.

Table 6.42 Complete the sentence: The Sharks are ...

	<i>f</i>	%
Best	29	29
Cool	11	11
Great – win or loose	11	11
Good team	8	8
My team	6	6
Great players	4	4
Currently not performing well	3	3
Fast and furious	3	3
Winners/champions	3	3
Rugby team	2	2
Other single mentions	13	13
Don't know	2	2

From table 6.42 it is clear that the Sharks supporters also thought that their team was the “best” (29%). A number of respondents indicated that the Sharks were “cool” (11%), and the same percentage indicated that they were “great – win or lose”.

Table 6.43 indicates a wide variety of factors that the Sharks’ supporters regarded as being unique about their team. However, most supporters regarded the Sharks’ “team spirit” and “playing style” as the most unique feature of the team.

Table 6.43 What is most unique about the Sharks?

	<i>f</i>	%
Team spirit	13	13
Playing style	8	8
Play as team	8	8
ABSA Stadium	8	8
Supporters	5	5
Good/strong team	4	4
Never give up	4	4
Good rugby	4	4
Passion and pride	3	3
Winners	2	2
Everything	2	2
Durban	2	2
Defences	2	2
Confidence	2	2
Brent Russell	2	2
Other single mentions	21	21

6.5.4 THE STORMERS

The Stormers had the most support from the respondents with 116 (22.9%) supporters. The responses to all three association questions are provided in table 6.44 to table 6.46.

Table 6.44 What is the first thing that comes to mind when you think of the Stormers?

	<i>f</i>	%
Have to win	15	13
Good team	15	13
Rugby	11	9
Black	7	6
Good rugby	7	6
Winners	6	5
Running rugby	5	4
Playing style	4	3
Winning record/trophy	4	3
Cape Town	3	3
Nuweland	3	3
Going to win	3	3
Corne Krige	3	3
Exciting	2	2
Always losing	2	2
Cape of storms	2	2
Back line	2	2
My team	2	2
Team work	2	2
Other single mentions	17	17

Table 6.44 indicates that the first thing the supporters thought about was the need to win (12,9%). They also felt that the Stormers were a good team (11,2%) and that they made respondents think about rugby (9,48%). Their playing pattern was also mentioned to some extent (play style 4%, back line 2%, flair 0,8% and no loose balls 0,8%).

Table 6.45 Complete the sentence: The Stormers are ...

	<i>f</i>	%
Best	69	59
Good team	9	8
Great – win or lose	7	6
Other single mentions	5	4
Cool	3	3
Great players	3	3
Winners/Champions	3	3
My team	2	2
Cape Town	2	2
Worth supporting	2	2
Fast and furious	2	2
Other single mentions	6	6

Table 6.45 indicates that the Stormers supporters regarded their team as being the best (59%), and that their team was a good team (8%).

Table 6.46 indicates that the Stormers' supporters regarded their team's "playing pattern or style of play" as the most unique feature of the team (16%), together with their "team spirit" (9%) and their ability to "play as a team" (9%).

Table 6.46 What is most unique about the Stormers?

	<i>f</i>	%
Playing style	19	16
Team spirit	10	9
Play as a team	10	9
Never give up	7	6
Back line	5	4
Passion and pride	4	3
Good rugby	4	3
Corne Krige's head butt	4	3
Supporters	4	3
Good	3	3
Everything	3	3
Talented	2	2
Best players	2	2
Tradition	2	2
Best	2	2
Running rugby	2	2
Entertaining	2	2
Cape Town	2	2
Defences	2	2
Confidence	2	2
Flair	2	2
My team	2	2
Unpredictable	2	2
Winners/champions	2	1
Other single mentions	15	15

6.5.5 THE BLUE BULLS

Of the respondents, 31 (6,3%) indicated that they supported the Blue Bulls. The responses to all three association questions are indicated in tables 6.47 to 6.49.

Table 6.47 What is the first thing that comes to mind when you think of the Blue Bulls?

	<i>f</i>	%
Good team	6	19
Bulls	5	16
Winners	4	13
Have to win	3	9
Blue	2	6
Forwards	2	6
Exciting	2	6
Naas Botha	2	6
Other single mentions	7	21

From table 6.47 it is clear that the Blue Bulls' logo is one of the first things that the Blue Bulls' supporters thought of when their team was mentioned (16%). They also thought their team was a "good team" (20%) and "winners" (13%). Their forward play pattern was also mentioned, although to a lesser extent than that of the Bulls.

Table 6.48 Complete the sentence: The Blue Bulls are ...

	<i>f</i>	%
Best	17	55
Champions	3	9
Cool	3	9
Good team	2	6
Don't know	2	6
Other single mentions	5	15

From table 6.48 it is clear that the Blue Bulls' supporters provided similar answers to the Bulls' supporters. The Blue Bulls supporters also regarded the Blue Bulls as "cool", the "best or number 1" and "champions".

Table 6.49 What is most unique about the Blue Bulls?

	<i>f</i>	%
Play as team	4	13
Forwards	4	13
Team spirit	3	10
Derrick Hougaard	2	26
Talented	2	13
Winning record	2	6
Other single mentions	12	38

When asked to describe what is unique about the Blue Bulls, their supporters once again, gave similar responses to those of the Bulls' supporters (table 6.49). Factors such as “playing like a team”, “team spirit” and the “forward playing pattern” of their team were mentioned.

6.5.6 THE BORDER BULLDOGS

Four (0,8%) of the respondents indicated that they supported the Border Bulldogs team. Their responses are indicated in tables 6.50 and 6.51.

Table 6.50 Brand association of the Border Bulldogs

First thing ...	<i>f</i>	%	Complete sentence	<i>f</i>	%
Border	1	25	Best	2	50
Have to win	1	25	Good team	1	25
Good rugby	1	25	Entertaining	1	25
Missing	1	25			

From table 6.50 it is clear that the respondents thought of different factors when the question “What is the first thing that comes to mind when you think of the Bulldogs?” was asked. Two respondents, however, did indicate that they thought the Bulldogs were the best.

Table 6.51 What is most unique about the Border Bulldogs?

	<i>f</i>	%
Play as team	1	25
Talented	1	25
Passion and pride	1	25
Stick to rules	1	25

From table 6.51 it is also clear that respondents thought different things were unique to the Bulldogs.

6.5.7 THE BOLAND CAVALIERS

Two (0,4%) of the respondents indicated that they supported the Boland Cavaliers. The responses to all three association questions are given in tables 6.52 and 6.53.

Table 6.52 Brand association of the Boland Cavaliers

First thing ...	<i>f</i>	%	Complete sentence	<i>f</i>	%
Have to win	1	50	Best	1	50
Boland Stadium	1	50	Our team	1	50

From table 6.52 it is clear that respondents thought of different factors when asked the question: “What is the first thing that comes to mind when you think of the Cavaliers?”.

Table 6.53 Most unique about the Boland Cavaliers

	<i>f</i>	%
Best players	1	25
Winners	1	25

Table 6.53 indicates that the respondents thought different things were unique to the Boland Cavaliers.

6.5.8 THE CHEETAHS

Thirty-four (6,7%) of the respondents indicated that they supported the Cheetahs. The responses to all three association questions are indicated in tables 6.54 to 6.56.

From table 6.54 it is clear that the respondents thought of running rugby when the name of the Cheetahs was mentioned (15%). An interesting fact is that respondents also thought of the province when the Cheetahs were mentioned (12%).

Table 6.54 What is the first thing that comes to mind when you think of the Cheetahs?

	<i>f</i>	%
Running rugby	5	15
Free State	4	12
Cheetah	3	9
Rugby	3	9
Good rugby	3	9
Have to win	2	6
Fast	2	6
Never give up	2	6
Rassie Erasmus	2	6
Other single mentions	8	24

As indicated in table 6.55, respondents also thought that the Cheetahs were the “best” (32%) and “cool” (15%).

Table 6.55 Complete the sentence: The Cheetahs are ...

	<i>f</i>	%
Best	11	32
Cool	5	15
My team	3	9
Currently not performing well	2	6
Team work hard	2	6
Entertaining	2	6
Other single mentions	9	27

As depicted in table 6.56, the respondents mentioned that the determination of the Cheetahs (“never give up”) was unique to the team. The Cheetahs’ playing style and team spirit were once again mentioned (9%).

Table 6.56 What is most unique about the Cheetahs?

	<i>f</i>	%
Never give up	6	18
Playing style	3	9
Team spirit	3	9
Play as team	2	6
Best players	2	6
Good/strong team	2	6
Best	2	6
Players	2	6
Back line	2	6
Running rugby	2	6
Other single mentions	8	24

6.5.9 THE EAGLES

Since none of the respondents indicated that they supported the Eagles, no association questions about the Eagles were asked.

6.5.10 THE FALCONS

Since none of the respondents indicated that they supported the Falcons, no association questions about the Falcons were asked.

6.5.11 THE GOLDEN LIONS

Thirteen (2,6%) of the respondents indicated that they supported the Golden Lions. The responses to all three association questions are provided in tables 6.57 to 6.59.

Table 6.57 What is the first thing that comes to mind when you think of the Golden Lions?

	<i>f</i>	%
Good team	4	31
Transvaal	2	15
Have to win	2	15
Best team	1	8
Winners	1	8
Ellis Park	1	8
Never give up	1	8
Louis Luyt	1	8

From table 6.57 it is clear that the Golden Lions' supporters mentioned a number of interesting factors. A third thought that the Golden Lions were a good team, but the respondents also mentioned Transvaal (15%) and the fact that the Golden Lions needed to win (15%). Some supporters also mentioned Ellis Park Stadium.

Table 6.58 Complete the sentence: The Golden Lions are

	<i>f</i>	%
My team	2	15
Cool	2	15
Good team	2	15
Best	1	8
Transvaal	1	8
Winners	1	8
Great – win or lose	1	8
Worth supporting	1	8
Very special	1	8
Don't know	1	8

As indicated in table 6.58, the Golden Lions' supporters mentioned that the team was their team (15%), and also that they were "cool" (15%) and a good team (15%).

Table 6.59 What is most unique about the Golden Lions?

	<i>f</i>	%
Playing style	3	23
Team spirit	2	15
Never give up	2	15
Running rugby	1	8
Everything	1	8
Supporters	1	8
Don't know	1	8
Entertaining	1	8
Johannesburg	1	8

Once again, the supporters mentioned that the playing style of the Golden Lions was unique (23%) as well as their team spirit (15%). The Golden Lions' supporters added, however, that the fact that their team never gave up was also unique (15%).

6.5.12 THE GRIFFONS

Since none of the respondents indicated that they supported the Griffons, no association questions about the Griffons were asked.

6.5.13 THE GRIQUAS

Since none of the respondents indicated that they supported the Griquas, no association questions about the Griquas were asked.

6.5.14 THE LEOPARDS

Two (0,4%) of the respondents indicated that they supported the Leopards. Their responses are provided in tables 6.60 and 6.61.

Table 6.60 Brand association of the Leopards

First thing ...	<i>f</i>	%	Complete sentence	<i>f</i>	%
North West	1	50	Best	1	50
Pity/concern	1	50	Not performing well	1	50

From table 6.60 it is clear that respondents thought that their team was not up to scratch (pity/concern and not performing well).

Table 6.61 Most unique about the Leopards

	<i>f</i>	%
Talented	1	25
Team is becoming weaker	1	25

Table 6.61 indicates that respondents thought different things were unique to the Leopards.

6.5.15 THE MIGHTY ELEPHANTS

Four (0,8%) of the respondents indicated that they supported the Mighty Elephants. Their responses on brand association are indicated in tables 6.62 and 6.63.

Table 6.62 Brand association of the Mighty Elephants

First thing ...	<i>f</i>	%	Complete sentence	<i>f</i>	%
Caption	1	25	Best	1	25
Elephant	1	25	Work hard	1	25
Pity/concern	1	25	Our team	1	25
Fabian Jorries	1	25	Entertaining	1	25

From table 6.62 it is clear that the respondents thought of different things when the question “What is the first thing that comes to mind when you think of the Mighty Elephants?” was asked.

Table 6.63 Most unique about the Mighty Elephants

	<i>f</i>	%
Talented	2	50
Never give up	1	25
Nothing	1	25

Table 6.63 indicates that the respondents thought that the most unique thing about the Elephants was the fact that they were talented.

6.5.16 THE MPUMALANGA PUMAS

One (0,2%) of the respondents indicated that he or she supported the Mpumalanga Pumas. The respondent indicated that he or she thought of “good rugby” when the question “What is the first thing that comes to mind when you think of the Pumas?” was asked. The respondent felt the Pumas were a good team and that their handling skills made them unique.

6.5.17 THE NATAL SHARKS

Only 11 people (2,2%) pertinently mentioned that they support the Natal Sharks, as opposed to just the Sharks. The responses to all three association questions are provided in tables 6.64 to 6.66.

Table 6.64 What is the first thing that comes to mind when you think of the Natal Sharks?

	<i>f</i>	%
Good rugby	2	18
Black and white	1	9
Winners	1	9
Rugby	1	9
Brent Russell	1	9
Sea	1	9
Heroes	1	9
Trust	1	9
Team spirit	1	9

Some of the Natal Sharks' supporters (18%) mentioned that they thought of good rugby when their team was mentioned (table 6.64). The other factors were single mentions only.

Table 6.65 Complete the sentence: The Natal Sharks are ...

	<i>f</i>	%
Best	4	36
Winners	2	18
My team	1	9
Cool	1	9
Good team	1	9
Great – win or lose	1	9
Don't know	1	9

As indicated in table 6.65, the supporters once again, mentioned that their team was the “best” (36%). The Natal Sharks' supporters, however, also mentioned that their team was the “winners” (18%).

Table 6.66 What is most unique about the Natal Sharks?

	<i>f</i>	%
Team spirit	2	18
Play as team	1	9
Good/strong team	1	9
Player/s	1	9
Passion and pride	1	9
Aggressive	1	9
Winners	1	9
Supporters	1	9
Professional	1	9
My team	1	9

From table 6.66 it is clear that the Natal Sharks' supporters also regarded their team's team spirit as unique (18%).

6.5.18 WESTERN PROVINCE

Twenty-seven (5,3%) of the respondents indicated that they supported Western Province. The responses to all three association questions are provided in tables 6.67 to 6.69.

Table 6.67 What is the first thing that comes to mind when you think of Western Province?

	<i>f</i>	%
Winners	3	11
Running rugby	3	11
Nuweland	3	11
Blue and white	2	7
Good team	2	7
Have to win	2	7
Winning record	2	7
Other single mentions	10	40

From table 6.69 it is clear that Western Province supporters thought of their team as winners (11%). They also mentioned running rugby (11%) and Newlands (11%).

Table 6.68 Complete the sentence: Western Province is ...

	<i>f</i>	%
Best or number 1	14	52
Champions	4	15
My team	1	4
Cool	1	4
Good team	1	4
Our team	1	4
Cape Town	1	4
Great – win or lose	1	4
Great players	1	4
Nothing	1	4
Wine country	1	4

The respondents also indicated here that they regarded their team as the “best” (52%). Some supporters also mentioned that they thought their team was champions (15%).

Table 6.69 What is most unique about Western Province?

	<i>f</i>	%
Playing style	4	15
Team spirit	3	11
Play as team	3	11
Talented	2	7
Tradition	2	7
Other single mentions	12	48
Don't know	1	4

From table 6.69 it is clear that the respondents also thought that the playing style of Western Province was unique (15%), as well as the fact they had team spirit (11%) and played as a team (11%).

6.5.19 SPRINGBOKS

Forty 40 (7,9%) of the respondents indicated that they supported the Springboks.

The responses to all three association questions are provided in tables 6.70 to 6.72.

Table 6.70 What is the first thing that comes to mind when you think of the Springboks?

	<i>f</i>	%
Have to win	5	14
Green and gold	4	11
Springbok	3	8
Rugby	2	5
Winning record	2	5
Going to win	2	5
Good team	1	3
Other single mentions	18	54

From table 6.70 it is clear that the respondents indicated that the Springboks needed to win (14%). The respondents also thought about the colour (11%) and logo (8%) of the team.

Table 6.71 Complete the sentence: The Springboks are ...

	<i>f</i>	%
Best or number 1	14	38
Great players	3	8
South African	3	8
Good team	2	5
Currently not performing well	2	5
Best in world	2	5
Other single mentions	10	30

Once again the respondents indicated that they thought their team “the best or number 1” (38%). They also mentioned that the Springboks had great players (8%) and that they were South African (8%).

Table 6.72 What is most unique about the Springboks?

	<i>f</i>	%
Play as team	5	14
South African	4	11
Passion and pride	4	11
Playing style	3	8
Get up after defeat	3	8
Tradition	2	5
Handling of ball	2	5
Other single mentions	10	30
Don't know	4	11

Table 6.72 indicates that the respondents regarded the fact that the Springboks play as a team as unique to them (14%), as well as the fact that the team was South African (11%) and that they play with passion and pride (11%).

6.6 BRAND LOYALTY

Loyalty to one's team and towards South African rugby in general, were measured by means of a number of variables, measured on a 5-point scale of agreement where: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree (questions 18.2, 18.4, 18.6 and 18.8). Table 6.73 provides the descriptive information about each statement.

Table 6.73 Descriptive information about statements referring to loyalty
(506 n 511)

	Min	Max	\bar{x}	SD
I am proud to be a SA supporter	1	5	4,26	0,763
I would recommend my team	1	5	4,42	0,792
I am very loyal to my team	2	5	4,58	0,628
I will probably still be supporting my team in 2 years' time	2	5	4,64	0,591

On average, South Africans are extremely loyal to their teams, with all the statements obtaining above 4 out of 5. Table 6.74 indicates the different scores that the supporters of any particular team obtained for each of the loyalty questions. In terms of the recommendation of the team to someone else, the Pumas received the highest score (5), followed by the Natal Sharks (4,7) and Western Province (4,6) and the Cheetahs (4,6). The Cats (4,3), Golden Lions (4,2), Springboks (4,3), Bulldogs (4,25) and Mighty Elephants (3) were the teams supporters were more hesitant to recommend. It should be noted that these responses were based on the respondents' indication of which team they supported, and that the Pumas had, for example, only one supporter.

Table 6.74 Mean loyalty scores of each team

	I would recommend my team	I am very loyal to my team	I will still support my team in 2 years' time
Bulls	4,5	4,8	4,8
Cats	4,3	4,5	4,7
Sharks	4,4	4,5	4,6
Stormers	4,4	4,5	4,6
Blue Bulls	4,5	4,6	4,4
Border Bulldogs	4,25	4,5	5
Boland Cavaliers	4,5	4,5	4,5
Cheetahs	4,6	4,9	4,9
Eagles	-	-	-
Falcons	-	-	-
Golden Lions	4,2	4,5	4,6
Griffons	-	-	-
Griquas	-	-	-
Leopards	3,5	4	4
Mighty Elephants	3	4,75	4,5
Mpumalanga Pumas	5	5	5
Natal Sharks	4,7	4,7	4,5
Western Province	4,6	4,7	4,7
Springboks	4,3	4,5	4,4

In terms of claimed loyalty to the team, the Pumas, Cheetahs and Bulls received particularly high scores of 5, 4,9 and 4,8 respectively, followed by relatively high scores for the Western Province (4,7) and the Natal sharks (4,7).

The Pumas, Bulls, Western Province and Cheetahs were also the teams the supporters are more likely to still be supporting in the next two years. Although the Cats are not a team that any supporter would be willing to recommend right now, the supporters did claim that they would still be supporting them still in two years' time (4,7).

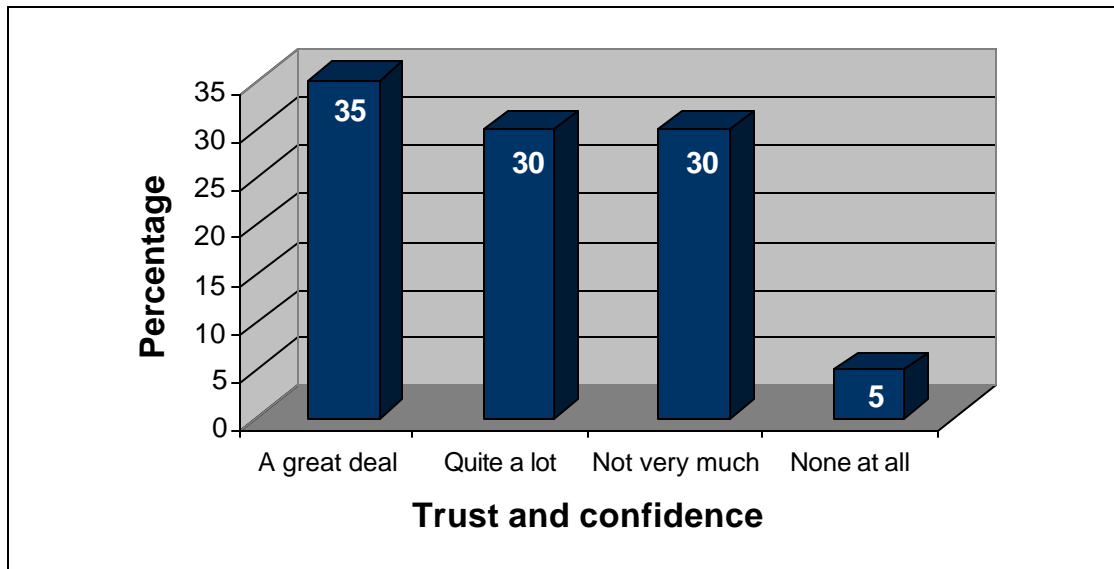
6.7 PERCEIVED QUALITY (TRUST AND CONFIDENCE)

The trust and confidence that a person has in each of the teams they were aware of, were measured by asking them to indicate if they had a great deal, quite a lot, not very much or no trust at all in the team (question 5 of the questionnaire). The responses are discussed for each team individually.

6.7.1 THE BULLS

Trust and confidence levels in the Bulls were not particularly high, with 30% of the respondents indicating in the “not very” category and 5% “not at all”. The results are provided in figure 6.7.

Figure 6.7 Trust and confidence in the Bulls (n=286)

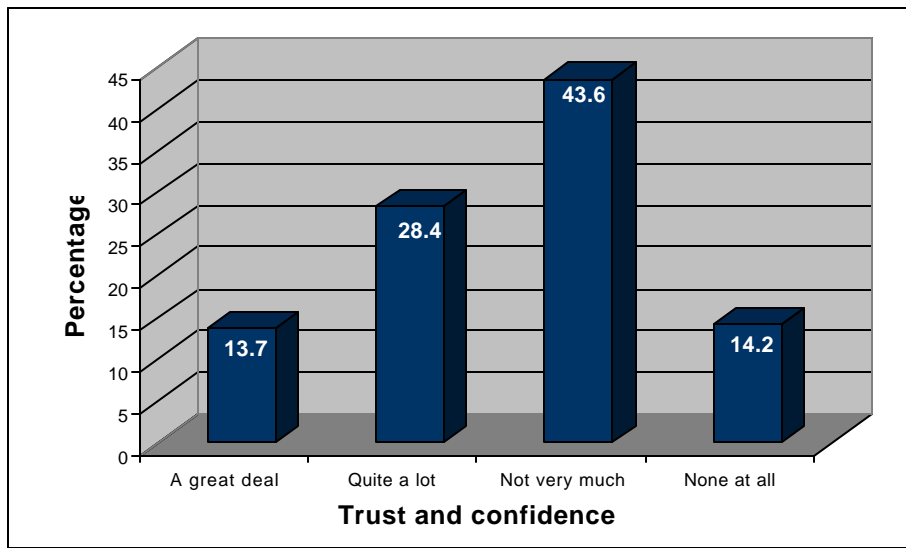


However, when considering only the Bulls' supporters, 93% of the respondents had a great deal or quite a lot of trust and confidence in their team. It would appear that it was the supporters of other teams who had no real confidence in them.

6.7.2 THE CATS

Trust and confidence in the Cats was relatively low compared with other teams. Many of the respondents (43,6%) indicated that they did not have much trust and confidence in the team (figure 6.8). An examination of the Cats' supporters only, reveals that they were negative, with 43,5% not having much trust and confidence or none at all in the Cats.

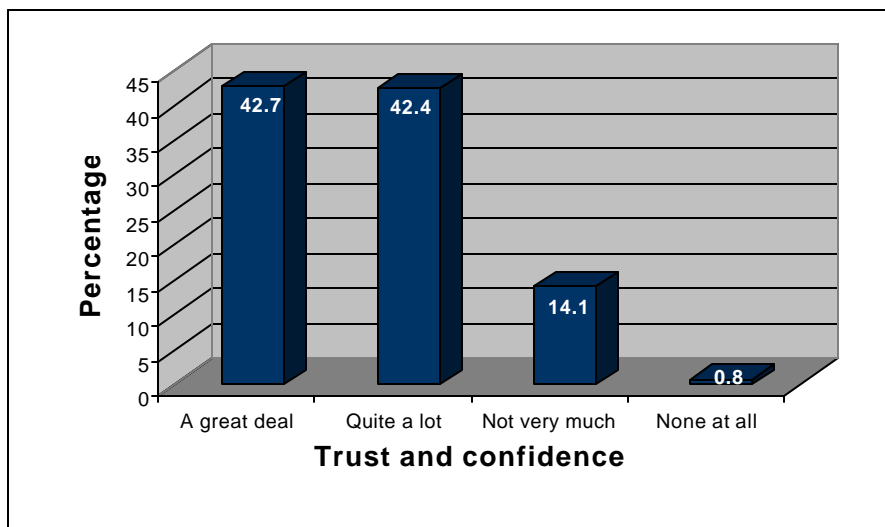
Figure 6.8 Trust and confidence in the Cats (n=204)



6.7.3 THE SHARKS

The Sharks scored well on the trust and confidence questions. Most of the respondents indicated that they had a great deal (42,7%) and quite a lot (42,4%) trust in the team. This is depicted in figure 6.9.

Figure 6.9 Trust and confidence in the Sharks (n=354)

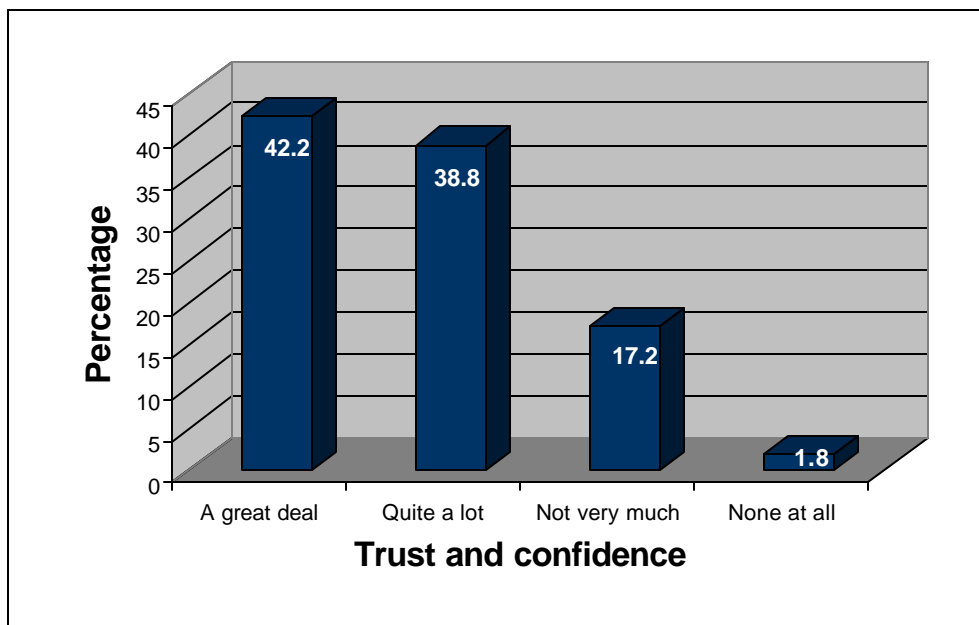


The Sharks showed higher levels of confidence and trust, with most respondents (85%) indicating that they had either a great deal or quite a lot of trust and confidence in the team. Amongst the Sharks' supporters this percentage increased to 94%.

6.7.4 THE STORMERS

Respondents also had higher levels of trust and confidence in the Stormers. Of the respondents that were aware of the Stormers, 81% of them and 90% of the Stormers' supporters, indicated that they had either a great deal or quite a lot of trust and confidence in this team. This is depicted in figure 6.10.

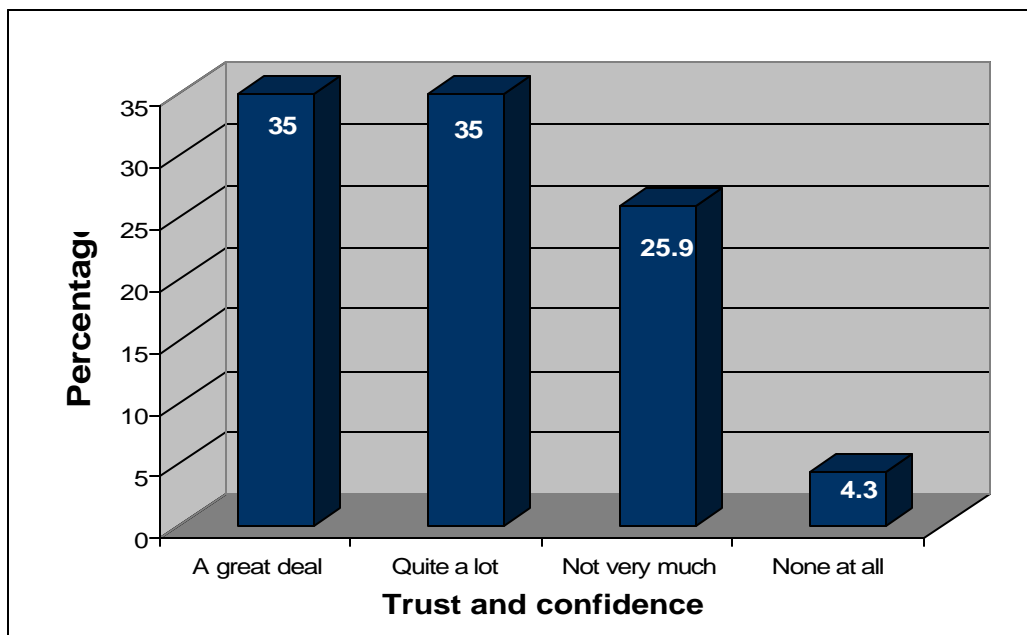
Figure 6.10 Trust and confidence in the Stormers (n=384)



6.7.5 THE BLUE BULLS

As shown in figure 6.11, the respondents indicated that they had a fair amount of trust and confidence in the Blue Bulls (35% indicated “quite a lot”). The Blue Bulls’ supporters, on the other hand, measured a 93% level of trust and confidence, which implies that it was the nonsupporters who have less trust and confidence in the Blue Bulls.

Figure 6.11 Trust and confidence in the Blue Bulls (n = 162)



6.7.6 THE BORDER BULLDOGS

From table 6.75 it is clear that many of the respondents (71,4%) indicated that they did not have very much trust and confidence in the Border Bulldogs.

Approximately one-third of the respondents (28,6%) indicated that they had a great deal (14,3%) and quite a lot (14,3%) of trust and confidence in the team.

Table 6.75 Trust and confidence in the Border Bulldogs

N	%			
	A great deal	Quite a lot	Not very much	None at all
7	14,3	14,3	71,4	-

6.7.7 THE BOLAND CAVALIERS

Table 6.76 indicates that many of the respondents (60%) indicated that they did not have very much trust and confidence in the Cavaliers. One-third of the respondents (30%) indicated that they had quite a lot trust and confidence in the Cavaliers, while only 10% indicated that they had a great deal of confidence in the team.

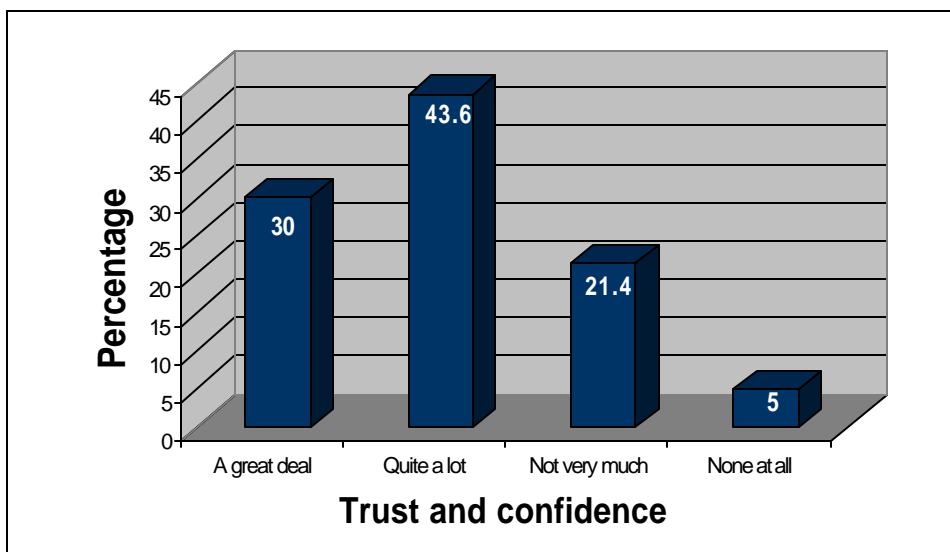
Table 6.76 Trust and confidence in the Cavaliers

N	%			
	A great deal	Quite a lot	Not very much	None at all
10	10	30	60	-

6.7.8 THE CHEETAHS

Trust and confidence in the Cheetahs was similar to that of the Bulls and Blue bulls – not particularly high or low. Most of Cheetahs' supporters (96%) had a great deal of or at least quite a lot of trust in their team, indicating that it was mostly supporters of the other teams who had less trust in them.

Figure 6.12 Trust and confidence in the Cheetahs (n=76)



6.7.9 THE EAGLES

Some of the respondents indicated that they had no trust and confidence (16%) or not very much trust and confidence (16%) in the Eagles. Most of the respondents indicated that they had quite a lot (44%) and a great deal (24%) of trust and confidence in the team.

Table 6.77 Trust and confidence in the Eagles

N	%			
	A great deal	Quite a lot	Not very much	None at all
25	24	44	16	16

6.7.10 THE FALCONS

From table 6.77 it is clear that the majority of the respondents (75%) had little or no trust in the Falcons. Only 25% indicated that they had quite a lot or a great deal of trust in the Falcons.

Table 6.78 Trust and confidence in the Falcons

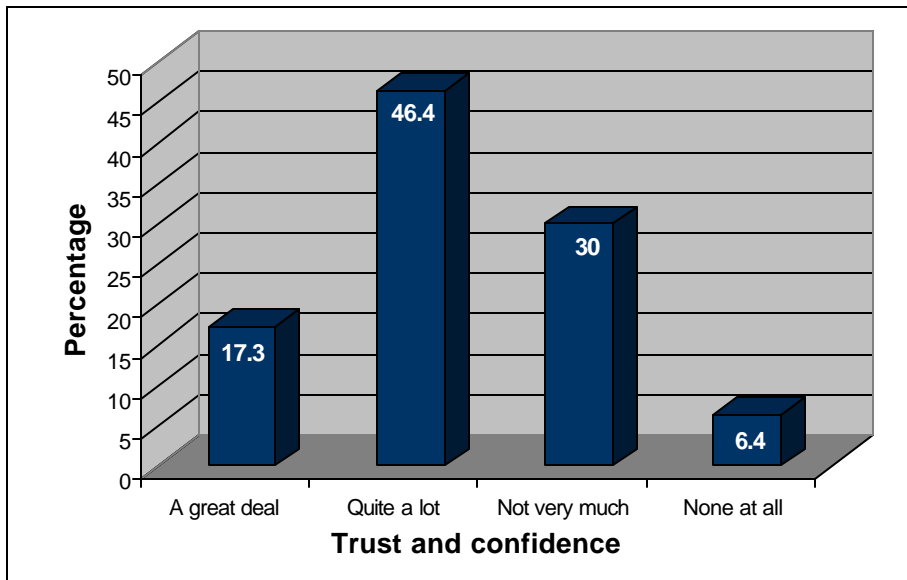
N	%			
	A great deal	Quite a lot	Not very much	None at all
8	12,5	12,5	62,5	12,5

6.7.11 THE GOLDEN LIONS

The Cats and Golden Lions, like the Bulls and the Blue Bulls, exhibited similar levels of trust and confidence, although there was slightly more trust and confidence in the Golden Lions than in the Cats. The respondents indicated that

they had a great deal or quite a lot of trust and confidence in the Golden Lions (63,7%), as opposed to 42% in the Cats.

Figure 6.13 Trust and confidence in the Golden Lions (n=86)



6.7.12 THE GRIFFONS

Table 6.79 indicates that respondents had quite a lot (60%) of trust and confidence in the Griffons.

Table 6.79 Trust and confidence in the Griffons

N	%			
	A great deal	Quite a lot	Not very much	None at all
5	-	60	-	40

6.7.13 THE GRIQUAS

It is clear from table 6.80 that the respondents do not have very much trust and confidence (72%) in the Griquas. Only 24% of the respondents indicated that they have quite a lot (20%) and a great deal (4%) of trust and confidence in the Griquas.

Table 6.80 Trust and confidence in the Griquas

N	%			
	A great deal	Quite a lot	Not very much	None at all
25	4	20	72	4

6.7.14 THE LEOPARDS

The respondents indicated that they did not have very much trust and confidence in the Leopards (83,3%). Only 16,7% indicated that they had quite a lot of confidence in the Leopards.

Table 6.81 Trust and confidence in the Leopards

N	%			
	A great deal	Quite a lot	Not very much	None at all
6	-	16,7	83,3	-

6.7.15 THE MIGHTY ELEPHANTS

According to table 6.82, half of the respondents indicated that they had quite a lot of trust and confidence in the Mighty Elephants. Only a few respondents indicated that they did not have very much (25%) and no trust and confidence at all (12,5%) in the Mighty Elephants.

Table 6.82 Trust and confidence in the Mighty Elephants

N	%			
	A great deal	Quite a lot	Not very much	None at all
8	12,5	50	25	12.5

6.7.16 THE MPUMALANGA PUMAS

It is clear from table 6.83 that the respondents were very evenly distributed when thinking about trust and confidence in the Mpumalanga Pumas. Nearly half of the respondents (46,2%) did not have very much or had no trust and confidence at all in the Pumas, whereas the other half (53,8%) indicated that they had quite a lot (30,7%) and a great deal (23,1%) of trust and confidence in the Pumas.

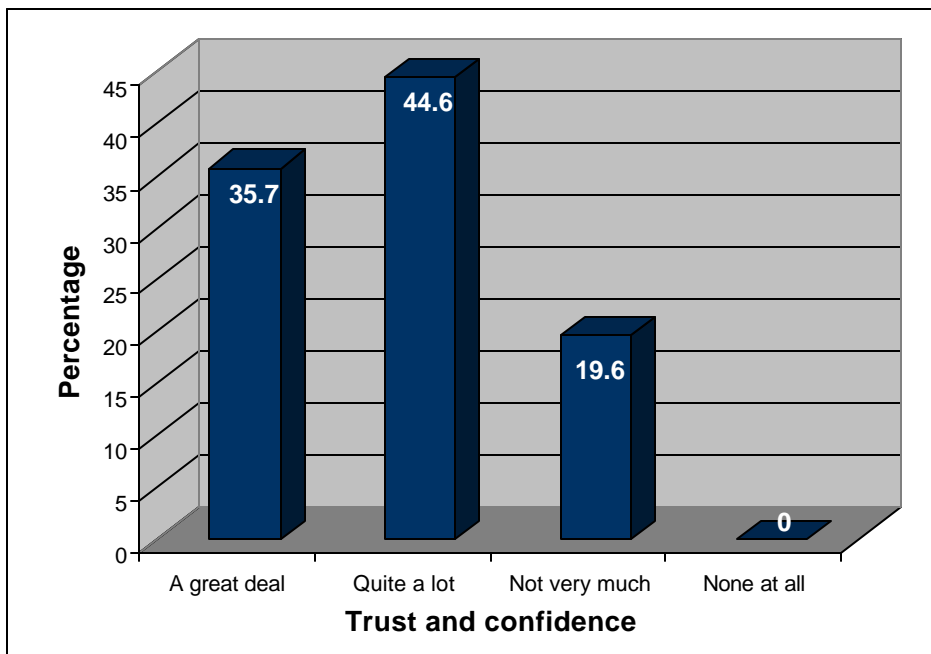
Table 6.83 Trust and confidence in the Mpumalanga Pumas

N	%			
	A great deal	Quite a lot	Not very much	None at all
13	23,1	30,7	38,5	7,7

6.7.17 THE NATAL SHARKS

The Natal Sharks showed similarly high levels to the Sharks, although slightly more respondents tended towards the not very much category. Only 19,6% of the Natal Sharks' supporters said "not very much".

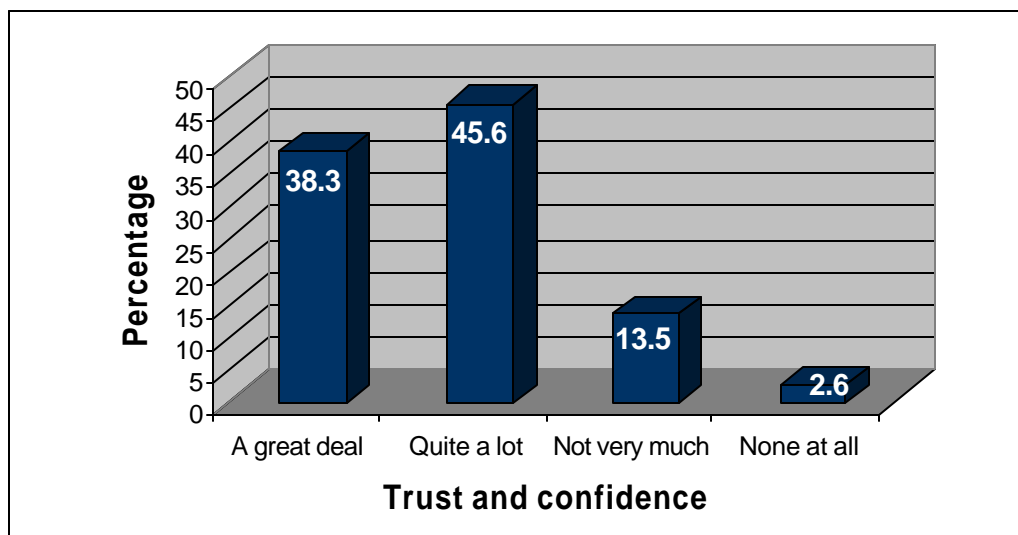
Figure 6.14 Trust and confidence in the Natal Sharks (n = 56)



6.7.18 WESTERN PROVINCE

From figure 6.15 it is clear that similar levels of trust and confidence were observed for Western Province as for the Stormers. Most of the respondents (84%) indicated that they had a great deal or quite a lot of trust and confidence in Western Province, while 86% of the supporters felt the same.

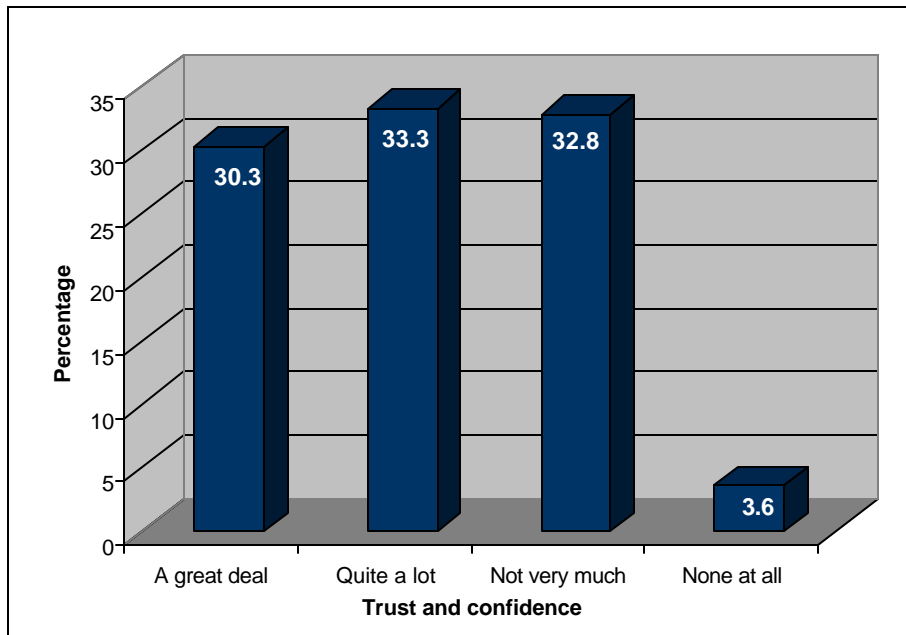
Figure 6.15 Trust and confidence in Western Province (n = 193)



6.7.19 THE SPRINGBOKS

Compared with the other most supported teams, the trust and confidence that respondents had in the Springboks were not high at all. Figure 6.16 shows clearly that only 63,6% of respondents indicated that they had a great deal or quite a lot of trust and confidence in the Springboks.

Figure 6.16 Trust and confidence in the Springboks (n = 439)



6.8 BRAND EQUITY INDEX

Brand equity, as discussed in chapter 4, is the value of a brand related to the brand's ability to attract future customers' reliability. It is thus the overall strength of a brand in the marketplace and its value to the organisation that owns it. The brand equity index of each of the South African teams can be determined by using Aaker's Brand Equity Ten (Aaker, 1996: 319):

$$\text{Brand equity} = \sum x$$

where

$$x \in \{x_1, x_2, \dots, x_{10}\}$$

and

x_1 = The relative amount supporters are willing to pay for a rugby ticket¹.

x_2 = Likelihood of supporters to still support their team in two years time.

x_3 = Perceived quality. The level of trust and confidence that supporters have in the various rugby teams².

x_4 = Popularity. Level of support that each team has.

x_5 = Perceived value. Level to which supporters will recommend their team to someone else to support².

x_6 = Brand personality. Admirable qualities of the team.

x_7 = Organisational associations. Level to which supporters are proud to be a South African rugby supporter².

x_8 = Brand awareness. Level of unaided awareness of supporters.

x_9 = Market share. Attendance figures of rugby teams for the 2003 rugby season.

x_{10} = Market price. Relative price of a ticket³.

A summary of the brand equity scores of each team is given in table 1

¹ Prices calculated as a proportion of the highest price supporters are willing to pay.

² Responses expressed as a percentage, where highest point on a five-point scale = 100.

³ Prices calculated as a proportion of the highest ticket.

Table 6.84 Brand equity of the provincial, regional and national rugby teams of South Africa

	Price premium	Loyalty	Perceived quality	Popularity	Perceived value	Brand personality	Firm association	Brand awareness	Market share	Market price	Brand equity
Blue Bulls	0,684	0,88	0,7	0,063	0,9	0,082	0,852	0,108	0,086	0,25	4,605
Bulldogs	0,152	1	0,29	0,008	0,85	-	0,852	0,002	0,007	0,04	3,201
Cavaliers	0,228	0,9	0,4	0,004	0,9	-	0,852	0,006	0,003	0,14	3,433
Cheetahs	0,585	0,98	0,74	0,067	0,92	0,010	0,852	0,098	0,042	0,14	4,434
Elephants	0,266	0,9	0,63	0,008	0,6	-	0,852	0,004	0,009	0,07	3,339
Eagles	-	-	0,68	-	-	-	0,852	0,016	0,009	0,14	1,697
Falcons	-	-	0,25	-	-	-	0,852	0,002	0,001	0,09	1,195
Golden Lions	0,628	0,92	0,64	0,026	0,84	0,012	0,852	0,09	0,057	0,18	4,245
Griquas	-	-	0,24	-	-	0,002	0,852	0,018	0,010	0,11	1,232
Leopards	-	0,8	0,17	0,004	0,7	-	0,852	0,006	0,003	0,07	2,605
Pumas	-	1	0,54	0,002	1	-	0,852	0,002	0,020	0,14	3,556
Natal Sharks	0,646	0,9	0,8	0,022	0,94	0,02	0,852	0,027	0,103	0,14	4,450
Western Province	0,53	0,94	0,84	0,053	0,92	0,072	0,852	0,16	0,067	0,14	4,574
Bulls	1	0,96	0,65	0,149	0,9	0,215	0,852	0,19	0,104	0,25	5,270
Cats	0,677	0,94	0,42	0,095	0,86	0,012	0,852	0,123	0,090	0,22	4,289
Sharks	0,514	0,92	0,85	0,191	0,88	0,221	0,852	0,221	0,112	0,25	5,011
Stormers	0,631	0,92	0,81	0,229	0,88	0,260	0,852	0,331	0,114	0,31	5,337
Springboks	0,635	0,88	0,64	0,079	0,86	0,053	0,852	0,84	0,161	1	6,0

Table 6.84 shows that the Springbok brand has the highest brand equity (6,0). This can be ascribed to the fact that the market price of a Springbok rugby ticket is R196 more than the second highest rugby ticket in the market. On all other aspects of Aaker's Brand Equity Ten, the Stormers brand scored higher. The Stormers' brand has the second highest brand equity (5,34). Other brands that scored well include the Bulls (5,27), Sharks (5,01), Blue Bulls (4,61), Western Province (4,57) and the Natal Sharks (4,45). The Griquas (1,23) and Falcons (1,2) scored the lowest scores.

6.9 CONCLUSION

This chapter dealt with the findings of the research study. The profile of the sample and the support profile of the respondents were highlighted, and the brand awareness, brand association, perceived quality and brand loyalty of the respondents discussed. In the next chapter, conclusions will be drawn and recommendations made about the research findings.