Validity and Reliability Instrument of Fan Engagement with Sports Clubs on Social Media in Oman

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Abstract

This paper aims to develop a questionnaire to identify the fundamental drives that encourage fans to engage with sports clubs on social media. In addition to measuring the activities of fans on sports clubs' accounts on social media. The questionnaire will also measure the influence of engagement activities on social media on brand attachment and loyalty to the clubs. The paper determined that the fundamental drives that encourage fans to engage with sports clubs on social media are (a) Information, (b) Entertainment, (c) Personal Identity, (d) Integration and Social Interaction, (e) Empowerment, (f) Remuneration and (g) Brand Love). Also, the paper determined that fan engagement activities in Social Media are (a) Consuming, (b) Contributing, and (c) Creating activities. 11 panels of expert were chosen to validate the items instruments. Finding shown the total score for driver fans engagement on social media section shown r value are .88. Meanwhile for validation score Consumers' Online Brand-Related Activities, r value shows .96. For Brand Attachment and Brand Loyalty Section shown the r value are .92. Overall, in this study, researcher emphasize that the validation dan reliability process definitely precise shown the instrument are important to enhance the sustainability of the engagement to the sport clubs in Oman.

Introduction

In the domain of professional sports, the fans are often classified as essential partners in the context of achieving industry growth and development (Stander & De Beer, 2016a). The fans of a sports club play a significant role in the success of a sports club (De Greef & Kapiteijn, 2016). Nowadays Fans have unprecedented access to global leagues and their favourite clubs, allowing them to form links with teams and players worldwide, regardless of location. (Pérez & Maguelouk, 2019). Therefore, Social media is an essential tool for sports organisations to interact with fans fans (Schubert & Seyffert,

2017). This explains why sports clubs are becoming increasingly concerned with the media consumption behaviour of their fans (Kim et al., 2011).

The literature on sports marketing contends that fans of sports teams have unique relationships and associations with their favourite teams (Vale & Fernandes, 2018). These high levels of fandom and emotional attachment towards sports clubs have frequently been associated with the term 'engage' in sport marketing studies (Yoshida et al., 2014). Highly engaged fans are more likely to engage in non-transactional behaviours, including positive word-of-mouth, showing their passion for sports, interacting with other fans in fan networks, and reading about them (Vale & Fernandes, 2018).They actively participate in value co-creation (Popp & Woratschek, 2016). Sports fans are prime examples of loyal club supporters who stick by their clubs through good times and bad, retaining a special bond with a team they consider their own (Abosag et al., 2012). These unique behavioural patterns in fan sports can be considered essential manifestations of fan engagement behaviours, defined as ''customers' behavioural manifestations toward a brand or firm, beyond purchase, resulting from motivational drivers'' (van Doorn et al., 2010).

According to Yoshida et al. (2014), fan engagement in the context of sports is a form of consumer engagement behavior that emphasizes the fan's non-transactional extra-role behavior. On social media, fans engage in various ways through various activities, some more active and some relatively more passive in nature (Malthouse et al., 2013). The Consumers Online Brand Related Activities (COBRA) framework divides fan activities into consumption, contribution, and creation (Vale & Fernandes, 2018).

Therefore, the importance of the research lies in the scarcity of research related to fan engagement in general and in Oman specifically. This questionnaire is expected to contribute to understanding drives influencing fans' engagement towards clubs' accounts on social media and fans' online-related activities. This paper is crucial for sports club and federation directors and media officials. It is likely to draw their attention to the importance of fan engagement, thus identifying the best employ for social media according to fans' goals to engage in social media. By identifying the best social media content, fans interact with clubs on social media.

Fan engagement on social media leads to a strong community of passionate and loyal fans. This community serves as an ambassador for the club, generating awareness and promoting club interests. In turn, fan engagement drives investment in the club, leading to growth and expansion (Stander & De Beer, 2016b).

The purpose of this study is to measure consumers motivations for social media engagement, consumer social media brand-related activities, and the levels of brand attachment and brand loyalty. Additionally, this research seeks to determine the cause-and-effect relationships between these constructs as represented in the conceptual model (Figure 1).

In our conceptual model, we examine the relationship between a set of constructs that we operationalised based on conceptual, operational definitions and scales derived from existing literature. In order to put the study variables into practice, we conducted an analysis on various scales tested in previous literature. After exploring these, We thoroughly examined these options and chose the ones most suitable for the research, modifying them as needed.
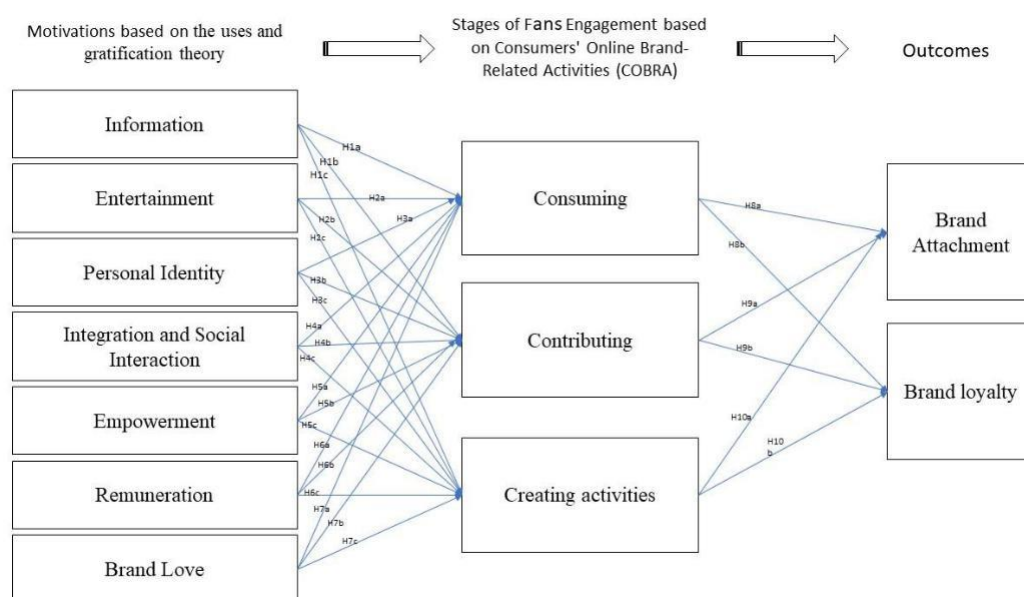
Figure 1: Conceptual model

The objectives of this research are:
1. Develop an instrument to evaluate the fan engagement drives to sports club accounts on social media, Consumers' Online Brand-Related Activities (COBRA) and the influence of engagement activities on social media on brand attachment and loyalty to clubs.
2. To determine the content validity of the instrument of fan engagement drives and fans' activities on sports club accounts on social media.
3. To determine the reliability of the instrument of fan engagement drives and fans' activities on sports club accounts on social media.

The researchers designed this questionnaire to answer the following questions:
1: What are fundamental fans' motivations to engage with sports clubs on social media?
2: What are the Activities of fans' engagement in sports clubs' social media?
3: Do the motives of engagement influence the Activities of engagement?
4: Do the different engagement activities on social media influence brand attachment and loyalty to the clubs?

Research Methodology
The data collected related to sports fans will be quantitative research using a questionnaire. According to Hoorani et al. (2019), questionnaires are usually used when researching customer satisfaction and loyalty. Because it can look at extensive themes such as the context and demographic of consumers; their assertiveness, preferences or views; and their planned behaviour and stimuli (Franklin, 2012).

Research Samples
In this particular research study, the researcher will use Oman football fans who actively engage in social media platforms as a research sample.

Develop a Questionnaire on Fan Engagement Drivers and Activities.
A questionnaire will be developed from a review of the academic literature. The questions will be initially compiled from the key concepts within the general customer engagement and sports fan engagement literature. The researcher will gain further inspiration for style and particular questions from previous questionnaires used in similar studies of fan engagement.

This questionnaire is divided into four sections. The first section focuses on composed of questions of classification, such as gender, age, educational level, and the most used social media programs. Also, it focuses on individuals' behavior on social media in general, specifically their frequency of usage on various platforms and the amount of time spent on them daily. Subsequently, it will ask the club they followed the most on social media, with the whole questionnaire referring to that specific club. Lastly, it will ask if respondents have attended any games from that specific club.

The second part of the questionnaire, which is the most significant, is designed to test the hypotheses, using scales with items that operationalise the model's constructs: Motivations for Engagement: Information, Entertainment, Personal Identity, Empowerment, Integration, Social Interaction, and Brand Love.

The third section focuses on the consumers' online brand-related activities (COBRAs) typology, namely consumption, Contribution and Creation. In this part, the questionnaire was designed so that participants would mention with what frequency they perform activities on social media regarding the sports clubs.

In the fourth section of the questionnaire, we focus on Brand Attachment and Brand Loyalty. All questions were closed, in particular the Likert-type scales. Likert scales are widely used in marketing research, generating metric data that allow a more advanced statistical treatment (Malhotra et al., 2006).

Fans' Engagement Motivation On Social Media And The Uses And Gratification Theory
When referring to social media use, motivations are viewed and understood as the factors that influence people's media preferences (Vale & Fernandes, 2018). Given the uniquely interactive nature of social media, which connects consumers to brands while simultaneously broadcasting these interactions to the fans and the brand's account, these online platforms are anticipated to satisfy a broader range of needs. One popular approach in the studies when it comes to motivations related to types of media use is the Uses and Gratifications (U&G) theory (Vale & Fernandes, 2018). In order to establish a fan's motivations on social media, this research is theoretically grounded in the Uses and Gratifications theory (U&G), one of the most popular used frameworks within the growing literature base related to sports fans and social media (Buzeta, 2020; Filo, 2015). At the same time, numerous academics have used the Uses and Gratifications theory in relation to social media in recent years. Since the Uses and Gratifications theory assumes that individuals are active, rather than passive, in their media use, social media requires the active participation of users and a high level of interactivity (Ko et al., 2005). As a result, the Uses and Gratifications theory can be regarded as a cutting-edge approach to understanding individual motivations for media use (Muntinga et al., 2011).

The uses and gratifications theory, coined in the early 1940s by Katz and Blumler, seeks to understand why people use particular media, their needs, and what gratifications they derive from using them. Historically, In the 1940s, the theory was first presented to

understand and explain why people chose to consume the numerous media outlets available at the time (Kasirye, 2022). The theory of Uses and Gratifications focuses on the gratifications that voluntarily attract fans to certain media content and types in order to meet their desires and needs (Dunne et al., 2010). Uses and Gratifications theory researchers usually speak of motivations as gratifications sought and discuss why people consume certain media and the degree of satisfaction they receive (Buzeta, 2020; Ko et al., 2005). In addition, Uses and Gratifications theory has been employed to investigate how and why people use media or what they do with it (Dunne et al., 2010).

The aim of this study was to explore why sports fans engage with social media, which is also known as their consumer motivations. Muntinga et al. (2011) defined consumer motivations as the incentives that drive people's selection and use of media and media content. Understanding motivations to use social media is important as much research indicates they impact attitudes towards a brand (Ko et al., 2005). The adopted conceptual definition includes several varieties of motivations, such as Information, Entertainment, Personal identity, Integration and social interaction, Empowerment, Remuneration and Brand love.

Consumers' Online Brand-Related Activities (COBRA)

Understanding fan engagement has become more crucial since different types of brand-related activities on social media, ranging from merely reading, sharing and commenting on posts to posting a message (Tsai & Men, 2017), may include different levels of engagement (Schivinski et al., 2016). The authors grouped Consumers' Online Brand-Related Activities into three hierarchical dimensions: Contribution, Creation and Consumption. These metrics reflect a progression of engagement with brands on social media from low (passive) to high (active) activity (Malthouse et al., 2013). The Consumers' Online Brand-Related Activities (COBRA) is defined as "a set of brand-related online activities on the part of the consumer that vary in the degree to which the consumer interacts with social media and engages in the consumption, contribution, and creation of media content" (Schivinski et al., 2016).

Consumption includes and covers the activities associated with a minimum level of engagement, such as viewing brand-related posts or videos, clicking on the content or reading reviews others post without active engagement (Buzeta, 2020; Dolan et al., 2016). In other words, users passively consume content without making any form of active contributions or reciprocation (Dolan et al., 2016). Consumption is the most frequent type of activity (Muntinga et al., 2011; Nastisin et al., 2022). Consumption can benefit fan acquisition and brand awareness, which is often a top-of-the-funnel objective (Buzeta, 2020).

Contribution, the mid-level of engagement, includes interactions with others or the brand, such as liking content, commenting, or engaging in brand-related conversations, turning consumers into brand endorsers (Buzeta, 2020; Dolan et al., 2016; Nastisin et al., 2022). This dimension only refers to the consumer's participation in media that has already been created by the brand or another source (Buzeta, 2020; Schivinski et al., 2016).

Lastly, creation, the highest level of engagement, relates to actively creating, publishing and co-developing brand-related content, such as using hashtags, writing a brand-related article, and uploading photos (Buzeta, 2020; Dolan et al., 2016; Nastisin et

al., 2022). The content that consumers create could be a stimulus for further consumption or contribution by other users (Muntinga et al., 2011).

COBRA type	Examples of brand-related social media use
Consuming	• Viewing brand-related video • Listening to brand-related audio • Watching brand-related pictures • Following threads on online brand community forums • Reading comments on brand profiles on social network sites • Reading product reviews • Playing branded online videogames • Downloading branded widgets • Sending branded virtual gifts/cards
Contributing	• Rating products and/or brands • Joining a brand profile on a social network site • Engaging in branded conversations, e.g. on online brand community forums or social network sites • Commenting on brand-related weblogs, video, audio, pictures, etc.
Creating	• Publishing a brand-related weblog • Uploading brand-related video, audio, pictures or images • Writing brand-related articles • Writing product reviews

Level of brand related-activeness

Figure 2: consumers' online brand-related activities typology as a continuum of three usage types (Muntinga et al., 2011).

Brand Attachment/ Fans Attachment

In this study, we define brand attachment as "Construct reflecting the mental state and feeling connected or attached to the brand, being a holistic feeling regarding the brand" (Levy & Hino, 2016). As so, when an individual is attached to a brand, they are more likely to support it in public display, namely social media platforms (Elbedweihy et al., 2016), and the consumer is more willing to pay high prices and to recommend the brand to others (Thomson, 2005).

Research in brand attachment has been necessary because it helps predict consumer behaviours and connect with them (Malär et al., 2011). When a strong bond is formed, a more extensive and more intense emotional involvement of the self with the object is created, and that can also happen when it comes to organisations, and as so, a more intense brand attachment is formed (Guo & Hao, 2012). This connection with the brand has different levels, and they distinguish themselves in strength and not in the type of connection (Park et al., 2010).

Brand Loyalty / Fans Loyalty

Fan loyalty is essential to sports clubs, athletes, and the owners because the more loyal fans are, the more likely they are to buy goods, attend games, and pay for r mediums via which they may consume the sport (i.e., television packages, going to a store, etc.) (Shawn, 2021). In sports loyalty, it is quite a devotion that evocates an emotional connection between fans and sports organisations (Da Rosa et al., 2014). Also, it can be constructed along with satisfying events (success in winning successive championships).

However, it is not limited to this. Friends or Parents may influence people to develop a positive attitude toward a team despite bad results. In this case, it is a kind of passion that does not rely on objective reward (Da Rosa et al., 2014). A fan loyal to the clubs he supports does not easily forget events; he continues to live them in his world (Bal, 2020).

In sports, fans' loyalty can be assessed by their past and future behaviour (Da Rosa et al., 2014). The crucial role of brand loyalty has been summarised in the following points: The first point is that brand loyalty ensures a more consistent following even when the performance of the primary product deteriorates (i.e., the team has a bad and losing season). The second point, brand loyalty creates opportunities for product extensions beyond the core product (Bauer et al., 2008).

Validity of the Instruments
In this research, we will use content for the questionnaire. Content validity looks at whether the questionnaire adequately covers all the content it should with respect to the variable. In other meaning, does the questionnaire cover the entire domain related to the construct or variable it was supposedly designed to measure? (Hayashi et al., 2019).

While construct validity is the ability to infer test results from the concept being researched. In other words, if someone has a high level on a survey that measures depression, does this person truly have a high degree of depression? (Heale & Twycross, 2015).

In general, content validity involves the assessment of a new questionnaire instrument to ensure that it includes all the items that are necessary and eliminates undesirable items to a particular construct domain (Boudreau et al., 2001) To establish content validity, a judgemental approach involves conducting literature reviews and then follow-ups with the evaluation by expert judges or panels (Hamed Taherdoost & Lumpur, 2016).

In the validation process, the researcher listed experts, consisting of (11) academic individuals specialized in sports management, marketing and psychology. The experts appointed evaluate all of the instruments mentioned. The experts will answer all the instruments and evaluate suitability according to the research variables and divisions. The researcher used the Semantic Differential scale, which operates 10 rating scales representing values from 0 - 10(Not Related to Very Related). The experts will give a score on each of the items moulded by the researcher (Table 1). Among the early studies conducted using the Semantic Differential scale was a study by Osgood 1964 (Said et al., 2020).

This scale assesses an individual's attitude and behaviour. According to Stoklasa et al. (2019) and Said et al. (2020), the Semantic Differential scale assesses attitudes and opinions that do not have multiples or checklists and are instead organized with the rightmost row representing the positive and the leftmost row representing the negative. Furthermore, the data to be obtained is also interval data. So, it is considered to be a scale that is appropriate for this research.

Table 9:

Score Values of The Experts' Score

Grading scores of instrumentation items										
0 Not Related	1	2	3	4	5	6	7	8	9	10 Very Related

After the experts check the instruments to decide on the validity of the content, the researcher uses a formula suggested by (SidekMohd & Jamaluddin, 2005) to determine the experts' validity, and It has been used in many studies, such as: (Madihie & Noah, 2013; Said et al., 2020). The formula below helps determine its validity.

$$\frac{\text{Score Total}}{\text{Maximum Score}} \times 100\% = \text{The Overall Content Validity Achievement}$$

Table 10:

Values of Content Validity by Experts in the Drivers of fans engagement on social media Section

	Information	Entertainment	Personal identity	Integration and social interaction	Empowerment	Remuneration	Brand love	Score
Expert 1	0.87	0.76	0.88	0.92	1	0.82	0.85	0.87
Expert 2	0.9	0.74	0.82	0.75	0.77	1	0.77	0.82
Expert 3	0.87	0.9	0.82	0.9	1	0.95	1	0.92
Expert 4	0.85	0.76	0.74	0.82	0.7	0.7	0.87	0.78
Expert 5	0.82	0.82	0.9	0.95	1	1	1	0.93
Expert 6	0.85	0.78	0.86	0.9	1	1	0.82	0.89
Expert 7	0.82	0.84	0.88	0.87	0.9	0.95	1	0.89
Expert 8	0.87	0.78	0.74	**0.77**	0.77	0.7	0.82	0.78
Expert 9	0.82	0.8	0.86	0.9	1	1	1	0.91
Expert 10	0.82	0.84	0.92	0.8	0.82	0.87	0.95	0.86
Expert 11	1	1	0.9	1	1	1	0.95	0.98
Total Value of r =								.88

Table 11:

Values of Content Validity by Experts in the Drivers of fans engagement on social media Items

	Items		Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	Expert 6	Expert 7	Expert 8	Expert 9	Expert 10	Expert 11	Score
Information	1	I want to know the club news and keep up with what's happening.	9	10	8	10	8	10	9	10	7	8	10	0.83
	2	I want to know what other people think about the sports club.	9	9	10	7	10	8	10	8	10	7	10	0.83
	3	I can get information about team performance, player profiles, events and games scheduled.	8	10	7	8	7	8	7	10	6	9	10	0.77
	4	It helps me in forming an opinion about the sport club	9	7	10	9	8	8	7	7	10	9	10	0.81
Entertainment	1	I like participating in the club account because it is entertaining.	9	9	10	10	10	9	7	8	9	6	10	0.88
	2	The club account provides an outlet for me to escape my daily routine.	9	9	9	5	8	10	10	8	10	10	10	0.89
	3	It arouses my emotions and feelings.	8	9	9	7	9	10	9	10	8	7	10	0.87
	4	It relaxes me.	4	3	9	6	5	3	7	3	5	9	10	0.58
	5	The club account is fun to watch or read.	8	7	8	10	9	7	9	10	8	10	10	0.87
Personal identity	1	I want to present to others who I am.	8	7	9	8	10	10	10	8	10	10	9	0.9
	2	It allows me to express my opinions freely.	10	10	9	9	8	8	10	9	7	10	10	0.9
	3	It gives me self-confidence.	10	10	9	9	10	9	10	6	10	10	10	0.93
	4	I want to impress others with what I know about the sport club.	7	6	5	5	7	7	4	6	6	6	7	0.60
	5	It enhances my reputation among other users.	9	8	9	6	10	9	10	8	10	10	9	0.89
Int	1	I look forward to talking, discussing, and sharing	7	10	9	7	10	8	10	10	10	7	10	0.89

Category	#	Item												CVI
		information with others who also like the sports club.												
	2	Being part of this community makes me feel more connected to the sports club.	10	10	9	9	10	9	7	9	8	7	10	0.89
	3	I want to belong to a group with the same interests as mine.	10	8	9	10	8	9	10	6	8	9	10	0.88
	4	I feel closer to the sports club.	10	2	9	7	10	10	8	6	10	9	10	0.82
Empowerment	1	I am hoping to have an influence on the club's decision-making process or suggest something valuable.	10	5	10	9	10	10	10	9	10	7	10	0.9
	2	I aspire to have a positive impact on the people around me and influence them in a beneficial way.	10	8	10	7	10	10	10	8	10	9	10	0.92
	3	I feel good about myself when other community members share my ideas and comments.	10	8	10	6	10	10	7	7	10	9	10	0.88
	4	Getting positive feedback on my comments motivates me to engage more with the club community.	10	10	10	6	10	10	9	7	10	8	10	0.9
Remuneration	1	I can get a ticket to attend the matches for free or at a lower price.	10	10	9	10	10	10	10	8	10	8	10	0.95
	2	I am motivated to participate in this community because I can earn money, prizes or discounts.	10	10	9	7	10	10	10	8	10	8	10	0.92
	3	I can obtain the information I want without any delay.	6	10	10	6	10	10	10	6	10	9	10	0.88
	4	I want to get a better service.	7	10	10	5	10	10	8	6	10	10	10	0.87
Brand love	1	I am motivated to participate in this community because I'm passionate about the sport club.	7	9	10	9	10	8	10	10	10	8	9	0.9

#	Item												
2	I associate the sports club with some important events in my life.	8	8	10	7	10	8	10	8	10	10	10	0.9
3	I participate in the community because I care about the sport club.	9	7	10	9	10	7	10	7	10	10	10	0.9
4	I identify myself with the sport club.	10	7	10	10	10	10	10	8	10	10	9	0.94

Table (10) shows that Drivers of fan engagement on the social media validity index obtained an overall total of (0.88). The highest value was given by Expert 11 (0.98), and the lowest value was provided by Experts 4 and 8 (0.78). Others gave between (0.82) and (0.93).

Looking at Table (11) the experts' evaluation of the validity of the items in Drivers of Fan Engagement on the Social Media scale, it is clear that the statement "It relaxes me" in the dimension of Entertainment was obtained (0.58), and "I want to impress others with what I know about the sports club" in the dimension of Personal identity was obtained (0.60). Therefore, the researchers suggested deleting these two items.

Table 12:
Values of Content Validity by Experts in the Consumers' Online Brand-Related Activities

	Consuming	Contributing	Creating	Score
Expert 1	1	1	1	1
Expert 2	1	1	1	1
Expert 3	1	1	1	1
Expert 4	0.87	0.9	0.92	0.90
Expert 5	1	1	1	1
Expert 6	1	1	1	1
Expert 7	1	1	1	1
Expert 8	0.9	1	0.77	0.89
Expert 9	1	1	1	1
Expert 10	0.9	1	0.7	0.87
Expert 11	0.92	1	0.92	0.95
Total Value of r =		0.96		

Table 13:

Values of Content Validity by Experts in the Customer Engagement on Social Media Activities Items

	Items		Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	Expert 6	Expert 7	Expert 8	Expert 9	Expert	Expert	Score
Consuming	1	I read the content posted by the sports club on social media.	10	10	10	9	10	10	10	9	10	9	9	0.96
	2	I view pictures or photos posted by the sports club on social media.	10	10	10	9	10	10	10	9	10	9	10	0.97
	3	I watch videos posted by the sports club on social media.	10	10	10	9	10	10	10	9	10	9	9	0.96
	4	I read posts, and comments of others about the sports club on social media.	10	10	10	8	10	10	10	9	10	9	9	0.95
Contributing	1	I like the content posted by the sports club on social media.	10	10	10	8	10	10	10	10	10	10	10	0.98
	2	I share the content posted by the sports club on social media.	10	10	10	10	10	10	10	10	10	10	10	1
	3	I comment on posts, videos, images or forums posted by the sports club on social media.	10	10	10	8	10	10	10	10	10	10	10	0.98
	4	I comment on posts and comments of others about the sports club on social media.	10	10	10	10	10	10	10	10	10	10	10	1
Creating	1	I initiate posts related to the sports club on social media.	10	10	10	10	10	10	10	8	10	6	9	0.93
	2	I post pictures, videos or personal images related to the sports club on social media.	10	10	10	10	10	10	10	8	10	7	10	0.95
	3	I add labels or hashtags on social media posts related to the sports club.	10	10	10	9	10	10	10	8	10	7	9	0.93
	4	I write reviews, and personal opinions related to the sports club on social media.	10	10	10	8	10	10	10	7	10	8	9	0.92

As for the Consumers' Online Brand-Related Activities scale, Table (12) shows the validity index obtained an overall total of (0.96), whears, many experts gave full marks to the scales. While the lowest value was given by Expert 10 (0.87). Looking at Table (13), it is clear that all items received a value higher than (0.92)

Table 14:
Values of Content Validity by Experts in the Brand Attachment and Brand Loyalty Section

	Brand Attachment	Brand Loyalty	Score
Expert 1	0.85	0.9	0.88
Expert 2	1	0.87	0.94
Expert 3	0.92	0.95	0.94
Expert 4	1	0.82	0.91
Expert 5	1	1	1
Expert 6	0.6	0.8	0.70
Expert 7	1	1	1
Expert 8	0.9	0.92	0.91
Expert 9	1	1	1
Expert 10	0.95	0.8	0.88
Expert 11	1	0.97	0.99
Total Value of r =		0.92	

Table 15:
Values of Content Validity by Experts in the Brand Attachment and Brand Loyalty Items

	Items		Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	Expert 6	Expert 7	Expert 8	Expert 9	Expert 10	Expert 11	Score
Brand Attachment	1	I have a deep emotional connection to my sports club.	8	10	9	10	10	6	10	10	10	9	10	0.92
	2	I have a lot of consideration for my sports club.	7	10	9	10	10	6	10	9	10	9	10	0.9
	3	When I think about my sports club, I feel pleasant sensations.	9	10	9	8	10	6	10	9	10	10	10	0.91
	4	My sports club gives me a lot of joy and pleasure.	10	10	10	9	10	6	10	8	10	10	10	0.93
Brand Loyalty	1	I consider myself loyal to this sports club.	10	10	10	10	10	6	10	10	10	8	10	0.94
	2	When I watch football, my club is always my first choice.	7	10	10	10	10	6	10	9	10	8	9	0.9
	3	I would not trade my club for any other club.	10	7	9	5	10	10	10	10	10	8	10	0.9
	4	I say positive things about my club to other people.	9	8	9	8	10	10	10	8	10	8	10	0.9

Through Table (14) the Brand Attachment and Brand Loyalty obtained an overall total of (0.92), Where three experts gave a full score, while the lowest value was given by Expert 6 (0.70). Based on Table (15) all items were obtained over than (0.90).

Reliability of the Instruments

An instrument with validity is not necessarily reliable (Mohd Said et al., 2020). So, it is important to test for reliability in measuring instruments because it refers to the consistency across the parts of a measuring instrument (Hamed Taherdoost & Lumpur, 2016). If the items on a scale "hang together" and measure the same construct, the scale has high internal consistency (Robinson, 2010). Given the quantitative nature of the instrument, reliability is assessed using statistical measures (Saunders et al., 2009). The Cronbach Alpha coefficient is the internal consistency statistic that is most commonly used. When using Likert scales, it is regarded as the most suitable reliability indicator (Robinson, 2010). According to Mohd Said et al., (2020) acceptable Cronbach Alpha (α) values for reliability are between 0.71 - 0.99 (best). The following (Table 16) states the interpretation of the Cronbach Alpha (α) score as follows:

Table 16.
Interpretation of Cronbach Alpha Score (α)

Alpha-Cronbach score	Trustworthiness
0.8 – 1.0	Very good and effective with a high level of consistency
0.7 – 0.8	Good and acceptable
0.6 – 0.7	Acceptable
<0.6	Item needs repair
<0.5	Items need to be dropped

Source: Hair et al. (2010)

To obtain the instrument's reliability, the researcher implemented a pilot study. A pilot study is implementing a study that resembles a real study with a similar sample to obtain a reliability value. For the implementation process of the pilot study, a total of n=40 people have been used for the group of football fans. This constitutes 10% of the target sample. According to Md Said et al. (2020), implementing a pilot study to obtain the reliability value of an instrument is sufficient using a sample of at least 30 people.

The study's results found that the value of the Cronbach Alpha (α) coefficient for this study was r=.95. This value is considered Very good and effective with a high level of consistency, according to the table (). Table () shows the value of the Cronbach Alpha (α) coefficient for all study construct, and it is clear that all of them are Very good and effective with a high level of consistency.

Table 17.
Cronbach alphas of the constructs of the Instrument

Construct	Alpha value
Demographic section	.80
Drivers to engagement on social media	.95
Information	.93
Entertainment	**.85**
Personal identity	**.76**
Integration and social interaction	**.96**
Empowerment	**.76**
Remuneration	**.86**
Brand love	**.78**
Customer Engagement on Social Media Activities (COBRAs)	**.85**
Consuming	**.88**
Contributing	**.81**
Creating	**.70**
Brand **Attachment**	**.85**
Brand Loyalty	**.84**

As shown in Table (17) construct of motivations for engagement, presented an overall value of (0.95), the items appear to be highly internally consistent (Hair et al., 2010). The alpha analysis was conducted considering the values of each dimension inside the scales, being that Information (0.93), Entertainment (.85), Personal identity (076), Integration and social interaction (0.96), Empowerment (0.76), Remuneration (0.86), and Brand love (0.78). All alpha values are above the 0,70 threshold. So, the scale presents a high level of consistency already.

Regarding the scale used to measure the brand-related online activities presents a value of (0.85) for all the items, meaning that the entire scale is consistent (Hair et al., 2010). The analysis of the alpha was conducted taking into consideration the values of each dimension inside the scales, consumption (0.88), contribution (0.81), and creation (0.70). All the alphas are from (0,70) and above the threshold.

Finally, to measure brand attachment and brand loyalty, presented brand attachment with a value of (0.85), and brand loyalty (0.84), meaning that the scale is consistent (Hair et al., 2010).

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