

UNIVERSITEIT TWENTE, ENSCHEDE



The football club v.v. Rijtersbleek: an exploration why members, between the ages of 16–18, stay or leave the club

Bachelor thesis

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Abstract

At the football club *v.v. Rigtersbleek*, many adolescents between the ages of 16–18 stop their membership. This study explores how members perceive the club and an ideal club, as well as positive aspects that help members remain at *Rigtersbleek*. The study also aims to explain why former members left and methods the club can use to prevent this phenomenon.

A mixed-method design was used. A qualitative study, based on the concept of Appreciative Inquiry, was employed to identify the most prominent aspects which keep members motivated to stay at *Rigtersbleek*. Six active members of *Rigtersbleek*, between 16–18 years old (average age: 16.7) were interviewed with semi-structured interviews. The interviews were recorded, transcribed, and analyzed with the program Atlas.ti, using a inductive approach. A quantitative study was conducted by means of a brief, online survey among former members of *Rigtersbleek* with the platform qualtrics.com. In total, 17 responses were collected and analysed with Statistical Package for the Social Sciences, the average age was 17.6. The qualitative study reveals crucial reasons as to why adolescents become and remain members of *Rigtersbleek*: (1) social atmosphere of the club, (2) proximity to home, (3) fun, and (4) the ability to play football at a high level. The quantitative online survey determined the most decisive reasons: (1) fun and (2) the ambition to learn/improve personal football skills. The qualitative study determined that members stop their membership because of a lack of time. The online survey showed that a bad atmosphere and other interests, like friends, were crucial reasons.

Answering the research question: “How can the football club *v. v. Rigtersbleek* motivate adolescents in their program, between the ages of 16–18, remain members of the club?”, incentives such as the possibility to play football at a high level and financial factors (for volunteers and trainers) are found to be important. Keeping promises and meeting the needs of members were also critical aspects and, likely, a decisive factor includes a positive social atmosphere within the club. Therefore, *Rigtersbleek* can motivate members to remain through activities which enhance a feeling of togetherness, as well as through the maintenance and promotion of a high level of football. Though, this study suggests that the club’s focus should not only be on teams playing at a higher level. Continued studies should survey a broader sample size to more fully reveal reasons as to why members of football clubs stop.

Keywords: *v.v. Rigtersbleek*, Football, Appreciative Inquiry, Self-determination

1. Introduction

1.1. Background

The football club *v.v. Rigtersbleek* would like to be “more than just a football club”, suggesting they want to be a connection point for members and contribute to supporting a sense of social cohesion (*v.v. Rigtersbleek*, 2010). An affordable lunch or financial support for children from low-income families, are just two examples of the club’s social engagements. The football club is based in Enschede, the Netherlands and contains around 1,000 members. The standard team from *v.v. Rigtersbleek* plays in the Sunday main group (*hoofdklasse*) C (2015/2016). Within the past few years, the club has been growing, seen in improvements in organizational structure and modernized facilities. Nonetheless, the club has found that, often, adolescents stop playing football at *Rigtersbleek*. In collaboration with the University of Twente, the management of *v.v. Rigtersbleek* is interested in determining the causes of this phenomenon. This introduction first outlines how and why exercise is important for health, for adolescents in particular. Then, the Self-determination theory is addressed in order to state motivations of physical activity, followed by notions of Appreciative Inquiry (AI) to reveal the theoretical background of this study.

1.2. Physical activity and health

Individuals of all ages benefit from regular physical activity (United States Department of Health & Human Services, 1996). Physical activity has positive effects on health, well-being, and quality of life (Vaamonde & Dalimier, 2015). Activity can help children, young women, adults, or disabled persons from a “well-being, preventive and rehabilitation perspective” (Vaamonde & Dalimier, 2015, p.92). Psychological ailments such as anxiety, stress, and depression can be reduced through exercise and cognitive capacities or other healthy, related behavior can be stimulated or enhanced. Physical activity can also reduce the risk of obesity, cardiovascular problems, or addictive behaviors. Insufficient physical activity during childhood and adolescence is linked to childhood and adolescent obesity (Fleming-Moran & Thiagarajah, 2005; Patrick, Norman, Calfas, Sallis, Zabinski, Rupp, & Cella, 2004), as well as a higher risk of obesity as an adult, even after screening for genetic causes (Pietiläinen et al., 2008). Studies have shown that physically active children were more likely to maintain such behavior as an adult compared to children who were not physically active (Tammelin, Näyhä, Hills, & Järvelin, 2003; Dunn, Trivedi, Kampert, Clark, & Chambliss, 2005). Indications of social and emotional difficulties can be seen by children who stopped with physical activity (Vella, Cliff, Magee & Okely, 2015). Half of all psychological ailments develop before the

age of 14 (Kessler, Chiu, Demler, & Walters, 2005). According to Fraser-Thomas, Côté, & Deakin (2005), “sport participation [is] associated with many positive developmental outcomes that may contribute to the protection and enhancement of mental health”, with regard to physical and cognitive competency like self-esteem, teamwork, social skills, or empathy. Various recommendations exist concerning the amount of physical activity necessary for the good health of children and adolescents compared to adults (Physical Activity Guidelines Advisory Committee, 2008; Janssen, 2007). Children and adolescents between 4 and 17 years of age are advised to exert moderate or intense activity at least 60 minutes per day (Volksgezondheidenzorg.info, 2016). To acclimate children to exercise and establish good physical and psychological health, physically activity should be conducted since the early stages of development (Vaamonde & Locatelli Dalimier, 2015). Fraser-Thomas, Côté, and Deakin (2008) created the developmental model of sport participation (DMSP), which shows that athletes go through three stages of sport development: sampling, specializing, and investment. In the first period (between 6–12 years), children are the most active. Physical activity decreases during specializing (13–15 years) and investment (16+). The highest percentage of participants in organized sport are 11–13 years old (Coblac, et al., 2008) and the number declines through puberty (Zimmermann-Sloutskis, Wanner, Zimmermann, & Martin, 2010). According to Slater and Tiggemann (2010), causes are loss interest, a lack of competence, and insufficient time.

Vaamonde and Dalimier (2015) note similar reasons as to why individuals stop engaging in physical activity: lack of time, smoking, lack of habit, lack of sport history, and other factors, including overlap between several activities. Reasons such as pleasure, relation to others, health and/or drive to stay fit are crucial factors for engagement with sports. Factors such as availability of time and facilities, social support towards exercise, self-efficacy, history of exercise, and a positive attitude regarding exercise have been found to be responsible for individuals remaining physically active. Physical activity also depends on the motivations of an individual. Only when an individual is sufficiently motivated with an action be performed, depending on the goal or reason (Benabou & Tirole, 2003). One theory which deals with the motivations of actions is the Self-determination theory developed by Deci and Ryan (Deci, Eghrari, Patrick & Leone, 1994).

1.3. Self-determination theory

Self-determination theory suggests there are two types of motivation, *intrinsic* and *extrinsic* (Benabou & Tirole, 2003). *Intrinsic motivation* refers to the feeling that something is

interesting or pleasant. An individual with intrinsic motivation does something for internal satisfaction (e.g., fun or a challenge) and not for external rewards. Individuals with *intrinsic motivation* would be physically active because they like it, feel satisfied improving their skills, or have the desire to surpass themselves (Pelletier et al., 1995). According to Deci and Ryan (1985), *intrinsic motivation* comes from the innate psychological need for competence and self-determination. An individual is thus physically active to experience feelings of competence and self-determination. *Extrinsic motivation* refers to actions and activities aimed at a separable outcome (Pelletier et al., 1995). There are three types of *extrinsic motivation*: external regulation, introjection, and identification (Pelletier et al., 1995). External regulation refers to behavior that is governed by the outside world, e.g. constraints from others. Performed acts aim to gain rewards (e.g., commendations from coaches) and avoid negative consequences (e.g., criticism). Introjection refers to behavior motivated through internal pressures, such as guilt or anxiety. An external source of motivation does not have to be present to induce behavior because it has been already internalized. Individuals have the urge to be in a good physical shape and feel embarrassed or ashamed when they are not. Finally, identification describes an act, performed voluntarily by an individual, because they consider it to be important for development as an individual. Therefore, the behavior is performed for extrinsic reasons (e.g., achieving personal purposes), but is internally regulated and self-determined. The management of v.v. *Rigtersbleek* is interested in identifying why physically active members remain, therefore this study aims to explore the motivations of the members.

1.4. Appreciative Inquiry

Further, the management of v.v. *Rigtersbleek* is interested in identifying what gives *life* to their club. This study therefore uses the approach Appreciative Inquiry (AI). Appreciative Inquiry differs from traditional problem-solving approaches and is used to explore what “gives life to human systems when they function at their best” (Moore & Charvat, 2007). According to Moore and Charvat (2007), AI is a “method of organizational development in which the ‘best of what is’ is made better”. The organization, in this case the football club v.v. *Rigtersbleek*, should be seen positively. Appreciative Inquiry consists of four phases: *discovery*, *dream*, *design*, and *deliver*. The first phase, *discovery*, aims to discover the best aspects of an organization. The second phase, *dream*, envisions an ideal organization according to their dreams and hopes. Participants propose ideas for the future. The third phase, *design*, is based on the previous phases and aims to achieve a conscious re-creation with participants to align the organization with the positive past, examining how this can best

be achieved and improved. The final phase, *deliver*, concerns organizational changes/adjustments, for the current study, the goal of maintain membership.

1.5. Study

The current study has two, primary goals. The first includes an exploration of how club members perceive their current and ideal club and which positive aspects keep members motivated to remain at *Rijtersbleek*. The second goal is to reveal causes and explanations as to why former members left the football club and adjustments the club can make to help prevent such phenomenon.

To this end, the study aims to answer the following question, “How can the football club *v. v. Rijtersbleek* motivate adolescents in their program, between the ages of 16–18, to remain members of the club?”, together with the following sub-questions, “How do active members perceive their current and ideal club?” and “Why have former members left the club?”.

2. Methodology

2.1. Qualitative study: interview with active members

2.1.1. Design

A qualitative study with six semi-structured interviews was conducted to explore reasons why adolescents are still active in the football club *v.v. Rijtersbleek*.

2.1.2. Participants

In total, six participants took part in the study: four male and two female. Two inclusion criteria were fulfilled. At the time of the interview, participants were (1) current members of the football club *v.v. Rijtersbleek* and (2) between 16–18 years old ($n=16.7$, $sd=1.4$). Two participants were 15, but as they were nearly 16, they were included. Four participants also played at the A1 level in the selection team. A selection team is a sample of the best players of a particular age group. The two youngest participants played at the B1 level. Recruitment of participants was accomplished with the support of the management of *v.v. Rijtersbleek*. First, the management provided a list of 10 potential participants with email addresses and telephone numbers. Participants were contacted via email or WhatsApp with information about the topic and purpose of the interview to arrange an appointment. Four individuals wanted to take part in the study. Reasons for refusal included lack of interest and

insufficient time. Two participants were directly contacted by the chairman of v.v. *Rijtersbleek*. An overview of characteristics of participants is shown in Table 1.

Table 1

Socio-demographic data of active members (n=6)

	Number of participants
Gender	
Male	4
Female	2
Age, mean, (sd)	16,7 (1,4)
15	2
17	2
18	2
Current level	
A1	4
B1	2

2.1.3. Procedure

This study was approved by the Ethics Committee of the faculty of Behavioural Management and Social Science at the University of Twente. Before the interviews, participants received an email with information about the purpose and topic of the study. The email can be found in Appendix A. Underage participants received, ahead of the interviews, an informed consent form via email to gain the permission of their parents or guardians (Appendix B). Interviews with participants were conducted in a quiet room in a building at v.v. *Rijtersbleek*. After a short briefing about the purpose, procedure, and anonymous data processing of the study, written informed consent was obtained and permission was asked to record the interview. Interviews were recorded using a voice-recorder and lasted between 15–30 minutes. The first interview was conducted as a pilot interview and data was included in analysis as no significant adjustment of the interview scheme was undertaken.

2.1.4. Interview

A semi-structured interview in Dutch was carried out which included open-ended questions. The interview scheme can be found in Appendix C. After conducting the pilot interview, the interview scheme was slightly modified through changes to the question “*What do you think are possible reasons you would leave Rijtersbleek?*”. The final interview scheme contained, in total, 17 items. The first part of the scheme consisted of six items concerning the demographics of the participants (e.g., gender, age, and nationality). The current study does not discuss nationality for reasons of privacy protection for participants.

The second part of the interview scheme was based on AI to explore the “best” of the football club v.v. *Rijtersbleek*. To determine what gives “life” to the club 11 questions were asked.

The questions “*Why did you begin to practise here?*”, “*Why are you currently an active member?*”, “*What are positives aspects of v.v. Rijtersbleek?*”, and “*What are positive aspects of being a member of your team?*” were based on the first phase of AI, *discovery*, and aimed to determine “the best of what is”, i.e. the best of v.v. *Rijtersbleek*. The next question “*In your opinion, how should an ideal club look?*” dealt with the second phase of AI, *dream*. It concerned the aspect “what might be” and an envisioned outcome for the organization. The third phase, *design*, which relates to the question “what should be?”, was examined by the question “*What does v.v. Rijtersbleek require to become an ideal club?*”. The ideal v.v. *Rijtersbleek* was described with the help of Provocative Propositions (Moore & Charvat, 2007). These propositions concern the positive aspects of an organization and motivate and remind participants how this can be achieved and enhanced. The question “*How can the club, including teams, leaders, the chairman, and the atmosphere, keep more members?*” was based on the last phase of AI, *deliver*. It dealt with the aspect “what will be?”, concerning organizational change and the determination of aspects to be changed or adjusted.

2.1.5. Data analysis

The interviews were transcribed and analysed with the program Atlas.ti. Data analysis was applied by means of the inductive approach. The inductive approach includes a systematic procedure through which themes and categories “emerge out of the data rather than being imposed on them prior to data collection and analysis”- (Patton, 1990, p. 390). Through repeated readings of the interviews, eight categories were discovered which reflect all key topics from the interviews and refer to the purpose of the study. Each category was given a code: ‘Positive aspects about Rijtersbleek’, ‘Negative aspects about Rijtersbleek’, ‘Reasons of registration/ become a member’, ‘Reasons for continuing membership’, ‘Reasons to quit/leave Rijtersbleek (self & others)’, ‘The ideal club’, ‘Suggestions for the club’ and ‘Aspects influencing decision of members (who decided to stop membership) to stay at Rijtersbleek’. The categories were analyzed and arranged into subcategories.

2.2. Quantitative study: online survey with former members

2.2.1. Design

To explore why former members left the football club, a quantitative survey through a short, online questionnaire was completed.

2.2.2. Participants

Participants in the online survey were gathered with the help of the management of *v.v. Rigtersbleek* who provided a list of 44 former members of the club. Potential participants received an email with information about the survey and were asked to participate. Nineteen responses were collected, though as two questionnaires were empty, they were eliminated from the dataset. In total, 17 questionnaires were used for further data analysis.

2.2.3. Questionnaire

The online survey was conducted with the platform qualtrics.com. The entire questionnaire, containing 10 items, can be found in Appendix D. The first item was used to receive informed consent from participants (for underage persons, from a guardian). Two items determined age and gender. The next three multiple choice questions concerned *v.v. Rigtersbleek*. For example, “*What was your reason to engage in sports with v.v. Rigtersbleek?*”. Based on the work by Vaamonde and Dalimier (2015), the following response options were established: “Fun” (pleasure), “Contact with others” (relation to others), “Health” (health) and “Stay fit” (competition to stay physically fit). The response options “Nearness”, “Improve/learn skills”, and “Advice from family/friends” were based on outcomes from the qualitative study. For this question, participants had the option of choosing up to three answers. The response options to the question “*What was your (main-) reason to leave the club?*” were similar constructed. Based on the work by Slater and Tiggemann (2010) the options “Lack of time” (insufficient time), “Not appropriate level, too low (lack of competence)” and “Other interests, like friends” (loss of interest) were established. The response options “Disagreement with trainer/management” and “Feeling of unfair treatment”, “Not appropriate level, too high” and “Bad atmosphere” were based on the outcomes from the qualitative study. The response option “No social support” was based on the work by Vaamonde and Dalimier (2015) who defined social support towards exercise as relevant for individuals remaining physically active. This question requested only one response. The question “*Could v.v. Rigtersbleek have done anything to keep you as a member?*” is an example of a dichotomous question which could be answered by either “Yes” or “No”. If the answer was “Yes”, the participant was asked to provide a short description of what could have been done by *v.v. Rigtersbleek*. The open question “*Can you recall positive aspects when you think about your membership in v.v. Rigtersbleek?*” was based on the discovery principle of AI. At the end of the survey, participants had the opportunity to provide an email address to receive a report concerning the results of the study.

2.2.4. Procedure

Participants received, via email, information about the purpose, procedure, and anonymous data processing of the study. This email can be found in Appendix E. A link to the online survey could be found under the information and directed participants to the website of qualtrics.com. After 10 days, participants who did not participate received a reminder email (Appendix F). This email informed participants again, shortly, about the purpose of the survey and provided a final date and link to the survey.

2.2.5. Data analysis

Descriptive statistics were used to summarize the quantitative data. The analysis was conducted by means of Statistical Package for the Social Sciences 22. In particular, *frequencies (%)* and *means* were calculated to determine the average intention and impression of participants. Answers to the open question “*Can you recall positive aspects when you think about your membership in v.v. Rijtersbleek?*” were coded deductively.

3. Results

3.1. Qualitative study: Interview study among active members

3.1.1. Opinions about *Rijtersbleek*

Answers from participants are presented with reference to the code “Positive aspects about *Rijtersbleeks*” in Table 2.

Table 2

Overview of positive aspects about Rijtersbleek

1 st order themes	2 nd order themes	Quotes
Social atmosphere	Respect	- “ <i>jij wordt wel met respect behandeld</i> “
	Cosy atmosphere	- “ <i>het is altijd gezellig hier (...) soms kom ik bij clubs en dan (...) kijk ik na een tijd in de kantine en dan is daar gewoon niemand meer</i> “ “ <i>het is gewoon gezellig (...) gewoon heel warm hier bij Rijtersbleek</i> “ - “ <i>iedereen helpt elkaar</i> “
High quality football	Helpfulness	
	High Level	- “ <i>Rijtersbleek speelt wel redelijk hoog, eerste klasse hoofdklasse</i> “ - “ <i>ze hebben trainers die echt gemotiveerd zijn op de selectieteams gezet (...) dat is wel goed</i> “ - “ <i>Anders wordt je niet beter (...) natuurlijk is ook belangrijk dat je een trainer hebt die (...) wat daarvan snapt</i> “ - “ <i>als je in een selectie team speelt wordt je wel aandacht gegeven aan jou team (...) trainer (...) dat jij zo hoog mogelijk niveau haalt</i> “ - “ <i>je moet echt meer na de hoger teams (...) opletten en proberen echt te pushen om de resultaten te halen</i> “
	Attention team	

	Attention individual player/ Individual feedback	- “in de A1 daar kijken ze ..hoe ze mij het best kunnen verbeteren om me hoger te krijgen.“ - “gesprekken (...) van mijn positieve punten en mijn negatieve punten, waar ik aan kan werken (...) wat er verwacht wordt deze seizoen (...) dat is wel fijn want dan weet je ook waar je echt nog moet aan werken“ - “daar is een speler van de C1 (...) na de B1 gekomen (...) gewoon om meer te ontwikkelen (...) dat is wel beter“
Good Facilities	Learning opportunity	- “kleedkamers zijn heel nieuw, velden zien goed uit (...) het is helemaal heel netjes hier“ - “ik denk dat we een mooie complex hebben“ - “gewoon een heel leuke club eigenlijk“
Good club		
About the team	Habit	- “Ik ken bijvoorbeeld twee spelers in mijn team (...) vanaf mijn 5 tot 6 jaar (...) het is gewoon leuk om dingen te beleven..met elkaar te zijn.“ - “jij wordt heel snel een team gehecht aan elkaar“ - “we zijn serieus maar we kunnen ook wel een beetje lachen met elkaar (...) dat vindt ik eigenlijk wel belangrijk“ - “dat vindt ik wel belangrijk (...) dat de relatie tussen de trainer en mij goed is“
	Connection Attitude	
	Trainer	

As shown, the factor “social atmosphere” symbolizes an important aspect for participants. The atmosphere and contact among members and management seems to be characterized by friendliness, respectfulness, and helpfulness. In particular the friendly connection among members may differ from other football clubs. Therefore, participants tend to feel comfortable at *Rijtersbleek*. Furthermore, every participant mentioned at least once during the interview that *Rijtersbleek*, in general, symbolized a good club (e.g., “I think it is actually a good club”). One explanation was repeatedly given by the participants, namely that *Rijtersbleek* contains teams which play at a high level.

The overall impression of the building and facilities of *Rijtersbleek* was good, both seen as tidy and acceptable. Construction in the past years, especially to changing rooms, grandstand and football fields, was perceived positively. Furthermore, placing highly motivated trainers on the selection teams was considered positively. According to participants, this was accomplished because the focus shifted to teams playing at a high level, and focus on individual players, at least for teams playing at a high level, was appreciated. Through personal conversations with trainers, players better understood which skills they needed to improve and what was expected of them in the upcoming season. Also, recent improvement to provide younger players the opportunity to improve skills by training with higher level teams was viewed as beneficial. According to participants, it will be helpful for younger players to become acquainted with the level on which they can (potentially) play in the coming years. Participants agreed that fun and a feeling of togetherness with (familiar)

friends were important factors for their team, but also that maintaining a high degree seriousness was also an important aspect. This is in line with the finding that it is necessary to have a good trainer to get the best out of the team and play good football. Therefore, a good relationship with a trainer seems to be of importance.

For some participants, the shift of focus to teams playing at a high level was not just viewed positively. Table 3 presents answers concerning *Negative aspects about Rijtersbleek*.

Table 3

Overview of negative aspects about Rijtersbleek

1 st order themes	2 nd order themes	Quotes
Unequal treatment of teams	Attention for higher teams	<ul style="list-style-type: none"> - "als je niet in een selectie team zit dan kreeg je hier geen aandacht" - dat merk je heel erg vooral in de lagere teams (...) als je eentje hebt die helemaal boven uitsteekt... omdat dat gewoon niet goed door geselecteerd is" - "dat materiaal voor de lagere elftaal misschien wat minder is geregeld"
Organizational aspects	Material	
	Unequal rewarding	<ul style="list-style-type: none"> - " er zijn bepaalde trainers die krijgen wel geld en bepaalde trainers die geen geld krijgen ongeacht of ze wel of niet een diploma hebben (...) want de club maakt afspraken per persoon en niet gerichtlijnt"
	Promises	<ul style="list-style-type: none"> - "dan denken spelers van ja (...) als ze hun belofte niet kunnen waarmaken waarom zou ik dan bij Rijtersbleek blijven" - "dat dingen worden gezegd bij Rijtersbleek waarvan soms niet na wordt gekomen"
	Indirectness	<ul style="list-style-type: none"> "ze doen hier heel veel indirect, het is heel veel we bedoelen dit maar eigenlijk zeggen dat"
Building	Canteen	<ul style="list-style-type: none"> "de kantine is misschien een beetje oud"

According to participants, preferential treatment is given to teams playing at higher levels and more attention is given to selection teams. The disadvantages for teams playing at lower levels are considered negative aspects by some members. These teams receive less attention and fewer resources are available to them. Furthermore, the sorting and structuring of teams playing at a lower level was lacking. At the time of the interview conduction some participants worked also as trainers by Rijtersbleek which leaded to critical statements concerning the payment of trainers. It was mentioned that some trainers, regardless having a certificates or not, do get paid and some trainers, with a certificates do not. This in turn should depend on (how good) the relation between the trainer and the management is.

Other important factors mentioned by the participants include promises being made and unfulfilled and indirect communication (e.g., "They do a lot indirectly, it is a lot-...we say this but actually mean this"). In particular, when promises made by the management or

trainers were not kept, members were displeased. This disapproval may even lead to resignation from members (e.g., “Then players think (...) when they do not keep their promises, why should I stay at *Rigtersbleek*?”).

Concerning improvements to facilities, participants had difficulty finding points of disagreement. This agrees with results concerning positive aspects of the building. Accordingly, members were generally satisfied with the facilities of *Rigtersbleek*. Only the outdated canteen was offered as a site for improvement.

3.1.2. Reasons to become and stay a member of *Rigtersbleek*

There are similar reasons as to why participants joined *Rigtersbleek* and why they remained. Table 4 shows answers from participants referring to the code “Reasons for registration/becoming and remaining a member of *Rigtersbleek*”.

Table 4

Reasons for registration/becoming and remain member of Rigtersbleek

Reasons	1 st order themes	2 nd order themes	Quotes
<i>To become a member</i>	Advice	Family	- “iedereen van mijn familie die heeft hier gespeelt, mijn vader heeft hier gespeeld en hij zei (...) het is best als je daar gaat voetballen bij <i>Rigtersbleek</i> ”
		Friends	- “veel van mijn vrienden voetbalden hier (...) de reden om hier te gaan voetballen“ - “het was dicht bij mijn huis“
	Nearby		
	Social atmosphere		- “ja heel veel bekende..dus dat was heel leuk“
	Enjoyment of football		- “omdat ik het leuk vond..ik vindt voetbal leuk”
<i>For remaining at Rigtersbleek</i>	Good social atmosphere	Team	- “ik vindt het gewoon leuk..de teams..de trainers..de mensen er om heen bij de club zelf bijvoorbeeld..van het bestuur”
		Club	- “Ja iedereen is hier altijd..van..gewoon vrienden familie..het is gezellig..iedereen gaat goed met elkaar om” - “het is lekker dicht bij mijn huis en anders dan kreeg je alleen maar de extra rijstijd”
	Nearby		
	Football	Joy of football	- ”Ja nog steeds omdat ik voetball leuk vind gewoon voetballen ..doe ik gewoon.. met heel veel plezier en daarom blijf ik ook altijd hier”
		Adequate level	- “en dat ik pas sinds paar jaar echt selectie speel en dat ik daarvoor niet echt reden gehad heb om ergens hin te gaan want ik het ergens anders niet beter zou hebben”

- "ja we spelen wel hoog dus ..ik speel gewoon in de A1 daarom speel ik hier nog"

For participants, the influence of family and friends (who were already members) was a deciding point for becoming a member of *Rijtersbleek*. This result correlates with another major factor, the social atmosphere. Participants knew other members already, contributing to a more comfortable feeling with the club. This overlaps with findings as to reasons participants continue to be members; namely a social, friendly atmosphere among members and management of the club. Another reason given for registration was the enjoyment of playing football. Moreover, this was also given as an argument as to why members are still physically active with *Rijtersbleek*. The factor "Closeness to home" was also found to be important. This is another overlapping aspect in terms of the reason participants become and remained a member. Furthermore, the potential to play football on a high level was repeatedly mentioned as an argument as to why members did not want to leave *Rijtersbleek*.

3.1.3. Reasons to quit/leave *Rijtersbleek* (self & others)

Table 5 shows answers from participants with regard to "Reasons to quit/leave *Rijtersbleek* (self & others)". Here, *others* means that participants mentioned reasons why other individuals (e.g., friends or family) may leave or left the club. Here, *self* refers to individual reasons provided by participants. Although interviews were conducted with active members, two participants intended to stop membership with *Rijtersbleek* in the near future.

Table 5

Reasons why members leave Rijtersbleek

1 st order themes	2 nd order themes	Quotes
Other obligations	School	- "studeren we nog (...) dan ben je wel geneigd om school voor voetbal te zetten" - "het zijn vaak rond B jeugd (...) als je 15/16 bent zijn er heel veel kinderen die liever gaan werken dan dat ze gaan voetballen" - "ik ga een opleiding doen (...) en dan werken en dan ook nog voetballen dat wordt een beetje druk voor mezelf (...) het gaat eigenlijk meer omdat ik geen tijd meer heb, ik wil eigenlijk heel graag blijven"
	Work	- "hij kan niet echt vinden met de trainer (...) hij wordt gewisseld hij kreeg veel kritiek (...) hij vindt kritiek opnemen nog wel lastig en daarom botst dat heel erg tussen hun..vandaar" - "dat je naar alle leden moet luisteren en wat ik wil.. als daar niet naar geluisterd kan worden (...) dan is mijn keuze om te stoppen" - "sommige kunnen gewoon heel goed voetballen en die kunnen misschien ergens anders of geld verdienen of eh hoger voetballen dus dan gaan ze daar heen" - "als ze geen kans of zo krijgen (...) voor de hoofdselectie krijgen voor de eerste elftal zodat ze weggaan" - "omdat meiden ouder worden en kunnen dan niet meer in de B zitten"
Disagreements	Trainer	
	Management	
Wish to play elsewhere	Ambition play higher level	
	Not adequate level	

		<i>en voor sommige meiden is dan misschien..zo worden te oud maar de lat in de eerste is te hoog gelegd“</i>
	New beginning	- “een nieuwe stap maken ergens (...) dat je een nieuw begin wilt“ “Die gaan naar een andere stap..tennis of zo zijn ze gegaan“
	Friends	- “Sommige gaan liever met hun vrienden voetballen en de vrienden voetballen ergens anders dus dan gaan ze daar heen“ - “dat andere team waar hij in kon komen (...) daar zitten allemaal echt kameraden van hem (...) daarom zei hij van daar wil ik graag“ - “het probleem als de faciliteiten niet goed zijn gaan die kinderen ook denken ja ik vindt het niet leuk meer ik ga weg..ik stop daarmee“ - “die is op een gegeven moment ook weggegaan..die vond het gewoon niet meer leuk“
Facilities		<i>“hij had een blessure gehad en dan moest die lager gaan voetballen (...) dus ging hij na een andere club die lager voetbalde zodat hij daar kon voetballen maar dat was gewoon pure omdat hij een blessure had“</i>
Unsatisfied with atmosphere		
Injury		

As shown, other obligations, such as school or work, were a crucial factor as to why members stopped or planned on stopping participation in *Rijtersbleek*. These included considering school and/or work more important than football with insufficient time remaining for training and matches. Furthermore, disagreements with trainers or management were found to be relevant to the decisions of members to stop. Some participants noted that disputes between players and trainers were reasons as to why some members left. One participant explained that he was going to stop because he had the feeling that the management of *Rijtersbleek* did not pay enough attention to the concerns and needs of members. This correlates with the finding that some individuals left because they no longer felt comfortable at *Rijtersbleek*.

Furthermore, it was repeatedly mentioned that an inadequate level was the reason some individuals left. In particular, an ambition to play on a higher level somewhere else, given that this opportunity was not available with *Rijtersbleek*, was a decisive reason. The opposite, that a level in the available age group as too high for some individuals was noted as well. Injuries were also cited as the reason why adolescents stopped, along with the desires to try out something new (e.g., a new sport), or the wish to play somewhere else all together with other friends even if they also had a good community at *Rijtersbleek*. According to participants, it is important that *Rijtersbleek* maintain their proper facilities, otherwise members may also feel inclined to leave, for this reason.

3.1.4. The ideal club

Table 6 presents the answers of participants in reference to an envisioned football club and the code “The ideal club”.

Table 6

Characteristics of the ideal football club

1 st order themes	2 nd order themes	Quotes
The club	Social atmosphere	<ul style="list-style-type: none"> - “moet gewoon mooi zijn om hier te komen dat je met iedereen kunt praten goed met iedereen overweg kunt ..ik denk dat dat een ideale club is waar je bijvoorbeeld een warm onthaal hebt“ - “Goede omgang met elkaar...respect voor elkaar..wel gezelligheid“
	Good policy/ Fair treatment	<ul style="list-style-type: none"> - “de aandacht moet gelijkverdeeld zijn (...) er moet een plan zijn (...) hoe je jeugd te trainen en wat waar te trainen en er moet gewoon trainers zijn met diplomas“
	Facilities	<ul style="list-style-type: none"> - “een leuke inrichting (...) de voetbalvelden mooi en zo“
	Organization	<ul style="list-style-type: none"> - “Ja gewoon gezellig..goed georganiseert..de teams gewoon..alle veldindelingen alles moet straks zijn“ - “goed veld..goede trainer..spelen voor elkaar..iedereen gelijk gewoon gelijkwaardig dan is.. ook als zit je in een lager elftaal“
	Good team/trainer	<ul style="list-style-type: none"> - “Ideale club..ja gewoon alle spelen goed voor elkaar, gewoon goede trainer“ - “moet gewoon trainers zijn met diploma“ - “ja een club die echt voor hoge voetbal gaat“ - “zoals bij Rijtersbleek gaat het om redelijk hoog te voetballen“
	High level	

The table shows that for the envisioned, ideal football club, a good social atmosphere is of crucial importance. The club ideally feels responsible for the comfort of each member within the club. Contact with the community should be marked by friendliness and respect. According to participants, ambitions to play at a high level with a strong team and trainer are relevant to an ideal club in relation to *Rijtersbleek*. Furthermore, organizational aspects need to be straightforward, meaning attention should be distributed equally and field-divisions organized. A good team which stays together and a good trainer with certificates are also two aspects of an ideal club. Moreover, proper facilities and fields were determined to be important.

3.1.5. Improvements

The following tables 7 and 8 show aspects which influence the decision of members, who had decided to stop membership at *Rijtersbleek*, to stay. Furthermore, different suggestions for improvements are given, referred to with the codes “Suggestions for the club” and “Aspects influencing the decision of members (who decided to stop membership) to stay at *Rijtersbleek*”.

Table 7

Suggestions for the club

1 st order themes	2 nd order themes	Quotes
Organizational suggestions	Personal conversations	- "als iemand zich niet op zijn gemaak voelt (...) als ze zo iets merken of iets horen (...) dat ze dan iemand van het bestuur of de trainer zelf met hem of haar in een gesprek gaan... zodat ze dat pratend kunnen oplossen"
	Support new trainers	- "dat ze de trainers helpen hoe ze met de kinderen moeten omgaan (...) zo dat ze zich veilig voelen en op hun gemak gesteld worden"
	Keep friend groups together	- "je hebt de E4.. en dat is een vrienden groepje.. zet die dan met ze alleen (...) dan in een keer in de D en dan in hetzelfde team in plaats van dat je dan alle spelers door elkaar gaat zetten hou dat team in elkaar.. als ze het gezellig vinden dan blijven ze ook vaker bij Rijtersbleek"
	A female contact person	I: "zou je dat voor alle teams bij de vrouwen doen ? Dat iedereen een vrouw-" R: "Ja (...) als je problemen hebt (...) als je dingen moet vertellen" I: "Dus als een contactpersoon?" R: "Ja zo iets"
	Activities	- "meer activiteiten doen.. iets anders dan voetball" - "Ja misschien sportevenement (...) dat ze hier een dag doen"
	Payment of trainer/ volunteers	- "als ze een kleine vergoeding aan de mensen geven die hier stage lopen bijvoorbeeld vrijwilligs werk doen dan blijven trainers ook meer"
	Listening to members	"de trainer krijgt 1200 Euro per jaar.. als je een diploma hebt en als je geen diploma hebt krijg je ook geen selectieteam daar (...) dat is structureerd"
	More equal treatment	- "dan zou het toch handig zijn als ze naar iedereen luisteren in plaats van.. ja te knikken en dan vervolgens er niks mee te doen (...) en niet alleen aan je selectie denken" - "iedereen een gelijk kans geven (...) of je nu laag speelt of hoog speelt (...) dat ze allemaal goede ballen of zo hebben (...) goede materiaal"
Treatment of members	Keeping promises	- "iedereen zo veel mogelijk op zijn gemaak bringen en niet dat je vijf.. of alleen de selectieteams vortrekt en de rest niet" - "als club zijnde dus trainers, spelers.. gewoon iedereen in de club aan zijn beloften houd.. of het gewoon niet moet vertellen.. als je een belofte maakt (...) dat je die dan ook gewoon behoud"
	Facilities	- "ja misschien nog een kunstgrasveld daarbij" - "misschien de kantine een keer een makeover geven"

Table 8

Aspects influencing decision to stay at Rijtersbleek

1 st order themes	2 nd order themes	Quotes
Prospects	Payment	I: "Maar zou je hier blijven als je iets krijgt? Zou je dan lid en trainer blijven" R: "Dat denk ik wel (...) het zal wel een heel grote factor zijn zeg ma of ik wel of niet zou blijven"
	Play on a higher level	"ligt eraan of ik kans kreeg .. volgend of twee jaren" I: "Kans om?" R: "Om in de eerste elftal te voetballen (...) om hier bij de eerste selectie of zo te spelen"

Other obligations	School/work	<i>"ik heb dat gevoel dat ik weer terug ga komen volgende seizoen..maar eerst even aankijken met school (...) werk of dat gaat lukken (...) ik denk het wel"</i>
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First, participants recommended that management/trainers have personal conversations with members when they detected upcoming difficulties. Furthermore, enhanced support for (new) trainers to better interact with their groups and a female contact person (for female members) were suggestions. In relation to a positive social atmosphere, it was suggested that friend groups should be kept together on one team, placing them together on a higher level instead of individually. This is also relevant to the next suggestion: to undertake more activities together with the team, besides playing football. A sport event by *Rijtersbleek* was proposed. Further suggestions for improvement included the more equal treatment of teams (including accoutrements) and fulfilling promises made by the management and trainers. Furthermore, management should take proposals by members more seriously. The payment of trainers and volunteers should also be improved and fairly aligned concerning certification. According to participants, even slightly more compensation would motivate trainers and volunteers to stay engaged at *Rijtersbleek*. A renovation of the canteen and an additional artificial turf field were also proposals. As noted by participants, prospects to play at a higher level in a selection team are a crucial aspect for decisions of members to stay or leave. The chance to be able to combine football with school and/or work was also noted as a major factor for remaining at *Rijtersbleek*. One participant, who is soon leaving *Rijtersbleek*, noted that he would like to return when he has the opportunity to combine both.

3.2. Quantitative study: online survey of former members

3.2.1. Opinions of former members

In this survey of former members 17 adolescents participated-of which, 13 were male (76.5%) and four were female (23.5%). The average age was 17.6 years ($sd= 0.4$). As previously mentioned, the question concerning 'Reasons to engage in sport by Rijtersbleek' provided participants the option of choosing up to three answers. All other questions requested only one response.

Table 9

Reasons for joining and leaving the club, (n=17)

	Frequency of chosen answer	%
Reasons to engage in sport by the club		
Improve/learn skills	13	76,5%
Fun	12	70,6%
Stay active/fit	5	29,4%
Advice of family/friends	5	29,4%
Nearby	4	23,5%
Contact with others	3	17,6%
Health	1	5,3%
Other reasons	-	-
(Main-)reason to leave the club		
Bad atmosphere	4	23,5%
Other interests, like friends	4	23,5%
Lack of time	3	17,6%
Other reasons	3	17,6%
Feeling of unfair treatment	1	5,9%
Disagreements with management/trainer	1	5,9%
Could Rijtersbleek remain members?		
Yes	8	47,1%
No	9	52,9%
In the future again member of Rijtersbleek?		
Yes	2	11,8 %
No	6	35,3%
Don't know yet	9	52,9%

As shown in the Table 9, the most important reasons for participants becoming members of *Rijtersbleek* included to “Improve/learn skills” (76.5%) and have “Fun” (70.6%). The factors “Stay active/fit” (29.4%), “Advice of family/friends” (29.4%), “Nearby” (23.5%) and “Contact with others” (17.6%) were less crucial, but still relevant. The main reasons former members decided to leave the club were the factors “Bad atmosphere” (23.5%) and “Other interests, like friends” (23.5%). These were closely followed by the factors “Lack of time” (17.6%) and “Other reasons” (both 17.6%). In response to the question as to whether *v.v. Rijtersbleek* could have done anything to keep them as a member, eight participants

answered “Yes” (47.1%) and nine answered “No” (52.9%). Of the eight participants, who answered with yes, five provided a further explanation. The answers “better listening to my wishes”, “*Rigtersbleek* could have talked to me, asked me what I wanted to improve and what I wanted. I did so much for the club and left disappointed.”, “Show interest after injuries”, “Listen carefully and keep promises”, and “Better support from trainer and or manager for carpool after away matches” reveal different aspects. It is clear that individuals felt the club should have met the needs of members to retain them, either through listening to the wishes of members or exploring what members wanted to improve. Furthermore, after the injuries of players, the management should have been interested in helping them and keeping promises. Moreover, the club should have better organized carpools to away games. Regarding football matches, *Rigtersbleek* should have ensured that enough players attended.

Furthermore, two (11.8%) participants considered returning to *Rigtersbleek*, six (35.3%) participants did not think about the possibility, and nine participants did not know at the time (52.9%). The open question at the end of the interview “Can you recall positive aspects when you think about your membership in v.v. *Rigtersbleek*?” was answered by 9 of 17 participants. Table 10 shows the coded answers.

Table 10

Positive and negative aspects about membership at Rigtersbleek, (n=9)

Aspects	Frequency of mentioned aspect
Good/positive aspects about Rigtersbleek	
Sociality	4
Experience	2
Nice team	2
Good youth section	1
Good facilities	1
Bad/negative aspects about Rigtersbleek	
Focus just lays on higher playing teams, lower teams less organized	2

The social atmosphere in the club was the most positive rated aspect concerning *Rigtersbleek* and also related to the teams. New experiences and improvement of skills were also viewed positively. Furthermore, the good youth section and facilities at the club were mentioned. Participants considered attention from the club focused on higher level teams as

negative. After “C-Youth”, only the best teams from a particular age group were considered by the club, likely leading to less organized teams at lower playing levels.

3. Discussion

4.1. Reference to aim

This first aim of the current study was to explore how members perceive their current club and an ideal club, and the positive aspects which keep members motivated to stay at *Rijtersbleek*. The second aim focused on former members and reveals causes and explanations for leaving the club, as well as adjustments the club could undertake to retain members.

4.1.1. How do members perceive the current club and an ideal club?

The qualitative interview study and the brief online survey revealed that *Rijtersbleek* symbolizes a connection point for members. Regarding AI with the aim of discovering “the best” in an organization, as well as the interest of management at *Rijtersbleek* to explore “what gives life to their club”, the conclusion can be made that a positive social atmosphere is the most important and thus presumably the “best” when it comes to *Rijtersbleek*. The social atmosphere among members, and in particular on teams, was repeatedly mentioned as positive by participants.

Furthermore, participants claimed that an ideal football club would be similar to *Rijtersbleek*. This implies a good social atmosphere, a high level of football, and good organization. Proposals for improvement included better meeting the needs of members, more activities besides football, and fulfilling promises. In this study, participants disagreed as to whether or not the preferential treatment of selection teams is justified. According to some, it is not fair to other teams and for others it is necessary. Furthermore, it is striking that no participant addressed the social engagements of the club. This may not be a major, relevant aspect for adolescents. Although the facilities of *Rijtersbleek* were regarded as generally positive by participants, renovation of the canteen and the addition of an additional artificial turf field were proposed.

4.1.2. Which positive aspects keep members motivated to stay at *Rijtersbleek*?

The qualitative study revealed that the social atmosphere in the club, the closeness to home, enjoyment of football, and the ability to play football at a high level were principal aspects as to why members remained at *Rijtersbleek*. Results from the online survey showed

that fun and ambitions to learn/improve skills were the most decisive reasons participants were physically active at *Rijtersbleek*. These findings agree with Vaamonde & Dalimier (2015) who define pleasure, relation to others, availability of facilities, and a positive attitude in terms of practice as crucial reasons why individuals are and remain physically active.

These findings reveal, in terms of Self-determination theory, intrinsic and extrinsic motivations behind the physical activity of participants (Pelletier et al., 1995). An intrinsic motivation can be seen in the intention to play football for fun and/or to learn and improve skills. Participants experienced inherent satisfaction through physical activity. Adolescents like to perform the sport and continue to develop themselves, feeling satisfied when they can improve their skills. According to participants, the opportunity to train at a high level with a good trainer, a possibility provided by v.v. *Rijtersbleek*, is an additional and primary reason to remain at the club. The underlying motivations to play football at a high level (on a selection team) are extrinsic, more precisely, based on external regulation and identification. The adolescents are interested in attention and rewards such as commendations from coaches (external regulation). The intention to play on a high level because it is considered important for development as an individual (e.g., achieving personal purposes) can be seen as identification.

Remarkably, health is not relevant reason for participants.

4.1.3. What are reasons for leaving the club?

This study showed that a lack of time was a crucial reason for leaving *Rijtersbleek*, in agreement with the findings of Vaamonde and Dalimier (2015), and Slater and Tiggemann (2010), who both define insufficient time as a reason why individuals stop psychical activity. Participants indicated other obligations, like school or work, as hard to combine with football training and matches. The online survey also revealed two crucial reasons for leaving: a bad atmosphere and other interests, like friends. The perception of a bad atmosphere contradicts the finding of the qualitative study, which indicated that a good social atmosphere was a primary characteristic of *Rijtersbleek*. Leaving the club because of other interests, such as friends, is in agreement with the findings of Slater and Tiggemann (2010). According to Slater and Tiggemann (2010), *losing interest* is a crucial factor as to why physical activity declines through puberty.

Furthermore, unequal payment of trainers was a reason that trainers and volunteers (members) wanted to leave. Furthermore, members left when they wanted to play on a higher level which was not available at *Rijtersbleek*. Injuries and returning at a lower level as a

result were also indicated as reasons why members stop or played somewhere else. Further on, disagreements with trainers and management (e.g., disputes) were also decisive. Members perceived that the management of *Rigtersbleek* did not pay enough attention to their proposals. The question arises, how can *Rigtersbleek* prevent such departures and motivate members to remain?

4.1.4. How can adolescents be motivated to remain members of the club?

With regard to the research question “How can the football club v. v. *Rigtersbleek* motivate adolescents in their program, between the ages of 16 and 18, to remain members of the club?”, important findings are revealed. First, the club should better meet the needs of members. Management should listen to wishes and opinions of members and support them as much as possible (e.g., after injuries). They should hold personal conversations if they detect upcoming difficulties on the part of members or explain players which skills they need to improve. Furthermore, recent improvement to provide younger players the opportunity to improve skills by training with higher level teams should get maintained. Further one, management and trainers from *Rigtersbleek* should ensure good facilities, a high level of football and fulfil their promises. When members perceive that their opinions and requests are taken seriously, it is likely they would be more willing to stay at *Rigtersbleek*. A good social atmosphere was considered “the best” aspect of *Rigtersbleek*, though this could be further enhanced through community activities besides football. Participants proposed a sport event.

Furthermore, financial incentives could be used. The (equal) payment of trainers and volunteers would presumably ensure that these members stay longer at the club. Shifting the focus more equally to all teams would, at least, motivate members of teams playing at a lower level to stay at *Rigtersbleek*. However, it would be important not to upset members of teams playing at higher levels as well. The findings of the current study suggest that it is important for members to be considered and thus the recommendation is made, for crucial decisions, to conduct a short survey among members to explore opinions.

4.2. Strengths and Limitations of the current study

A strength of this research is the use of a mixed-method design with complementary information from different sources. With the quantitative and qualitative data collected through in-depth interviews, a more authentic reflection of the views of former and active members is presented (Boyce & Neale, 2006). A limitation of this study is the gender ratio of participants, as more male than female participants took part in both qualitative and quantitative assessments. This may have affected the outcome of this research. However,

there are more male members at the football club than female members, so the unequal representation is perhaps justifiable. Though, for further studies, the sample's gender ratio should be more equal. Another limitation of the current study is that, in the qualitative study, questions should have focused more on determining reasons as to why active members remained active. The determination of reasons as to why participants decided to become a member of the football club were not highly valuable for the research question. Nonetheless, these responses will likely be interesting for the management of *Rigtersbleek*. Moreover, the focus of the online survey among former members would have been better suited if it pertained to the discovery of core reasons individuals left the club.

4.3. Prospectives

Though participants in the current study presented a range of arguments as to why members remained or were not physically active at *Rigtersbleek*, for a generalization of the findings, a larger sample size and thus further research is necessary. However, some findings as to reasons why adolescents left the football club, such lack of time or other interests, are likely applicable onto other (football) clubs as well. For other clubs, it may be beneficial to determine if a good social atmosphere in the club was one of the main reasons members remained physically active. This study shows that participants considered the social atmosphere at *Rigtersbleek* unique and not easily found at other clubs. This suggests possible points of improvement for other clubs. The increased attention given to teams playing at a higher level was described by some member as unfair and by other as justifiable. For this reason, it is a particularly interesting aspect for further study, in particular at *Rigtersbleek*.

4.4. Conclusion

The current study aimed to explore how members perceive *Rigtersbleek* and determine the positive aspects ("the best") which kept members motivated to remain at *Rigtersbleek*. That a positive social atmosphere affects both of these points can be concluded. Members consider the club positively and enjoy the time at *Rigtersbleek*, experiencing inherent satisfaction. Therefore, v.v. *Rigtersbleek* can motivate members to remain, in particular, through more activities with teams which enhance a feeling of community, as well as through maintaining and promoting a high level of football. These findings can be used by *Rigtersbleek* to retain and attract members. Many former members consider a return. This study also sought to reveal principal reasons and explanations for leaving the club and methods for *Rigtersbleek* to prevent such departures. At the conclusion of the study, it is clear that some causes can be remedied by *Rigtersbleek*, such as keeping promises, meeting the

needs of members, providing more equal compensation for trainers. Though, this study also suggests that there are reasons for leaving which cannot be prevented by Rigtersbleek, such as other obligations (school, work), injuries, or the wish to play with friends elsewhere. The findings of this research can be used by other clubs for improvements, though most importantly the findings can be used by *Rigtersbleek*. Through this study, the management at *Rigtersbleek* can gain a novel and tailored perspective concerning the opinions of their members as well as learn about the positive and negative aspects of *Rigtersbleek*.

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Appendix A-Information letter (Qualitative study)



UNIVERSITEIT TWENTE.

Informatiebrief

Beste deelnemer,

Hiermee wil ik je van harte uitnodigen voor de deelname aan dit onderzoek over beïnvloedene factoren waarom sommige jongeren actieve leden bij een voetbalclub blijven en andere jongeren weer niet.

1. Wat is het doel van dit onderzoek?

Het doel van dit onderzoek is om te ervaren waarom zo vele speler tussen 16-18 jaren de voetbalvereniging *Rijtersbleek* verlaten en welke aspecten deze *vereniging* kan ondernemen om jongeren te motiveren lid te blijven.

Met hulp van een semi-gestructureerd interview wil ik graag inzicht krijgen waarom jongeren nog actieve leden zijn en wat volgens hen belangrijk is om de club nog beter te kunnen maken.

2. Wat wordt er van mij als deelnemer verwacht?

Je wordt gevraagd om deel te nemen aan een interview. Dat zal waarschijnlijk rond een half uur duren, afhankelijk van de antwoorden die je geeft. Tijdens dit interview zijn er geen goede of slechte antwoorden, het gaat immers om jouw persoonlijke mening.

De deelname aan dit onderzoek is geheel vrijwillig. Ook tijdens het onderzoek of na afloop heb jij als respondent de mogelijkheid om jou zonder opgave van redenen van het onderzoek terug te trekken.

Het interview vindt plaats in het clubgebouw van v.v. Rijtersbleek. Het interview wordt opgenomen middels een voicerecorder.

Om je een indruk te geven van de vragen die je kunt verwachten, hier een kort overzicht van de thema's:

- Reden waarom jij actueel bij v.v. Rijtersbleek aan het voetballen bent
- Beste en minder goede aspecten van dit voetbalclub
- Wat is een ideale club?
- Mogelijke reden waarom andere jongeren de club verlaten

Als je dat wenst mogen je ouders/verzorgers of iemand van de club aanwezig zijn bij dit interview.

3. Wat gebeurt er met mijn antwoorden en gegevens?

Na afloop van het interview wordt de opname geanonymiseerd afgetypt zodat de data niet terug te leiden is naar een persoon. Dat houdt in dat je echte naam niet wordt vermeld. De opnames zelf worden veilig opgeborgen en worden zonder jouw toestemming niet door derden beluisterd.

Uiteindelijk krijgt de club v.v.Rijtersbleek ook het eindrapport met de geanonymiseerde gegevens toegestuurd waarin nergens echte namen worden vermeld of anderszins informatie

die tot personen herleidbaar is. Als je zelf ook een samenvatting van de resultaten wilt hebben vraag ik je om in het eind van het interview je email adres door te geven.

4. En wat als ik vragen over het onderzoek heb?

Met vragen kunt je altijd terecht bij mij als onderzoeker en de clubvoorzitter:

Stephanie Massa
(onderzoeker)
Student
email: s.s.massa@student.utwente.nl
telefoon: +49 15755788278

Arjan Kampman
Voorzitter v.v.Rijtersbleek
email: akampman@divosa.nl
telefoon: 06-57 88 61 64

Alvast bedankt voor jouw medewerking!

Appendix B- Informed Consent (Qualitative study)

Toestemmingsverklaringformulier (informed consent)

Titel onderzoek: Beïnvloedene factoren waarom jongeren lid blijven bij een sport club of deze verlaten

Verantwoordelijke onderzoeker: Stephanie Massa

In te vullen door de ouders/verzorgers

Ik verklaar op een voor mij duidelijke wijze te zijn ingelicht over de aard, methode en doel van het onderzoek. Ik weet dat de gegevens en resultaten van het onderzoek alleen anoniem en vertrouwelijk aan derden bekend gemaakt zullen worden. Mijn vragen zijn naar tevredenheid beantwoord.

Ik begrijp dat de geluidsopname of bewerking daarvan uitsluitend voor analyse zal worden gebruikt. Ik verklaar dat ik gerechtigd ben met het ondertekenen de toestemming te geven dat mijn kind aan dit onderzoek kan deelnemen. Erbij stem ik geheel vrijwillig in ten opzichte van de deelname van mijn kind aan dit onderzoek. Ik weet dat ik op elk moment zonder oproep van redenen mijn toestemming aan dit onderzoek kan terugnemen.

Naam ouders:

Datum:

Handtekening ouders:

X

X

*In te vullen door de **deelnemer***

Ik verklaar op een voor mij duidelijke wijze te zijn ingelicht over de aard, methode en doel van het onderzoek. Ik weet dat de gegevens en resultaten van het onderzoek alleen anoniem en vertrouwelijk aan derden bekend gemaakt zullen worden. Mijn vragen zijn naar tevredenheid beantwoord.

Ik begrijp dat de geluidsopname of bewerking daarvan uitsluitend voor analyse zal worden gebruikt. Ik stem geheel vrijwillig in met deelname aan dit onderzoek. Ik weet dat ik op elk moment zonder opgaat van redenen mijn deelname aan dit onderzoek kan beëindigen.

Naam deelnemer:

Datum:

Handtekening deelnemer:

X

**Appendix C- Interview questions to active members of the club
(Qualitative study)**

Achtergrondgegevens:

(Geslacht)

Leeftijd

Nationaliteit

Hou oud ben jij begonnen met voetbal?

Sinds wanneer ben jij lid van deze club?

Sinds wanneer ben jij lid van dit team?

Concerning the football club:

Wat was jouw reden om hier te gaan sporten?

➤ *Vrienden?*

➤ *Dichtbij?*

Wat zijn redenen waarom jij momenteel nog lid bent?

Wat zijn positieve punten van v.v. Rijtersbleek?

➤ *Wat vind je goed/fijn/mooi aan deze club?*

➤ *Verschil met andere clubs?*

Wat zijn positieve punten eraan lid van dit team te zijn?

➤ *Wat vind je goed/fijn/mooi aan dit team?*

Is er iets aan deze club wat je minder leuk/goed/fijn vindt?

➤ *Negativ?*

➤ *Gelijke behandeling van alle leden?*

Hoe moet een ideale club eruit zien volgens jou? (dream)

➤ *Waarom? Waarom is dat belangrijk?*

Wat zou v.v. Rijtersbleek veranderen om een ideale club te worden?(design)

- Wie zou hier verantwoordelijk voor moet zijn?
- Wat is de rol van de club/team/leiders/trainers in de evtl. verandering?
- Verandering op bestuursniveau? Sfeer? Aanbod? Een iemand? Samen?

Ben jij van plan om hier lid te blijven?

- Waarom? Waarom niet?
- Welke factoren spelen een rol?
- Hoger opstappen?

Wat denk jij zullen mogelijke reden kunnen zijn waarom jij met voetballen gaat stoppen?

- Kun je voorbeelden geven?
- Relaties met anderen (trainer, medespelers?)
- School?

Wat denk jij zijn mogelijke reden waarom teamgenoten de club verlaten?

- Kun je nog meer redenen geven?
- Speciale redenen dat leden stoppen? leeftijd? werk? hobby? desinteresse?
- Ooit van iemand gehoord?

Wat kan de club/ team/ leiders/voorzitter/sfeer doen om meer leden te behouden?

Appendix D- Questionnaire to former members via qualtrics.com

(Quantitative survey)

Beste deelnemer,

Hartelijk bedankt voor de deelname aan dit onderzoek over *beïnvloedene factoren waarom sommige jongeren actieve leden bij een voetbalclub blijven en andere jongeren weer niet.*

Attentie: Als je nog onder 18 jaar bent is een toestemming van je ouders/verzorgers nodig.

Laat ze ervoor graag de voorafgaande informatie lezen en hieronder hun toestemming geven.

(Graag alle items invullen -met de muis op het blok klikken-alvorens door te gaan naar de volgende pagina).

- Ik ga akkord
- Ik ga niet akkord

Q1: Wat is je geslacht?

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- Man
- Vrouw

Q2: Wat is je leeftijd?

Q3: Wat was destijds voor jou de reden om bij Rijtersbleek te gaan sporten? (**max. 3 antwoorden**)

- Plezier
- Vaardigheden leren/verbeteren
- Contact met anderen
- Gezondheid
- Fit blijven
- Nabijheid
- Raad van familie/vrienden
- Anders

Q4: Wat was voor jou de (hoofd-)reden om de club te verlaten?

- Tijdgebrek
- Slechte sfeer
- Niet passend niveau (te laag)
- Niet passend niveau (te hoog)
- Meningsverschil met trainer/ bestuur
- Gevoel van onrechtvaardige behandeling in de club
- Andere interesses, zoals vrienden
- Geen sociale steun
- Anders

Q5: Had v.v. Rijtersbleek iets kunnen doen om jou wel lid te kunnen blijven laten?

- Ja
- Nee

➔ If answer is ‘yes’:
Wat had v.v. Rijtersbleek kunnen doen?

Q6: Denk je dat je in de toekomst opnieuw lid wordt van v.v. Rijtersbleek?

- Ja
- Nee
- Weet ik nog niet

Q7: Als je terugdenkt aan je lidmaatschap bij v.v. Rijtersbleek, kun je dan enkele goede aspecten noemen? (max. 500 woorden)

Hartelijk bedankt voor je deelname!

Als je achteraf een bericht over het resultaat van het onderzoek wilt verkregen geef dan nu jou email adres door.

Appendix E-Email to former members (Quantitative survey)

Beste XXX,

ik ben Stephanie Massa (student aan de Universiteit Twente) en met deze email wil ik je van harte uitnodigen voor de deelname aan mijn onderzoek over factoren die mogelijk een rol spelen bij het vroegtijdig verlaten van leden bij een voetbalclub. Ik heb je contactgegevens van Arjan Kampman verkregen.

Het **doel** van dit onderzoek is om te ervaren waarom een behoorlijk aantal spelers tussen 16-18 jaar de voetbalvereniging Rijtersbleek verlaten en welke aspecten de vereniging kan ondernemen om jongeren te motiveren lid te blijven.

Met behulp van een aantal vragen wil ik graag inzicht krijgen waarom jongeren hun lidmaatschap opzeggen en welke stappen de vereniging in de toekomst kan zetten om beter aan te sluiten bij de wensen van de leden.

Het onderzoek zal ongeveer 5 minuten in beslag nemen. Er zijn geen goede of slechte antwoorden, het gaat immers om jouw persoonlijke mening.

De deelname aan dit onderzoek is geheel **vrijwillig**. Ook tijdens het onderzoek of na afloop heb jij als respondent de mogelijkheid om jou zonder opgave van redenen je terug te trekken.

Na afloop van het onderzoek wordt de data **geanonimiseerd** verwerkt zodat de data niet terug te leiden is naar een persoon.

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Na afloop van deze studie ontvangt v.v. Rigtersbleek een samenvatting van de onderzoeksresultaten.

Alvast vriendelijk bedankt voor je medewerking aan dit onderzoek.

De online vragenlijst is hier te vinden:

https://qtrial2016q2az1.qualtrics.com/SE/?SID=SV_3E6XJOZKcqCyr41

Hartelijke Groeten,

Stephanie Massa

Onderzoeker (Universiteit Twente)

[+49 157 557 882 78](#)

s.s.mass@student.utwente.nl

Appendix F- Reminder email to former members (Quantitative survey)

Beste XXX,

Dit is een herinnering. Zou je a.u.b. de online vragenlijst kunnen invullen over factoren die mogelijk een rol spelen bij het vroegtijdig verlaten van leden bij een voetbalclub? Het doel is om te ervaren welke aspecten de vereniging kan ondernemen om jongeren beter te motiveren lid te blijven.

Jouw ervaring is belangrijk voor de onderzoek. Het neemt slechts 5 minuten in beslag.

De vragenlijst staat open tot en met XXX.

https://qtrial2016q2az1.qualtrics.com/SE/?SID=SV_3E6XJOZKcqCyr41

Alvast hartelijk dank!

Stephanie Massa