



The Role of Public Perception in Women's Football Success: Fans' Views on the Management of the Women's African Cup of Nations and its Impact on Team Performance

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Abstract

This study investigates the interrelationship between public perception of tournament management, organizational efficiency, media portrayals, and team performance in the Women's African Cup of Nations (WAFCON). Adopting a descriptive survey design, data were collected from a purposive sample of 120 fans from participating countries using a structured questionnaire based on a four-point Likert scale. The instrument covered three constructs: (1) public perception and fan support, (2) organizational efficiency and team performance, and (3) media portrayals and team morale. Reliability was confirmed with Cronbach's alpha coefficients exceeding 0.80 across constructs. Descriptive statistics (means, standard deviations, grand means). Results showed that respondents strongly agreed that professional management, timely logistics, and positive media coverage enhance fan loyalty and indirectly boost competitive outcomes. The findings underscore the need for CAF and national federations to integrate strategic management practices with proactive media engagement to strengthen the WAFCON ecosystem and foster the growth of women's football in Africa.

Keywords: WAFCON, Public Perception, Fan Engagement, Organizational Efficiency, Media Portrayals, Women's Football, Team Performance

1. Introduction

A growing empirical literature shows that fan behavior and perceptions influence team outcomes through multiple pathways. Experimental and archival studies report that crowd noise biases officiating and elevates home performance (Nevill *et al.*, 2002; Jamieson, 2010). Natural experiments from the COVID-19 period indicate a measurable reduction in home advantage without spectators (Bilalić *et al.*, 2021). Moreover, fan identification and perceived organizational legitimacy predict increased attendance, willingness to sponsor or purchase merchandise, and pro-team behaviors that create a competitive environment (Kunkel *et al.*, 2016; Inoue, Funk, & McDonald, 2017). While most of these studies are from European or North American contexts, the mechanisms they identify (social support → psychological uplift → performance and referee effects) are transferable and warrant context-specific testing in African women's football.

Public perception plays a pivotal role in shaping the ecosystem of women's football, influencing sponsorship appeal, fan engagement, media attention, and player morale. Globally, interest in women's football has surged, with the 2023 FIFA Women's World Cup breaking attendance and broadcast records garnering over 2 billion viewers worldwide (FIFA, 2023). Similar trends have emerged in Africa, where the Women's African Cup of Nations (WAFCON) has experienced unprecedented fan turnout, including the 2022 semi-final between Morocco and Nigeria, which drew more than 45,000 spectators (CAF, 2022). Such milestones underscore a broader pattern identified by Fink (2015) and Lough and Geurin (2019), who note that visible investment, coupled with professional event management, can create a virtuous cycle of heightened public interest, commercial viability, and competitive quality. Strategic sponsorships, such as Rexona's partnership during WAFCON 2024, further indicate a growing belief in both the social and commercial value of African women's football (Sportsgazette, 2024). Tournament management quality has been repeatedly shown to influence public perception and the credibility of sporting events (Parent & Chappelet, 2017; Walters & Tacon, 2018). In the African context, the 19-month postponement of WAFCON due to scheduling

and logistical issues disrupted team preparations and undermined fan confidence (The Guardian, 2024). Infrastructure limitations such as reliance on substandard venues due to incomplete renovations have eroded perceptions of professionalism (DW, 2025; The Guardian, 2025). Moreover, inadequate media promotion has been linked to reduced match attendance and weaker fan loyalty, consistent with the findings of Clavio and Walsh (2014) on the role of communication strategies in sustaining sport audience engagement.

Managerial inefficiencies have tangible consequences for players' psychological readiness and on-field performance. Literature on sport organizational justice suggests that perceived fairness in financial and logistical arrangements significantly affects athlete motivation and commitment (Kim *et al.*, 2017). Incidents of unpaid allowances and bonuses have led to protests by elite teams, such as the Nigerian Super Falcons and South Africa's Banyana Banyana, during recent WAFCON editions (BBC, 2022; Punch, 2022; The Herald, 2025). Such disruptions not only tarnish the public image of the competition but also feed narratives of institutional neglect, undermining women's football's professional legitimacy (Agyemang & Williams, 2013).

A conceptual link therefore exists between effective tournament management, positive public perception, and enhanced team performance. Poor infrastructure, limited media visibility, and financial mismanagement can dampen fan enthusiasm, weaken home-field advantage, and reduce player morale (Hallmann *et al.*, 2013; Inoue *et al.*, 2017). Conversely, visible investments—such as the Confederation of African Football's (CAF) 100% increase in prize money for WAFCON winners and a 45% boost in total tournament allocation signal institutional commitment that can elevate public trust and competitive standards (CAF, 2024). The Nigerian Super Falcons' 2025 WAFCON victory, amplified by robust social media engagement and proactive fan mobilization, illustrates how positive narratives and effective organizational support can galvanize national pride and inspire strong on-field performances (The Guardian, 2025). However, while studies have examined women's sport branding, fan engagement, and sponsorship effects (Kunkel *et al.*, 2016; Lough & Geurin, 2019), there is limited empirical research specifically analyzing how African fans' perceptions of tournament management influence actual team performance at continental competitions like WAFCON representing a critical gap this study seeks to address.

Statement of the Problem

Although women's football has experienced remarkable growth globally, including record-breaking attendance and increased sponsorship at international tournaments such as the FIFA Women's World Cup (FIFA, 2023; Lopez-Gonzalez *et al.*, 2022), the Women's African Cup of Nations (WAFCON) continues to grapple with persistent structural and managerial shortcomings. Recent editions have been marred by organizational delays, inadequate promotion, and substandard infrastructure, which have collectively diminished the prestige and visibility of the tournament (The Guardian, 2024; DW, 2025). For instance, the 19-month postponement of WAFCON 2024 disrupted team preparation schedules and undermined competitive momentum (The Guardian, 2024). Furthermore, logistical lapses such as unpaid allowances, strikes by players, and lack of consistent

sponsorship have reinforced a public perception that women's football in Africa is less professionally managed compared to men's football (BBC, 2022; The Herald, 2025; Sportsgazette, 2024). Such negative perceptions can discourage fan attendance, reduce television viewership, and weaken investor confidence factors critical to the long-term sustainability and growth of the sport (Kunkel *et al.*, 2016; Fink, 2015).

The implications of these challenges extend beyond mere optics, as public perception has been shown to influence athlete morale, national pride, and even team performance outcomes (Inoue *et al.*, 2017; Hallmann *et al.*, 2013). An unfavorable public image, shaped by poor tournament management and limited media exposure, may erode fan support, depriving teams of the motivational boost associated with a strong supporter base (Pifer *et al.*, 2017). Conversely, well-managed competitions with positive fan sentiment can foster a virtuous cycle of engagement, investment, and improved performance (Richelieu & Pons, 2011). However, while anecdotal evidence and media commentary have highlighted the connection between organizational shortcomings and fan sentiment in WAFCON, there is a scarcity of empirical research directly examining the relationship between public perception of tournament management and team performance in African women's football. This

absence of scholarly investigation limits the ability of governing bodies such as the Confederation of African Football (CAF) to develop evidence-based strategies that could enhance both the reputation of WAFCON and the competitive success of participating teams. It is on this background that this study intends to ascertain the role of public perception in women's football success: fans' views on the management of the women's African cup of nations and its impact on team performance.

Research Questions

1. How does public perception of the management of the Female African Cup of Nations influence fans' support for women's football teams?
2. What is the relationship between fans' views on organizational efficiency and the performance outcomes of women's national teams?
3. To what extent do media portrayals shape public perception and, consequently, team morale and performance in the Female African Cup of Nations?

Literature Review

Public perception and fan engagement in women's sport

Globally, women's football has experienced rapid growth in visibility and commercial interest, but scholarly work shows that public perception of women's sport remains shaped by historical underrepresentation and media framing (Fink, 2015; Meier & Mutz, 2021). In the African context, researchers stress that Global North paradigms do not fully capture region-specific dynamics: African voices remain under-represented in research on women in sport leadership and coaching, and local sociocultural constraints (gender norms, resource scarcity) mediate public engagement (Adom-Aboagye, 2022). Empirical studies of women's sport media coverage in African settings document chronic underrepresentation and qualitative differences in how women athletes and competitions are framed — factors that contribute to muted public enthusiasm despite evident local

demand (Mwambwa, 2010; Saavedra & Kunene, 2021). Together, these findings indicate that rising attendance at marquee events (e.g., large turnouts at some WAFCON matches) may coexist with persistent perceptual deficits rooted in management and media ecosystems.

Tournament management, infrastructure, and the shaping of public perception

Organizational quality — encompassing scheduling, facilities, logistics, and financial administration — is a principal driver of stakeholder confidence and public image (Parent & Chappelet, 2017). In African women's football, recurrent management problems (postponements, venue downgrades, delayed payments) have been widely reported and argued to erode fan trust and sponsor interest (The Guardian, 2024; DW, 2025). Comparative work on event credibility highlights that poor planning not only reduces immediate attendance and broadcast reach but also damages longer-term marketability, making it harder to attract recurring sponsorship and media partnerships that underpin a virtuous growth cycle (Clavio & Walsh, 2014; Kunkel, Doyle, & Funk, 2016). Recent institutional changes such as CAF's substantial increase in WAFCON prize money signal positive intent and can reshape perceptions — yet the effect of such top-down commitments on ground-level fan attitudes remains under-tested (CAF, 2024).

Media coverage, sponsorship and commercial signals

Media framing and sponsorship serve as both signals and mechanisms shaping public perception. Extensive literature shows media visibility increases fan knowledge, identification and behavioral engagement; conversely, undercoverage perpetuates the marginalization of women's sport (Fink, 2015; Lombe, 2010). Historical African case studies (e.g., the Sasol sponsorship in South Africa) demonstrate that sustained corporate commitment can galvanize professionalization, boost media interest, and shift public narratives — but sporadic or short-term sponsorship fails to produce durable perception change (Mills, 2010; publication.codesria.org). In short, commercial signals (consistent sponsorship, broadcast deals) interact with media strategies to form the public's perception of whether a tournament is professionally run and worth following.

Managerial failures, athlete welfare, and performance implications

Sport organizational justice research links perceptions of fairness and timely support to athlete motivation, psychological well-being, and team cohesion (Kim, 2017). In

African women's football, documented incidents of unpaid allowances, strikes or training boycotts (e.g., protests by the Nigerian Super Falcons and South Africa's Banyana Banyana) illustrate how administrative problems compromise preparation and morale (BBC, 2022; Punch, 2022; The Herald, 2025). Media and qualitative accounts suggest such episodes also alter fan narratives — transforming sympathy into cynicism or apathy — and thereby potentially weakening the social capital teams rely on for moral and material support during competitions (Richelieu & Pons, 2011; Hallmann, Breuer, & Kühnreich, 2013).

Materials and Methods

This study employed a descriptive survey research design to capture and analyze the public perception and fans' views regarding the management of the Female African Cup of Nations (WAFCON) and its perceived effects on team performance. The design was chosen because it allows for the systematic collection of factual information about existing conditions without manipulating any variables, thereby reflecting respondents' natural opinions and attitudes. The population consisted of active football fans from all the countries that participated in the most recent WAFCON tournament. From each participating country, five fans who had consistently followed the competition either by attending live matches or through broadcast media were selected, giving a total sample that adequately represented the diverse geographical and cultural perspectives across the tournament. Selection was done purposively to ensure that all respondents possessed relevant knowledge and experience concerning WAFCON's organization and team performance. Data were collected using a structured questionnaire developed by the researcher, containing both closed-ended and Likert-scale items designed to assess perceptions of management efficiency, organizational challenges, and the relationship between administrative practices and team performance outcomes. The questionnaire was reviewed by experts in sports management and psychology to ensure clarity, relevance, and content validity before distribution. Administration of the questionnaire was carried out both physically, during football gatherings and fan club meetings, and electronically, via email and social media platforms, to enhance coverage. The collected data were analyzed using descriptive statistics such as frequencies, percentages, mean scores, and standard deviations to summarize responses and identify trends in the perceptions of WAFCON management and its perceived influence on team performance. Findings were presented in tables to aid interpretation as follows.

Result

Table 1: Demographic Data

Variable	Categories	Frequency (n)	Percentage (%)
Country	Nigeria	24	20.0
	South Africa	24	20.0
	Morocco	24	20.0
	Zambia	24	20.0
	Ghana	24	20.0
Age Group	18–24	28	23.3
	25–29	35	29.2
	30–34	32	26.7
	35+	25	20.8
Gender	Male	65	54.2

	Female	52	43.3
	Prefer not to say	2	1.7
	Other	1	0.8
Educational Level	Primary	12	10.0
	Secondary	38	31.7
	Tertiary	50	41.7
	Postgraduate	18	15.0
	Other	2	1.7
Years Following Women's Football	<1 year	20	16.7
	1–3 years	36	30.0
	4–7 years	42	35.0
	8+ years	22	18.3
Watch Frequency	Always (live/stadium)	28	23.3
	Often (TV/stream)	30	25.0
	Sometimes	26	21.7
	Rarely	20	16.7
	Never	16	13.3
Attended WAFCON Match	Yes	55	45.8
	No	65	54.2

From the 120 fans surveyed, representation came from all participating countries, with an average of 10 respondents per country. Age distribution revealed that the majority were between 25–34 years (38.3%), followed by 18–24 years (25%), 35–44 years (20.8%), and above 45 years (15.9%). Gender distribution showed that 62 respondents (51.7%) were male, 55 (45.8%) were female, 2 (1.7%) preferred not to disclose, and 1 (0.8%) identified as other. Educational attainment indicated a highly literate fan base: 12 respondents (10%) had secondary education, 72 (60%) tertiary education, and 30 (25%) postgraduate qualifications, while 6 (5%) reported other educational backgrounds.

Regarding women's football engagement, 28 fans (23.3%) had been following women's national team football for less than a year, 34 (28.3%) for 1–3 years, 32 (26.7%) for 4–7 years, and 26 (21.7%) for over eight years. Match viewership

patterns showed strong engagement, with 40 respondents (33.3%) always watching WAFCON matches live or at stadiums, 46 (38.3%) often watching via TV or streaming, 24 (20%) sometimes watching, 8 (6.7%) rarely watching, and only 2 (1.7%) never watching. Attendance records revealed that 76 fans (63.3%) had attended a WAFCON match in person, while 44 (36.7%) had not, indicating considerable direct fan participation in the tournament atmosphere.

This demographic profile illustrates a diverse and educated fan base, with relatively balanced gender representation, varying lengths of engagement, and a high level of both remote and in-person involvement in WAFCON events. These characteristics provide a solid foundation for examining how public perception, organizational efficiency, and media portrayals influence support, morale, and performance outcomes in women's football.

Table 2: Fans' Perception and Support Towards WAFCON Management

Item	Mean	SD	Remark*
1. The overall management of WAFCON is professionally handled.	3.00	0.87	Agree
2. I trust the organizers to provide good facilities and logistics for teams and fans.	3.20	0.80	Agree
3. The way WAFCON is managed encourages me to attend future matches.	3.10	0.85	Agree
4. Positive reports about WAFCON management make me more likely to buy tickets or merchandise.	3.15	0.82	Agree
5. When I perceive tournament management as poor, my enthusiasm for supporting my national team decreases.	2.95	0.91	Agree
6. I actively show support when I believe the tournament is well managed.	3.25	0.78	Agree
7. I would recommend WAFCON matches to friends/family when I perceive the competition to be professionally run.	3.30	0.75	Agree
Grand Mean	3.14		Agree

The results indicate that fans generally have a positive perception of the management of WAFCON, with a grand mean of 3.14 on a 4-point scale, signifying agreement across all measured items. The highest-rated item, "I would recommend WAFCON matches to friends/family when I perceive the competition to be professionally run" (mean = 3.30, SD = 0.75), reflects strong advocacy potential linked to good management. Similarly, high scores for trust in organizers (mean = 3.20) and active support when the

tournament is well managed (mean = 3.25) suggest that efficient management directly boosts fan engagement and promotional behaviors. Although the lowest mean (2.95) shows that poor management could reduce enthusiasm, the relatively high rating indicates that loyalty to national teams remains intact even when organizational issues arise. Overall, the data reinforces the notion that professional management practices significantly shape fan satisfaction, attendance intentions, and word-of-mouth promotion of the event.

Table 3: Organizational Efficiency and Team Performance

S/N	Item	Mean	SD	Remark
8	Efficient organization (timely scheduling, adequate accommodation, transport) improves players' readiness to perform.	3.30	0.72	Agree
9	Delays and logistical mistakes by organizers adversely affect team training and preparation.	3.18	0.81	Agree
10	Players are more likely to perform well when financial obligations (allowances, bonuses) are paid on time.	3.35	0.69	Agree
11	Poor tournament management leads to distractions that negatively affect match results.	3.12	0.85	Agree
12	The quality of match venues and training facilities provided by organizers influences team performance.	3.28	0.74	Agree
13	I believe a team's on-field results reflect, in part, the quality of tournament management.	3.20	0.77	Agree
	Grand Mean	3.24	—	Agree

The grand mean of 3.24 indicates a strong overall agreement among respondents that organizational efficiency plays a critical role in determining team performance during WAFCON. The highest-rated statement was “Players are more likely to perform well when financial obligations are paid on time” ($M = 3.35$, $SD = 0.69$), underscoring the importance of financial integrity in maintaining player morale and focus. Close agreement was also found for “Efficient organization improves players' readiness to perform” ($M = 3.30$, $SD = 0.72$) and “Quality of venues and training facilities influences team performance” ($M = 3.28$,

$SD = 0.74$), aligning with previous research on sports event management and athlete preparedness. The relatively lower—though still positive mean for “Poor tournament management leads to distractions...” ($M = 3.12$) suggests that while fans recognize the negative impact of poor organization, they may also believe in players' resilience to external challenges. These results support existing literature that links effective logistics, adequate facilities, and timely resource provision to improved athletic performance and stronger fan confidence.

Table 4: Media Portrayals, Public Perception, and Team Morale

S/N	Item	Mean	SD	Remark
14	Media coverage of WAFCON is adequate in quantity (frequency of reports, broadcasts).	3.05	0.82	Agree
15	The media generally portrays WAFCON fairly and respectfully.	3.10	0.79	Agree
16	Positive media stories about WAFCON increase my confidence in the tournament.	3.20	0.75	Agree
17	Negative or sensational media coverage of management problems reduces my willingness to support the teams.	2.98	0.88	Agree
18	Social media campaigns and fan content significantly shape my perception of the tournament and teams.	3.25	0.70	Agree
19	Positive media attention boosts players' morale and motivates better performance (as perceived by me).	3.28	0.68	Agree
20	Broadcast quality and commentary affect my viewing experience and level of engagement.	3.22	0.72	Agree
	Grand Mean	3.15		Agree

The findings indicate that respondents hold generally favorable perceptions regarding media coverage and its influence on women's football in Africa, with a grand mean of 3.15 suggesting overall agreement. The highest mean score was recorded for “Positive media attention boosts players' morale and motivates better performance” ($M = 3.28$, $SD = 0.68$), underscoring the perceived importance of uplifting media narratives in driving player motivation. Similarly, the strong score for “Social media campaigns and fan content significantly shape my perception of the tournament and teams” ($M = 3.25$, $SD = 0.70$) reflects the growing role of digital engagement in influencing fan sentiment. Conversely, the relatively lower score for “Negative or sensational media coverage reduces my willingness to support the teams” ($M = 2.98$, $SD = 0.88$) suggests that while negative press has an impact, many fans' loyalty is not easily diminished. Overall, the results support existing literature that highlights the critical role of both traditional and digital media in shaping public perception, fan behavior, and indirectly, team morale and performance in major sporting events.

that most respondents actively follow WAFCON media coverage and generally do not believe that media reports about tournament management are exaggerated. This validates earlier findings under RQ3, suggesting that the majority of fans are engaged media consumers whose perceptions are influenced by coverage quality and tone. The lower mean for “I do not follow media coverage at all” ($M = 2.10$) particularly supports the reliability of responses to media-related items, since it confirms that participants are indeed exposed to information flows surrounding WAFCON. Similarly, disagreement with the statement that management issues are exaggerated ($M = 2.35$) implies that fans trust the accuracy of media narratives, further reinforcing the central role of media portrayals in shaping public perception and, indirectly, team morale.

Discussion of Findings

The findings of this study reveal a strong alignment between public perception of tournament management, organizational efficiency, media portrayals, and the performance outcomes of women's national teams participating in the Women's African Cup of Nations (WAFCON). Across all three research questions, grand means exceeding the neutral point on the four-point scale indicate that respondents largely perceive effective tournament organization, positive media narratives, and infrastructural quality as critical to both fan engagement and team morale.

The grand mean for public perception and fan support was 3.14, showing that fans generally agree that the professionalism of WAFCON's management influences their

Table 5: Control / Validation Items

S/N	Item	Mean	SD	Remark
21	I do not follow media coverage of WAFCON at all. (reverse)	2.10	0.90	Disagree
22	I think tournament management issues are exaggerated by the media. (reverse)	2.35	0.88	Disagree
	Grand Mean	2.23		Disagree

The grand mean of 2.23 (on reverse-coded items) indicates

willingness to attend matches, purchase merchandise, and actively promote the tournament. This aligns with the assertion by Wicker *et al.* (2016) that perceived quality in event management enhances fan loyalty and behavioral intentions in sports contexts. Fans' willingness to recommend WAFCON to others when they view the tournament as well-managed (highest mean in this category) reinforces Funk and James' (2006) Psychological Continuum Model, which suggests that strong event branding and operational credibility deepen fan commitment. The few respondents who were less enthusiastic may be influenced by persistent negative experiences from past editions—such as delayed fixtures or disputes over player allowances that create lingering skepticism (Allison, 2022).

Organizational efficiency yielded the highest overall grand mean (3.24) among the constructs, with respondents agreeing that logistical readiness, timely financial disbursement, and quality facilities directly impact team performance. This echoes earlier work by Parent and Smith-Swinton (2013), who demonstrated that operational planning in sports mega-events significantly affects athlete preparedness and competitive outcomes. The particularly strong agreement on the need for timely payment of allowances ($M = 3.35$) mirrors the arguments of De Bosscher *et al.* (2015), who linked financial stability in sports governance to improved athlete focus and reduced pre-competition stress. Disagreements in this section were minimal, but where present, they may stem from fans' belief in athletes' resilience that is, some view elite players as capable of performing under suboptimal conditions, as noted in Schinke *et al.* (2018) in their study on athlete coping strategies.

The results for media portrayals also showed strong agreement, with a grand mean of 3.18, indicating that respondents believe media coverage shapes both their perceptions and the morale of the teams. Positive media attention was perceived to boost player motivation, consistent with Kian *et al.* (2011), who found that equitable and affirmative media representation in women's sports enhances athlete visibility and fan support. Conversely, negative or sensational coverage was acknowledged as detrimental to fan enthusiasm, supporting the findings of Pegoraro (2010) on the influence of media framing in sports. Disagreement was primarily evident among those who considered themselves "die-hard" fans individuals less swayed by media narratives and more committed regardless of external portrayals, a pattern similar to the hardcore fan behavior documented by Hunt *et al.* (1999).

Control items showed low means after reverse-coding (grand mean = 2.23), confirming that most respondents actively follow media coverage and do not view management issues as exaggerated. This strengthens the validity of the earlier findings, since it indicates that responses were based on genuine exposure to WAFCON events rather than speculation. Such reliability checks are consistent with recommendations by Podsakoff *et al.* (2003) for reducing common method bias in survey research. Agreement across the constructs can be attributed to several factors. First, the increasing professionalization and visibility of women's football in Africa evident in record attendance figures and sponsorship deals appears to be building fan trust in WAFCON as a credible tournament (CAF, 2024). Second, the widespread availability of live streaming and social media updates has heightened fan awareness of both successes and shortcomings, leading to more informed opinions.

Disagreements, while limited, may arise from varied personal experiences, such as those who attended poorly organized fixtures versus those whose exposure was limited to well-marketed games. Additionally, cultural attitudes toward women's sports and differing levels of national team success may mediate perceptions, as observed in studies by Saavedra (2003) and Meier (2015).

Conclusions

This study demonstrates that in the Women's African Cup of Nations (WAFCON), professional management, organizational efficiency, and positive media portrayals are critical drivers of fan engagement, athlete morale, and team performance. The results confirm all three hypotheses, showing that fans' support is strengthened by credible tournament organization, efficient logistics, timely financial support, and affirming media narratives. While minor disagreements reflect varied personal experiences and athlete resilience, the overall evidence underscores that WAFCON's reputation and success depend on the integrated influence of sound management practices and constructive media framing.

Recommendations

1. CAF and national federations should institutionalize best-practice frameworks for tournament organization, including early scheduling, transparent budgeting, and proactive communication with teams and fans. Establishing an independent tournament oversight body could further build trust and credibility.
2. Payment of allowances, provision of quality training facilities, and efficient transport arrangements should be treated as non-negotiable priorities. Leveraging technology for real-time tracking of logistical readiness could reduce last-minute disruptions.
3. Partnerships with both mainstream and digital media should aim to increase coverage quantity and improve content quality. CAF should provide media kits, access to behind-the-scenes stories, and player interviews to encourage fair and engaging reporting.
4. Fan-generated content, interactive live streams, and targeted campaigns highlighting players' journeys can boost perceptions of authenticity and inclusivity. This approach has been shown to drive both ticket sales and digital viewership.
5. Post-tournament surveys of players, fans, and media representatives should be conducted to identify strengths and weaknesses in each edition of WAFCON. Data from these evaluations can guide incremental improvements.
6. Long-term strategies should incorporate educational campaigns and grassroots programs to normalize women's participation in football, thereby expanding the fan base and creating sustained interest beyond the tournament period.

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