

# FOOTBALL IMAGE PROFILE AND FAN VALUES

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Abstract <p>The purpose of this thesis was to study and compare international and domestic Finnish football spectators' images of football. This thesis also examines the value structures of these two groups of football spectators. We evaluate how this information can be exploited when interpreting consumer behavior in sport marketing.</p> <p>This survey was conducted as a quantitative research by collecting a sample from two target groups in FIFA Fan Fest Event in Cape Town, South Africa and in Harju Stadium in Jyväskylä, Finland. The samplings were analyzed with statistical methods in order to find out which values are drivers of football fan's consumer behavior. The study questionnaire was based on the value theory of Shalom Schwartz. The theory of human values derives different values from an analysis of universal requirements with which all individuals and societies must cope. Values can be divided into ten basic values by the type of motivational goals they express.</p> <p>Results show that there is no significant difference between the images that the two groups of football spectators relate to football. The strong values from the ten basic values in both groups were universalism, benevolence, security and hedonism. Only means of tradition and stimulation have notable differences between the two target groups. The results reveal that football spectators' consumer behavior can be predicted. Geographical and cultural differences seem to have less important role when studying how spectators view football. People worldwide and locally seem to see football from the same point of view. Companies co-operating with football can make the most of it and they can use football for its purposes in a wide scale, with marketing from a local match event to a mega event shown all over the world. Football touches masses of people and it is a clear path to building a brand image which associates with certain values and images.</p>		
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Tiivistelmä <p>Opinnäytetyössä tutkittiin ja vertailtiin kansainvälisen ja kotimaisen jalkapallokatsojan mielikuvia jalkapallosta sekä kummankin ryhmän jalkapallokatsojan arvorakennetta. Tämän lisäksi tässä opinnäytetyössä arvioidaan tämän tiedon käytettävyyttä ennustettaessa kuluttajakäyttäytymistä urheilumarkkinoinnissa.</p> <p>Tutkimus toteutettiin kvantitatiivisena tutkimuksena. Näytteet kerättiin kahdesta jalkapallokatsojakohteryhmästä kesäkuussa 2010 jalkapallon MM-kisoissa Etelä-Afrikassa Kapkaupungissa FIFA Fan Fest-alueella sekä lokakuussa 2010 kahdessa JJK:n ottelutapahtumassa Harjun Stadionilla Jyväskylässä. Haastattelulomake perustui Shalom Schwartzin arvoteoriaan, jonka mukaan voidaan määritellä kymmenen perusarvoa, jotka perustuvat yleismaailmallisiin tarpeisiin. Näytteet analysoitiin tilastollisilla menetelmillä, jotta voitiin selvittää mitkä asiat vaikuttavat jalkapallokatsojan kuluttajakäyttäytymiseen.</p> <p>Tutkimuksesta kävi ilmi, että mielikuvat, joita kansainväliset ja kotimaiset jalkapallokatsojat liittävät jalkapalloon, eivät eroa merkittävästi toisistaan. Vahvimmat jalkapalloon liitettävät arvot kummasakin ryhmässä olivat universalismi, hyväntahtoisuus, turvallisuus ja hedonismi. Merkittävimmät erot kohderyhmien välillä löytyivät perinteikkyydessä ja virikkeellisyydessä. Tulokset osoittavat, että jalkapallokatsojien kuluttajakäyttäytymistä on mahdollista ennustaa. Maantieteelliset ja kulttuurilliset erot eivät vaikuta merkittävästi siihen, mitä mielikuvia jalkapallokatsojat liittävät jalkapalloon. Jalkapallon kanssa yhteistyötä tekevät yritykset voivat hyödyntää jalkapallon imagoa niin maailmanlaajuisesti kuin paikallisestikin. Jalkapallo koskettaa ihmisiä ja se on hyvä tapa rakentaa brandi-imagoa.</p>		
Avainsanat (asiasanat) arvot, kuluttajakäyttäytyminen, urheilumarkkinointi, jalkapallo, imago		
Muut tiedot		

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# 1 INTRODUCTION

The purpose of this thesis was to study and compare international World Cup spectators' and domestic Finnish football spectators' images of football. The aim was to find out if there are differences in these football image profiles. This thesis also examines the value structures of these two groups of football spectators.

In June 2010, sport marketing students from JAMK University had a chance to carry out project studies in connection with FIFA World Cup 2010 in Cape Town, South Africa. Co-operating with University of Cape Peninsula in Cape Town and a Finnish university of applied sciences, Haaga-Helia they carried out a survey for the city of Cape Town which studied the impact of World Cup and World Cup tourists in Cape Town and South Africa.

JAMK University of Applied Sciences and Haaga-Helia also carried out another survey in Cape Town. The aim of this survey was to build up a football image profile among football fans and to examine the value structure of a football spectator. In addition, using Laddering technique and Means-end-chain model, this study examined the attributes, consequences and values related to football.

Sport marketing students from JAMK University of Applied Sciences carried out the same value survey in Jyväskylä in two matches of football club JJK in autumn 2010. By executing the same survey in Jyväskylä, the researchers were able to analyze the differences between the results of the two target groups in Cape Town and in Jyväskylä.

The research problems for this thesis are:

- What characteristics football spectators in FIFA Fan Fest event and in Harju Stadium relate to football? What are the main differences and similarities between the two target groups?
- What kind of value structures do the target groups have?

- How this information can be exploited when interpreting consumer behavior in sport marketing?

By comparing these groups it is possible to find out if the spectator in an international football mega event sees football's image differently than a Finnish football spectator in a match in Jyväskylä. And if they do, we can tell what the most significant differences are. It is important to notice that this study is about the image of football as a sport. This is not about the images of the sport events where the surveys were executed.

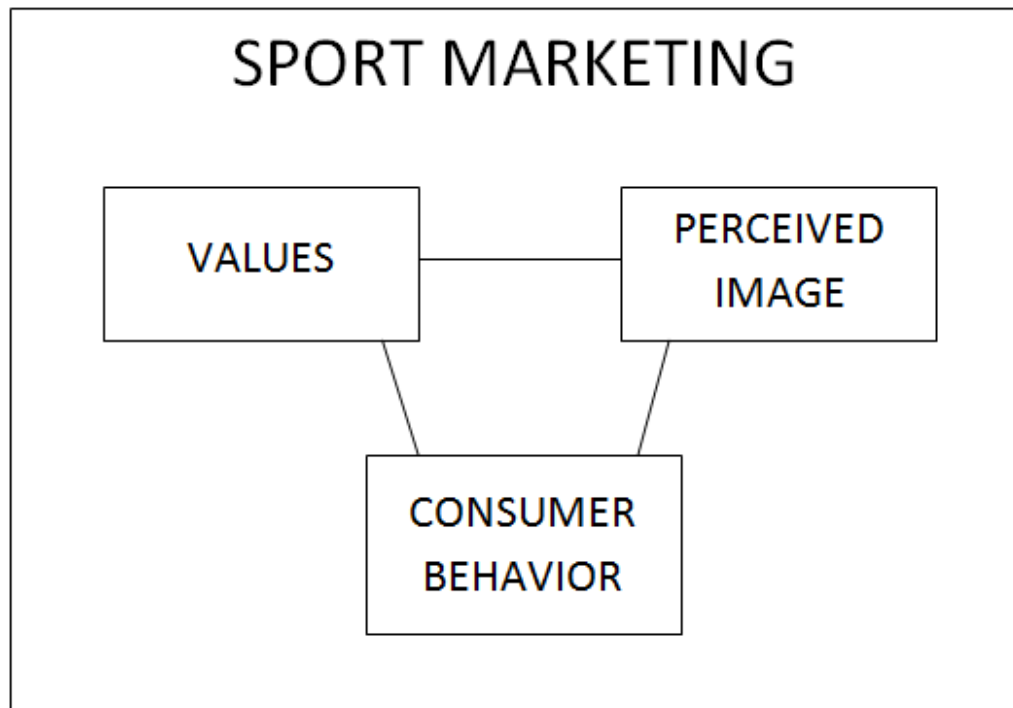
The value structure of a football spectator can be exploited as background information when interpreting the Football Image Profile. The structures of the two target groups can also be compared to each other in order to find out if there are differences in the value structures of international football spectator and local football fan.

We can try to interpret and forecast football spectators' consumer behavior and the factors influencing it. There are a number of factors that influence on consumer behavior. This study examines some of these factors (e.g. individual influences and situational influences), and their role in a buying decision making process of a football spectator.

Our hypothesis is that football spectators all over the world relate same characteristics to football. Local differences may appear but the overall view is similar. Companies co-operating with football can exploit its image when advertising worldwide and in a specific local area.

The theoretical framework of this study includes sports marketing as a basis, where values, image and consumer behavior communicate with each other. Values influence on consumer behavior as a driving force and a basis of all behavior. Values also have an effect to brands and images which products have or which they want to have. Consumer behavior also interacts with values: Values can direct consumer behavior to a certain direction. The impact can also be reversed: Consumer behavior can have an effect how image of a certain brand is build. The framework is described in figure 1.





**FIGURE 1. Theoretical framework**

In this thesis we evaluate how football's perceived image profile influence consumer behavior. Schwartz's value theory model is used to build up the value structure of a football fan. Perceived image of football is also categorized using Schwartz's ten basic values. All this information can be exploited when operating in the field of sport marketing.

## **2 HUMAN VALUES THEORY**

### **2.1 Action guided by values**

People have basic needs. To survive, one needs air, food, water etc. From marketing perspective, needs are the basic human requirements. They are needed for surviving and living. Addition to this, people have strong urge to have education, entertainment and recreation. These needs turn into wants, if they can bring satisfaction in one's life. (Kotler & Keller 2009, 12)

When these wants are noticed and offered in a desirable product, the want creates a demand. It is not easy to understand customer's needs and wants, because they can be unconscious. (Kotler & Keller 2009, 12) These needs and wants can be studied by finding out what are the values that work as a driving force in people's decision making. For example, with Shalom Schwartz's Human Values theory it is possible to find out which values are important to the target group.

### **2.2 Values Theory**

According to Schwartz's Human Values Theory (Schwartz 1992, 2007, Schwartz, Melech, Lehmann, Burgess, Harris & Owens 2001) values are the most important guiding principles when people make decisions. They are transsituational goals that vary in importance. One value can be very important to one person, but have no meaning to another person.

Schwartz (2007, 1) has summarized the main features of the basic values concept from the writings of many theorists and researchers (Allport 1961, Feather 1995, Inglehart 1997, Kohn 1969, Kluckhohn 1951, Morris 1956, Rokeach 1973). Six main features are:

- *Values are beliefs, but they are beliefs tied inextricably to emotion, not objective, cold ideas.*
- *Values are a motivational construct. They refer to the desirable goals people strive to attain.*
- *Values transcend specific actions and situations. They are abstract goals. The abstract nature of values distinguishes them from concepts like norms and attitudes, which usually refer to specific actions, objects, or situations.*
- *Values guide the selection or evaluation of actions, policies, people and events. That is, values serve as standards or criteria.*
- *Values are ordered by importance relative to one another. People's values form an ordered system of value priorities that characterize them as individuals. This hierarchical feature of values also distinguishes them from norms and attitudes.*

The theory of human values derives different values from an analysis of universal requirements with which all individuals and societies must cope. Studies worldwide have revealed that there are ten different value types that people assessed. People were asked to assess the importance of specific values as guiding principles in their lives. (Schwartz et al. 2001, 521-522)

These basic values are recognized by individuals in all cultures. Values can be divided into ten basic values by the type of motivational goals they express. Ten motivationally distinct, broad and basic values are derived from three universal requirements of the human condition: needs of individuals as biological organisms, requisites of coordinated social interaction and survival and welfare needs of groups. Studies in 18 countries have shown that no additional basic values have been found. (Schwartz 1992, 4; 2007, 1-2) These ten basic values are shown on table 1.

**TABLE 1. Definitions of 10 Value constructs in terms of their goals and examples of PVQ (Portrait Values Questionnaire) items that represent them (male version) (Schwartz et al. 2001, 521)**

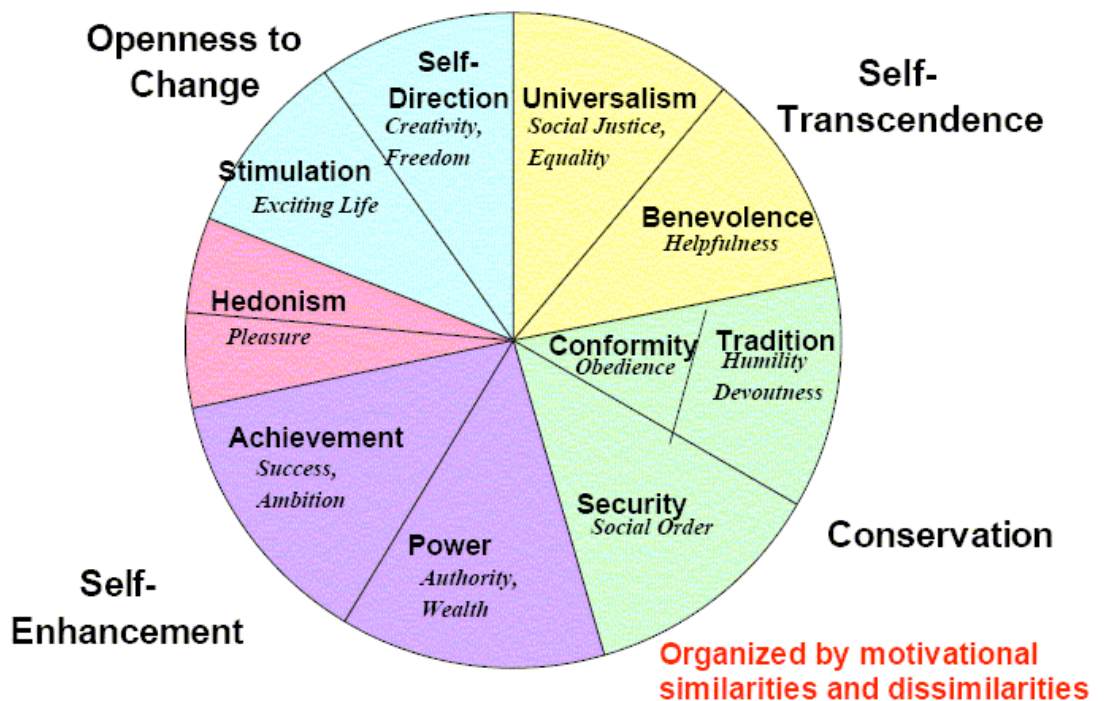
Value	Goals	Example
POWER	Social status and prestige, control or dominance over people and resources.	He likes to be in charge and tell others what to do. He wants people to do what he says.
ACHIEVEMENT	Personal success through demonstrating competence according to social standards.	Being very successful is important to him. He likes to stand out and to impress other people.
HEDONISM	Pleasure and sensuous gratification for oneself.	He really wants to enjoy life. Having a good time is very important to him.
STIMULATION	Excitement, novelty, and challenge in life.	He looks for adventures and likes to take risks. He wants to have an exciting life.
SELF-DIRECTION	Independent thought and action-choosing, creating, exploring.	He thinks it's important to be interested in things. He is curious and tries to understand everything.
UNIVERSALISM	Understanding, appreciation, tolerance and protection for the welfare of all people and for nature.	He thinks it is important that every person in the world should be treated equally. He wants justice for everybody, even for people he doesn't know.
BENEVOLENCE	Preservation and enhancement of the welfare of people with whom one is in frequent personal contact.	He always wants to help the people who are close to him. It's very important to him to care for the people he knows and likes.
TRADITION	Respect, commitment and acceptance of the customs and ideas that traditional culture or religion provide the self.	He thinks it is important to do things the way he learned from his family. He wants to follow their customs and traditions.
CONFORMITY	Restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms.	He believes that people should do what they're told. He thinks people should follow rules at all times, even when no one is watching.
SECURITY	Safety, harmony and stability of society, of relationships, and of self.	The safety of his country is very important to him. He wants his country to be safe from its enemies.

## 2.3 Relations between ten motivational types of values

Although Schwartz lists ten values, each value distinct from the others, there is a relation between them. Some values have similar motivational goals and some values have completely opposite motivational goals to each other.

For example, when pursuing for power (social status and prestige, control or dominance over people and resources), inevitably it is against the will of pursuing universalism (understanding, appreciation, tolerance and protection for the welfare of all people and for nature). But the pursuit of power can go hand-in-hand with the pursuit of achievement. (Schwartz 2007, 2)

The ten values can be arranged on a circular structure representing a motivational continuum. This is shown in figure 2. The closer any two values are in the circle, the more similar their motivations are. The more distant two values are from each other, the more opposite are their motivations. (Schwartz 2007, 2)



**FIGURE 2. Theoretical model of relations among ten motivational types of values (Schwartz 2007, 3)**

The distinctive features between values are described with two pairs of opposite dimensions: Self-enhancement versus self-transcendence and openness to change versus conservation. On the first-mentioned dimension, self-enhancement values achievement and power emphasize self-interest, whereas universalism and benevolence are focused on the welfare and interests of others. Openness to change (stimulation and self-direction) focuses on independent actions and readiness for changes. Conservation values, conformity, tradition and security focus on self-direction and order and resisting change. Hedonism shares pursuit for both, openness to change and self-enhancement. (Schwartz 2007, 3)

## **2.4 Background variables**

People's set of values reflect the lives they have lived and it may develop and even change. Different variables such as age, gender and education can upgrade the importance of different values. Different backgrounds represent differences in the life circumstances that affect value priorities (Schwartz 2007, 5).

For example, when ageing people become more attached and engaged with their social networks, they value a more stable situation and position in their lives. Starting and having a family also make people to be more concerned with the welfare of others. Thus, age correlates positively with self-transcendence and negatively with self-enhancement values. (Schwartz et al. 2001, 533)

## **2.5 Schwartz Value Survey**

The Schwartz Value Survey (SVS) was the first instrument, developed and used to measure The Human Values Theory and its value priorities. It contains 57 single-value items (see examples in Figure 1) which are selected to represent the ten motivational types of values, one item expressing an aspect of the motivational goal of one value. Each of the value items is explained by a

phrase for clarifying its meaning (e.g. Equality - equal opportunity for all). (Schwartz et al. 2001, 522; 2007, 11)

In SVS, respondents rate the importance of each value item as “a guiding principle in my life”. This is done on a 9-point scale labeled 7 (of supreme importance), 6 (very important) 5,4 (unlabeled), 3 (important), 2,1 (unlabeled), 0 (not important), -1 (opposed to my value). The scale is nonsymmetrical because pretests showed that people tend to rate different values from medium to high importance. The scale also enables respondents to report if some value is opposed to one’s own values. In cross-cultural relations this option is especially necessary because differences between different cultures may cause some values to be rejected by one culture from other cultures. (Schwartz 2001, 522; Schwartz 2006, 12; Schwartz 2007, 11)

The scale and items used in the SVS requires respondents to think of abstract concepts which are not linked to specific life situations. This means respondents must think and evaluate the guiding principles in their lives. Most find this task new to them and intellectually demanding. (Schwartz et al. 2001, 522)

Each value has from three (hedonism) to eight (universalism) items representing them. The average rating of the given items tells the importance of each value. The value items that are used have demonstrated near-equivalence of meaning across cultures. (Schwartz 2006, 12)

SVS studies prove that most of educated adults across cultures organize values by the structure of the Human Values Theory: 95% of samples from 63 nations support the defined ten basic values with the type of motivational goals they express. The studies also support the circular theoretical model of structure of relations among the ten constructs (see figure 2). (Schwartz et al. 2001, 522-523)

## 2.6 Portrait Values Questionnaire

Because of the high abstract thinking required by the SVS, it was necessary to create a different kind of format for the studies involving children from age 11, the aged and persons not educated in the Western schools involving abstract thinking. SVS had proven not to be usable in these samples. It was necessary that the format would be more concrete than SVS and at the same time it would be independent test of the Human Values Theory's validity. (Schwartz et al. 2001, 523; Schwartz 2006, 13; Schwartz 2007, 11)

The Portrait Values Questionnaire (PVQ) includes 57 portraits. Each portrait describes goals or aspirations which are heavily linked to one of the basic values. For example: "He believes that people should do what they are told. He thinks people should follow rules at all times, even no one is watching" describes a person for whom conformity values are important. (Schwartz et al. 2001, 523; Schwartz 2007, 11-12). Examples of PVQ portraits of each value construct are shown in Table 1.

For each portrait, respondents answer the question "How much like you is this person?" This is done in a 6-point scale: very much like me, much like, somewhat like me, a little like me, not like me and not like me at all. (Schwartz 2007, 12)

Respondents compare the portrait to themselves which keeps the main focus on characteristics that are described in the portraits. Because of this, answers are also more likely to focus in the value-relevant aspects, not in the respondents possibly irrelevant own characteristics. The PVQ asks about similarity to someone with particular goals and aspiration or values rather than similarity to someone with particular traits. This means a respondent who gives great value to e.g. creativity in his/her life does not mean the respondent is creative. With PVQ it is possible to find out if respondent thinks self-direction values (creativity) are important for him/her. (Schwarz et al. 2001, 523)



As in SVS, also in PVQ the average rating of the given portrait tells the importance of each value. The portraits that are used have demonstrated near-equivalence of meaning across cultures. (Schwartz 2007, 11)

Although measuring the same ten basic values, SVS and PVQ differ from each other. Schwartz (Schwartz et al. 2001, 524) has listed the main differences measuring value priorities of these two methods:

- *The PVQ measures values indirectly; the SVS elicits direct, self-conscious reports of values. The PVQ obtains judgments of the similarity of another person to the self; the SVS asks for ratings of the importance of values as guiding principles in one's life. Thus, the respondents' judgment task is quite different.*
- *The stimuli in the PVQ are persons, portrayed in terms of their goals, aspirations, and wishes; the stimuli in the SVS are abstract, context-free values. Respondents who complete both the PVQ and SVS describe the PVQ as more concrete and context bound.*
- *The SVS uses partially labeled, 9-point numerical response scales, including positive and negative numbers. This may be problematic for respondents unfamiliar with numerical skills. The PVQ asks respondents to check one of six labeled boxes.*

Studies have shown that The Human Values theory applies for the wide range of populations. SVS is suitable method for most cultures, but may be unsuitable with population not educated in Western type of schools. SVS has shown its validity in large cross-cultural studies, but PVQ can be more usable in certain populations and its advantage is the ease of use. (Schwartz et al. 2001, 537-538)

The Portrait Values Questionnaire was used in this thesis because it is easier to use and more functional with wider range of populations. Especially in FIFA Fan Fest, the respondents are from all continents and it is probable that large proportion of respondents is not educated in Western schools.

## **3 CONSUMER BEHAVIOR**

Consumer behavior is the study of consumers as they exchange something of value for a product or service that satisfies their need. Consumer behavior can be seen as a study of the processes involved in selecting, purchasing, using, evaluating, and disposing of products and services that will satisfy a person's needs. It includes the ways in which consumers decide to spend their time and money to buy and consume products and services that will satisfy their needs; marketers try to offer products and services that will satisfy consumers so that they will buy from them; public policy actors try to influence consumers, marketers, and the laws and regulations that affect consumers and marketers. (Wells & Prenskey 1996, 5)

### **3.1 Consumers**

Consumers around the world vary tremendously in age, income, education level, and tastes. They also buy an incredible variety of goods and services. The relationship between diverse consumers and other elements of the world around them impact their choices among various products, services and companies. (Kotler & Armstrong 2010, 159)

Consumers recognize that they have needs; search for a product that can meet their needs; use the product to satisfy their needs; and then dispose of the product once it has met their needs. To understand consumer behavior, it is necessary first to comprehend how consumers complete each of these activities available, including psychology, economics, sociology, and anthropology. (Wells & Prenskey 1996, 5)

## **3.2 Exchange**

Exchange is the central concept in consumer behavior and marketing. To get what you need from others, you exchange things that will help them satisfy their needs, such as time or money. You might exchange something that takes your time to produce for something that someone else has created. Money is such generalized exchange medium. Money allows you buy products that will satisfy your needs without having to provide a specific item in exchange. It also enables marketers to specialize in a kind of product that meets a particular need without having to require a specific item in return from consumers. (Wells & Prensky 1996, 5-7)

## **3.3 Products that satisfy a need**

A product is anything that satisfies a need, be it tangible or intangible. The most tangible products are physical goods, which you use for consuming to satisfy your needs. There are also less tangible products that satisfy consumer needs. These include people, places, events, ideas, and services. These kinds of products offer experiences that satisfy needs. People and places are physical things, you don't actually buy them. Events are activities that satisfy needs by offering an experience. Ideas can also be satisfying by evoking feelings of providing you with knowledge that you use to meet your own needs. Services are tasks performed by others that meets your needs, such as an accounting service that completes your income tax return. (Wells & Prensky 1996, 7)

## **3.4 Consumer behavior perspectives**

Any examination of a consumer behavior problem requires adopting many perspectives, each of which offering you some additional insight into consumers, marketers, and public policy actors that you can integrate to complete your analysis. These perspectives are not competitive; they are complementary. Together, they give a more comprehensive, accurate, and perceptive

understanding of the issue you are studying. Furthermore, each perspective focuses more on particular behavioral processes and less on others. (Wells & Prensky 1996, 26-27)

**Psychology** focuses on the individual processes you use to interact with your world. They include motivation, perception, learning, attitude formation, and decision making. Psychology focuses on the internal processes you use as you buy and consume. It emphasizes your thoughts, feelings, and attitudes, and they develop, and accent the importance of personality and personal experiences. These individual processes affect your specific reactions to marketers and public policy actors. (Wells & Prensky 1996, 27-28)

**Economics** investigates the decision making processes buyer uses to make consumer choices. The underpinning of economics is the assumption that consumer uses the information available to make rational choices that will maximize the satisfaction of consumer's needs. Economics focuses on the way consumer evaluates different alternatives and makes choices which products to purchase and use. It tries to determine the criteria that is used to decide among the alternatives that are available to a consumer as well as the financial constraints that arise from limited budgets. (Wells & Prensky 1996, 28)

**Sociology** emphasizes the way social arrangements affect consumer behavior. A consumer is a member of many social groups, as well as general social categories, such as age and ethnic group. All of these groups combine to form consumer's social structure, and sociology examines the impact of that structure on consumer behavior. Sociology also looks at the trends in social arrangements and the impact of those changes on individual consumer choices. (Wells & Prensky 1996, 28)

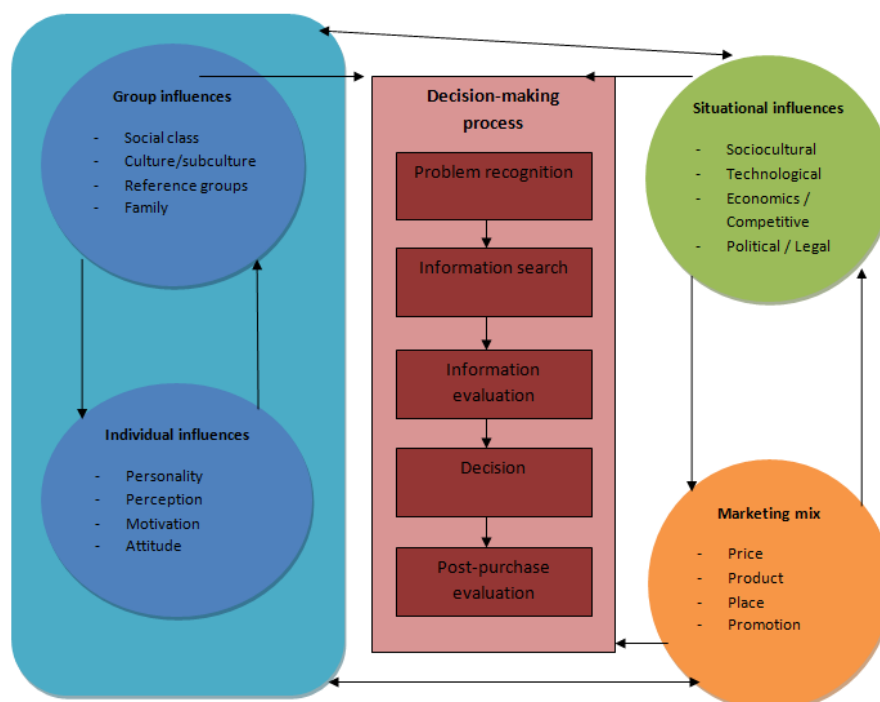
**Anthropology** concentrates on the effects of culture and values on consumer behavior. Each of the social groups to which one belongs has its own cultural traditions and ways of enacting its values. These values are influential in the consumer choices consumer makes, both directly and symbolically. They affect consumer directly by shaping taste in food, clothing, entertainment, and

other areas. They also indicate symbols of membership that consumer purchases to show allegiance to the group's values. (Wells & Prensky 1996, 29)

**Organizational behavior** offers a useful perspective about the behavior of marketers and public policy actors in business firms, government organizations, and social action groups. Many of the actors that try to influence consumers work in organizations. Consequently, it is important to understand the organizational structure and culture in order to analyze the role these actors play in your consumer exchanges with them. (Wells & Prensky 1996, 29)

### 3.5 Consumer buyer behavior

Consumer buyer behavior refers to the buying behavior of final consumers—individuals and households that buy goods and services for personal consumption. All of these final consumers combine to make up the consumer market. (Kotler & Armstrong 2010, 159) Figure 3 shows the consumer buying decision-making process and its influencing factors.



**FIGURE 3. Consumer buying decision-making process and its influencing factors (Brassington & Pettitt 2003, 94)**

### 3.5.1 Decision-making process

The consumer decision-making process is a process that consumers go through while deciding what to purchase, including problem recognition, information searching, evaluation of alternatives, making the decision and post-purchase evaluation.

The buying process starts long before the actual purchase and continues long after it. Marketers need to focus on the entire buying process rather than just the purchase decision. (Kotler & Armstrong 2010, 177)

Problem recognition is the first stage of the buyer decision process, in which the consumer recognizes a problem of need (Kotler & Armstrong 2010, 178). The problem recognition may be a slow dawning or may lead to a sudden impulse, when the consumer, realizing that the current position or feeling is not the desired one, decides to do something to change it through a purchase (Brassington & Pettitt 2003, 95).

An interested consumer may or may not search for more information. If the consumer's drive is strong and a satisfying product is near at hand, the consumer is likely to buy it then. If not, the consumer may store the need in memory or undertake an information search related to the need. Consumer can obtain information from any of several sources. These include personal sources, commercial sources, public sources, and experiential sources. The relative influence of these information sources varies with the product and the buyer. (Kotler & Armstrong 2010, 178)

How does the consumer choose among the alternative brands? The marketer needs to know about alternative evaluation – that is, how the consumer processes information to arrive at brand choices. Unfortunately, consumers do not use a simple and single evaluation process in all buying situations. Instead, several evaluation processes are at work. (Kotler & Armstrong 2010, 178)

The consumer arrives at attitudes toward different brands through some evaluation procedure. How consumers go about evaluating purchase alternatives depends on the individual consumer and the specific buying situation. In some cases, consumers use careful calculations and logical thinking. At other times, the same consumers do little or no evaluating; instead they buy on impulse and rely on intuition. Sometimes consumers make buying decisions on their own; sometimes they turn to friends, consumer guides, or salespeople for buying advice. (Kotler & Armstrong 2010, 179)

Marketers should study buyers to find out how they actually evaluate brand alternatives. If they know what evaluative processes go on, marketers can take steps to influence the buyer's decision. (Kotler & Armstrong 2010, 179)

In the evaluation stage, the consumer ranks brands and forms purchase intentions. Generally, the consumer's purchase decision will be to buy the most preferred brands, but two factors can come between the purchase intention and the purchase decision. The first factor is the attitudes of others and the second factor is unexpected situational factors. (Kotler & Armstrong 2010, 179)

The marketer's job does not end when the product is bought. After purchasing the product, the consumer will be satisfied or dissatisfied and will engage in postpurchase behavior of interest to the marketer. The relationship between the consumer's expectations and the product's perceived performance determines if the buyer is satisfied with a purchase. If the product falls short of expectations, the consumer is disappointed; if it meets expectations, the consumer is satisfied; if it exceeds expectations, the consumer is delighted. The larger the gap between expectations and performance, the greater the consumer's dissatisfaction. This suggests that sellers should promise only what their brands can deliver so that buyers are satisfied. (Kotler & Armstrong 2010, 179)

### 3.5.2 Situational influences

What is important is to recognize that decision-making is not completely divorced from the environment in which it is happening, whether the consumer is conscious of it or not. Individuals are influenced both by current trends in **society** as a whole and by a need to conform with the norms of the various social groups to which they belong, as well as to enhance their status within those groups. (Brassington & Pettitt 2003, 107)

Database **technology** allows organizations to create (almost) personal relationships with customers. At its extreme, this means that consumers receive better-tailored personalized offerings, and thus that their expectations are raised in terms of the quality of the product, communication and service. (Brassington & Pettitt 2003, 107)

Marketers have to respond to the slowdown in trade caused by the **economic** environment. Money-off sales are common way to stimulate sales in a short term, but it can also have undesirable effects. Consumers may see the lower sale price as 'normal' and are not willing to pay full prices, preferring to wait for the next sale that they are confident will come along soon. (Brassington & Pettitt 2003, 109)

In terms of **competition**, very few purchases, mainly low-involvement decisions, are made without any consideration of the competition. The definition of what constitutes competition, however, is in the mind of the consumer. The consumer's consideration of the competition, however it is defined, may be extensive, formal and time consuming, or it may be a cursory glance across the supermarket self, just to check. Competitors are vying for the consumer's attention through their packaging, their promotional mix and their mail-shots, as well as trying to influence or interrupt the decision-making process. (Brassington & Pettitt 2003, 109)

**Political and legal** influences, emanating either from the EU or from national bodies, can also affect the consumer. Legislation on minimum levels of product safety and performance, for example, means that the consumer does not



need to spend time getting technical information, worrying about analyzing it and comparing competing products on those criteria. (Brassington & Pettitt 2003, 109)

### 3.5.3 Individual influences

Although marketers try to define groups of potential customers with common attributes of interests, as a useful unit for the formulation of marketing strategies, it should not be forgotten that such groups of market segments are still made up of individuals who are different from each other. Psychological influence elements are personality, perception, learning, motivation and attitudes. (Brassington & Pettitt 2003, 109)

**Personality:** A buyer's decisions also are influenced by personal characteristics such as the buyer's *age and life-cycle stage, occupation, economic situation, lifestyle, and personality and self-concept*. People change the goods and services they buy over their lifetimes. Tastes in food, clothes, furniture, and recreation are often age related. Buying is also shaped by the stage of the family life cycle – the stages through which families might pass as they mature over time. Marketers often define their target markets in terms of life-cycle stage and develop appropriate products and marketing plans for each stage. (Kotler & Armstrong 2010, 170)

A person's occupation affects the goods and services bought. Marketers try to identify the occupational groups that have an above-average interest in their products and services. A company can even specialize in making products needed by a given occupational group. (Kotler & Armstrong 2010, 170-171)

A person's economic situation will affect product choice. Marketers of income-sensitive goods watch trends in personal income, saving, and interest rates. If economic indicators point to a recession, marketers can take steps to redesign, reposition, and reprise their products closely. (Kotler & Armstrong 2010, 171)

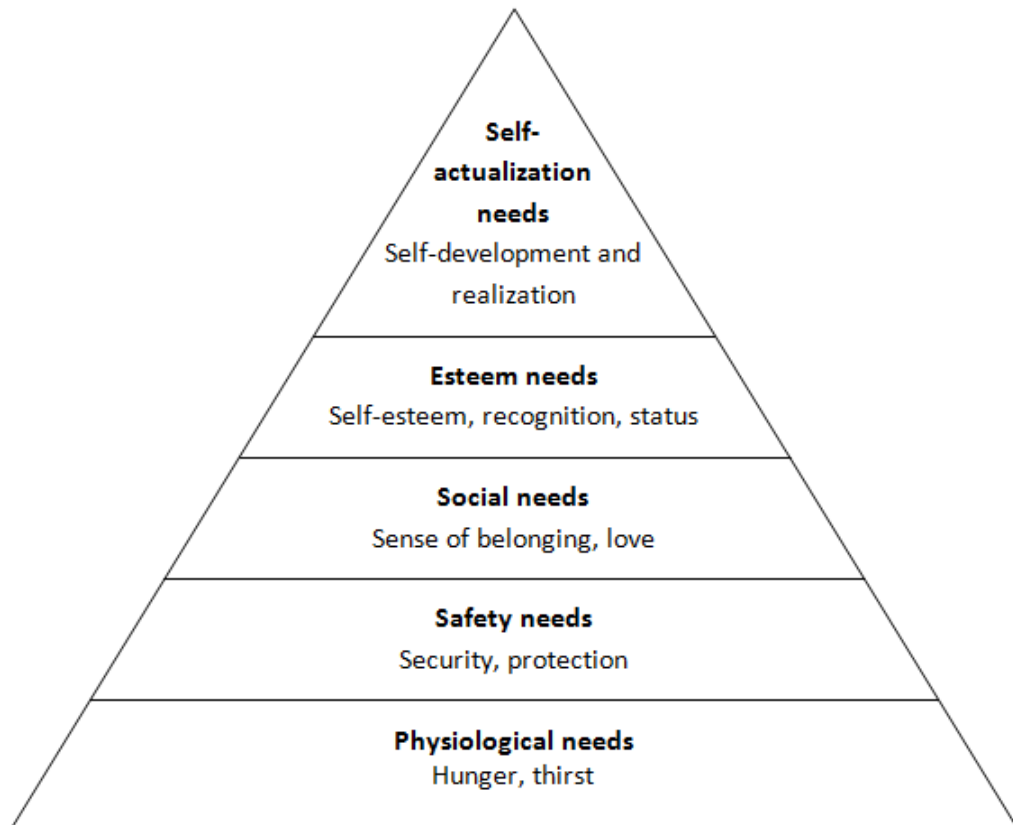
Lifestyle is a person's pattern of living as expressed in his or her activities, interests, and opinions. For example, work, hobbies, fashion, social issues and business can express these elements. (Kotler & Armstrong 2010, 171)

Personality refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment. Personality is usually described in terms of traits such as self-confidence, dominance, sociability, autonomy, defensiveness, adaptability, and aggressiveness. Personality can be useful in analyzing consumer behavior for certain product or brand choices. (Kotler & Armstrong 2010, 172)

**Perception** is the process by which people select, organize, and interpret information to form a meaningful picture of the world. (Kotler & Armstrong 2010, 174) Perception represents the way in which individuals analyze, interpret and make sense of incoming information, and is affected by personality, experience and mood. No two people will interpret the same stimulus (whether it is a product's packaging, taste, smell, texture of its promotional messages) in exactly the same way. Even the same individual might perceive the stimulus differently at different times. (Brassington & Pettitt 2003, 111)

**Learning:** Perception and memory are closely linked with learning. Marketers want consumers to learn from promotional material, so that they know which product to buy and why, and to learn from experience of the product, so that they will buy it again and pass on the message to others. (Brassington & Pettitt 2003, 112)

**Motivation:** A person has many needs at any given time. Some are biological, arising from states of tension such as hunger, thirst, or discomfort. Others are psychological, arising from the need for recognition, esteem, or belonging. A need becomes a motive when it is around to a sufficient level of intensity. A motive (or drive) is a need that is sufficiently pressing to direct the person to seek satisfaction of the need. (Kotler & Armstrong 2010, 172) Specialists have advanced theories of human motivation. One of the famous theories is Maslow's Hierarchy of Needs (figure 4). They include physiological needs, safety needs, social needs, esteem needs and self-actualization needs.



**FIGURE 4. Maslow's Hierarchy of Needs (Kotler & Armstrong 2010, 173)**

**Attitude** describes a person's relatively consistent evaluations, feelings, and tendencies toward an object or idea. Attitudes put people into a frame of mind of liking or disliking things, of moving toward or away from them. (Kotler & Armstrong 2010, 175) In marketing terms, consumer can develop attitudes to any kind of product or service, or indeed to any aspect of the marketing mix, and these attitudes will affect behavior. All of this implies that attitudes play an important part in influencing consumer judgement, whether through perception, evaluation, information processing or decision-making. Attitudes play a key role in shaping learning and while they are fluid, evolving over time, they are nevertheless often difficult to change. (Brassington & Pettitt 2003, 115)

### **3.5.4 Group influences**

Individuals are influenced, to a greater or lesser extent, by the social and cultural climate in which they live. Individuals have membership of many social groups, whether these are formally recognized social units such as the family,

or informal intangible groupings such as reference groups. Inevitably, purchasing decisions will be affected by group membership, as these sociocultural influences may help the individual to (Brassington & Pettitt 2003, 118):

1. *differentiate between essential and non-essential purchases;*
2. *prioritise purchases where resources are limited;*
3. *define the meaning of the product and its benefits in the context of their own lives; and thus to*
4. *foresee the post-purchase implications of this decision.*

Sociocultural influence elements are social class, culture and subculture, reference groups and family.

**Social Class:** Almost every society has some form of social class structure. Social classes are society's relatively permanent and ordered divisions whose members share similar values, interests, and behaviors. Social scientists have identified seven typical social classes. They are lower lowers, upper lowers, working class, middle class, upper middles, lower uppers and upper uppers. (Kotler & Armstrong 2010, 164-165)

**Culture and subculture:** Culture is the most basic cause of a person's wants and behavior. Human behavior is largely learned. Growing up in a society, a child learns basic values, perceptions, wants, and behaviors from the family and other important institutions. Marketers are always trying to spot cultural shifts in order to discover new products that might be wanted. (Kotler & Armstrong 2010, 161)

Each culture contains smaller subcultures, or groups of people with shared value systems based on common life experiences and situations. Subcultures include nationalities, religions, racial groups, and geographic regions. Many subcultures make up important market segments, and marketers often design products and marketing programs tailored to their needs. (Kotler & Armstrong 2010, 161)

**Reference groups:** Many small groups influence a person's behavior. Groups that have a direct influence and to which a person belongs are called membership groups. In contrast, reference groups serve as direct (face-to-face) or indirect points of comparison of reference in forming a person's attitudes or behavior. People often are influenced by reference groups to which they do not belong. For example, an aspirational group is one to which the individual wishes to belong. (Kotler & Armstrong 2010, 164)

Marketers try to identify the reference groups of their target markets. Reference groups expose a person to new behaviors and lifestyles, influence the person's attitudes and self-concept, and create pressures to conform that may affect the person's product and brand choices. The importance of groups influence varies across products and brands. It tends to be strongest when the product is visible to others whom the buyer respects. (Kotler & Armstrong 2010, 165)

**Family** members can strongly influence buyer behavior. The family is the most important consumer buying organization in society, and it has been researched extensively. Marketers are interested in the roles and influence of the husband, wife, and children on the purchase of different products and services. (Kotler & Armstrong 2010, 169)

### 3.5.5 Marketing mix

**Price** is a key element of the marketing mix because it represents on a unit basis what the company receives for the product or service that is being marketed (Jobber 2004, 18). Price is the amount of money charged for a product or service, or the sum of all the values that customers give up in order to gain the benefits of having or using a product or service (Kotler & Armstrong 2010, 315).

**Product** is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. Products include more than just tangible objects, such as cars, computers, or cell phones. Broadly

defined, “products” also include services events, persons, places, organizations, ideas, or mixes of these. (Kotler & Armstrong 2010, 248)

Because of product importance in the world economy is significant, we give special attention to services. Services are a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything. (Kotler & Armstrong 2010, 248)

**Place** involves decisions concerning the distribution channels to be used and their management, the locations of outlets, methods of transportation and inventory levels to be held. The objective is to ensure that products and services are available in the proper quantities, at the right time and place. Distribution channels consist of organizations such as retailers or wholesalers through which goods pass on their way to consumers. Producers need to manage their relationships with these organizations well because they may provide the only cost-effective access to the marketplace. (Jobber 2004, 19)

**Promotion** involves disseminating information about a products or a company using five different key types of promotions: advertising, sales promotion, public relations, personal selling and direct marketing. Together, the five elements are all part of a company’s promotion mix. Each type of promotion employs a different set of approaches to communicate with the current and prospective customers. (Moore & Pareek 2006, 85)

The following table summarizes the marketing mix decisions, including a list of some of the aspects of each of the 4Ps.

**TABLE 2. Summary of Marketing Mix Decisions (The Marketing Mix)**

<b>Product</b>	<b>Price</b>	<b>Place</b>	<b>Promotion</b>
Functionality	List price	Channel members	Advertising
Appearance	Discounts	Channel motivation	Personal selling
Quality	Allowances	Market coverage	Public relations
Packaging	Financing	Locations	Message
Brand	Leasing options	Logistics	Media
Warranty		Service levels	Budget
Service/Support			

This thesis focuses on the individual and situational impacts (see figure 3) on football's image in consumer behavior. By comparing the two target groups (South Africa and Finland), we can estimate how significant impact the situational influences have on the answers. It is still important to understand the consumer's buying-decision making process as a whole. Questionnaires were executed in international and local events. By investigating these results we will find out, if the respondents' views of football differ in different events. In addition, we will consider how the results of the survey can be exploited in consumer marketing.

## **4 SPORT MARKETING**

Sport is activities, experiences, or business enterprises that center on athletics, health and wellness, recreation, and leisure time opportunities. When referring sport as an individual, dual, or team sports it often includes also a competitive situation and standard of rules. Participants usually need specialized equipment and facilities. (Schwarz & Hunter 2008, 4) Sport is a universal phenomenon that crosses all social, religious, and language barriers. It is a common denominator that appeals to the masses and is thus a very attractive and competitive career path. (Graham, Neirotti & Goldblatt 2001, 3-4)

Sport marketing is the specific application of marketing principles and processes to sports products and to the marketing of nonsports products through association with sport. To succeed in sports marketing one needs to understand both the sports industry and the specific application of marketing principles and processes to sports contexts. (Shank 2009, 3)

### **4.1 Sport industry**

Sport has become one of the most important and universal institutions in our society (Shank 2009, 7). Sports organizations define their businesses as entertainment providers. In addition, sports organizations know that to be successful in the competitive environment of sports, they must practice a marketing orientation. An organization with a marketing orientation concentrates on understanding consumers and providing sports products that satisfy consumers' needs. (Shank 2009, 31)

The industry can be dissected into various conceptual dimensions in order to ascertain the scale involved. Sports events are organized throughout the world for able and disabled bodied men and/or women of all ages. There are single and multi-sport formats, some of which are universally available and others that are specific to only one region of one country. In a time dimension, there are various competition formats from one-day tournaments to year-



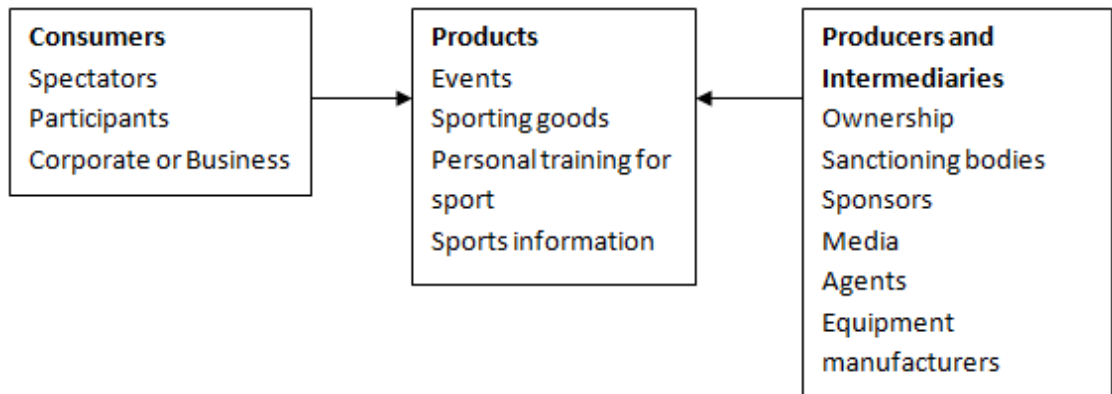
round championships. In a socio-economic dimension, there are amateur and professional events and those that are spectator or participant led. There is also the dimension of ability and attainment, at the heart of competition, with grassroots sports events for those who are new to the sport and elite events that are organized for skilled performers. (Masterman 2009, 9)

Sports marketing will continue to grow. This growth of the sports industry can be seen and measured in a number of ways. We can identify growth by looking at the increasing numbers of sport spectators, the growth of media coverage, the increase in sports participation, rising employment opportunities, and the growth in sports internationally. (Shank 2009, 31)

## **4.2 Structure on sports industry**

Within the sport industry, one can pursue a number of different career opportunities, including managing and marketing athletes, sports organizations, products, facilities, and events. Although challenging to break into, sport job opportunities continue to grow in number, thanks to the seemingly insatiable appetite for sport entertainment. Many have tasks that are similar to other industries (e.g. sales, accounting, and clerical). The demand for these positions remains high because applicants want to work in an exciting and challenging profession. (Graham et al. 2001, 4)

The traditional organizational perspective, however, is not as helpful to potential sports marketers as a consumer perspective. When examining the structure of the sports industry from a consumer perspective, the complexity of this industry and challenge to sports marketers becomes obvious. Figure 5 shows a simplified model of the consumer-supplier relationship. The sports industry consists of three major elements: consumers of sport, sports products, and producers and intermediaries. (Shank 2009, 11)



**FIGURE 5. Consumer-supplier relationship in the sport industry (Shank 2009, 11)**

#### **4.2.1 Consumers of sport**

The sports industry exists to satisfy the needs of three distinct types of consumers: spectators, participants, and sponsors. **Spectators** are consumers who derive their benefit from the observation of the event. Spectators observe the sporting event in two broad ways: They attend the event, or they experience the event via one of several sports broadcast media. (Shank 2009, 11)

In addition to watching sports, more people are becoming active **participants** in a variety of competitive levels. As the number of participants grows, the need for sports marketing expertise in these areas also increases. There are two broad classifications of sports participants: unorganized and organized sports. (Shank 2009, 13)

Other equally important consumers in sports marketing are the many business organizations that choose to sponsor sports. In **sports sponsorship**, the consumer is exchanging money or product for the right to associate its name or product with a sporting event. (Shank 2009, 15)

#### 4.2.2 Sports product

A sports product is a good, a service, or any combination of the two that is designed to provide benefits to a sports spectator, participant, or sponsor. Goods are defined as tangible, physical products that offer benefits to consumers. (Shank 2009, 16)

The primacy item of the sports industry is the **sporting event**. By primacy product we are referring to the competition, which is needed to produce all the related products in the sports industry. (Shank 2009, 16)

Preparing for a sport event is similar to preparing for a sport competition. Both successes are more likely with training, planning, and practice. A sport event manager may assemble as few as 20 or as many as hundreds of vendors, suppliers, and professionals, but all must work together to form a functional ensemble. (Graham et al. 2001, 4)

Today, thousands of sport events take place each year, from grassroots tournaments such as youth volleyball or soccer tournament to megaevents the size of the Olympic Games and World Cup Soccer. Collegiate and professional sport competitions are also categorized as events, especially as the emphasis moves more toward the entertainment of fans. Each of these sport events is organized by one or more of the following entities: national sport governing bodies, sport venues/clubs/teams, sport commissions, educational institutions, corporations, and private entrepreneurs. Events can further be classified as spectator-driven or participant-driven. Most hallmark events such as the Olympic Games are spectator-driven, while grassroots tournaments are participant-driven. (Graham et al. 2001, 5)

**Sporting goods** represent tangible products that are manufactured, distributed, and marketed within the sports industry. The sporting goods and recreation industry consist of three segments. The three segments are sports equipment, sports apparel, and athletic footwear. Sporting goods also include licensed merchandise, collectibles, and memorabilia. (Shank 2009, 18)

Another growing category of sports is referred to as **personal training**. These products are produced to benefit participants in sports at all levels and include fitness centers, health services, sports camps, and instruction. (Shank 2009, 20)

**Sports information** products provide consumers with news, statistics, schedules, and stories about sports. In addition, sports information can provide participants with instructional materials. (Shank 2009, 22)

#### 4.2.3 Producers and intermediaries

Producers and intermediaries represent the manufacturers of sports products or the organizations that perform some function in the marketing of sports products. Organizations or individuals that perform the function of producer or intermediary include team owners, sanctioning bodies, agents, corporate sponsors, media, and sporting goods manufacturers. (Shank 2009, 23)

**Owners** of professional sports franchises, partnerships that own sporting events and universities that “own” their athletic teams all represent producers of events. One of the unique aspects of the sport industry is that often businesspeople purchase a team because they always dreamed of becoming involved in sports. (Shank 2009, 23)

**Sanctioning bodies** are organizations that not only market sports products, but also, more importantly, delineate and enforce rules and regulation, determine the time and place of sporting events, and provide athletes with the structure necessary to compete. Sanctioning bodies can be powerful forces in the sports industry by regulating the rules and organizing the structure of the leagues and sporting event. (Shank 2009, 24-25)

**Sponsors** represent a sport intermediary. Corporations can serve as a consumer of sport. However, corporations also supply sporting events with products of money in exchange for association with the event. The relationship between the event, the audience, and the sponsor is referred to as the event

triangle. The basis of the event triangle is that the event, the audience, and the sponsor are all interdependent or depend on each other to be successful. (Shank 2009, 25)

The **media**, which is considered an intermediary, may be the most powerful force in sports today and is getting stronger. The primary revenue generator for networks is selling prime advertising time. Sports organizations cannot survive without the mass exposure of the media, and the media needs sports to satisfy the growing consumer demand for this type of entertainment. (Shank 2009, 25)

Another important intermediary in bringing the athlete to the consumer is the sports **agent**. From a sports marketing perspective, sports agents are intermediaries whose primary responsibility is leveraging athletes' worth of determining their bargaining power. (Shank 2009, 25-26)

Sport **equipment manufacturers** are responsible for producing and sometimes marketing sports equipment used by consumers who are participating in sports at all different levels of competition. Equipment manufacturers are necessary to supply the equipment needed to produce the competition, they also play an important role in sports sponsorship. Sponsors equipment manufacturers become sponsors because of the natural relationship they have with sports. (Shank 2009, 27)

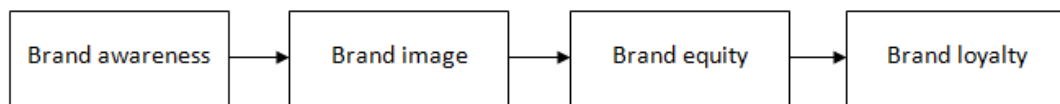
### 4.3 Brands in sport marketing

Brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. A brand is thus a product or service whose dimensions differentiate them from those of competitors. (Kotler & Keller 2009, 236)

Marketers often combine their products with products from other companies in various ways. In co-branding two or more well-known brands are combined

into a joint product or marketed together in some fashion. (Kotler & Keller 2009, 337) Perhaps the most important reason for sponsorship of a sports entity at any level is to maintain or build an image. Image building is a two-way street for both the sponsoring organization and the sports entity. The sponsoring organization associates itself and/or its brands with the positive images generated by the unique personality of the sporting event. (Shank 2009, 342)

The broad purpose of branding a product is to allow an organization to distinguish and differentiate itself from all others in the marketplace. Building the brand will then ultimately affect consumer behaviors, such as increasing attendance, merchandising sales, or participation in sports. However, before these behaviors are realized, several things must happen in the branding process shown in figure 6. (Shank 2009, 209-210)



**FIGURE 6. The branding process (Shank 2009, 211)**

**Brand awareness** refers to making consumers in the desired target market recognize and remember the brand name. Only after awareness levels reach their desired objectives can brand image be addressed. After all, consumers must be aware of the product before they can understand the image the sports marketer is trying to project. (Shank 2009, 210)

After brand awareness is established, marketing efforts turn to developing and managing a **brand image**. Brand image is described as the consumers set of beliefs about a brand, which, in turn, shape attitudes. Brand image can also be thought of as the “personality” of the brand. Organizations that sponsor sporting events are especially interested in strengthening of maintaining the image of their products through association with a sports entity that reflects the desired image. (Shank 2009, 210-211)

**Brand equity** is the value that the brand contributes to a product in the marketplace. It is the difference in value between a branded product and its ge-

neric equivalent. Consumers who believe a sport product has a high level of brand equity are more likely to be satisfied with the brand. The satisfied consumers will, in turn, become brand-loyal or repeat purchasers. (Shank 2009, 211)

**Brand loyalty** is one of the most important concepts to sports marketers, because it refers to a consistent preference or repeat purchase of one brand over all others in a product category. Marketers want their products to satisfy consumers, so decision making becomes a matter of habit rather than an extensive evaluation among competing brands. (Shank 2009, 215)

In this thesis we evaluate what characteristics football spectators relate to football and how this information can be exploited when interpreting consumer behavior in sport marketing. Brand image can be developed and managed with this knowledge.

## 5 FOOTBALL WORLDWIDE AND IN FINLAND

Football has come a long way to become the world's most popular sport. Football's origins date back to ancient China over 3000 years ago, but the development of the modern football game is heavily linked with industrialization in the 19th century's England where people moved from the countryside to the cities to work in the factories. Football became a popular sport among workers, and its popularity also grew in schools. From the foundation of the first Football Association in Britain in 1863 until today, football has grown massively, but the game itself has changed relatively little from the early days. (The History of Football)

Football has over 260 million players in the world, and World Cup is the world's biggest sport event. (Big Count 2006, 2007) In World Cup 2006 in Germany over 3.4 million spectators attended 64 games in twelve stadiums. Worldwide World Cup had cumulative TV audience of over 26 billion viewers. (Germany 2006 in numbers. 2007)

In Finland football has been one of the most popular sports by the numbers of players but when measuring in the number of spectators, football has never reached the top. Ice hockey is the most watched live sport. In 2005 ice hockey had over two million spectators, when harness racing gathered 800 000 and football 550 000 spectators, the second and the third in the statistics. (Lith, 2006)

Football is the most popular sport in Finland when measured in people going in for sports. In FIFA's Big Count 2006 (Big Count) was found out that Finland has over 360 000 players. In the years 2009-2010, there were over two hundred thousand under eighteen-year-old persons playing football (Kansallinen Liikuntatutkimus 2009-2010, Lapset ja nuoret). Among people over eighteen-year-old football is the second largest sport played in sports clubs with over sixty thousand players. Football has 140 000 players overall in adults. (Kansallinen Liikuntatutkimus 2009-2010, Aikuis- ja senioriliikunta)



## 5.1 2010 FIFA World Cup South Africa & Cape Town

2010 FIFA World Cup was the first world cup held in African soil. The overall attendance at the World Cup was the third highest in history with 3.18 million spectators in 64 matches. The matches were played in ten stadiums in nine cities. (World Cup attendance 3rd-highest ever: FIFA. 2010)

In Cape Town, the matches were played in Green Point Stadium, which has the capacity of 64 100 (Green Point Stadium - Cape Town). Every nine host cities also had Fan Fest events where it was possible to watch the matches from big screens and enjoy the event with other spectators. Fan Fest areas were open on match days and also on non-match days. In World Cup 2006 in Germany Fan Fest events in 12 cities gathered approximately 18 million visitors, which was six times more than the 12 stadiums. (FIFA Fan Fest: Frequently Asked Questions) According to Namibia Sport magazine (FIFA Fan Fests across five continents. 2010), 2.63 million visitors visited FIFA Fan Fest events in South Africa and attendance in Cape Town was over 557 000.

## 5.2 FC JJK

Football club JJK from Jyväskylä is a relatively new club in Finnish football. It has its origins in the 1920's. JJK won promotion to Veikkausliiga, the highest division in Finland, in 2008 and the season 2009 was club's first to play at the highest level. JJK managed to stay at Veikkausliiga for the season 2010 through qualifications and it repeated the same pattern in the end of the season 2010. (Valoa mustaan aukkoon: 2006-)

Though JJK's performance during last two seasons hasn't been magnificent, the club has had the third best attendance in both seasons. The attendance average was 3261 in season 2009 and 2922 in the year 2010 (Tilastot, 2010).

## 6 EMPIRICAL RESEARCH

### 6.1 Quantitative research

This survey was conducted as a quantitative research by collecting a sample from both two target groups in Fan Fest Event in Cape Town, South Africa and in Harju Stadium in Jyväskylä, Finland. The samplings were analyzed with statistical methods to find out which values are drivers of football fan's consumer behavior.

Variables used in this study are the characteristics describing football and Schwartz's ten human values. Background variables are age, gender and nationality. The study form was built on these variables. Gender and nationality are measured on a nominal scale. Both variables describe the structure of the target group. (Kananen 2008, 21) Age is measured on a ratio scale, because it is possible to specify the zero point of the variable. Respondent's age was asked with an open question, so the answers could be classified on groups (Kananen 2008, 23). In this study the answers are categorized in five age groups from under 23 years old to over 39 years old.

The questionnaire used in this study was structured, only age and nationality were asked with open questions. In the end of the questionnaire the respondent was also asked to answer the three most important reasons to attend to the football event. The answers for this question are not used in this thesis. These answers are analyzed in thesis about football's brand made by Niklas Kuosmanen.

Background variables are usually placed in the end of the questionnaire, because this information is considered to be personal and it is not comfortable to answer these kinds of questions in the beginning of the interview. (Kananen 2008, 33.) Due to the nature of the background variables used in this study, they were placed in the beginning of the questionnaire. It is impossible to in-

identify the respondent with this information. These questions were the most comprehensible ones to start the interview.

In a quantitative research the three most important factors for the questions asked are: the respondents have to understand the questions correctly, the respondents have to have the require knowledge to be able to answer the questions and the respondents have to be willing to answer the questions. (Kananen 2008, 25)

To ensure the success of the questionnaire a test group was used and feedback was collected. In the actual interview situation in the two football events, the interviewer was present when the respondent filled the questionnaire. The interviewer explained the structure and the questions of the interview and assisted if some problems occurred. It was also pinpointed that there were no right or wrong answers, the opinion of the respondent was the most important thing. Because the surveys were conducted in two football events, the respondents were assumed to have the sufficient information of football as a sport. Whether the respondent attained football event for the first time or not, the answers were equally important.

The respondents evaluated the characteristics describing football on a scale which was derived from the Stapel's scale. Stapel's scale is an interval scale, which is a variation of semantic differential method. In semantic differential method an item is evaluated between two opposite adjectives. For example, a car can be evaluated in a scale with the opposites expensive and cheap. When using Stapel's scale only one characteristics of an item is measured at the time, usually on a 7-point scale. The scale provides mean and standard deviation for each characteristic. (Kananen 2008, 27-28) In this study respondents evaluated each given characteristics with a 7-point scale, where 1 represented "no relation to football" and 7 "relates to football". Values structure of the respondent was evaluated also using a 5-point (from "Very much like me" to "Not like me at all") variation scale of the Stapel's scale.

The comparison between the variables of the two groups of spectators is done by showing the results of the background variables on a one-dimensional fre-

quency distribution. One-dimensional frequency is the simplest way to describe the structure of a one variable.

Factor analysis is a way to categorize large group of variables to a few key factors (Kananen 2008, 67). In this thesis factor analysis is adapted by categorizing characteristics describing football with Schwartz's ten basic values (see appendix 7). Single characteristics do not tell enough about football's image. By using Schwartz's values theory's model the real differences between the two groups of spectators are possible to show in more meaningful way. Cross-tabulation gives also interesting information about differences between different ages, nationality and genders.

### **Samplings**

The two target groups in this thesis are football spectators in FIFA Fan Fest Event (Cape Town) and football spectators in Harju Stadium. One of the most important factors to the reliability of a study is that the sample collected from the target group is similar to the population of the group. In a geographical area sample of 500 is sufficient enough. Sample of 100 can be seen as the minimum requirement. (Kananen 2008, 71) It was estimated that 557 000 visitor attended the FIFA Fan Fest event in Cape Town. The interviews were executed in two days so the estimated attendance of those two days were approximately from 35 to 40 000. The sample collected was 317. In two matches of JJK where the interviewers were executed the attendance was total of 5126. The sample collected was 48.

It was impossible to define the structure of the populations beforehand so the samples were collected by using single random sampling. In the FIFA Fan Fest Event the target was to collect 35 interviews per interviewer, which would mean total of 385 responses. From the collected 317 responses 302 were approved to the analysis phase. Questionnaires which had 13 or more answers missing or had only the same rank for every characteristics were dismissed. In JJK's matches the target amount of responses was 10 responses per interviewer, which would mean total of 50 answers. 48 answers were collected and all of them proceeded to the analysis phase.

## **The reliability of the study**

The meaning of a study is to produce as truthful information as possible.

Truthfulness of a study can be evaluated with two terms: reliability and validity. Reliability evaluates the stability of the results of the study. Validity evaluates if the right things are studied from the research problem's point of view. (Kananen 2008, 79)

Reliability involves two factors: stability and consistency. Consistency evaluates the different factors and the possible contradiction between them. In this study some opposite characteristics were used to measure if the respondents relate them logically to football. Stability measures how the barometer sustains in time. If the results change in time, it does not necessarily mean that the barometer is wrongly measured. The measured item itself can change in time. By repeating the study in the future stability can be affirmed. (Kananen 2008, 80) There is no possibility to repeat this study in the future as it has been executed now, but similar studies are possible to do in the matches of JJK. These studies would measure also the stability of this thesis. On the other hand studies in Cape Town and in Jyväskylä were executed almost half a year between them. The results are similar from both groups, which strengthen the stability.

When validity of a thesis is evaluated, validity can be divided to internal and external validity. Internal validity means the correct cause-effect relationship: Is the research process reliable? It is not possible in practice to show if the internal validity comes true or not, but accurate documentation through the thesis making process and exact definitions of concepts and theories decrease factors that can weaken internal validity. (Kananen 2008, 81, 83-84) In this thesis theoretical subtext is expounded rigorously and different theories complete each other. Each phase in this study is based on the theoretical subtext presented.

External validity evaluates how well results of a thesis can be generalized. In other words, does the sample correspond the target group? In this study it was not possible to identify the target populations' demographics and there-

fore it can be stated that the results from the collected samples cannot be generalized. They are analyzed as samples. Based on these samples we can still make evaluations and comparisons between the two groups of football spectators. As mentioned before, the collected data in Cape Town was quantitatively adequate. In Jyväskylä, by raising the amount of collected data, the sample could have been more valid. It is possible that the results from Jyväskylä could have been more similar as the results in Cape Town: The lack of data gave too strong value for single diverging answers.

## **6.2 Implementation of the research**

The interview for the survey was two-phased. First the respondent filled in a two-page questionnaire. On the first page (appendix 1) the respondent was asked to rate how much certain characteristics relate to football as a sport in their own opinion. The second page measured the respondent's own personality using Schwartz's Personal Values Questionnaire (appendix 2). On the second page, the respondent was also asked to name the three most motivating reasons why he/she came to Fan Fest event or to JJK's match.

The purpose of the second part in the interview was using laddering-technique and means-end-chain-model to find out why the respondent related certain adjectives heavily with football. The respondent was asked to name the three most important characteristics describing himself or herself from the characteristics that the respondent thought were most heavily related to football. The thesis made by Niklas Kuosmanen explores the results of the second part of the survey and what are the elements in football that create its characteristics. It also studies what are the key factors for a successful sport event are.

This thesis concentrates on the perceived image profile of football and on the differences between the two studied groups. Thus, it concentrates on the questionnaire and information that can be explored from it.

The interview started with an explanation what is studied and the purpose of the study (see appendix 1). It also emphasized how important a respondent's

participation was. After this, the respondent was asked to fill in the background information, including nationality, age and sex.

The rest of the first page dealt with the image profile of football. The respondent evaluated relation between certain characteristics and football on his/her opinion. It was also emphasized to evaluate football as a sport, not as a sport event. There were 39 characteristics in the questionnaire. These characteristics were chosen to describe every ten basic values in Schwartz's theory.

The second page of the questionnaire dealt with Schwartz's Portrait Values Questionnaire (PVQ). It consisted of ten example portraits, one for each basic value. Respondent was asked to compare oneself to the portraits. In the end of the second page of the questionnaire respondent was asked to name three most motivating reasons to attend Fan Fest Event or football match in Harju Stadium.

Empirical data was executed using a random selection. The football fans selected were free to participate the interview; the respondents were not limited by race, nationality or sex. The interviewees had to be 18-65 years old. One person could take part in the survey only once. The first interviewee was selected at random. In Cape Town the next person for the interview was selected by calculating approximately 40 persons to pass by before choosing the next one. In Jyväskylä, the interviews were done among the audience, where respondents were picked from different parts of the stadium.

### 6.3 Background variables

**TABLE 3. Age**

<b>FIFA Fan Fest</b>			<b>Harju Stadium</b>		
Age	n	%	Age	n	%
-22	72	24.1 %	-22	14	29.2 %
23-29	96	32.1 %	23-29	13	27.1 %
30-39	63	21.1 %	30-39	6	12.5 %
40-	68	22.7 %	40-	15	31.2 %
Missing	3	0.0 %	Missing	0	0.0 %
<b>Total</b>	<b>302</b>	<b>100.0 %</b>	<b>Total</b>	<b>48</b>	<b>100.0 %</b>

In South Africa, 1 out of 4 (24.1%) respondents were from 18 to 22-year-old. A third (32.1%) is between 23 and 29 years old. Fifth (21.1%) of the respondents were from 30 to 39-year-old and 22.7 per cent of respondents were over 39 years old.

3 out of 10 (29.2%) respondents in Jyväskylä were aged between 18 and 22 years. Also a third (27.1%) of respondents were between 23 to 29 years old. Eight (12.5%) of the spectators interviewed in Jyväskylä were aged between 30 and 39 years. Over 39 years old respondents made up a third (31.2%) of respondents.

All in all, both survey groups had a quite similar age structure, only difference was in the group of people aged between 30 and 39. This group had ten per cent higher percentage in Cape Town than in Jyväskylä.

**TABLE 4. Gender**

<b>FIFA Fan Fest</b>			<b>Harju Stadium</b>		
Gender	n	%	Gender	n	%
Female	122	40.4 %	Female	10	20.8 %
Male	179	59.3 %	Male	38	79.2 %
Missing	1	0.3 %	Missing	0	0.0 %
<b>Total</b>	<b>302</b>	<b>100.0 %</b>	<b>Total</b>	<b>48</b>	<b>100.0 %</b>



4 out of 10 (40.4%) respondents in South Africa were female. 6 out of 10 (59.3%) were male. In Jyväskylä only fifth (20.8%) of the respondents were female and 8 out of 10 were male respondents.

**TABLE 5. Categorization by continent**

<b>FIFA Fan Fest</b>			<b>Harju Stadium</b>		
	n	%		n	%
Asian	1	0.3 %	Finnish	48	100.0 %
African	159	52.6 %	<b>Total</b>	<b>48</b>	<b>100.0 %</b>
Australian	9	3.0 %			
European	94	31.1 %			
North American	28	9.3 %			
South American	10	3.3 %			
Missing	1	0.3 %			
<b>Total</b>	<b>302</b>	<b>100.0 %</b>			

The largest group of respondents, over half (52.6%) of the interviewees came from Africa, mostly from South Africa. A third (31.1%) of respondents were European. Other continents had smaller percentages. A tenth (9.3%) of respondents came from North America, 3.3% from South America, 3.0% from Australia and under 1 per cent (0.3%) from Asia. All respondents in Jyväskylä were European, to be exact Finnish (100%).

## **6.4 National differences and similarities**

Research made in South Africa Fan Fest area showed that six of the characteristics had a mean a bit over six in scale from one to seven. These characteristics are international, fun, exciting, colorful, successful, and youthful. In South Africa, the mean value of the strongest characteristic is 6.62. This characteristic is international. The second most powerful characteristic is fun with the mean value of 6.43. The weak characteristics, which international spectators relate to football, are inefficient, formal, routine, weak, and boring.

Research in JJK's event showed that according to the Finnish football spectator's internationality is the strongest characteristic of football. The mean value of this characteristic is 6.71. The second most powerful characteristic is traditional with the mean value of 6.31 and the third strongest characteristic is ambitiousness. These three characteristics are the only ones that got the mean over six. The Finnish football spectators don't easily relate characteristics such as formal, inefficient, routine, weak, and boring to football, especially attributes weak and boring aren't associated to this sport.

**TABLE 6. Strong characteristics**

<b>FIFA Fan Fest</b>		<b>Harju Stadium</b>	
<b>VARIABLE</b>	<b>MEAN</b>	<b>VARIABLE</b>	<b>MEAN</b>
1. International	6.62	1. International	6.71
2. Fun	6.43	2. Traditional	6.31
3. Exciting	6.27	3. Ambitious	6.10
4. Colourful	6.25	4. Creative	5.85
5. Successful	6.04	5. Healthy	5.77
6. Youthful	6.01	6. Exciting	5.77
7. Healthy	5.97	7. Strong	5.77
8. Ambitious	5.88	8. Successful	5.65
9. Strong	5.83	9. Colourful	5.63
10. Traditional	5.70	10. Pleasant	5.60

Both in South Africa and in Finland internationality is the first attribute related to football. It also appeared that eight out of the ten most popular attributes were the same in Finland and South Africa. These eight attributes are international, exciting, colorful, successful, healthy, ambitious, strong, and traditional. Attributes fun and youthful achieved their places in the top ten in South Africa unlike in Finland attributes creative and pleasant reached to the top.

International football spectators find football very fun with the mean of 6.43 whereas in Finland the mean for fun is 0.95 units lower. However, Finns consider football more traditional than the respondents in South Africa. Conserva-

tiveness is related to football more often in Finland than in South Africa and this might be also reason why Finns consider football more traditional sport than international football spectators.

**TABLE 7. Weak characteristics**

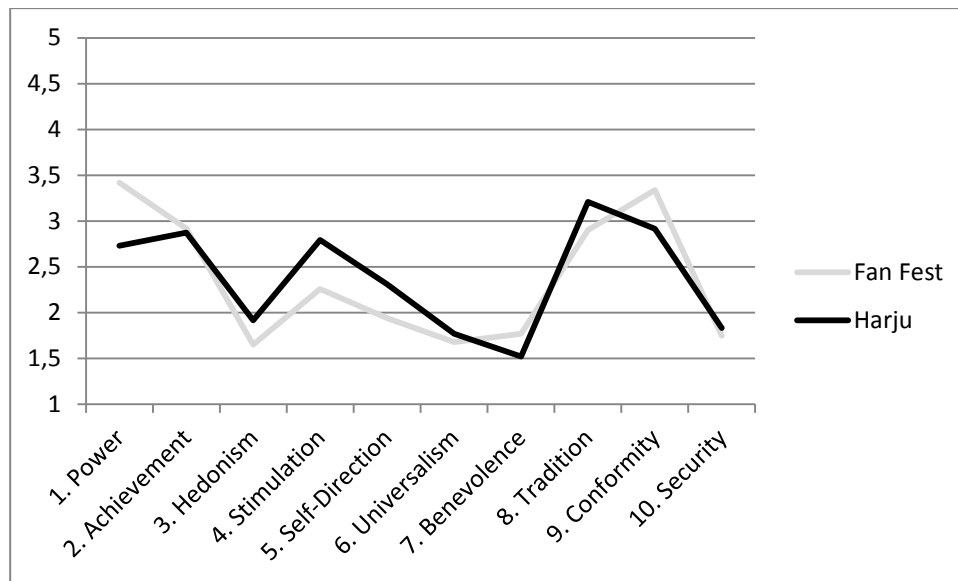
<b>FIFA Fan Fest</b>		<b>Harju Stadium</b>	
<b>VARIABLE</b>	<b>MEAN</b>	<b>VARIABLE</b>	<b>MEAN</b>
35. Inefficient	3.18	35. Formal	3.46
36. Formal	2.96	36. Inefficient	3.27
37. Routine	2.86	37. Routine	3.08
38. Weak	2.16	38. Weak	2.43
39. Boring	2.01	39. Boring	2.17

The difference between the most unrelated attributes in the results from Finland and from South Africa was minimal. The worst five were exactly the same, but the order and the means varied. Means were a bit higher in Jyväskylä.

**TABLE 8. Respondents' value structure**

<b>FIFA Fan Fest</b>		<b>Harju Stadium</b>	
<b>PVQ</b>	<b>MEAN</b>	<b>PVQ</b>	<b>MEAN</b>
3. Hedonism	1.65	7. Benevolence	1.52
6. Universalism	1.68	6. Universalism	1.77
10. Security	1.75	10. Security	1.83
7. Benevolence	1.77	3. Hedonism	1.92
5. Self-Direction	1.94	5. Self-Direction	2.31
4. Stimulation	2.26	1. Power	2.73
8. Tradition	2.90	4. Stimulation	2.79
2. Achievement	2.92	2. Achievement	2.88
9. Conformity	3.34	9. Conformity	2.92
1. Power	3.42	8. Tradition	3.21

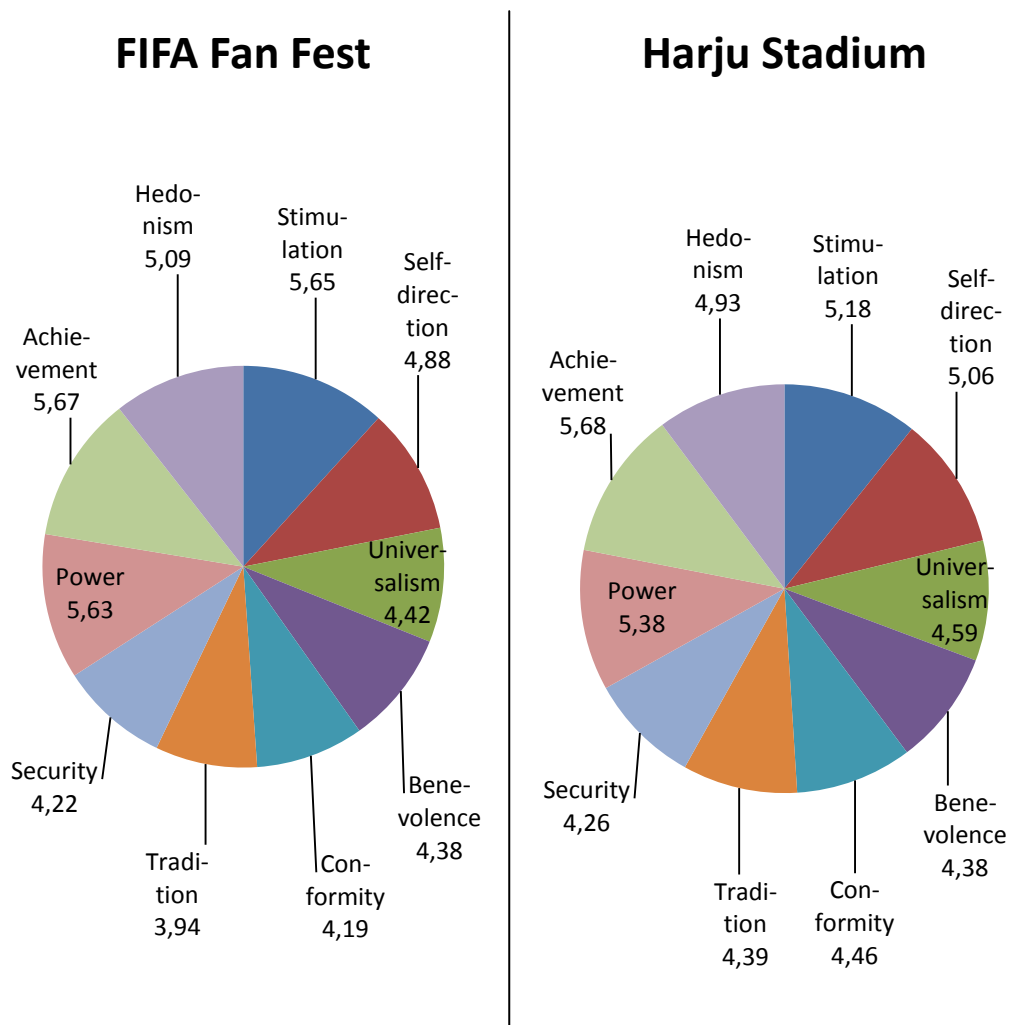
In South Africa, the mean value of the strongest value is hedonism with the mean value of 1.65. Others strong values are universalism, security, and benevolence. In Finland, the strongest value is benevolence with the mean value of 1.52. The second most powerful value is universalism. In South Africa two values had the mean over three. These are conformity and power. In Finland only one value had the mean over three. This value is tradition. The mean value of this value is 3.21.



**FIGURE 7. Respondents' value structure**

The main differences between national football spectators and Finnish football spectators are with the importance of power and stimulation. Finnish spectators value more power than international spectators. The difference between these two factors is 0.69 units. International spectators value more stimulation than Finnish spectators. The difference is 0.53 units.

## 6.5 Image profile of football



**FIGURE 8. Image profiles of football**

In South Africa, the strongest value is achievement with the mean of 5.67, and the weakest value is tradition (mean 3.94). Four values had the mean over five. These are achievement, stimulation, power, and hedonism. Only one value (tradition) had an average of less than four.

In Finland, the strongest value is achievement with the mean of 5.68, and the weakest value is security (mean 4.26). Also in Finland, four values were an average of more than five. These values are power, achievement, stimulation, and self-direction. None of the values got an average of less than four.

**Age****TABLE 9. Image profile of football in Fan Fest divided by age groups****FIFA Fan Fest**

	<b>-22</b>	<b>23-29</b>	<b>30-39</b>	<b>40-</b>	<b>Total</b>
<b>N=</b>	72	96	63	68	<b>299</b>
<b>Value</b>					
Achievement	5.79	5.52	5.72	5.74	5.67
Stimulation	5.58	5.59	5.68	5.75	5.65
Power	5.46	5.61	5.76	5.69	5.63
Hedonism	5.22	4.94	4.97	5.31	5.09
Self-Direction	4.51	4.89	4.93	5.23	4.88
Universalism	4.36	4.39	4.28	4.67	4.42
Benevolence	4.04	4.47	4.49	4.53	4.38
Security	4.38	4.14	4.17	4.20	4.22
Conformity	3.95	4.02	4.17	4.72	4.19
Tradition	3.90	3.85	4.04	4.04	3.94

Seven out of ten values had the strongest mean in the group of respondents over 39 years old (stimulation 5.75, self-direction 5.23, universalism, 4.67, benevolence 4.53, conformity 4.72, tradition 4.04, and hedonism 5.31). Six values (stimulation, self-direction, benevolence, conformity, tradition, and power) have positive correlation with age: the higher the age, the higher the mean.

Although some values' means have positive correlation with age, there are only two age groups where the difference between the strongest and weakest means is over half a unit. These two values are conformity (0.77) and self-direction (0.72). Otherwise different age groups related values quite similarly.

**TABLE 10. Image profile of football in Harju Stadium divided by age groups**

**Harju Stadium**

<b>N=</b>	<b>-22</b>	<b>23-29</b>	<b>30-39</b>	<b>40-</b>	<b>Total</b>
<b>Value</b>	14	13	6	15	<b>48</b>
Achievement	5.57	5.79	5.23	5.83	5.68
Power	5.43	5.58	5.25	5.20	5.38
Stimulation	4.81	5.21	5.24	5.47	5.18
Self-Direction	4.95	4.54	5.42	5.48	5.06
Hedonism	4.83	4.92	4.78	5.09	4.93
Universalism	4.34	4.52	4.67	4.89	4.59
Conformity	4.14	4.39	4.92	4.64	4.46
Tradition	4.20	4.55	4.17	4.52	4.39
Benevolence	3.96	4.06	4.67	4.92	4.38
Security	4.25	4.35	4.33	4.17	4.26

Six out of ten values had the strongest mean in the group of respondents over 39 years old (stimulation 5.47, self-direction 5.48, universalism, 4.89, benevolence 4.92, achievement 5.83, and hedonism 5.09). Only three values (stimulation, universalism, and benevolence) correlate with age: the higher the age, the higher the mean. Six values have over half a unit difference with the strongest and the weakest mean (stimulation 0.66, self-direction 0.94, universalism 0.55, benevolence 0.96, conformity 0.78, and achievement 0.60).

## Gender

**TABLE 11. Image profiles of football divided by gender**

	FIFA Fan Fest		Harju Stadium	
	Female	Male	Female	Male
<b>N=</b>	122	179	10	38
<b>Value</b>				
Stimulation	5.59	5.68	5.20	5.17
Self-Direction	4.74	4.97	4.70	5.16
Universalism	4.40	4.44	5.28	4.68
Benevolence	4.31	4.42	4.24	4.41
Conformity	4.14	4.20	4.40	4.47
Tradition	3.84	4.01	4.10	4.47
Security	4.15	4.27	3.75	4.33
Power	5.72	5.56	5.35	5.38
Achievement	5.62	5.71	5.77	5.65
Hedonism	5.12	5.08	4.63	5.01

In South Africa, both international female and male football spectators relate values to football in a similar way. The biggest difference (0.23) between female and male spectator is in self-direction. Overall, male spectators relate eight values (stimulation, self-direction, universalism, benevolence, conformity, tradition, security, and achievement) stronger to football than female spectators. In Finland, the results differ more between male and female than in South Africa. The single biggest difference (0.88) between the female respondents in Cape Town and in Jyväskylä is in universalism.

In Finland, male spectators relate seven out of ten values to football stronger than female spectators. There are major differences between male and female views: Five values have difference over 0.23, which was the biggest difference in Cape Town. These values were self-direction (0.46), universalism (0.60), tradition (0.37), security (0.58), and hedonism (0.38).



## 7 CONCLUSION

Surveys in Cape Town and in Jyväskylä have shown that there is no significant difference between the images that these two groups of football spectators relate to football. Both target groups had similar background variables, only the proportion of female interviewees were significantly smaller in the survey executed in Jyväskylä than in Cape Town. Otherwise, the background information tells that the football image profile is the same locally and worldwide.

Schwartz's Values Theory revealed that the value structure of both group of spectators is similar. The strong values from the ten basic values in both groups were universalism, benevolence, security and hedonism. Notably, adjectives that represent dimension of self-transcendence (universalism and benevolence) had a strong appearance as also the adjectives representing hedonism. Adjectives that were referring to security were strongly valued. Two other values of conservation, conformity and tradition were values less significant. There were no major differences between the value structures of the two groups which makes the image profiles of football more comparable. Values structures also tell important information of the motivation values of spectators of football, which are the four values mentioned before.

The results confirm that the international spectators' and the Finnish football spectators' image profiles of football have no major differences. The image profiles are similar: achievement, stimulation and power are the most related values to football. Only means of tradition and stimulation have notable differences between the two target groups (see figure 8). In Jyväskylä, respondents' relate tradition almost half a unit (0.45) higher than in Cape Town. Vice versa, respondents in Cape Town valued stimulation almost half a unit (0.47) higher than in Jyväskylä.

Cross-tabulation between image profile of football and age revealed interesting results. In both target groups, older age groups related values more to football than younger age groups. So, older age groups have stronger opin-

ions about football. They relate especially values with motivation towards openness to change and self-transcendence (see figure 2) to football significantly higher than younger groups. Values with motivation towards conservation and self-enhancement seem to have no significant correlation with age, few of the values are regarded to relate more with football by younger age groups and few by older age groups.

In South Africa there is no significant difference between the results of female and male. Men relate different values slightly stronger to football than women. Also in Finland men relate values stronger than women, but the difference between the results of the two genders in Finland is higher. Universalism is related 0.60 units more to football by female than male. Otherwise men relate almost all other values higher and 4 out of these 7 values the difference is over 0.30 units between the genders. Men's answers in both groups of spectators are closer to each other. The most significant difference in the results categorized by gender is that the female respondents in Finland relate universalism 0.88 units stronger to football than the female respondents in South Africa. But all in all, gender is not an explanatory variable: the results from both genders go along with the total results.

The results from the two target groups reveal that football spectators' consumer behavior can be predicted. Geographical and cultural differences seem to have less important role when studying how spectators view football. People worldwide and locally seem to see football from the same point of view. Football spectators are overall a large target group with same interests and values structure.

Companies can also exploit received information because consumer behavior can be predicted in sport marketing. Companies co-operating with football can make the most of it and they can use football for its purposes in a wide scale, with marketing from a local match event to a mega event shown all over the world. Football touches masses and it is a clear path to build a brand image which associates certain values and images revealed in this study.

Football is international. Football is exciting. Football is fun. It does not matter if you ask opinions about football in the world's the biggest sport event with visitors of hundreds of thousands or in a match of a local football club which has average attendance of 3,000. Football is international in every meaning of the sentence. It appeals to different people in different nations because football has spread all over the world and it has kept its origins and it offers the same feelings for everyone.

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# APPENDICES

## Appendix 1. Questionnaire in South Africa (page 1)

We are conducting a survey important for future of international sport events. The aim here is to collect data related to football and values behind it.

**Your answers are very important to us.** Please note that all answers will be kept confidential and presented anonymously and scientifically.

Thanks for your participation!



Nationality: \_\_\_\_\_

Age: \_\_\_\_\_

Gender:            Male        Female   

On your opinion, make a cross for each of the characteristics to the column that relates to football as a sport (1=no relation to football, 7=strong relation to football)

	No relation to football				Relates to football		
	1	2	3	4	5	6	7
Exciting							
Honest							
Broad-minded							
Nature-protective							
Free							
Creative							
Emphatic							
Innovative							
Pleasant							
Successful							
Ambitious							
Strong							
Wealthy							
Healthy							
Safe							
Polite							
Obedient							
Traditional							
Loyal							
Individual							
Trendy							
Fun							
Cheap							
International							
Efficient							
Changeable							
Tempting							
Fashionable							
Colourful							
Youthful							
Conservative							
Serious							
Expensive							
Inefficient							
Adult							
Weak							
Boring							
Routine							
Formal							

## Appendix 2. Questionnaire in South Africa (page 2)



### How much is this person like you?

1. He/She likes to be in charge and tell others what to do. He/She wants people to do what he/she says.

Very much like me  like me  somewhat like me  a little like me  not like me  not like me at all

2. Being very successful is important to him/her. He/She likes to stand out and to impress other people.

Very much like me  like me  somewhat like me  a little like me  not like me  not like me at all

3. He/She really wants to enjoy life. Having a good time is very important to him/her.

Very much like me  like me  somewhat like me  a little like me  not like me  not like me at all

4. He/She looks for adventures and likes to take risks. He/She wants to have an exciting life.

Very much like me  like me  somewhat like me  a little like me  not like me  not like me at all

5. He/She thinks it's important to be interested in things. He/She is curious and tries to understand everything.

Very much like me  like me  somewhat like me  a little like me  not like me  not like me at all

6. He/She thinks it is important that every person in the world should be treated equally. He/She wants justice for everybody, even for people he/she doesn't know.

Very much like me  like me  somewhat like me  a little like me  not like me  not like me at all

7. He/She always wants to help the people who are close to him/her. It's very important to him/her to care for the people he/she knows and likes.

Very much like me  like me  somewhat like me  a little like me  not like me  not like me at all

8. He/She thinks it is important to do things the way he/she learned from his/her family. He/She wants to follow their customs and traditions.

Very much like me  like me  somewhat like me  a little like me  not like me  not like me at all

9. He/She believes that people should do what they're told. He/She thinks people should follow rules at all times, even when no one is watching.

Very much like me  like me  somewhat like me  a little like me  not like me  not like me at all

10. The safety of his/her country is very important to him/her.

Very much like me  like me  somewhat like me  a little like me  not like me  not like me at all

What are the 3 most motivating reasons for you to attain/come to this Fan Park today?

1.
2.
3.



### Appendix 3. Questionnaire in Finland (page 1)

Olemme toteuttamassa tutkimusta, jonka tarkoituksena on kehittää urheilutapahtumia tulevaisuudessa. Tavoitteena on kerätä tietoa jalkapallosta ja siihen liittyvistä arvoista.

**Osallistumiseen on erittäin tärkeää tutkimuksen onnistumisen kannalta.** Vastaukset käsitellään luottamuksellisesti ja niitä käytetään ainoastaan tieteelliseen tutkimukseen.

Kiitos osallistumisesta!

**Kansallisuus (jos muu kuin Suomi):** \_\_\_\_\_

**Ikä:** \_\_\_\_\_

**Sukupuoli:** Mies  Nainen



Merkitä sarakkeisiin kuinka vahvasti seuraavat käsitteet kuvaavat jalkapalloa (1= ei liity jalkapalloon, 7= liittyy vahvasti jalkapalloon).

	Ei liity jalkapalloon			Liitty vahvasti jalkapalloon			
	1	2	3	4	5	6	7
Jännittävä							
Rehellinen							
Suvaitsevainen							
Luontoa suojeleva							
Vapaa							
Luova							
Empaattinen							
Innovatiivinen							
Miellyttävä							
Menestyvä							
Kunnianhimoinen							
Vahva							
Rikas, varakas							
Terveellinen							
Turvallinen							
Kohtelias							
Tottelevainen							
Perinteinen							
Lojaali, uskollinen							
Itsenäinen							
Trendikäs							
Hauska							
Halpa							
Kansainvälinen							
Tehokas							
Epävakaa, oikullinen							
Houkutteleva							
Muodikas							
Värikäs							
Nuorekas							
Konservatiivinen							
Vakava							
Kallis							
Tehoton, saamaton							
Aikunen							
Heikko							
Tylsä							
Tavanomainen							
Muodollinen, formaali							

## Appendix 4. Questionnaire in Finland (page 2)

### Kuinka paljon väittämien henkilöt muistuttavat sinua?



1. Haluan johtaa ja kertoa muille mitä tehdä. Haluan, että ihmiset tekevät niin kuin minä sanon.

hyvin paljon  melko paljon  jonkin verran  vähän  todella vähän  ei yhtään

2. Menestys on minulle tärkeää. Haluan erottua ja tehdä vaikutuksen muihin ihmisiin.

hyvin paljon  melko paljon  jonkin verran  vähän  todella vähän  ei yhtään

3. Haluan todella nauttia elämästä. Hauskanpito on todella tärkeää minulle.

hyvin paljon  melko paljon  jonkin verran  vähän  todella vähän  ei yhtään

4. Etsin seikkailuja ja haluan ottaa riskejä. Haluan elää jännittävää elämää.

hyvin paljon  melko paljon  jonkin verran  vähän  todella vähän  ei yhtään

5. Olen hyvin kiinnostunut eri asioista. Olen utelias ja yritän ymmärtää kaikkea.

hyvin paljon  melko paljon  jonkin verran  vähän  todella vähän  ei yhtään

6. Minusta on tärkeää, että jokaista ihmistä tulisi kohdella tasa-arvoisesti. Haluan oikeutta kaikille, myös henkilöille joita en tunne.

hyvin paljon  melko paljon  jonkin verran  vähän  todella vähän  ei yhtään

7. Haluan aina auttaa läheisiäni. Minulle on tärkeää huolehtia ihmisistä joista välitän ja pidän.

hyvin paljon  melko paljon  jonkin verran  vähän  todella vähän  ei yhtään

8. Minusta on tärkeää että asiat tehdään aina niin kuin ne on tehty ennenkin. Haluan ylläpitää tapoja ja perinteitä.

hyvin paljon  melko paljon  jonkin verran  vähän  todella vähän  ei yhtään

9. Minusta ihmisten pitäisi tehdä niin kuin heille on käsketty. Ihmisten tulisi noudattaa aina ohjeita, myös silloin kun kukaan ei näe.

hyvin paljon  melko paljon  jonkin verran  vähän  todella vähän  ei yhtään

10. Oman maani turvallisuus on minulle hyvin tärkeää.

hyvin paljon  melko paljon  jonkin verran  vähän  todella vähän  ei yhtään

Mitkä ovat kolme tärkeintä syytä miksi tulit/osallistut tänään JJK - FF Jaro peliin?

1.
2.
3.

## Appendix 5. Results from South Africa

### FIFA Fan Fest

VARIABLE	MEAN	STD. DEVIATION
1. International	6.62	0.894
2. Fun	6.43	0.892
3. Exciting	6.27	1.021
4. Colourful	6.25	1.060
5. Successful	6.04	1.267
6. Youthful	6.01	1.208
7. Healthy	5.97	1.260
8. Ambitious	5.88	1.177
9. Strong	5.83	1.180
10. Traditional	5.70	1.432
11. Pleasant	5.65	1.394
12. Creative	5.62	1.261
13. Wealthy	5.43	1.759
14. Loyal	5.33	1.583
15. Innovative	5.18	1.363
16. Safe	5.10	1.410
17. Efficient	5.10	1.433
18. Fashionable	5.09	1.625
19. Trendy	5.03	1.577
20. Tempting	5.02	1.629
21. Emphatic	4.91	1.412
22. Broadminded	4.85	1.415
23. Serious	4.79	1.715
24. Expensive	4.61	1.879
25. Honest	4.45	1.463
26. Free	4.45	1.955
27. Changeable	4.45	1.676
28. Individual	4.25	1.913
29. Obedient	4.23	1.661
30. Polite	4.14	1.666
31. Natureprotective	4.05	1.763
32. Cheap	4.02	1.917
33. Conservative	3.70	1.790
34. Adult	3.52	1.946
35. Inefficient	3.18	1.627
36. Formal	2.96	1.886
37. Routine	2.86	1.803
38. Weak	2.16	1.450
39. Boring	2.01	1.511

## Appendix 6. Results from Finland

### Harju Stadium

VARIABLE	MEAN	STD. DEVIATION
1. International	6.71	0.771
2. Traditional	6.31	0.926
3. Ambitious	6.10	1.057
4. Creative	5.85	1.255
5. Healthy	5.77	1.134
6. Exciting	5.77	1.276
7. Strong	5.77	1.127
8. Successful	5.65	1.176
9. Colourful	5.63	1.160
10. Pleasant	5.60	1.216
11. Youthful	5.52	1.111
12. Fun	5.48	1.384
13. Tempting	5.33	1.191
14. Efficient	5.28	1.089
15. Trendy	5.27	1.216
16. Loyal	5.23	1.533
17. Broadminded	5.21	1.215
18. Conservative	5.06	1.375
19. Fashionable	5.00	1.414
20. Wealthy	4.98	1.495
21. Individual	4.88	1.178
22. Innovative	4.85	1.487
23. Safe	4.73	1.425
24. Free	4.67	1.173
25. Emphatic	4.52	1.384
26. Honest	4.48	1.571
27. Obedient	4.48	1.031
28. Polite	4.44	1.236
29. Cheap	4.38	1.593
30. Serious	4.38	1.393
31. Adult	4.04	1.254
32. Natureprotective	4.02	1.595
33. Expensive	3.85	1.444
34. Changeable	3.56	1.351
35. Formal	3.46	1.701
36. Inefficient	3.27	1.512
37. Routine	3.08	1.318
38. Weak	2.43	1.156
39. Boring	2.17	1.136

## Appendix 7. Categorization of the characteristics

<b>Distinctive feature</b>	<b>Value</b>	<b>Characteristic</b>
<b>Openness to change</b>	Stimulation	Fun Exciting Colourful Youthful Fashionable Trendy Changeable
	Self-direction	Creative Innovative Individual Free
<b>Self-transcendence</b>	Universalism	International Broadminded Natureprotective Weak
	Benevolence	Loyal Emphatic Honest Cheap Inefficient
	Conformity	Obedient Polite
<b>Conservation</b>	Tradition	Traditional Serious Conservative Adult Boring
	Security	Healthy Safe Formal Routine
<b>Self-enhancement</b>	Power	Strong Wealthy
	Achievement	Successful Ambitious Efficient
<b>Hedonism</b>	Hedonism	Pleasant Tempting Expensive