

# FOOTBALL BRAND IMAGE AT THE EURO 2012

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<p>Abstract</p> <p>This study examined international football fans' images of football and their value structures. In addition, the thesis shows how international football fans' value structures and their images of football encounter.</p> <p>This research was conducted as a quantitative case study, which used both a printed version and an electronic version of the questionnaire. The research was implemented at the Euro 2012 in June in two cities of Poland, Gdansk and Sopot. The interviews were carried out in the centers of both cities and in the Fan Park area, which was especially built for this event in Gdansk. There were 344 interviews conducted. The questionnaire was based on Shalom Schwartz value theory, including both questions related to perceived brand image and the value structure of the respondent. The results were analyzed using statistical methods, and Webropol software.</p> <p>The research revealed that attributes international, fun, exciting, traditional and ambitious were considered to be the most strongly related to football amongst the respondents. No significant differences arose between nationalities, age groups and gender. The strongest values in the value structure of the respondents were hedonism, benevolence, security and universalism. The results indicate that there is no direct connection between the football fans' own value structures and how they perceive football as a brand. However, it is possible for an international football fan to achieve the goals, which they consider important in their own lives through football.</p> <p>This study can be utilized at sport events when the connection between the brand image of particular sport and the value structure of a sport fan is examined. The consistency of brand image of football can be examined more specifically using these findings together with findings from FIFA World Cup 2010 and future findings from 2014 FIFA World Cup.</p>		
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<p>Tiivistelmä</p> <p>Opinnäytetyössä tutkittiin kansainvälisen jalkapallofanin mielikuvia jalkapallosta sekä heidän arvorakennettaan. Tämän lisäksi opinnäytetyössä osoitetaan kuinka kansainvälisen jalkapallofanin arvorakenne ja mielikuvat jalkapallosta kohtaavat.</p> <p>Tutkimus toteutettiin kvantitatiivisena tutkimuksena, johon vastattiin sekä paperiversiona että sähköisenä versiona. Tutkimus toteutettiin kesäkuussa 2012 jalkapallon EM-kilpailussa Puolan kahdessa kaupungissa, Gdanskissa ja Sopotissa. Haastattelut toteutettiin molempien kaupunkien keskustoissa sekä kisoja varten rakennetulla Fan Park –alueella Gdanskissa. Vastauksia kerättiin yhteensä 344 kappaletta. Haastattelulomake perustui Shalom Schwartzin arvoteoriaan, ja siinä kysymykset koskevat jalkapallon brändin imagoa sekä vastaajan arvomaailmaa. Tulokset on esitelty tilastollisilla menetelmillä ja niiden analysoinnissa käytettiin sähköistä Webropol –ohjelmistoa.</p> <p>Tutkimuksesta kävi ilmi, että kysytyistä adjektiiveista vastaajat liittivät kansainvälisen, hauskan, jännittävän, perinteisen sekä kunnianhimoisen kuvaamaan vahviten jalkapalloa. Eri kansallisuuksien, ikäryhmien sekä sukupuolten välillä ei ilmennyt huomattavia eroavaisuuksia. Vahvimmat arvot vastaajan arvorakenteessa olivat hedonismi, hyväntahtoisuus, turvallisuus sekä universalismi. Tulokset osoittavat, että jalkapallofanin omalla arvorakenteella ja sillä, millaiseksi hän kokee jalkapallon brändin imagon, ei ole suoranaista yhteyttä. Kansainvälisen jalkapallofanin on kuitenkin mahdollista saavuttaa jalkapallon kautta ne asiat, mitkä hän kokee omassa elämässään itselleen tärkeäksi.</p> <p>Tätä tutkimusta voidaan hyödyntää urheilutapahtumissa, missä tutkitaan kyseisen urheilulajin brändin sekä urheilufanin arvorakenteen yhteyttä. Jalkapallon brändin imagon koostumusta voidaan tutkia vielä tarkemmin hyväksikäyttäen tämän tutkimuksen, FIFA World Cup 2010 sekä tulevan FIFA World Cup 2014 tutkimuksesta saatavia havaintoja.</p>		
Avainsanat (asiasanat)  arvot, jalkapallon Euroopan-mestaruuskilpailut, jalkapallo, imago, brändi		
Muut tiedot		

## CONTENTS

1	INTRODUCTION .....	2
1.1	Background of the research .....	2
1.2	Introduction to football .....	4
1.3	UEFA European Football Championship.....	5
2	SPORTS MARKETING .....	7
2.1	The Idea of Sports Marketing.....	7
2.2	Two angles of sport marketing .....	8
3	BRANDING IN SPORT .....	9
3.1	Defining the branding in sport .....	9
3.2	Brand equity .....	10
3.3	Brand Loyalty .....	11
3.4	Fan Loyalty.....	13
4	SHALOM SCHWARTZ'S VALUE THEORY.....	15
4.1	Understanding needs and wants.....	15
4.2	Texture of Values Theory .....	15
4.3	Differences and similarities between ten values.....	17
4.4	Values control people behavior .....	19
4.5	Schwartz Value Survey defined .....	19
5	EMPIRICAL RESEARCH.....	21
5.1	Quantitative research .....	21
5.2	The reliability and validity of the study.....	23
5.3	Implementation of the research.....	24
6	RESULTS AND FINDINGS.....	27
6.1	Background variables.....	27
6.2	Value structure of international football fan .....	29
6.3	Football brand image by international football fan.....	33
6.4	Comparing fan values and values seen in football brand image attributes.....	39
7	CONCLUSION.....	41
	REFERENCES.....	43
	APPENDICES .....	45

# 1 INTRODUCTION

## 1.1 Background of the research

Football is one of most popular sports in the world, but there are not many studies about what kind of attributes people relate to football brand image. This survey was carried out at the UEFA Euro 2012 held in Poland-Ukraine and the object was to conduct two different surveys, both in the city of Gdansk, Poland. This voyage to Poland was part of the project studies of sport marketing in JAMK. One survey was fulfilled for the city of Gdansk and the study was authorized by UEFA. The aim of this research was to study the economic and environmental impacts of Euro 2012 in Gdansk. This survey was done in co-operation with Haaga–Helia University of Applied Sciences, Drexel University Philadelphia and Gdansk University of Physical Education and Sport. Ten students participated on this study from Gdansk University of Physical Education and Sport, three from Haaga-Helia University of Applied science and one from Drexel University.

The other survey was conducted in a co-operation with a group of students of Haaga-Helia University of Applied Sciences. The purpose of the survey was to find out what kind of attributes people relate to football. It consisted of a two-sided questionnaire and a personal interview about the reasons behind the three main attributes of football chosen by the interviewee. With the help of these findings the basic profile and value structure of a football fan could be discovered. The aim was also to discover their opinion of the football brand profile.

In this thesis the perceived brand profile of football is examined through the attributes of football. These attributes were discovered by interviewing attending football fans in the event of Euro 2012. The collected data was analyzed using Shalom Schwartz value theory, which provides the chance to measure the value structure of the interviewees.

The research problems for this thesis are:

- What kind of brand characteristics do international football fans relate to football?
- What kinds of differences and similarities do football brand image have in the view of different nationalities?
- What kind of people are international football fans in terms of their values?

The differences, how age groups and nationalities experience the brand of football, can be seen when comparing the results. Even though the survey was executed at a big event such as the Euro 2012, the survey is not about the image of this event and neither about a particular football club.

The image of football can be disentangled, by examining the results. The associations people might have toward football can also be unveiled. Companies and sponsors may be able to utilize these findings in developing the sport commercially.

The goal of the research was to understand the elements of the football brand and to uncover what the football brand consists of in the minds of football fans and what are the characteristics of the football brand according to fans. The results also help us to understand what attracts people to follow football and attend football events such as Euro 2012.

The research problem of the thesis is "What is the perceived brand image of football among spectators attending Euro 2012?"

When examining the main questions, two study questions were used in help:

- Does the value profile of different-aged football fans differ from each other?
- Does the value profile between genders differ from each other?

## 1.2 Introduction to football

Football as we know it was born in the middle of the 19th century. But the oldest references to football are from China where a game similar to football called Tsu Chu was played. It was played by the Chinese military as an exercise. The first rules of Tsu Chu were decreed by Emperor Huang-Tin about 2 500 BC and those rules survived from a dynasty to another. Another form of the game also originated in the Far East. In Japan a game called Kemari was practiced by the common folk. This form of the game lacked any competitive element like struggle for possession since the idea of this game was simply for the players to stand in a circle, passing the ball to each other without letting the ball touch the ground. (Kanerva, Arponen, Heinonen, Tamminen & Tikander 2003, 10)

References to games similar to football have been also found in Europe. Few concrete details have survived suggesting that the game was also played by the Greeks and Romans approximately at the same time. It was called Episkyros and Harpastum by the Romans. This game was much livelier; two teams struggled on a rectangular field marked by boundary lines and a central line. The objective was to get the ball over the line of the opposition and trickery was the order of the day. (Kanerva, Arponen, Heinonen, Tamminen & Tikander 2003, 10)

In England, football became very popular as early as the 13<sup>th</sup> century but it was long played without any specific rules and this made football a very violent game at the time. Also many kings in England tried to ban football because they felt it could become a threat to the traditional sports such as archery. However, football continued to increase its popularity throughout centuries, and the sport became more and more popular in schools. The essential point in the development of football happened in the 18<sup>th</sup> century. Principals in English public schools noticed that fierce football was an excellent way to canalize the energy of young men. These small steps led to the rise of football clubs, national, international and championship games. (Kanerva, Arponen, Heinonen, Tamminen & Tikander 2003, 10, 12)

### 1.3 UEFA European Football Championship

Today, the UEFA European Football Championship, more commonly known as Euro 2012, is the third largest sport event world-wide and the largest football event in Europe, according to UEFA. It is arranged every fourth year between 16 national teams, which have been qualified for the final tournament through qualifications. (UEFA EURO 2008 n.d.)

This tournament was born through an idea from Henri Delaunay who thought that Europeans should have their own continental championship tournament since South America also had their own. Henri Delaunay proposed his idea of national teams during a meeting held by FIFA on 5 February 1927. The idea of arranging a new tournament did not make headway until Henri became UEFA's first general secretary. Unfortunately, Henri died before the first European football tournament was held. Pierre, who was Henri's son, took his place and continued the project. European Championship tournament was finally approved in 28 of June 1957. The USSR was crowned as a champion for the first time in history with a 2-1 victory over Yugoslavia in a final which was played in Paris in front of 17,966 spectators in 1960. (UEFA EURO 2008 n.d.)

The UEFA EURO 2012™ is the 14<sup>th</sup> tournament in order. Since the first tournament of 1960, this event has grown enormously to this day. After starting with only four competitors, the number of teams competing in the final tournament has gradually increased to 16, and in the Euro 2016 there will be 24 national teams (UEFA European Football Championship Final Tournament [Referred 5.3.2013]). The rising popularity of this event is shown by the number of attendances. The 2012 Poland & Ukraine tournament had approximately 1.44 million attendances in 31 matches and the average attendances for all matches were 46,450. In 2008 there was about 300 000 attendances less than in 2012 despite the economic recession which has affected Europe. The popularity of the tournament can be also seen in the record breaking TV audi-



ence figures. Across the six largest markets (Germany, Spain, France, Italy, the UK and the Netherlands), the viewing figures for live match broadcasts were 13% higher than for EURO 2008. (UEFA Euro 2016.)

## 2 SPORTS MARKETING

### 2.1 The Idea of Sports Marketing

The demographic composition of sport consumers has become more complex. Thus, the competition for the spectators has grown tighter, and the necessity for more professional marketing has also increased. Sport clubs have been looking for a better way to attract and retain their fans and customers. Advertising Age invented the term “Sport marketing” in 1979, because at the time marketers used sports more frequently for their benefits. Any casual television viewer can notice the use of sport images and athletes. The use of sports when selling beer, cars and a whole range of other products can be seen constantly on commercials and sports events. (Mullin, Hardy & Sutton 2007, 11.)

Sport marketing can be considered as a procedure of marketing concepts, which provides sport services and products and the marketing of non-sport products through the help of sport. Therefore, sport marketing has two features. Firstly, there are the methods those general marketing uses to sport-related products and services. Secondly, there is the marketing through sport for other industrial products or services. Sport marketing seeks to fulfill the needs and wants of consumers, like any other form of marketing. (Mullin, Hardy & Sutton 2007, 11.)

*Sport marketing consists of all activities designed to meet the needs and wants of sport consumers through exchange processes. Sport marketing has developed two major thrusts: the marketing of sport products and services directly to consumers of sport, and the marketing of other consumer and industrial products or services through the use of sport marketing. (Mullin, Hardy & Sutton 2007, 11.)*

## 2.2 Two angles of sport marketing

In sports marketing, two prominent dimensions have been identified: marketing of sports and marketing through sports. Both of these dimensions are product-related aspects of sports marketing. The first one is aimed at the marketing of pure sports products, and the second one is aimed at the marketing of nonsports products using sports as a primary platform. (Fullerton & Merz 2008, 3.)

Marketing of Sports is aimed to market pure sports products directly to end-users – sport spectators and participants. This aspect of sports marketing involves the premeditated efforts that are planned to influence consumer preferences for a variety of sports products and services. Sam Fullerton and G. Russel Mertz have subdivided sports products in three major areas: Spectator sports, participation sports, and the category of Sporting Goods, Apparel, Athletic Shoes, and Sports-Related Products. (Fullerton & Merz 2008, 92,93.)

Marketing through sport happens when a non-sport product is marketed through its association to sport. Companies use this technique as a part of their marketing strategy, so sports marketers must understand which products are important to their target markets. Corporations are sponsoring sport events, because it is an effective way to gain visibility as much as possible at once. The purpose of sponsoring is to get a firm identified with sport and improve their image through this association. Examples how this technique has been used are: a corporation is sponsoring a sport event, an athlete has an advertising deal with some product manufacturer, or a company's product has an exclusive right to be sold at a sport event. (Smith 2008, 4.)

## 3 BRANDING IN SPORT

### 3.1 Defining the branding in sport

Branding starts with a brand, which includes the name, logo, symbols and feelings associated with a sports organization. David Aaker defines the brand as follows: “distinguishing a name and/or a symbol (such as a logo, trademark, or package design) intended to identify the goods or services of either one seller or a group of sellers, and to differentiate those goods or services from the competitors.” A brand signals to the customer the source of a product and protects both the customer and the producer from the competitors who would bring identical products to markets. (Aaker 1991, 7.)

The name and marks of a brand are important facets of branding in the field of sports, because when these are associated with a sport organization they provide a point of differentiation from the other sport products that exist in the marketplace. The brand name, logos, marks, and colors of a sport organization serve as a trigger to other feelings and attitudes towards the sport organization. The key point about branding in sport is that it goes much deeper than these facets of an organization. Branding really is about what a customer thinks and feels when he/she sees the marks of a particular brand. (Mullin, Hardy & Sutton 2007, 172,173.)

The benefits of consuming sports are much more experiential than tangible. You cannot touch or taste the actual baseball game, but you can taste the toothpaste you put into your mouth. The emotion tied to sport makes the experience of consuming the sport so unique. Sport has the ability to trigger emotions of consumer in a way, which any other leisure or entertainment products has not. Sports have the possibility to create experiences and emotions. That gives an advantage to sport organizations. (Mullin, Hardy & Sutton 2007, 173.)

As author Marc Gobé stated:

*In this hypercompetitive marketplace where goods and services alone are no longer enough to attract a new market or event to maintain existing markets or clients, I believe that it is the emotional aspect of products and their distribution system that will be the key difference between consumers' ultimate choice and the price that they will pay. By emotional I mean how a brand engages consumers on the level of the senses and emotions; how a brand comes to life for people and forges a deeper lasting connection. (Mullin, Hardy & Sutton 2007, 173.)*

### 3.2 Brand equity

Brand equity comprises the brand knowledge, brand loyalty and brand associations. This increases or decreases the value provided by a product or service. Brand management begins with building up a brand identity and this indicates what the brand stands for and promises to customers. There are generally 8 to 12 elements that represent concepts such as product scope, product attributes, quality/values, uses, users, country of origin, organizational attributes, brand personality, and symbols. The most important of these are the core identity elements and extended identity elements. Additionally the brand essences and the brand identity can communicate with each other. (Kotler & Keller 2009, 284.)

The BrandDynamics Pyramid (FIGURE 1) outlines the key elements of brand equity. This approach categorizes the relationship that a customer has toward a brand, into five stages: presence, relevance, performance, advantage, and bonding. "Presence" customers only have a basic awareness of the brand while "bonded" customers are intensely loyal, at least in their attitudes. The goal is to find and build a brand identity with the elements mentioned earlier and increase customer satisfaction and loyalty, at the same time moving up in the stages, finally reaching the ultimate bonding with the product. The underlying premise is that the lifetime value of customers increases the higher up they are in the pyramid. (Kotler & Keller 2009, 284.)

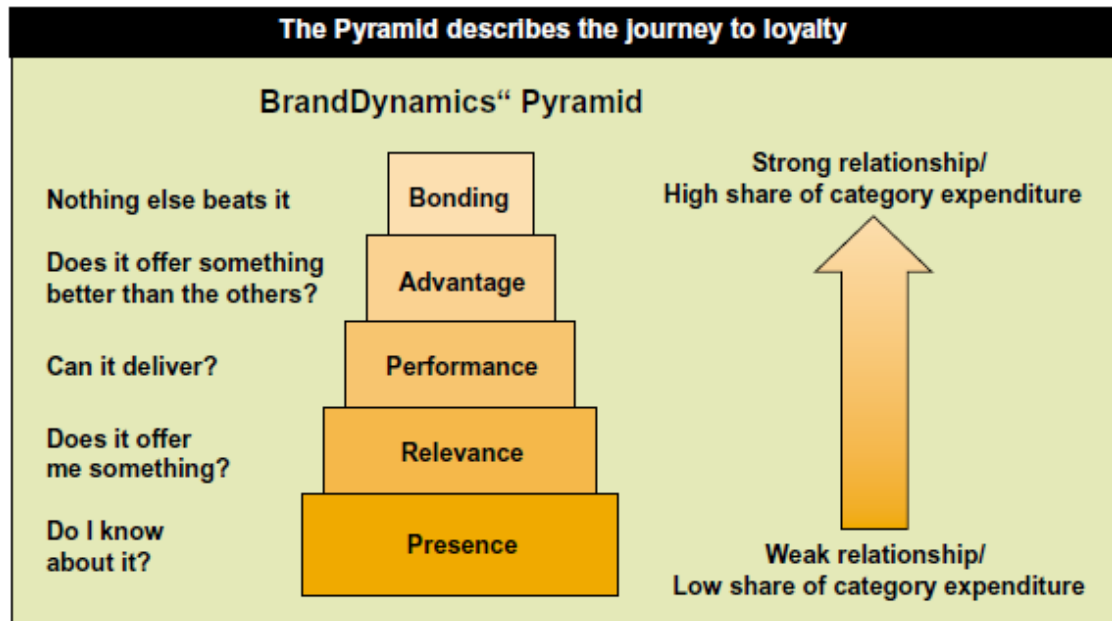


FIGURE 1. BrandDynamics™ Pyramid (see original figure: Kotler & Keller 2009, 284)

### 3.3 Brand Loyalty

The brand loyalty of the customer base is often the core of brand's equity according to David A. Aaker. If customer's don't care about the brand and in fact buy products by the price or the feature of the product with no concern of the brand name, there is likely little equity on the brand. But if customers continuously buy products of the same brand despite the price or feature, substantial value exist in the brand. If the brand has the loyalty of customers it reduces the chances of the customer switching to another brand even if the brand makes changes on the price or feature. Brand loyalty is one indicator of brand equity that is probably linked to future profits, since brand loyalty directly translates into future sales. The figure by Aaker down below (FIGURE 2) suggests that there are different levels of loyalty. Each level represents different challenges in marketing and different type of asset to manage and exploit. (Aaker, 1991, 39.)

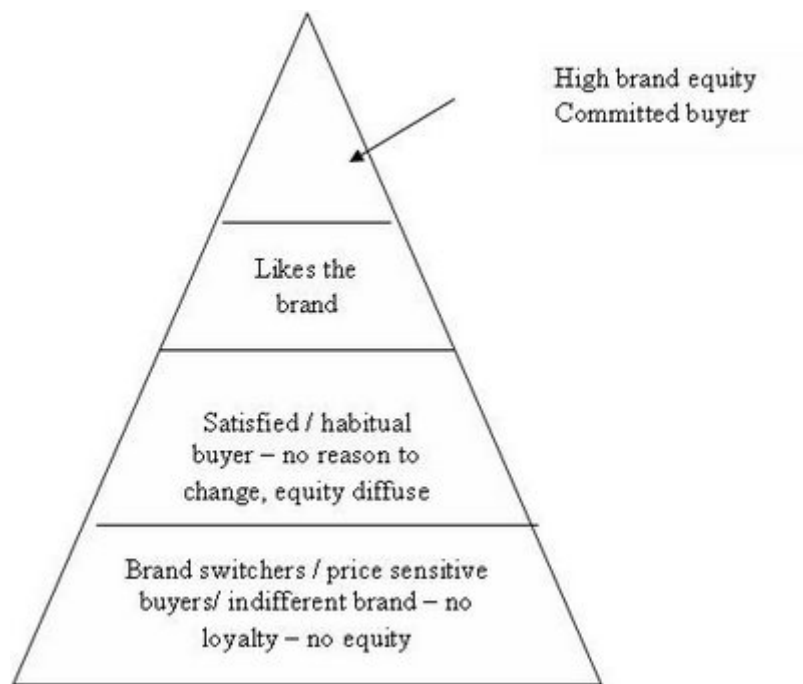


FIGURE 2. The Loyalty Pyramid (see original figure: David Aaker 1991, 40)

In sport business brand loyalty is not only about products or services. Customer's brand or in this case fan attach to a sport team by feelings. When a team is able to generate a wealth of assets linked to its brand, the team is thought to have high brand equity according to Mullin, Hardy and Sutton. The loyalty to the team brand increases when brand equity of the brand is high. If brand loyalty of the sport team is high the sport marketer can expect increases in revenue through ticket and merchandise sales. When brand loyalty is high it also results in higher viewing audience for the events, which allows the sport organization to gain higher broadcast profit for the rights to televise their events. By gaining more television visibility the organization can attract more sponsors looking to spread their brand to a higher audience (Mullin, Hardy & Sutton, 174).

### 3.4 Fan Loyalty

Brand loyalty in sport is different than in other businesses. In sport customer's watches their favorite team because they are emotionally attached to the club. These customer's are called in this case fans and they are fans of the club for different reasons, for example the club is from their hometown or it might have strong history and are doing well in the league. In football there is a belief that fans will go to see their team no matter if it rained or not. But this is not entirely true, because according to Dr. Alan Tapp there are different levels of loyalty. There are fans that simply love the game, repertoire football lovers and at the bottom of the rank there are carefree casuals. The real fanatics will go to every game of their team and know everything of their club. The repertoire fans will go to enjoy football as a sport and the casual carefree will support from afar, just waiting for the results. In marketing way of thinking this is something that should be considered and fans should not be taken for granted in any way. (Football marketing 2006 n.d.)

When a fan becomes loyal to a team he/she usually remains as a fan for only that specific team. That means he will buy only products of that particular organization. It means revenue for the organization and at the same time profit lost for another one. That is why big club, especially worldwide brands, keeps competing of fans and potential customers (Mullin, Hardy & Sutton, 174).

People who are emotionally attached to a team have higher propensity to purchase a team product and evaluate them positively according to a study made by Havitz and Howard. Team loyalty, also defined as enduring allegiance to a particular team, was the most important factor in determining spectators desire to attend sport events. "Even tough there are many behaviors that may be an expression of fan loyalty before research has relied heavily on attendance data to measure fan loyalty to sport teams." (Mahony, Madrigal, Howard 2000, 15,16.)



According to Daniel F. Mahony, buying products or services of the team are better indicators of loyalty than for example attendance. One can attend when the team is playing but it does not mean he or she is committed to the team. He/she might be attending a match just because in his/her local area, there are not other possibilities to attend for example a football match. Therefore, so called true loyalty only exists when a consumer regularly purchases the product or a service and also displays a strong positive attitude toward a specific brand. (Mahony, Madrigal, Howard 2000, 15,16.)

## 4 SHALOM SCHWARTZ'S VALUE THEORY

### 4.1 Understanding needs and wants

People have basic needs and to survive, people need air, food, water, clothing, shelter etc. These needs are basic human necessities. Therefore, from a marketing point of view, they cannot be created. People also have a strong urge to have recreation, education and entertainment. These needs become wants when they bring satisfaction into people's life. (Kotler & Keller 2009, 52)

Wants create demands of products. When people find a product that pleases their wants, it creates different demands about the qualities of the product. Understanding customers' needs and wants is difficult since they can be unconscious. (Kotler & Keller 2009, 52) People are also driven by their values that are essential when making decisions. By finding out what these values are, needs and customer behavior can be further explained. Shalom Schwartz's Human Value theory, for example, is a framework that can be used when studying the perceptions and behavior of a specific group of people.

### 4.2 Basics of Values Theory

Values define what things matter to us most in our life (for example security, independence, wisdom, success). We all have our own important values that guide our life. A specific value might be important to one person and to another person it might be nugatory. (Schwartz 2007, 1.)

The six main features according to Schwartz (2007,1) 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.*

Basic human value theory by Shalom H. Schwartz identifies ten basic, motivationally different values. These same values can be usually identified in all cultures. The type of the population examined or the way we measure values is irrelevant when observing the validity of the statement. There is still not confirmed knowledge if the theory applies in more secluded tribal groups with as low exposure as possible to urbanization, mass media, and the market economy. (Schwartz 2007, 1,2.)

Each of the ten basic values has its own central motivational goal and these values can be factorized over these (Schwartz 2007, 1,2):

1. **Self-Direction.** *Independent thought and action; choosing, creating, exploring.*
2. **Stimulation.** *Excitement, novelty, and challenge in life.*
3. **Hedonism.** *Pleasure and sensuous gratification for oneself.*
4. **Achievement.** *Personal success through demonstrating competence according to social standards.*
5. **Power.** *Social status and prestige, control or dominance over people and resources.*

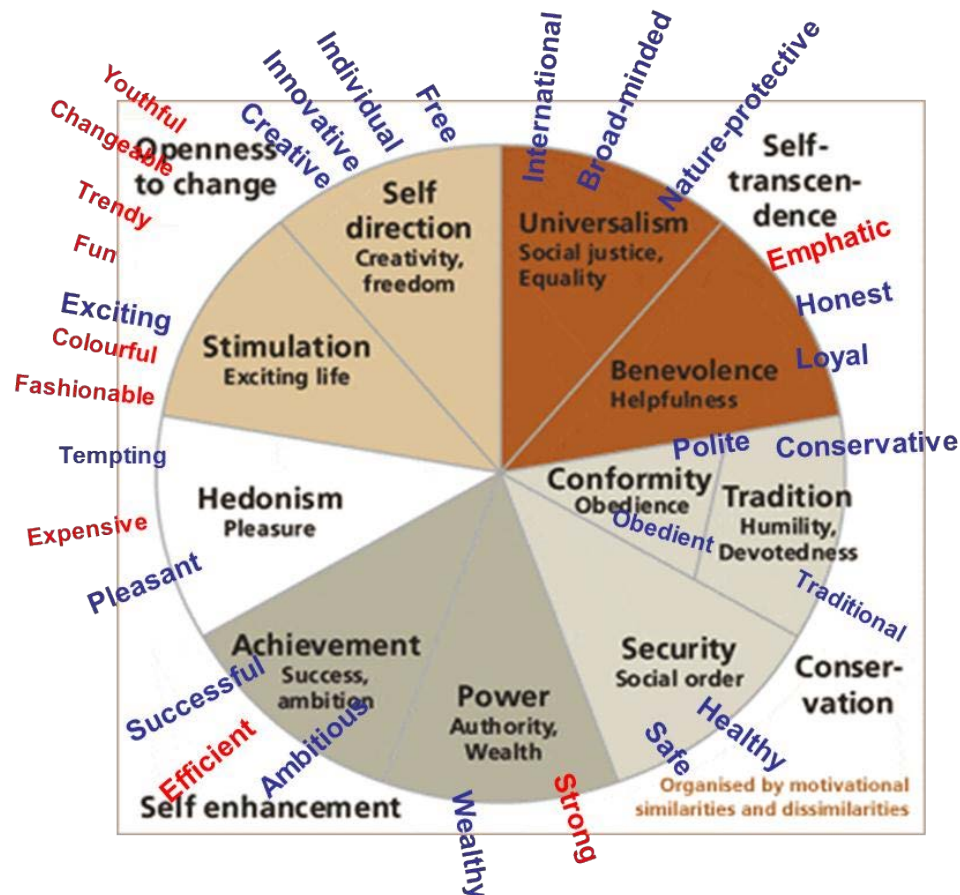
6. **Security.** *Safety, harmony, and stability of society, of relationships, and of self.*
7. **Conformity.** *Restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms.*
8. **Tradition.** *Respect, commitment, and acceptance of the customs and ideas that traditional culture or religion provide the self.*
9. **Benevolence.** *Preserving and enhancing the welfare of those with whom one is in frequent personal contact (the 'in-group').*
10. **Universalism.** *Understanding, appreciation, tolerance, and protection for the welfare of all people and for nature.*

### 4.3 Differences and similarities between ten values

Schwartz (2007, 2) has listed ten values and although they are all connected with each other, they also have differences. Some of these values have similar motivational goals whereas other values may entirely differ from each other. Pursuing any of these ten values has psychological, practical, and social consequences that may conflict or may be in line with the pursuit of other values.

For example, helping the closest ones and caring for their well-being (benevolence values) is in contradiction with self-interest and pursuing success itself (Achievement values). However, the pursuit of benevolence can go alongside with the seek of general welfare (universalism). (Schwartz 2007, 2.)

The ten values of Schwartz's Human Value theory can be placed on the figure shown below. The motivational permanence is shown on the circular adjustment of the values. The closer the values are placed in the circle, the more equal motivations they have. The further they are, the bigger the difference they have as for motivations. (Schwartz 2007, 3.)



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

The values in the figure 3 are divided in to two pairs that are placed adversely. The first pair is Self-enhancement vs. self-transcendence: On this dimension, power and achievement values oppose universalism and benevolence values. Power and achievement pursuit self-interest, whereas universalism and benevolence involve a concern for the welfare and interests of others. Reformism *vs.* conservation: The values which represent self-direction and stimulation go against values which represent conformity, security and traditional values. Self-direction and stimulation values highlight actions which are independent, thought and feeling and preparedness for a new experience. Self-restriction, order and objection to change are accentuated by the three last mentioned values. Openness and self-enhancement are both connected to Hedonism. (Schwartz 2007, 3.)

## 4.4 Values control people behavior

Circumstances in life can give people a chance to pursue and experience some values more easily than other values: for example, rich people are able to pursue power values more easily, whereas people who have more freedom in his/hers work can express self-directed values more facile. Different life circumstances can also limit pursuing values or fulfilling them. Dependent children might restrain their parents from pursuing stimulative values by avoiding risks. People who have strong ties towards their own ethnicity can find it harder to relate with universal values. In other words, different life situations make pursuing or experiencing values rewarding or costly. It is important to understand, that values are not only dependent on our life circumstances. Our value-based choices have affect in many of our life circumstances. (Schwartz 2007, 4,5.)

## 4.5 Schwartz Value Survey defined

The Schwartz value theory works as a tool which helps in measuring ten different values. The SVS consists of 57 single-value items (e.g., wisdom, an exciting life, family security) selected a priori to represent the 10 motivationally distinct value constructs. Every value item is explained in round brackets to clarify and/or narrow their meaning (social order [stability of society]). (Schwartz 2001, 522; Schwartz 2007, 11.)

In the SVS the respondents evaluate the importance of each value item “as a guiding principle in MY life” 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 values). As the pre-test revealed, people consider most of the values as variable from meaningless to very important. For this reason, the scale is non-symmetric and is stretched at the upper end and diminished at the bottom. This is for the purpose to indicate how people feel about the values. In cross-cultural studies, it is important that the scale also allows the respondents to point out the opposites to the values, because

people in different cultures can reject values from other cultures. (Schwartz 2007, 11.)

A judgment task like this requires the skills of abstract thinking and evaluation. SVS do not offer any concrete life contexts where the responder could contrast the aggregation of their values. Therefore, people have to think and evaluate the guiding principles in their lives. That's why people might find this part challenging. (Schwartz 2001, 522.)

Each value has three to eight items representing them (hedonism to universalism). Studying the average ratings of each item can reveal the importance of each value. These average ratings are significant in the Human Values Theory (Schwartz 2006, 12).

SVS studies have been made in 63 different countries. 95% of the samples support the distinctiveness of the 10 basic values and the relations between the circular theoretical models shown in figure 3. In different cultures, people's values differ substantially, there are values attributed to them. Most literate adults across the world arrange values by the texture of the Human Values Theory. (Schwartz 2001, 523.)

In this survey, the brand loyalty of a football fan towards football is examined through the respondents' values by combining the as above views of football's brand image with the values proposed by Shalom Schwarz. The attributes used in the questionnaire of the survey were directly derived from Shalom Schwartz Value theory. The goal of the survey is to discover which brand attributes are most strongly related to the respondent's values using the brand attributes presented in the questionnaire derived from Schwartz value theory.

## 5 EMPIRICAL RESEARCH

The idea of this chapter is to demonstrate how the research was done in practice and what research methods were used. This chapter also evaluates the reliability and validity of the study.

### 5.1 Quantitative research

The data for this study was gathered by a quantitative research in two cities, Gdansk and Sopot. In Gdansk, the interviews were carried out in the center of the city and in the official audience view area, which was called Fan Park – area during the event. The interviews were executed during the EURO 2012 event on 13 to 23 June 2012. The respondents were randomly selected. The interviewers asked to get to interview every 10<sup>th</sup> person who was passing by, which ensured every person participating in the event an equal chance to be interviewed.

The questions used in a quantitative survey can be either open or fixed where the options are already created. The three main points of the questions presented to the interviewee was: The respondent understands the questions correctly, the respondent has the knowledge that the questions require and the respondent wants to give the knowledge required by the questions. (Kananen 2008, 25.)

The questions used in this survey contain attributes that describe football and also the personal values defined by the Schwartz value theory. The background variables are age, gender and nationality. On the questionnaire of the research there were only two open questions, age and nationality. Normally, the questions regarding the background are inserted in the end of the questionnaire, because this kind of information is considered private and answering these questions is considered uncomfortable during the interview (Kananen 2008, 33). In this survey, the background questions were positioned at the



beginning of the questionnaire because it would have been impossible to recognize the respondent based on this information. It was most logical to start the interview with questions, which the respondent could easily understand. At the end of the questionnaire, the respondent was asked to give the three main reasons why he/she had attended the Fan Park. This section was only asked to be filled in, when the interview was executed in the Fan Park.

The respondent's evaluated different adjectives related to football on a scale derived from the Stapel's scale. The Stapel's scale is a one-degree scale that is a variation of a semantic differential scale. In a semantic differential method opposite adjectives are used to evaluate to a product. For example the price of a ticket can be evaluated examining the contrast of cheap and expensive. When using the Stapel's scale only one product at a time can be evaluated. The evaluation scale can change between a 5 and a 10 -step scale. In this survey a 7-step scale is used. The scale offers an average and a qualitative difference for each characteristic. (Kananen 2008, 27,28.) In this survey, the respondents evaluated each characteristic using a 7 step scale where 1 was to describe that the specific characteristic had no connection to football in the respondents view and 7 was to describe a strong connection to football.

Correspondingly, the questionnaire for describing the respondents own values was compiled in a way that the respondent's value structure was evaluated using a 6 step scale conversion of the Stapel's scale from between "not at all like me" and "very much like me".

The structure and format of the questionnaire has been used before, for example at the 2010 FIFA World Cup, in the Ice hockey World Championship 2012 in Helsinki and in 2013 in Stockholm and also in WRC Rally's leg of Finland 2012 and 2013. The interview situation was rehearsed in pairs before the actual implementation, and the quality could be secured when carrying out the interviews in the event.

## 5.2 The reliability and validity of the study

The purpose of the research is to get information as reliable and truthful as possible. The reliability of the research can be evaluated with reliability- and validity concepts. Reliability means permanence and validity means investigating the right matters relative to the research problem.

### **Reliability**

Two factors can be extracted from reliability: stability and consistency. Consistency means that the factors of the indicator are measuring the same issues. Two opposite characteristics were used in this survey to describe how strongly people connected these characteristics to football, for example Strong and Weak. Stability measures the permanence of a factor in time. Stability can be raised by executing measures over. The results can change through time, but that does not necessarily mean the results been measured wrong. The measured issue its self can change during time (Kananen 2008, 79,80). Exactly the same research can't be done again, but it is possible to implement similar research in future sport events. These researches would also measure the stability of this thesis.

### **Validity**

Validity is ensured by using a real research procedure, a real indicator and by measuring the right matters. The indicator is valid when it measures what it supposed to. Validity can be divided into internal and external validity. (Kananen 2008, 79, 81.)

Internal validity means the right causation. With the help of that it can be indicated if the measures match the concepts shown in the theoretical part of the survey. Because it is almost impossible to estimate the realization of internal validity, the issues affecting it negatively must be removed in different ways (Kananen 2008, 81, 83-84). In this thesis the research process has been doc-

umented as accurately as possible and the concepts has been defined precisely based on the theory.

External validity estimates the generality of the data gathered from the survey. Generality requires that the results gathered from the research are analogical in other similar situations. The generality is reliable when the sample matches accurately the target group. The nature of the research must be equivalent perfectly to group which generality is allocated. (Kananen 2008, 81.) The results of this survey are not to be generalized but to be used as a systematic random sample. The reason for this is that the actual population reflected was not available during the event and the objective of the study was merely descriptive.

## **Samplings**

The target group of this survey is the spectators, who participated the Euro 2012 in the host city and surrounding areas. Relative to the reliability of this research the most important thing is that the interviewees where participants in Euro 2012 match events. In total 344 interviews were conducted during ten days. An amount of 100 samples is considered as a minimum in a restricted geological area so the amount of samples in our research is comprehensive enough (Kananen 2008, 71).

## **5.3 Implementation of the research**

In the survey, the stages of the interview were divided in two parts. First the interviewee was asked to fill a questionnaire that had two pages. On the first page (Appendix 1) the interviewee was asked to evaluate how strongly the adjectives shown to him/her were related to football in the respondent's opinion. The respondents' own personal value structure was reflected on the second page, using Schwartz's Personal Values Questionnaire (Appendix 1). Fi-

nally, the respondent was asked to name three reasons, which motivated the interviewee to attend the Fan Park.

The latter part of the interview was to explore why the respondent connected the specific adjectives to football. For this, the laddering technique and the means-end-chain interview were used. The purpose of this round was to find out specifically how different adjectives and a fan's own motives related to the attraction towards football. The means-end-chain interviews were not used in this thesis. This thesis focuses on the perceived brand image of football at EURO 2012 and the value structures of football fans interviewed.

Practically each interview began by explaining the research topic and purpose of the survey (Appendix 1). The aim was to motivate the respondents to answer each question as honestly as possible. Next, the interviewees were asked to complete their background data that included nationality, age and gender.

The first page of the questionnaire concentrated on the profile of the football brand image. The respondent evaluated how strongly the represented adjectives were related to football in the respondents' own mind. There were 39 adjectives in the questionnaire. These adjectives refer to the ten basic values used in the Schwartz theory.

The second page dealt with the portrait values questionnaire (PVQ) by Schwartz. This section consisted of the ten sample portraits, each of which was always the same as defined by Schwartz's fundamental value. The respondent was asked evaluate how well this portrait described him/her. For example, to measure the Security value the following portrait was used: "The safety of his/her country is very important to him/her." At the end of the second half of the questionnaire the respondents were asked to name the three most motivating reasons for attending the fan park, if the interview was conducted in the Fan Park.

Simple random sampling was used when gathering the empirical material. The purpose was to choose every tenth oncoming person, and only one person was chosen from a group in order to be able to use a sample as comprehensive and fairly representative as possible. Football fans took part in the interview voluntarily. The interviewees had to be at least 18 years of age, and everyone was allowed to take part in the survey only once.

The interviewer was present during the whole interview while the respondent was filling in the formula. The structure and the questions of the questionnaire were explained to the respondent and the interviewer provided assistance if there were some problems during the interview. It was important to provide the necessary peace and space to make sure the respondents themselves answered the questions and that the interviewer would not prompt interviewee by accident. It was important to point out that there was no right or wrong answer: only the respondent's own opinion mattered. The respondent was assumed to have enough information about football as sport since the survey was conducted at EURO 2012. Every respondent's answer was important and it did not matter if they had participated in a football event before or not.

## 6 RESULTS AND FINDINGS

This chapter includes four different data analyzing subtitles: background variables, respondents' value structure, football brand image by international football fan and comparing fan values and values seen in football brand image attributes. Background section describes briefly the demographics of the respondents. Secondly, respondent's value structure is examined. In the third section, the perceived brand image of football is studied. The fourth part aims to illustrate the correlations between respondents' value structure and the perceived brand image.

### 6.1 Background variables

**TABLE 1. Age**

<b>Age</b>	<b>n</b>	<b>%</b>
18-24	77	22,40 %
25-30	124	36,00 %
31-35	68	19,80 %
over 35	71	20,60 %
Missing	4	1,20 %
<b>Total</b>	<b>344</b>	<b>100 %</b>

In this study, one out of five (22.4%) respondents were 18 to 24 –year-old. Most of (36.0%) the respondents were between 25 to 30 years. One fifth (19.8%) of the respondents were 31 to 36 –year-old and 20.6 per cent of the respondents were older than 35 years.

The group between the age 25 and 30 years of age stood out clearly from other age groups. This group represented one third of all the respondents.

**TABLE 2. Gender**

<b>Gender</b>	<b>n</b>	<b>%</b>
Female	45	13,10 %
Male	290	84,30 %
Missing	9	2,60 %
<b>Total</b>	<b>344</b>	<b>100 %</b>

The majority (84.3%) of the respondents in Poland were men. Only 1 out of 10 (13.1%) were women. This relation was consistent with the overall impression in regards to population in the public areas in the hosting city.

**TABLE 3. Nationality**

<b>Nationality</b>	<b>n</b>	<b>%</b>
Poland	79	23,00 %
Spain	57	16,60 %
Croatia	41	11,90 %
Finland	36	10,50 %
Ireland	36	10,50 %
German	30	8,70 %
Brazil	10	2,90 %
USA	10	2,90 %
Sweden	9	2,60 %
Canada	8	2,30 %
Norway	7	2,00 %
Netherland	4	1,10 %
Others	15	4,40 %
<b>Total</b>	<b>344</b>	<b>100 %</b>

The largest group of respondents was Polish (23.0 %). The second biggest group of respondents, 16.6 per cent were Spanish. Other substantial groups of the respondents were Croatians (11.9 %), Finnish (10.5 %), Irish (10.5 %) and Germans (8.7 %). The other nationalities represented were Brazilians (2.9 %), Americans (2.9 %), Swedish (2.6 %), Canadians (2.3 %), Norwegians (2.0 %) and Dutch (1.1 %).

In regards to previous studies the nationalities represented were somewhat different. In the World Cup 2010 study the respondents were Africans (52.6 %), Europeans (31.3 %) and North Americans (9.3 %). One out of third (32.1 %) of them was 25 to 30 years old. 40.4 % of respondents in World Cup 2010 were women (Palovaara & Parkkasaari 2011, 45-49). In this study only 15,7 % of respondents were women.

## 6.2 Value structure of international football fan

In Poland, the mean value of the strongest value is hedonism with the mean value of 5.30. Other strong values are benevolence and security. Two values had an average of less than four. These are power and conformity.

**Table 5. Respondents' value structure**

PVQ	MEAN
1. Hedonism	5,3
2. Benevolence	5,04
3. Security	4,96
4. Universalism	4,78
5. Self-Direction	4,68
6. Stimulation	4,58
7. Tradition	4,38
8. Achievement	4,18
9. Power	3,99
10. Conformity	3,72

Five strongest values in the value structure of the respondent in the World Cup 2010 were hedonism, universalism, security, benevolence and self-direction (Palovaara & Parkkasaari 2011, 48,49). The biggest difference compared to FIFA 2010 spectator is that benevolence was only fourth strongest and universalism was second strongest value in this study.



**TABLE 6. Respondents' value structure divided by nationalities**

	<b>Poland</b>	<b>Spain</b>	<b>Croatia</b>	<b>Finland</b>	<b>Ireland</b>	<b>Germany</b>	<b>Total</b>
<b>N=</b>	79	57	41	36	36	30	279
<b>PVQ</b>							
Hedonism	5,1	5,4	5,2	5,4	5,6	5,2	5,3
Benevolence	4,9	5,2	5,3	4,8	5,2	4,9	5,1
Security	4,9	5,4	5	5,1	5,1	4,4	5
Universalism	4,6	5,1	4,9	4,6	4,9	4,4	4,8
Self-Direction	4,5	4,9	4,4	4,6	4,9	4,5	4,7
Stimulation	4,6	4,7	4,6	4,4	4,6	4,6	4,6
Tradition	4,3	4,7	4,6	4,4	4,4	4,1	4,4
Achievement	4,3	4,3	4,4	3,7	4,2	4,2	4,2
Power	3,9	4,1	4,2	3,8	3,8	4	4
Conformity	3,8	4,2	3,6	4	3,2	3,1	3,7

Six out of ten values had the highest mean among Spanish (security 5.4, universalism 5.1, self-direction 4.9, stimulation 4.7, tradition 4.7 and conformity 4.2). Overall, seven values have over half a unit difference with the highest and the lowest mean (conformity 1.1, security 1.0, achievement 0.7, universalism 0.7, benevolence 0.5, hedonism 0.5, self-direction 0.5 and tradition 0.5).

The biggest differences between these six nationalities are in conformity and achievement. Finnish appreciate achievement less than other five nationalities. Germans and Irish value less conformity than other four nationalities.

**TABLE 7. Respondents' value structure divided by age group**

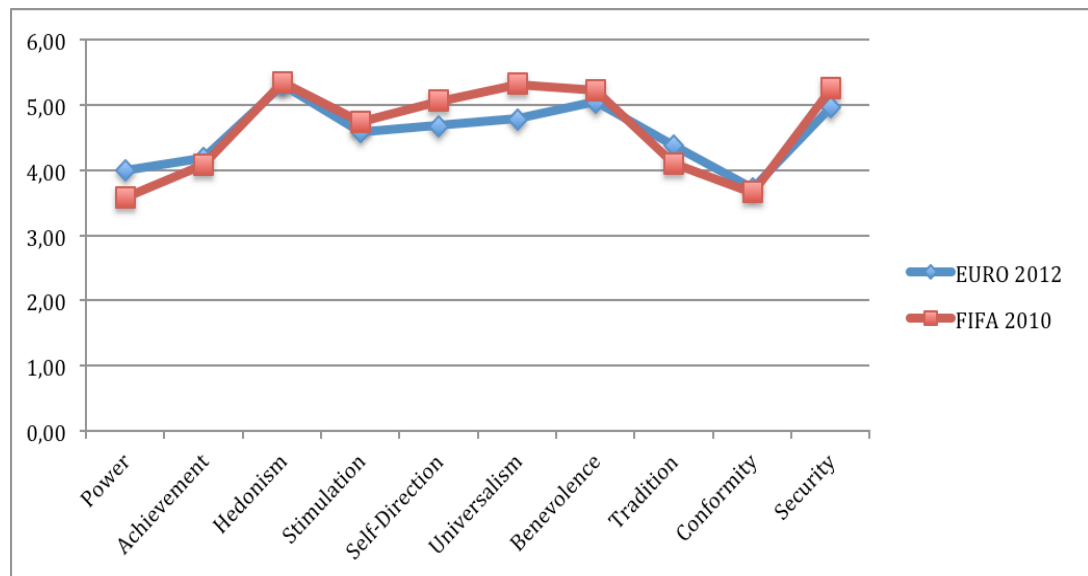
<b>Age</b>	<b>18-24</b>	<b>25-30</b>	<b>31-35</b>	<b>over 35</b>	<b>Total</b>
<b>N=</b>	<b>77</b>	<b>124</b>	<b>68</b>	<b>71</b>	<b>340</b>
<b>PVQ</b>					
Hedonism	5,21	5,36	5,34	5,23	5,29
Benevolence	5,08	5,04	4,85	5,15	5,04
Security	4,88	4,94	4,82	5,18	4,96
Universalism	4,68	4,8	4,67	4,97	4,78
Self-Direction	4,73	4,81	4,46	4,65	4,69
Stimulation	4,58	4,63	4,47	4,51	4,56
Tradition	4,31	4,36	4,24	4,53	4,36
Achievement	4,49	4,11	4	4,11	4,17
Power	4,05	3,97	3,76	4,13	3,98
Conformity	3,55	3,66	3,6	4,14	3,72

Six out of ten values had the highest average in the group of over 35 years old (Security 5.18, benevolence 5.15, universalism 4.97, tradition 4.53, conformity 4.14 and power 4.13). Eight values (benevolence 4.85, security 4.82, universalism 4.67, stimulation 4.47, self-direction 4.46, tradition 4.24, achievement 4.00 and power 3.76) have the lowest mean in age group of 31-35 year old. Still, the biggest difference between the highest and lowest means is 0.59 and it can be found between people from 18 to 24 year-old and over 35 year-old.

**TABLE 8. Respondents' value structure divided by gender**

	<b>Female</b>	<b>Male</b>	<b>Total</b>
<b>N=</b>	<b>45</b>	<b>290</b>	<b>344</b>
<b>Variable</b>			
Power	4,2	3,96	3,99
Achievement	4,51	4,13	4,18
Hedonism	5,25	5,32	5,3
Stimulation	4,41	4,58	4,58
Self-Direction	4,98	4,64	4,68
Universalism	5,19	4,73	4,78
Benevolence	5,25	5,01	5,04
Tradition	4,52	4,34	4,38
Conformity	3,7	3,69	3,72
Security	5,11	4,95	4,96

Both genders appreciate values quite a similar way. The difference in conformity between men and women is only 0.01 units. The single biggest difference (0.46) between female and male respondents is in universalism. Overall, female respondents appreciate eight values (benevolence, security, universalism, self-direction, tradition, achievement, power and conformity) higher than male respondents.



**FIGURE 4. Respondents' value structure EURO 2012 versus FIFA 2010**

The main differences between EURO 2012 and FIFA 2010 spectators are in universalism and power. FIFA 2010 spectators value universalism more than EURO 2012 spectators. (Palovaara & Parkkasaari 2011, 48-49.) The difference between these two factors is 0.54 units. EURO 2012 spectators value power more than FIFA 2010 spectators. The difference is 0.41 units.

### 6.3 Football brand image by international football fan

**TABLE 9. Strong characteristics**

<b>VARIABLE</b>	<b>MEAN</b>
1. International	6,53
2. Fun	6,35
3. Exciting	6,1
4. Traditional	5,93
5. Ambitious	5,86
6. Successful	5,8
7. Colourful	5,78
8. Healthy	5,58
9. Youthful	5,57
10. Creative	5,54

The most important characteristics for a fan in regards to the brand image of football can be seen above. From these ten adjectives asked on the questionnaire, three had an average over six in a scale of one to seven. These adjectives are international, fun and exciting. The average of the strongest adjective is 6.53. This adjective is international.

Ten strongest characteristics from 39, which the respondent felt strongest connection towards football are international, fun, exciting, colorful, successful, youthful, healthy, ambitious, strong and traditional. Excluding traditional, these nine characteristics that describe football are identical in EURO 2012 and FIFA 2010 World Cup. (Palovaara & Parkkasaari 2011, 47.)



**FIGURE 5. Strongest characteristics linked in values**

Ten strongest adjectives describing the brand image of football are linked with values used in the research. The strongest is stimulation with four adjectives (colourful, fun, exciting and youthful) representing the value. The second strongest value is achievement with two adjectives (ambitious and successful) representing it. Self-direction, tradition and universalism have one adjective representing each.

**TABLE 10. Strong characteristics divided by nationalities**

<b>Poland</b>	<b>Total</b>		<b>Spain</b>	<b>Total</b>		<b>Croatia</b>	<b>Total</b>	
<b>adjectives</b>	<b>(n)</b>	<b>Avg.</b>	<b>adjectives</b>	<b>(n)</b>	<b>Avg.</b>	<b>adjectives</b>	<b>(n)</b>	<b>Avg.</b>
International	77	6,58	Fun	57	6,47	Fun	41	6,51
Fun	77	6,19	International	57	6,44	Exciting	41	6,32
Traditional	79	5,89	Exciting	57	6,19	International	41	6,27
Ambitious	78	5,83	Colourful	57	6,18	Successful	41	6,12
Trendy	79	5,71	Ambitious	55	6,02	Traditional	40	6,1
<b>Finland</b>	<b>Total</b>		<b>Ireland</b>	<b>Total</b>		<b>Germany</b>	<b>Total</b>	
<b>Adjectives</b>	<b>(n)</b>	<b>Avg.</b>	<b>Adjectives</b>	<b>(n)</b>	<b>Avg.</b>	<b>Adjectives</b>	<b>(n)</b>	<b>Avg.</b>
International	36	6,67	International	36	6,61	International	30	6,57
Traditional	36	6,19	Fun	36	6,42	Fun	29	6,31
Fun	36	6,14	Exciting	36	6,33	Exciting	30	6,3
Exciting	36	5,92	Ambitious	36	6,08	Successful	30	6,23
Colourful	35	5,89	Colourful	36	6,03	Traditional	29	6,14

In each nationality fun and international have a mean over six. Trendy achieved its place in the top five among Polish. With other nationalities this adjective is not among with the five strongest attributes. The single biggest difference (0.37) is in fun –attribute and it is between the Croatians and the Finnish. Overall, the top five attributes are almost the same with each nationality.

**TABLE 11. Strongest characteristics divided by age groups**

<b>18-24 years</b>	<b>Total</b>			<b>25-30 years</b>	<b>Total</b>	
<b>Adjectives</b>	<b>(n)</b>	<b>Avg.</b>		<b>Adjectives</b>	<b>(n)</b>	<b>Avg.</b>
International	75	6,53		International	124	6,44
Fun	76	6,3		Fun	124	6,28
Ambitious	77	5,99		Exciting	124	6,07
Exciting	77	5,94		Traditional	122	5,98
Traditional	76	5,91		Ambitious	121	5,84
<b>31-35 years</b>	<b>Total</b>			<b>Over 35 years</b>	<b>Total</b>	
<b>Adjectives</b>	<b>(n)</b>	<b>Avg.</b>		<b>Adjectives</b>	<b>(n)</b>	<b>Avg.</b>
International	68	6,6		International	71	6,62
Fun	67	6,43		Fun	70	6,46
Exciting	68	6,1		Exciting	71	6,3
Traditional	68	5,91		Ambitious	69	5,99
Colourful	68	5,88		Traditional	70	5,91

Two strongest adjectives in each age group are international and fun, with an average over six. The exciting attribute has an average over six in each age group except in 18 to 24 years old. Colourful achieved its place in the top five in 31 to 35 -year-old. With other nationalities this adjective is not among with the five strongest attributes. Overall, the top five attributes are almost the same with each age group.

**TABLE 12. Strongest characteristics divided by gender**

<b>MEN</b>	<b>Total</b>			<b>WOMEN</b>	<b>Total</b>	
<b>Adjectives</b>	<b>(n)</b>	<b>Avg.</b>		<b>Adjectives</b>	<b>(n)</b>	<b>Avg.</b>
International	289	6,53		International	44	6,64
Fun	287	6,37		Fun	45	6,16
Exciting	290	6,17		Ambitious	45	5,98
Traditional	286	5,96		Traditional	45	5,87
Ambitious	285	5,86		Colourful	45	5,73

Among men three characteristics have a mean over six. International is the strongest adjective related to football in both genders. Main difference between the genders is the inclusion of exciting as the third important adjective amongst male respondents and the exclusion of colourful in the top five list. On the other hand, female respondents included colourful in their listing while exciting was not amongst the five most important.

## Biggest differences in football brand image

The main differences of perceived attributes that respondents' have related to football can be seen from the tables below. On the first table there is the comparison between men and women. The comparison between younger and older people has been displayed on the second table.

**Table 13. Football brand image men versus women**

Adjectives	Men	Men	Women	Women	Difference
	Total (n)	Average	Total (n)	Average	
Emphatic	286	4,98	45	4,38	<b>0,6</b>
Tempting	284	5,18	44	4,59	<b>0,59</b>
Exciting	290	6,17	45	5,6	<b>0,57</b>
Safe	288	4,86	45	4,33	<b>0,53</b>
Individual	287	4,11	45	3,67	<b>0,44</b>
Free	288	4,72	45	4,31	<b>0,41</b>
Routine	285	3,03	45	2,62	<b>0,41</b>
Trendy	287	5,24	45	5,64	<b>-0,41</b>
Obedient	282	4,28	44	3,89	<b>0,39</b>
Pleasant	288	5,53	44	5,16	<b>0,37</b>

The main differences of characteristics between men and women can be seen on the table above. The biggest single difference between genders is emphatic (0.6). The trendy adjective differs among women and men and it is the only adjective where women feel stronger relation toward football than men.



**Table 14. Football brand image divided by 18-24 years old versus over 35 year old people**

Adjectives	18-24 year	18-24 year old	Over 35 years	Over 35 Years	Difference
	Total (n)	Average	Total (n)	Average	
Loyal	76	4,88	69	5,52	<b>-0,64</b>
Individual	76	3,78	71	4,32	<b>-0,55</b>
Obedient	73	3,93	68	4,43	<b>-0,49</b>
Expensive	76	4,53	70	4,97	<b>-0,45</b>
Tempting	76	4,79	69	5,23	<b>-0,44</b>
Emphatic	77	4,56	69	4,99	<b>-0,43</b>
Serious	76	4,84	71	4,46	<b>0,38</b>
Inefficient	77	3,43	68	3,79	<b>-0,37</b>
Colourful	77	5,51	70	5,87	<b>-0,36</b>
Exciting	77	5,94	71	6,3	<b>-0,36</b>

The main differences between age groups are listed from youth (18 to 24 years old) to older (over 35 years old). The biggest single difference is with Loyal. The serious adjective differs among youth and older and it is the only adjective where youth feel stronger relation toward football than older people.

## 6.4 Comparing fan values and values seen in football brand image attributes



**Figure 5. Eleven strongest characteristics linked in international football value structure.**

On the table above the international football fans value structure have been linked with those attributes which the respondents have associated strongest to football. The value structure of international football fan and the brand image profile of football differ from each other. Hedonism and benevolence are the strongest values in the respondents' value structure, whereas the strongest values in football brand image profile are stimulation and achievement. Only these values have more than one characteristic describing them.

In the World Cup 2010 survey, participants recognized hedonism and universalism the strongest values in their value structure. (Palovaara & Parkkasaari 2011, 48-49.) This value structure differs from the results given by the EURO

2012 survey participants. Stimulation and Achievement were the only values in the football brand that had more than one adjective describing them, similarly in the World Cup 2010 as in the EURO 2012 survey.

## 7 CONCLUSION

The Survey of the Euro 2012 shows that the images related to football have no considerable differences between nationalities, age groups and gender. The background variables indicate that the age range is evenly represented. Only the proportion, of female respondents was significantly smaller than that of the male respondents. The image profile of football is quite the same between all three target groups according to the background information. The results confirm that the respondents' value structure and the football brand image are not identical.

Schwartz's Value Theory revealed that the value structures of international football fans are slightly dissenting depending on the respondent's age or nationality. The four strongest values out of the ten basic values in the international football fans' value structure are hedonism, benevolence, security and universalism. These four values are the strongest ones despite the respondents' nationality or age. There were no significant differences between the value structures, which demonstrate the similarity of the respondents. The value structure provides important knowledge of the values, which motivate respondents. These are the four values that are mentioned earlier.

The Cross-tabulation between genders revealed interesting information. Women think highly of eight values compared to what men think of them (see table 8). The biggest differences in the respondents' value structures turned out to be between nationalities. Only means of conformity and security have over one unit difference. The most notable differences were found between Spaniards and Germans. Nonetheless, despite these differences, the results from nationalities go along with the total results.

There are no significant differences between the nationalities and age groups in the perceived brand image. The four strongest attributes that the respondents relate to football are international, fun, exciting and traditional. The only difference between these four attributes can be found in the excitement of

football. This difference indicates that football is more exciting to men than women.

The results reveal that the value structure of an international football fan and the brand image profile of football differ from each other. Via pursuing happiness and helping their closest ones is the way for the respondents to find enjoyment in their lives. Nonetheless, the ten strongest attributes mentioned by the respondents portray the values of stimulation and achievement. This confirms that the respondents find football exciting and ambitious. These emotions add value to their lives.

The differences between the value structures of the respondents' and the perceived football brand image are explicable. An international football fan pursues happiness through the excitement that football offers. All in all, the international football fans emphasize a hedonistic life style through stimulation.

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## APPENDICES

### Appendix 1. Questionnaire in UEFA EURO 2012



### VALUES BEHIND FOOTBALL

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

**Your answers are very important to us!** Please note that all the answers will be kept confidential and presented anonymously and scientifically. The survey is organized and conducted by Sport Business School International.

**Thank you for your participation!**

1. Nationality:

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2. Age:

☐ 18 years

☐ 19

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.

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☐ 80

☐ 80 ->









low rules at all times, even when no one is watching.						
10. The safety of his/her country is very important to him/her.	○	○	○	○	○	○

**6. What are 3 most motivating reasons for you to come to the official EURO 2012™ Fan Zone today?**

1.

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2.

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3.

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## APPENDIX 2. Results from UEFA EURO 2012

<b>VARIABLE</b>	<b>MEAN</b>
International	6,53
Fun	6,35
Exciting	6,10
Traditional	5,93
Ambitious	5,86
Successful	5,80
Colourful	5,78
Healthy	5,58
Youthful	5,57
Creative	5,54
Strong	5,54
Pleasant	5,49
Wealthy	5,46
Trendy	5,31
Loyal	5,17
Fashionable	5,12
Tempting	5,10
Efficient	5,06
Innovative	4,92
Emphatic	4,90
Safe	4,79
Free	4,65
Serious	4,64
Broad-minded	4,64
Expensive	4,61
Changeable	4,49
Honest	4,33
Obedient	4,22
Conservative	4,17
Polite	4,09
Individual	4,08
Cheap	4,02
Nature-protective	3,92
Adult	3,91
Inefficient	3,56
Formal	3,23
Routine	2,97
Weak	2,74
Boring	2,08

### APPENDIX 3. Categorization of the characteristics

<b>Distinctive feature</b>	<b>Value</b>	<b>Characteristic</b>
<b>Openess 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

#### APPENDIX 4. Strong characteristics divided by nationalities

<b>Poland</b>	<b>Total</b>		<b>Spain</b>	<b>Total</b>		<b>Croatia</b>	<b>Total</b>	
<b>adjectives</b>	<b>(n)</b>	<b>Avg.</b>	<b>adjectives</b>	<b>(n)</b>	<b>Avg.</b>	<b>adjectives</b>	<b>(n)</b>	<b>Avg.</b>
International	77	6,58	Fun	57	6,47	Fun	41	6,51
Fun	77	6,19	International	57	6,44	Exciting	41	6,32
Traditional	79	5,89	Exciting	57	6,19	International	41	6,27
Ambitious	78	5,83	Colourful	57	6,18	Successful	41	6,12
Trendy	79	5,71	Ambitious	55	6,02	Traditional	40	6,10
Successful	79	5,68	Successful	56	5,93	Ambitious	40	6,00
Colourful	79	5,66	Traditional	55	5,82	Pleasant	41	5,95
Exciting	79	5,59	Fashionable	57	5,75	Strong	41	5,90
Healthy	77	5,53	Healthy	57	5,72	Colourful	41	5,78
Youthful	78	5,41	Creative	55	5,69	Wealthy	41	5,73

<b>Finland</b>	<b>Total</b>		<b>Ireland</b>	<b>Total</b>		<b>Germany</b>	<b>Total</b>	
<b>Adjectives</b>	<b>(n)</b>	<b>Avg.</b>	<b>Adjectives</b>	<b>(n)</b>	<b>Avg.</b>	<b>Adjectives</b>	<b>(n)</b>	<b>Avg.</b>
International	36	6,67	International	36	6,61	International	30	6,57
Traditional	36	6,19	Fun	36	6,42	Fun	29	6,31
Fun	36	6,14	Exciting	36	6,33	Exciting	30	6,30
Exciting	36	5,92	Ambitious	36	6,08	Successful	30	6,23
Colourful	35	5,89	Colourful	36	6,03	Traditional	29	6,14
Successful	36	5,78	Healthy	35	5,86	Ambitious	29	5,86
Ambitious	36	5,78	Traditional	36	5,83	Strong	30	5,77
Youthful	36	5,78	Youthful	35	5,66	Pleasant	30	5,60
Creative	36	5,61	Wealthy	35	5,60	Colourful	30	5,60
Pleasant	36	5,58	Strong	35	5,57	Healthy	28	5,57

## APPENDIX 5. Strongest characteristics divided by age groups

18-24 years			25-30 years		
Adjectives	Total (n)	Avg.	Adjectives	Total (n)	Avg.
International	75	6,53	International	124	6,44
Fun	76	6,30	Fun	124	6,28
Ambitious	77	5,99	Exciting	124	6,07
Exciting	77	5,94	Traditional	122	5,98
Traditional	76	5,91	Ambitious	121	5,84
Healthy	77	5,90	Colourful	124	5,81
Successful	77	5,87	Successful	124	5,79
Creative	76	5,62	Youthful	123	5,60
Strong	76	5,62	Creative	123	5,53
Colourful	77	5,51	Pleasant	124	5,51

31-35 years			Over 35 years		
Adjectives	Total (n)	Avg.	Adjectives	Total (n)	Avg.
International	68	6,60	International	71	6,62
Fun	67	6,43	Fun	70	6,46
Exciting	68	6,10	Exciting	71	6,30
Traditional	68	5,91	Ambitious	69	5,99
Colourful	68	5,88	Traditional	70	5,91
Successful	67	5,75	Colourful	70	5,87
Youthful	68	5,71	Successful	70	5,86
Creative	67	5,66	Strong	70	5,70
Ambitious	68	5,62	Pleasant	69	5,64
Strong	67	5,58	Healthy	70	5,61

## APPENDIX 6. Strongest characteristics divided by gender

MEN			WOMEN		
Adjectives	Total (n)	Avg.	Adjectives	Total (n)	Avg.
International	289	6,53	International	44	6,64
Fun	287	6,37	Fun	45	6,16
Exciting	290	6,17	Ambitious	45	5,98
Traditional	286	5,96	Traditional	45	5,87
Ambitious	285	5,86	Colourful	45	5,73
Successful	288	5,82	Successful	45	5,69
Colourful	289	5,78	Trendy	45	5,64
Youthful	288	5,57	Exciting	45	5,60
Strong	287	5,57	Healthy	43	5,58
Healthy	287	5,57	Creative	44	5,55