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ATTENDING MOTIVATIONS OF IN- TERNATIONAL TOURISTS AT SPORT EVENTS

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TIIVISTELMÄ

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Tutkimuksen tavoite on tuoda ilmi motivaatiot ja syyt osallistua urheilutapahtumiin. Tutkimus kohde on FC Barcelonan pelit. Myös tutkitaan miten osallistujat hahmottavat FC Barcelonan tuotemerkki ja kuinka se vaikuttaa osallistumispäätöksiin. Pelien osallistujat jaotellaan faneihin ja katsojiin. Tämän tutkimuksen mukaan voidaan määrittää menestyksekkään urheilumatkailukohteen ominaisuudet.

Määrällinen tutkimusmenetelmä valittiin tutkimukseen. Vastaukset kerättiin Internet kyselylomakkeella. 4D tuotemerkki teoria ja henkilökohtainen motivaatio teoria joka on sovellettu urheilu katsojiin.

Tutkimuksessa saatiin selville katsojat osallistuvat joukkueen itsensä vuoksi. Joukkue nähdään lahjakkaana ja se pelaa viihdyttävää jalkapalloa. Noin puolet vastaajista luokiteltiin joukkueen faneina ja loput vain osallistujina jotka eivät ole erityisemmin kiinnostuneina joukkueesta. Kuitenkin joukkueen kannatus ei ole tärkein asia osallistua peleihin. Brändin vahvin puoli on toiminnallinen ulottuvuus. Toiminnallinen ulottuvuus viittaa ensisijaisesti hyötyihin.

ABSTRACT

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The aim of the research was to reveal the reasons and motivations for attending sport events. The case study of the research is FC Barcelona's games. Also it is studied how spectators perceive the brand image of European football and how the brand contributes to attending decisions. Researched is also the distribution of fans and those spectators who are not especially interested in FC Barcelona. With this research is evaluated the characteristics of a successful sport tourism attraction.

A quantitative research method was used. The study was implemented as an online questionnaire. The main theories that were utilized in the thesis were 4D branding theory and personal investments theory applied to sport spectators.

The research revealed that spectators attend a game of FC Barcelona because of the team itself. The team is seen as talented and it plays entertaining football. Approximately half of the spectators can be categorized as fans of the team. However, supporting the team is not the main reason for attending a game. The strongest aspect of the brand image of FC Barcelona is functional quality. Functional quality refers to the primary benefits that the brand produces for the spectator

CONTENTS

TIIVISTELMÄ

ABSTRACT

| | | |
|--------|---|----|
| 1 | INTRODUCTION | 8 |
| 1.1 | The Reasons behind the Research..... | 8 |
| 1.2 | Demand and Purpose of the Thesis..... | 8 |
| 1.3 | Goal of the Research | 9 |
| 2 | BACKGROUND INFORMATION | 10 |
| 2.1 | Football and its History..... | 10 |
| 2.2 | FC Barcelona and its History | 12 |
| 2.3 | Barcelona | 13 |
| 3 | THEORETICAL FRAMEWORK..... | 14 |
| 3.1 | Sport..... | 14 |
| 3.2 | Sport Tourism | 14 |
| 3.3 | Sport Events | 17 |
| 3.4 | Tourism Products and Tourism Consuming Behavior..... | 18 |
| 3.5 | Sport Consumers | 19 |
| 3.6 | Internal and External Factors Affecting Sport Consumption | 20 |
| 3.7 | Sport Fans and Spectators | 22 |
| 3.8 | The Bonds between Fans and Team Brands | 24 |
| 3.9 | The Theory of Personal Investment as Applied to Sport Spectating Decisions | 24 |
| 3.9.1 | Perceived Options | 25 |
| 3.9.2 | Viability of Identified Options | 26 |
| 3.9.3 | The Future Availability of an Option..... | 26 |
| 3.9.4 | The Financial Requirements of an Option | 27 |
| 3.9.5 | Other Factors Influencing the Viability of an Option | 27 |
| 3.10 | Sense of Self | 27 |
| 3.10.1 | Team Identification and Sport Spectating..... | 27 |
| 3.10.2 | Disposition Theory and Attendance Decisions | 28 |
| 3.11 | Personal Incentives | 28 |
| 3.12 | Task Incentives | 29 |

| | | |
|--------|---|----|
| 3.12.1 | Social Incentive | 29 |
| 3.12.2 | Ego Incentive | 29 |
| 3.13 | Marketing | 30 |
| 3.14 | Sport Marketing | 31 |
| 3.15 | Brand..... | 33 |
| 3.16 | 4D Branding..... | 35 |
| 3.16.1 | The Functional Dimension..... | 36 |
| 3.16.2 | The Social Dimension | 37 |
| 3.16.3 | The Mental Dimension..... | 37 |
| 3.16.4 | The Spiritual Dimension | 38 |
| 3.17 | Extending Sport Brands | 38 |
| 4 | RESEARCH | 40 |
| 4.1 | The Research Methodology | 40 |
| 4.2 | Reliability and Validity of the Research | 42 |
| 4.3 | The Research Implementation & Process | 44 |
| 4.4 | Analyzing the Results | 46 |
| 4.5 | FC Barcelona’s Spectators’ Team Identification Level..... | 54 |
| 4.6 | FC Barcelona’s Product Aspects | 57 |
| 4.7 | Personal Investments Theory Applied to FC Barcelona’s Spectators | 58 |
| 4.8 | Brand Mind Space of FC Barcelona | 60 |
| 5 | CONCLUSIONS | 63 |
| 5.1 | Future Research | 65 |
| | REFERENCES..... | 66 |
| | APPENDICES | |

LIST OF FIGURES AND TABLES

| | | |
|------------------|--|-------|
| Figure 1. | Theory of Personal Investment | p. 25 |
| Figure 2. | Brand Mind Space | p. 36 |
| Figure 3. | Respondents' sex distribution | p. 47 |
| Figure 4. | The respondents 'nationalities | p. 47 |
| Table 1. | The purpose of the trip | p. 48 |
| Table 2. | How often the respondents follow football | p. 49 |
| Table 3. | How often the respondents follow FC Barcelona | p. 49 |
| Table 4. | The importance of FC Barcelona's winnings for respondents. p. 50 | |
| Table 5. | Fandom perception of respondents' friends. | p.50 |
| Table 6. | Importance of being a fan of FC Barcelona for respondents. | p. 51 |
| Table 7. | Respondents' reason to attend a FC Barcelona's game. | p. 52 |
| Table 8. | Respondents' opinions of FC Barcelona | p. 53 |
| Table 9. | Respondents' interest level to attend other football clubs' games. p. 54 | |
| Figure 5. | Respondents' team identification level. | p. 54 |
| Figure 5. | Respondents' team identification level | p. 56 |
| Table 10. | Spectators' differences for attending at FC Barcelona's games. p. 57 | |
| Figure 6. | Product dimensions of FC Barcelona | p. 57 |
| Figure 7. | Motivation to attend FC Barcelona's game applied with personal Investments theory | p.60 |
| Figure 8. | FC Barcelona's Brand Mind Space | p. 62 |
| Figure 9. | FC Barcelona's Spectators' Attending Motivations. | p. 64 |

LIST OF APPENDICES

APPENDIX 1. Questionnaire

1 INTRODUCTION

1.1 The Reasons behind the Research

The idea for this research arose during an exchange period in Barcelona in the year 2011. Attending to a game of FC Barcelona arose a wonder that many students attended also only because of the experience. They were not particularly interested in football or FC Barcelona. A game of FC Barcelona was a tourist attraction as any other ordinary tourist attraction. So, the idea was to research attending motivations of spectators.

The thesis is evaluating the special factors of sport tourism and its marketing. The motivational factors to attend a sport event are discussed. Firstly, the thesis concentrates on evaluating international tourists' motivators to attend FC Barcelona's games. The aim of the survey is to estimate the distribution between FC Barcelona's fans and other participants at the games. Secondly, is observed how spectators perceive the brand image of FC Barcelona. The thesis is based on a questionnaire surveying the attending reasons of spectators.

In the introduction chapter the basic idea is explained and the aim of the thesis. The second chapter introduces the background information of the topic. After that the theoretical framework of the thesis is presented. The fourth chapter focuses on explaining the research process implementation. The validity and reliability of the research process is explained. Then the research data and analyzes of it are introduced in the chapter three. The conclusions of data are finally presented. Possible future research is also discussed.

1.2 Demand and Purpose of the Thesis

The aim is to evaluate the potentially tourism business in sports events and how to turn a football event into a tourism attraction. Sport tourism is one of the biggest sectors of tourism and its popularity seems to continue, therefore the special fac-

tors of this industry needs to be surveyed. Especially in Finland the tourism business potentially of sport events is not recognized enough.

Based on this thesis the factors that make an attractive sport tourism destination or a sport tourism product can be recognized. Sport event managers can evaluate business potentially based on to this survey. The initial success factor of sport tourism strategies lies in identifying the needs of the customer segment. Therefore, the research process of this survey can also be applied when the tourism business potentially of other sport events is evaluated.

1.3 Goal of the Research

The main goal of the research is to investigate the fan attraction level of participants at FC Barcelona's games. How many participants are attending because they are fans of FC Barcelona and how many are attending rather because of the experience? A decision to attend a sport event is a complicated process and the fundamental reasons behind attending decisions are observed. Why have spectators chosen to attend this particular football team's game? Also, the research observes how attractive spectators perceive attending FC Barcelona's games compared to attending the matches of other top football teams in Europe.

The research evaluates how the spectators perceive the brand image of FC Barcelona. Also, the effect of the brand image to attending decisions is estimated.

The research problem of the thesis is "What motivates a spectator to attend FC Barcelona's game?"

To clarify the research problem these questions are set:

1. What makes a sport event attractive for tourists that are not especially interested in football or a team itself?
 2. How does the brand contribute to an attending decision?
 3. What makes FC Barcelona's game an attractive tourism attraction?
-

2 BACKGROUND INFORMATION

The next chapter describes the background of football, FC Barcelona and also Barcelona is introduced as a tourism destination. Background information is given to help to understand the world of football and also the environment where FC Barcelona operates. It is vital to understand the tourism business competitors of FC Barcelona.

2.1 Football and its History

The early form of football originates from Britain. The humankind has played with a ball throughout the history, but the formalized football rules were created in 1863. Before that primitive football was less organized and more violent. The game has had many forms and it has been a part of many rituals over the history. The history of football is also reflecting the history of Great Britain, its country of origin. (FIFA)

In the early 19th century the rules of football were still quite unorganized. Where ever the game was played new variations were made of the game. The turning point of the football history was when the schools realized the educating aspect of football. Education institutes were appealed by football because it engaged cooperation, team spirit and reliability. As a result, football became a part of schools' curriculum. (FIFA)

At that time the football had many same characters as rugby. For example, handling the ball was allowed in many cases. Other parties preferred kicking the ball. Also kicking under knees was permitted. Cambridge University arranged a meeting of 11 football clubs to settle football rules in 1863. The meeting caused the birth of The Football Association. Same year football and rugby were separated and individual games were born. (FIFA)

The growth of football was quick after born of The Football Association. FA Cup the first football cup was created in the year 1872. At that time football was still unknown in Europe and other parts of world. The football games were at that time

played between England, Wales, Ireland and Scotland. Due to international influence of Great Britain football was quickly also spread to other European countries. (FIFA)

In the year 1902 FIFA was founded in Paris by seven countries which included France, Belgium, Denmark, the Netherlands, Spain, Sweden and Switzerland. The first World Cup was held in year 1930 and Fédération Internationale de Football Association (FIFA) had already 41 affiliated national associations. The popularity of football has increased tremendously during the 1900^s. Today FIFA have 208 members all over the world. (FIFA)

2.2 FC Barcelona and its History

According to the web pages of FC Barcelona a German business man, Hans Gamper, founded Football Club Barcelona on 29th November, 1899. At that time football was still an unknown game. Les Corts stadium was opened in 1922, and it had a capacity of 30,000 spectators. The stadium was the initial factor for the growth and it played a big role in “the golden era” of the football club. Barça won the first championship of Spanish league in year 1929. In many cases the team is called shortly as Barça. The Spanish civil war that started in 1936 affected several difficulties for the team and, for example, they were forced to play abroad and the result of the exile was that the team lost the half of team. During years 1951 to 1953 the football club won every possible title. Due to success of the team the Les Corts stadium needed expanding and as a result was opening of Camp Nou stadium in the year 1957. The stadium had capacity of 80,000 spectators. The number of affiliated supporters have rose during the team’s history and in the year 2004 team had approximately 130 000 affiliated supporters worldwide. (Allen D and Eguía R, 2004)

FC Barcelona is one of the most popular football clubs in the world. The club has been successful and has won several trophies. The club has besides football team several sports teams in both professional and amateur level. They have basketball, handball, ice hockey and futsal team, to mention few of them. (FCBarcelona)

FC Barcelona has won Champions League four times and the last time was year 2011. The club won also same year la liga, Spanish football league. Lionel Messi is undeniably one the most successful players of FC Barcelona at the moment. Messi has been chosen to be the best player of the world on years 2011, 2010 and 2009. (FC Barcelona)

Throughout history FC Barcelona has presented for its supporters Catalan identity and Catalan nationalism. The football club announces that the slogan “More than a club” is presenting the multidimensional aspect of the football club. So for team’s international affiliated supporter’s the team resembles their identity in many senses. The football club is competing also behalf of human rights besides

football trophies. That is also why international fans can relate themselves to the team. Also the club claim to be one of the most prominent ambassadors of Spain. The club has a sponsorship contract with Unicef. They are paying annual fees to Unicef in order to wear Unicef logos in players' t-shirts. (FCBarcelona)

2.3 Barcelona

The capital of Catalonia province is Barcelona. After Madrid the city is the second biggest in Spain. Catalans speaks Catalan and the other official language is Spanish in Catalonia. The most Catalans support independency of Catalonia. Nationalism is in a big part of Catalans' identity. Catalans also identify themselves rather Catalans than Spanish.

Barcelona has become one of the most popular tourism cities in Europe. The appeal of Barcelona can be explained by diverse tourism attractions in the city. Combining both a beach holiday and a city break is possible in Barcelona. The city is situated in the cost of Mediterranean and several beaches are nearby of the city's center. The location of Barcelona also guarantees warm weather during the summer season. Barcelona is rich in a selection of cultural attractions. Gaudi's architecture plays a big role in the city. The spectacular Sagrada Familia church designed by Gaudi and is definitely one of the landmarks of Barcelona. Other great influence on the land view of Barcelona has made Picasso. Popular Picasso museum displays wide range of Picasso's art works.

3 THEORETICAL FRAMEWORK

In this chapter the theoretical framework and definitions to understand sport tourism consumption are described. Firstly, the basic theoretical background of sport and sport tourism are introduced. After that the factors affecting sport consumption are presented, also consuming behavior in general is introduced. Marketing and brand marketing are presented in the last part of the chapter. Based on the theoretical framework a questionnaire to research this specific case is created.

3.1 Sport

Sport can be defined in several ways depending on the perspective. In many cases sport is associated as competitive play including time, space and formed rules according to Hudson. A wider definition connects also recreation and health. Also another definition of sport involves physical exertion. (Hudson, S, 2003, p 2)

Sport can be any physical activity that enhances both physical and mental healthiness and also effects on social life. The form of sport can be playful, recreational, original game or sport. (Sportanddev) These definitions of sport are describing when is attended in an activity itself, but however those can be applied to sport spectatorship.

According Hudson sport is the biggest social phenomenon in whole world because of its international attractiveness. (Hudson, S, 2003, p 3) A motivational factor to participate in a sport activity is often to divert oneself from everyday life. (Hudson, S, 2003, p. 2) Sport spectatorship is also concerning to one's will to divert from everyday life.

3.2 Sport Tourism

Tourism and sport form a definition that includes traveling away from one's permanent residence to engage in a sport activity. The sport viewed or participated can be on an amateur or a professional level. Sport tourism is also traveling to a sport attraction, for instance, a sport museum or a sport hall of fame. (Hudson 2003, p 2)

According to David Walmsley there is one more form of sport tourism which is incidental sport tourism. The main function of the trip is not to engage in sport activity. The economic benefits for the destination are as huge as in other forms of sport tourism. (Walmsley, D, 2009, p 3)

According to Sport Tourism Expo sport tourism is one of the fastest growing tourism sectors and at the time it is also one of the biggest sectors of tourism. In the year 2008 sport tourism responded over 10% of international tourism in the world. (Sport Tourism Expo) Recent trend in tourism has shown that tourists are more interested in health issues and wellbeing, so it is likely that sport tourism will continue its growth.

Sport tourism is a relatively new concept in everyday language. However, people have travelled to engage in sport activities throughout history. The first Olympic Games were arranged 776 BC and this ancient sport event was arranged almost 12 centuries ahead. Traveling to Olympic Games is the earliest form of sport tourism. Also the event itself is the earliest form of sport events. (Olympic, 2009)

The business potential of noncompetitive and competitive sport has been recognized by tourism and sport managers. Sport tourism has a multilevel contribution on economy. (Sport Tourism Expo) Namely when more people are attending sport activities in a recreational level also they are likely to buy more sport equipment and as a result they might attend in a professional level and watch more sport.

Furthermore, sport tourists are usually spending more time in the destination and so contribute more the local economy. (Hudson, 2003, p. 2-3) In addition, they are spending more in average than other tourist categories according to Sport Tourism Expo. In many cases sport tourism also boost other tourism activities in the destination. Above all sport tourists are also likely to return in the destination. (Sport Tourism Expo)

The host cities and countries of mega sport events, such as Olympic Games, have multilevel economic benefits of arranging sport events. For example, tourism in Barcelona has doubled since year 1992 when the Olympic Games were arranged.

In addition, the Olympic Games have increased city's attractiveness as a business location. The arrainging of mega sport events can be a unique occasion for a city to show its potentiality as a tourism destination. (Sport Tourism Expo)

A sport tourism attraction provides for a tourist activity associated to sport. The attractions can be artificial or naturally build. The sport tourism attractions can be special stadiums or arenas where sport events take place, sport theme parks, walls- or hall of fame dedicated to sport leaders and heroes or sport heritage and sport shops.(Hudson 2003, p3-4).

3.3 Sport Events

Sport events differ from each other in customer segments, the number of different attendees and media coverage and so on. Also, these events have a meaning for different customers. Attending to a sport event might have religious and cultural aspects for consumers. For instance, attending to Super Bowl has been described as “a modern form of ritual pilgrimage”. Besides, the participation might be one of lifetime experiences and it can be a life forming experience. It is also a chance to make bonds with people who have similar interests. (Hudson 2003, p.9-10)

A sport event is tempting a notable amount of attendees. Beech and Chadwick are dividing sport consumers to sport participants, spectators and sport sponsors. “A spectator is someone who watches and observes sport events “(Beech & Chadwick 2007, p.536) It must be noted that besides spectators also the competitors must be classified as tourists in sport events (Sharpley, R., Evans, N., Long, P., Swarbrooke, J., 2000, p74)

Sport participants at a sport event can be professional, amateur or recreational participants. They are crucial to keep the sport industry alive. Sport spectators are following the event on the location or through some media device, for example TV. (Beech & Chadwick, 2007 p 84)

A sport event attracting a significant amount of customers can boost the local economy largely. Events that have a smaller number of participants are valuable for the arranging locations, especially in smaller cities. Often the smaller events like marathons and tournaments are relatively well profit producing due to small arranging costs. A common feature for a sport participant is that she or he is seeking to spend a holiday with others who share same interest in a particular sport. So that is why arranging sport events is good way to attain new visitors and return visitors. When the participants are emotionally attached to the event they likely are returning. (Beech & Chadwick, 2007 p 84)

The aim of sport events is in many cases to attain economic benefits but also community purposes are behind these events. Sport tourism events have several

stake holders. In the stakeholders interest it is vital that the sport events are defined as tourism products. (Hudson, 2003, p 20)

3.4 Tourism Products and Tourism Consuming Behavior

Paul and Olson's consumer behavior definition includes many aspects that are involved in a consumption process. The emotions and the ideas that are experienced during the consumption process are part of consumer behavior. Packaging, advertisements, product appearance and the other customers in the environment all affect these experiences. Furthermore consumer behavior includes exchanges and a social dimension. (Paul & Olson, 2010) Beech and Chadwick define consuming behavior more simply as all the actions or chain of events that consumers operate to attain, use or get rid of products, services or experiences for need-satisfying purposes. (Beech & Chadwick, 2007, p 90)

Furthermore, the sport and consuming behavior are combined. The special character of tourism consuming behavior is that a tourism product is both intangible and tangible. Intangible aspect refers to service quality and experiences, in a case of sport tourism the game itself. Tangible elements of tourism are including premiers and food. Tangible elements are material. Because of intangibility of tourism products those cannot be defined in a detail. The consumers are rather buying experiences. The tourists are part of the tourism product, which means that they are developing the tourism product with their attendance. That means that the attendance is affecting on other's experience also. Many factors which are affecting on the tourism experience are not controlled by a tourism provider. Such a factor can be weather, public transportation and other business providers. (Swarbrooke & Horner, 1999, p 51-52)

A sport product as any other consumption product provides benefits for its consumer. A consumer can be a spectator, a participant or a sponsor. (Beech & Chadwick, 2007, p 84) However, a sport product is differing in many ways from ordinary consuming products. The differences must be noted when building a tourism attraction based on a sport product.

Beech and Chadwick discuss of three components of a sport product: core, tangible and augmented aspect. The core product refers to the game itself in case of sports. The tangible aspect of a sport product might be a ticket received or a booklet about the team. Something that the customer can take away is the tangible part of the sport product. Purchased fan products are one example. The augmented aspect refers to some part that provides for a customer greater experience. Some specialty of the product that makes the product to distinguish from the other products is the augmented aspect. In other words augmented aspect is the untouchable part of the product. Due to unpredictability of the core product in case of sport products, the other aspects are important for customer satisfaction. (Beech & Chadwick, 2007, p 38)

3.5 Sport Consumers

The sport industry tries to satisfy customers who are spectators, participants and sponsors. (Beech & Chadwick, 2007, p91) Beech and Chadwick have argued that sport participation is explained by motivational factors and also that motivational factors could explain spectators' purchase behavior. Spectators' and participants' motivations have been researched by many researchers and the results have been complex. Many factors are affecting spectators' and participants' motivation. Spectators' factors that motivate to participate at sport events are researched to be mental and social health, basic sport and personal requirements. (Beech & Chadwick 2007, p91)

The driving motivations of spectators must be studied because the sport event industry has been forced to go through several transforms and attracting spectators is not that easy as it was before. Successful sport marketing is based on the comprehensive understanding of spectators' motivations. As mentioned before the driving force of sport event industry is the attendance of spectators. (Beech & Chadwick, 2003, p 92)

All sport spectators are not appealed by the same factors. The identification of those factors is vital because fans are vital for sport organizations success. The more fans are attracted the more sponsors are also attracted. These fans can be di-

vided by their attendance level and dedication level to a team or a specific sport. (Beech & Chadwick, 2003, p 92)

As stated before sport can provide for a fan thrill and stimulation. Stress that rises at the game is fun and enjoyable. It is been noted to be one of the reasons for fan appeal. As in the basic definition of sport, a motivational factor for attending a sport event is to divert from everyday life. Of course sport has also an entertaining aspect. (Beech & Chadwick 2007, p92)

The fan attraction behavior researches are not restricted to study psychological elements. Also, the structure of sport consumption product must be clarified. The product plays a big role in sport spectating decisions. Beech and Chadwick discuss the three components of a sport product: core, a tangible and an augmented aspect. The core product is the game itself in case of sports. The tangible aspect of a sport product might be a ticket received or booklet about the team. The augmented aspect refers some part that provides for a customer greater experience. (Beech & Chadwick 2007, p38) With these components can be analyzed the sport products and how does the components affect on attending decisions.

The importance of the sport facilities is in relation to fan satisfaction. A sport event venue plays a big role in fan behavior and satisfaction. The ticket prices, seats, the quality of food and beverages are part of the consumption event. As in any hospitality industry service quality has also an impact on customer satisfaction. (Beech & Chadwick 2007, p93)

The sport marketer's interest is to turn the random visitors to repeat visitors. Different strategies are needed to attract different kind of spectators. Buying the team products such as t-shirts and scarves is bonding a team and a fan. Fans like to associate themselves to a successful team or a player and also to famous fans. (Beech & Chadwick, 2003, p 94)

3.6 Internal and External Factors Affecting Sport Consumption

Internal factors are also called psychological factors. These factors are individual and have an influence on sport consumption decisions. According to Beech and

Chadwick these psychological elements are personality, motivation, perception, learning, beliefs and attitudes. One's personality is shaped by the living environment and how one reacts to it. Motivation is referring one's will to be part of sports; it applies to both participants and spectators. Perception refers to an individual's opinion of the sport. One's perception is consisted by beliefs and attitudes and images that one hold on the sport. According to Solomon, Bamossy, Askengard learning is sifting of one's behavior in a quite permanent level. Beliefs and attitudes in this association are referring to one's previous experiences. (Beech & Chadwick, 2007, p 90-91)

Motivation is one of the most prominent internal factors that affects on sport consumption. One of the most known theories of motivation is developed by Marslow. Marslow suggests that people satisfy needs in the importance order. The most important needs are basic physiological needs and the last needs to be satisfied are the needs of self actualization. According to Proctor the theory can be applied to understand consumption behavior. The basic consumption needs are satisfied before specific consumption needs. (Proctor, T, 2000, p 151)

Individuals' motivations in the case of sports are different when compared to other types of consumption. The motivators to attend a sport event differ, for one attending is social interaction and for the other is fun and relaxation. Sport has also an educational aspect; for example, playing team games teaches social skills and helps to activate mind. (Hudson, 2003, p. 3)

The external factors that affects on sport consumption include social class, culture religion, family, age and a reference group. By reference group is meant the persons that affect on one's behavior and attitudes. In this case it could be being a member some sport team. Also other persons affect on our consuming behaviour. Factors like the level of income, education level and occupation are determinating the social class. Culture includes all the aspects that are transferred to following generations, these can be shared beliefs, traditions and values. In case of sports the significant cultural aspects are values and beliefs of the physical appearance, nu-

trition, fitness and the role of the sport in society and so on. These all are relevant external factors in individual's sport decisions. (Beech & Chadwick, 2007, p 91)

People around us affects one's consumption. The recommendation of a friend might cause a purchase occurrence. (Proctor, T, 2000, p 153) In case of sport spectatorship other's influence might be huge. This is because in many cases individuals' are not viewing games alone, they rather have company.

Consumers also buy products that underlay their social role or a status. The reason is that with consumption individuals can express their identity. Individuals' social collections affect also consumption decisions. These social collections have different status symbols. (Proctor, T, 2000, p 153) Such a social collections can be fan clubs of sport teams in the case of sport consumption.

Probably family has the greatest social influence on individuals. (Proctor, T, 2000, p 153) Hudson argues that social impact on sport tourism decisions is huge, because individuals in many cases are leaving the decision making to others, such to the group traveling with or for their family. (Hudson, 2003, p 55-56)

3.7 Sport Fans and Spectators

Sport events attract many types of spectators. In the following sub-chapter the factors and characteristics of sport fandom and sport spectatorship are discussed. These issues are discussed to understand different kinds of participants at sport events. The customers of sport events were mentioned earlier. Next different kind of spectators are discussed more deeply.

According to Wann, Melnick, Russell and Pease a distinction must be made between a sport fan and a spectator. The main difference between those is the level of devotion to a team, a sport or an athlete. A fan is someone who is totally devoted to a team and a spectator is just watching a game in person or through some channel. A spectator can be an individual who is not interested in identifying a team or a sport. However, a fan can be also a spectator if one is viewing the game in person. In many cases a clear distinction is not made and these concepts are confused. Basically, a spectator could be also referred as a customer of a sport

event. (Wann, Melnick, Russell and Pease, 2001, p 2) Also in different connections the definitions are often used confusingly. However, in this research spectator and fan terms are used according to these definitions.

Every sport event is attracting sport fans with different levels of team identification. Team identification means the level of psychological connection to a team or a player (Wann, Melnick, Russell & Pease 2001, p 3). The level of team identification is quite stable and a fan with high level of team identification is not likely to change devotion easily. It is argued that team identification is not a result of recent game success; it is rather accumulated during a long time period. Also, a fan feels that a team supporter role is a big part of individual's identity. A fan feels it is important that others also identify her or him as a fan of a particular team. A fan with high level of team identification reflects the success on to oneself. The winnings and defeats of the team become also a fan's winnings and defeats. A fan with low level of team identification is reacting slightly to a team's success and a team supporter role is not in part one's identity. The other indicators of the level of team identification are for example the frequency of following the team and the dislike level of the rivals of the team. (Wann, Melnick, Russell and Pease, 2001, p 2)

An endless number of factors can affect the decision of selecting favorite team. However, according to Melnick, Russell and Pease few reasons have been noted to be the most common ones. The most prominent has been noted to be the influence of parents. Parents' devotion to a particular team is likely to transfer to children. After that talented players were the second greatest influence on choosing one's favorite team. Also, many individuals support local teams and the influence of one's friends and other significant others are reasons for choosing a favorite team. However, when researching displaced fans, fans that are geographically far located from their favorite team, the higher team identification was noted to be with successful teams. For the fans that are supporting a local team, success is not that important a factor. (Wann, Melnick, Russell and Pease, 2001, p 7)

3.8 The Bonds between Fans and Team Brands

Usually fans are loyal to the team they support. The supporters do not move to support other team if the performance of favorite team is not good. In comparison to ordinary consuming behavior this is exceptional. Nevertheless, success of a team has impacts on the behavior of a fan. During 2001 and 2002 a study of approximately 2500 Premiership football fans indicated characteristics that explain the strong relationship between a football fan and a team. (Beech & Chadwick, 2007, p.51) These help explain the football brands' influence on spectators. The overall performance of a team has several impacts on the brand fan relationship.

The success of the team will increase the support of the fans. Then fans are likely to attend other sport activities, for example, buy team fan products, and follow team web pages and so on. (Beech & Chadwick, 2007, p.52) The self-esteem of a fan rises when the supported team is successful. Consequently fans feel better regarding themselves when they can associate themselves with a successful team. (Beech & Chadwick, 2007, p.52)

The symbols and the history of the team have strong relationship with fans. Usually fans are reluctant to changes of symbols of the team. Success of team will raise the knowledge of the fans regarding the team. The fans are more eager to learn about their favorite team if it is successful. (Beech & Chadwick, 2007, p.52) High scores are also making fans to expect better financial performance of the team. So, the club can invest on players or sport premiers. (Beech & Chadwick, 2007, p.52)

3.9 The Theory of Personal Investment as Applied to Sport Spectating Decisions

Next a theory that explains sport spectators' decisions is presented. The theory is especially focuses on sport spectating decisions, which is relevant in the research of this thesis. With this theory the decisions. of FC Barcelona's spectators' can be evaluated

Many theories have been tried to apply spectating sports, but the most theories lack empirical support. Also, the theories overlap the other theories regarding sport fandom. Sport fandom and sport spectating have similarities but are not equal. (Wann, Melnick, Russell, Pease, 2001, p 53) Relevant to sport spectating theory is that it concentrates on the multidimensionality of the decision making of sport spectating. The decision making is a complex process and it connects many dimensions. (Wann, Melnick, Russell, Pease, 2001, p 67)

The theory of personal investment combines three dimensions to analyze choices and decisions of sport spectators. These three dimensions are forming one's motivation to attend to a sport event. The theory examines the reasons for one's decision to use personal resources to attend a sporting event. The theory grounds its viability combination of several motivational factors. See the figure 1. (Wann, Melnick, Russell, Pease, 2001, p 55)

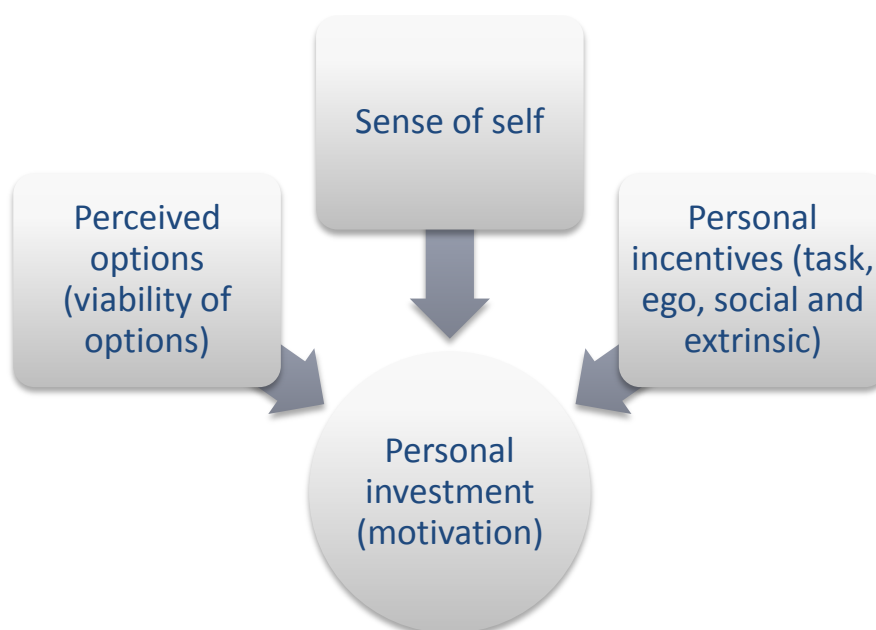


Figure 1. The theory of personal investment as applied to sport spectating decisions (See the original figure, Wann, Melnick, Russell, Pease, 2001, p 54)

3.9.1 Perceived Options

Perceived options mean the alternatives that an individual has in a specific situation. An individual must identify these behavioral choices. One has multiple op-

tions to spend spare time, for example, by going the movies or having a dinner out. Therefore an individual must observe the costs and benefits that attending provides. Also, a wide a range of sport supply is forcing one to decide between many sport events. Clearly, one's place of location determinates the possible options. (Wann, Melnick, Russell, Pease, 2001, p 55-56)

3.9.2 Viability of Indentified Options

After recognition of options one must assess the cost benefit relation of each option. Defining the viability of a recreational activity is must. The costs of attending a certain activity could be the ticket price, energy and time, for example. When the benefits are greater than the costs, then one will probably estimate an option viable and the same applies vice versa. Naturally several factors affect the perception of viability. (Wann, Melnick, Russell, Pease, 2001, p 56-58)

3.9.3 The Future Availability of an Option

The possibility to attend a certain event or similar event affects the perception of viability. When one does not have difficulties attending a sport event in the future, one might postpone attending. In case of a rare event, one might think attending as one of life time experience. For example, attending the Olympics could be one of lifetime experience. In some cases if future attending is not possible it will increase the likelihood of attending at the given time. Some sport teams have announced one year in advance that the team will not play next season and it has dropped the audience numbers. The supporters have justified the decision by that they do not see a reason to support a team with no future. (Wann, Melnick, Russell, Pease, 2001, p 56-57)

3.9.4 The Financial Requirements of an Option

All the financial costs that are required for attending an event affect on viability perception. The ticket price is the most prominent factor of financial requirement. Also, additional costs like food, parking and traveling are effecting one's decision. According to Wann, Melnick, Russel and Pease the effect of income level has been studied and it that been noted that both spectators with a low level of income and with a high level of income consider financial factor as the most relevant issue. However the spectators with lower income level consider the financial costs more important than the richer spectators. (Wann, Melnick, Russell, Pease, 2001, p 57-58)

3.9.5 Other Factors Influencing the Viability of an Option

Several other factors also affect viability perception. The time of the event impacts also on the attending decision. Accessibility to the sport scene also affects one's decisions. Bad weather can determinate that one will not attend a sport event. The other factors affecting attending a sport event are very high (Wann, Melnick, Russell, Pease, 2001, p 58)

3.10 Sense of Self

Sense of self is the second dimension affecting one's motivation to attend a sport event. Sense of self is a mixture of one's beliefs, perceptions and images of one's individuality. Identity is the way one perceives self compared to others. (Wann, Melnick, Russell, Pease, 2001, p 58) In case of sport spectatorship sense of self is mostly about team identification level. Some spectators are more emotionally attached to a team than other spectators. In addition, there are other attributes affecting on the sense of self in the case of sport spectatorship.

3.10.1 Team Identification and Sport Spectating

Team and individual identification has been researched to be the most important psychological factor affecting attendance. Team identification is the most prominent attendance predictor. A team or individual athlete identification includes the

general knowledge of the team or an athlete. The spectators at different ages are reported to have different levels of knowledge of sports. The older spectators are researched to have less knowledge than the younger of sports. Besides, young and old spectators do have different motivations to attend a sport event in many cases. Spectators' ethnicity is researched to have effect on team identification level. (Wann, Melnick, Russell, Pease, 2001, p 59-60)

Many factors affect team identification level and one recent issue that has been discussed to be prominent is free agency in sports. The free agency has enabled individual athletes to change teams and so athletes are no more bound to one team. There have been debates about the movement of players affecting spectator's loyalty. Changing compositions of teams are likely decreasing attendance in sport events. (Wann, Melnick, Russell, Pease, 2001, p59)

3.10.2 Disposition Theory and Attendance Decisions

High team identification and loyalty is increasing the possibility of a fan to attend a game. Nevertheless, in case of sport consumption a negative attitude can affect on a consumption decision positively. One can attend a game of a despised team because a fan gets also satisfaction from watching a despised team losing or being humiliated. Sport fans like watching their favorite team win but also they like watching the despised team loose. This character of sport consumption is unique compared to ordinary consumption behavior. (Wann, Melnick, Russell, Pease, 2001, p 60)

3.11 Personal Incentives

Finally, personal incentives also create one's motivation to spectate sports. Personal incentives are the reasons for an individual to spectate and that are expressed from the environment. There are four types of personal incentives. Task incentive is one's desire to enjoy the sport itself. Task incentive includes the activity itself and the enjoyment is the goal. Ego incentive refers one's will to watch when the favorite team succeeds. Competition aspect is an import of the ego incentive and especially competition to prove one's superiority. Social incentive is

the relationship resulting from connecting from personal interaction. The satisfaction gained from social incentive is the time passed with others and also approval of others. In sport spectatorship this aspect is important. (Wann, Melnick, Russell, Pease, 2001, p 59-60)

3.12 Task Incentives

Sport spectators have preferences for certain sports. Spectators are not following all sports equally. The characters of certain sports are attracting the spectators. Some spectators prefer fast movement, violent content or extreme aspects of the sport. For example, the relationship between the violent content of ice hockey games and attendance has been researched. The researchers have researched that some fans enjoy the violent content of the game. In some sports violent is the factor why spectators are attending. For example, if in boxing hitting was banned it would not more attract spectators any more. (Wann, Melnick, Russell, Pease, 2001, p 61)

3.12.1 Social Incentive

In many occasions it is suggested that the social nature of a sport event is the most prominent factor of sport spectatorship. There are many different social incentives and those depend on a spectator. For instance, the sport event atmosphere can provide a good occasion to strengthen business relationships. Spending quality time together with friends or with family can be a social incentive for one. According to Wann, Melnick, Russel and Pease some researchers have suggested that the social incentive can be more important than the game itself. (Wann, D, Melnick, M, Russell, G, Pease, D, 2001, p 64)

3.12.2 Ego Incentive

Ego incentive is in relation to the fan attraction level. As mentioned earlier, fans often express themselves through their favorite team. They relate the success and defeats to themselves. Successful team performance has been researched to have a very positive influence on attending decisions. The fans enjoy the fact that they

can see their favorite team performing well. (Wann, D, Melnick, M, Russell, G, Pease, D, 2001, p 62)

The effect of a team is success to spectators' attendance is not explained straight forwardly. Even though the better performance of a team will increase attendance to games, many variables are affecting. Spectators' perception of the causality of the performance must be also considered. The causes that affected the victory or the defeat can be several. The spectators can blame bad weather or bad judgment in case of a defeat. Conversely the talent of a particular player or good coaching can result a winning in a view of a spectator. (Wann, Melnick, Russell, Pease, 2001, p 62- 63)

Wann, Melnick Russel and Pease have argued that spectators are more likely to attend a game when they think that both of the teams have been successful and this has been a result of internal skills. It has been discovered that if the team has performed poorly lately because of internal issues the spectators are more unlikely to attend in the future. Internal issues are the factors coming inside the team, such as lack of skills. (Wann, Melnick, Russell, Pease, 2001, p 59-60)

It must be noted that even though that the three areas affecting motivation (options, sense of self and incentives) are presented separately, they have a complex effect. Each of the areas affect on the attending decision. Even the theory of fans and attending motivation of spectators are similar those cannot be viewed as the same. (Wann, Melnick, Russell, Pease, 2001, p 67)

3.13 Marketing

The overall aim and function of marketing is explained in order to understand the importance of it. First, general principles of marketing are examines and then the specialties of sport marketing are discussed. The concept of marketing is explicat-ed to understand also branding.

Often it is thought that the main purpose of marketing is selling. Still, selling is only one aspect of marketing. The main purpose of marketing is to know the customers so that the product will fit for them perfectly and then the product itself will sell. (Kotler,P, 2003, p. 9)

“A marketer, is someone seeking a response (attention, a purchase, a vote, a donation) from another party called the prospect. If two parties are seeking to sell something to each other, we call them both marketers.” Pihilip Kotler (Kotler, 2003, p.9)

Philip Kotler defines further concepts which make marketing theory more understandable. A marketer cannot satisfy all the customers with one product and that is why segmentation is needed. A marketer can decide which target market provides best opportunities. The segments can be defined with different kind of variables like, demographic or behavioral variables. (Kotler, 2003, p.9)

As previously noted a marketer must understand its customers fully. Knowing the needs, wants and demands of the customer segment is crucial for a marketer. Needs are referring to the essential preconditions one has for life including, for example, need of nutrition, security, air and clothing. These are basic conditions for life. Wants are more particular aims that are filling a need. One has need for cloths but she or he wants clothes from a specific brand or clothing store. Demands are the wants for certain products. (Kotler, 2003, p.11)

3.14 Sport Marketing

Marketing of sports has different aspects than marketing of products. The unique detail of the sports marketing is the unpredictability of the outcome (Beech & Chadwick 2007, p4). No one knows have the game will end. The excitement of the outcome of a game is one driving motivation to attend a sport event. The drama and thrill make sport events attractive and if a sport is lacking or loosing excitement it will decline its popularity. (Beech & Chadwick, 2007 p.5 & 9)

The sport events are controlled by highly marketing actions. The power to influence on sport organizations is in the hands of team and its players. Fans and customers do not have much chance to influence on marketing actions. (Beech & Chadwick, 2007 p.8-9) Supporters and sport clubs need each other in order to fulfill their needs. Sport clubs need their supporters and fans, without them they are not able to provide and create excitement of a game. That is because customers are part of the sport event. The atmosphere is certainly different in a sport event when the auditorium is full or empty. The presence of other customers is a vital aspect of sport event. Obviously a sport team without supporters cannot attain economic performance. The selling of attendance tickets are crucial income source of sport clubs.(Beech & Chadwick, 2007, p.9)

Sport events are popular occasions for companies promote their products, services and brands. Actually, many organizations benefit from arraigning sport events. The companies associated with sport events can include, for example, local governments, hospitality business and local media companies. (Beech & Chadwick, 2007, p.5)

Sport marketing must be continuous, because maintaining relationships with sponsors and customers is mandatory. The marketers are involved in every stage of developing and arranging a sport event. It does not matter if the event will last one day every year or a few weeks in every four years, keeping the awareness strong is important. (Beech & Chadwick, 2007, p.6)

3.15 Brand

Kotler has defined a brand as a sign to identify a product or a company from its competitors. For example, it can be the logo of the company. (Kotler, 2000, p 404) A brand is an image of a company and also a promise of certain quality. Customers like to associate themselves with images a brand presents and that is a reason why customers are paying a premium for certain products (Marconi 1993, p 3). For example, for a Volvo- driver and a Ferrari- driver, different attributes are associated. People want to express their personality with the products they use.

Kotler defines the associations that a specific brand has more deeply. A brand is connected to certain attributes. Volvo is usually connected with the attribute “safe”. Emotional and functional benefits are directed from attributes. The attribute “cheap” might be connected with short consumption time. The product also presents one’s values. The use of organic products can be associated one’s awareness of environmental issues. A brand also defines the user of a product. Ferrari is associated with a rich owner. (Kotler, 2000, p 404)

The value that a brand has is called brand equity. Brand equity is the perceived value of a product. The premium that customers are willing to pay compared to similar products with the same qualities could in another way be described as brand equity. (Marconi 1993, p 34-35) Brand equity might not be the same for the customer as the producer intended it to be.

According to Aaker further definitions create brand equity and those are perceived quality, brand awareness, brand associations and brand loyalty. These definitions form the brand equity. Perceived quality is the consumers’ perceived estimation of a product in relation to similar product or products with same functions (Aaker 1991). Brand awareness refers to consumers’ ability distinguish and remember a product from competing products. For example, a product that is recognized nationally or internationally has high level of brand awareness. Brand associations refer to the emotional connections one has for a brand. Brand loyalty is the brand’s ability to attract new and repeat customers. When developing a sport brand, it must be considered which of the parts are able to be affected by the mar-

keting director. Brand equity is a result of careful planning and to executing of tactical business actions. Brand equity does not happen randomly according to Beech and Chadwick. (Beech & Chadwick, 2007, p 188).

Thomas Gad is emphasizes the importance of values that a brand stands for. He says that brands are more than a promise of a certain quality of functions. Brands embrace the relationships with the customers and tighter the relationships are the better. The relationships are created by feelings, associations and emotions they stand for. A great brand stands for the values that the company stands for. The values cannot be faked. Differentiation in the business world is the key factor to success. If the business is dispensable others can take its place. (Gad, 2000, p.7)

Gad also notes that brands cannot be protected by registering because those do not exist physically. Brands exist in the minds of people and they are a kind of a mental footprint. That is the difference in between a trademark and a brand. A trademark can be protected and controlled by registering. A brand is an intangible asset for a company; still it can be the most significant asset a company holds. (Gad, 2000, p 22)

It is not possible to attain the same perception of brand in the minds of all customers. Still, if a number of customers connect the same perception to a brand it will add value for a brand. Generally the brand that holds the most similar perception in the customers' minds also holds also the biggest market position. (Gad, 2000, p 23)

Because of intangible nature of tourism products brands are extremely prominent for tourism providers. Customers rather buy experiences, so the brands stand for safety and reliability of a tourism product. With a brand a tourism provider can deliver a certain message to the customers. (Swarbrooke & Horner, 1999, p 183-184)

3.16 4D Branding

The 4D Branding theory goes further in analyzing brands' meanings. The theory combines several dimensions that are not noted in ordinary brand theories. 4D branding is used to analyze the deeper connections that the spectators holds toward FC Barcelona. Also the theory is utilized when creating the questionnaire for the research.

Thomas Gad has developed a 4D branding model to measure a perception of a brand in customers' mind and to manage brands. 4D branding theory assesses more deeply the associations and feelings a customer connects to a brand. The theory is discussed because then will be easier to determinate the deeper feelings and meanings of FC Barcelona to its supporters. (Gad, 2000, p 17)

According the 4D theory a brand has four dimensions as Gad calls them. These dimensions create the Brand code of the business. Gad refers the Brand code also as a business DNA. Brand code defines the nature of the business. It assesses how the customers perceive the brand. The four dimensions form the Brand Mind Space. (Gad, 2000, p 17) These four dimensions are functional, social, mental and spiritual. See the dimensions in the figure 2.

Gad justifies the importance of the 4D theory with that it provides a full comprehension of the business. Customers are also able to live the brand fully. Understanding the strengths and weaknesses of a brand is mandatory in order to create a brand code. (Gad (2000), p 93)

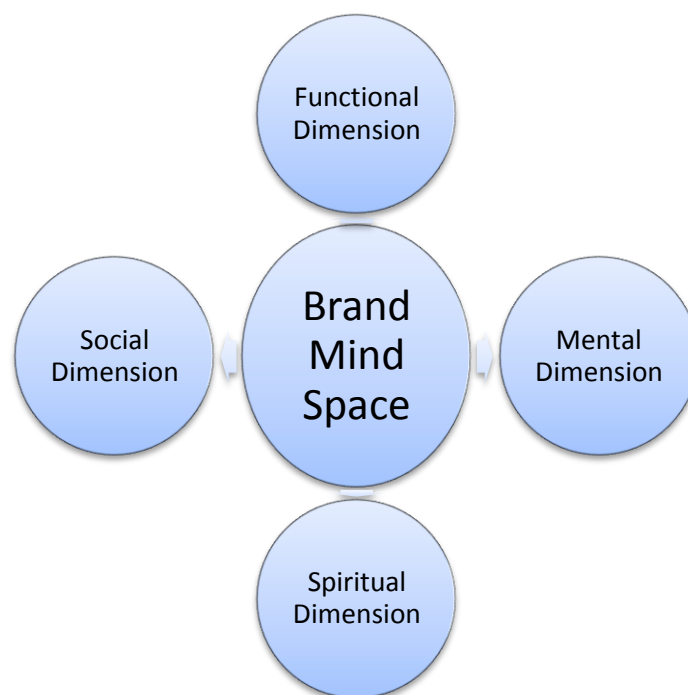


Figure 2. Brand Mind Space (see original figure: Gad 2001, p 18)

3.16.1 The Functional Dimension

The functional dimension refers to the perceived value of the product or service. Creating a brand starts with the primary benefits it offers for the customer. The benefits can be different for the customers that the producer actually intended. Brand creating involves the development of a unique product in some way. (Gad, 2000, p 93)

When a brand is young and it is at the beginning of its lifecycle, the more important are the actual benefits for the customers. Functional benefits refer to quality, also one's perception of style and taste affects to the perception of benefits. (Gad, 2000, p 93)

The brands that compete with functional benefits are in thread of being copied. Functional benefits are relatively easy to copy by competitors. In case of a threat of copying, a brand should try to develop other dimensions that have a possibility to develop. (Gad (2000), p 93-94) In case of sports copying quality is not that

easy. Functional quality of sport is built by many parties, for example, players and coaching. These qualities are not easy to copy by competitors.

3.16.2 The Social Dimension

This dimension is important due to that social life and social acceptance is meaningful for people. The loco or the symbol that presents the brand connects the consumers. A mental bond is created, for example, if you see that someone on the street is wearing your favorite team's shirt. Also, detecting that someone is wearing the logo of the enemy team causes a rise of dislike. (Gad, (2000) 95-96)

Gad also argues that due to grumbling importance of society classes, people are identified by brands. The most ideal case is that a brand creates a culture or a cult around it. A social aspect of a product or a service might be more important than the functional aspect. (Gad, (2000) 95-96) In case of sport spectatorship the social dimension is researched to be very important. A part of specating experience is built by other people around the individual spectators. For example, football games socially connect the fans.

3.16.3 The Mental Dimension

The mental dimension refers to an aspect appealing to an individual's experience. The social dimension highlights the relation between a product and a group of people and what other people are thinking of one. The mental dimension defines what one is thinking one self. The mental dimension of a brand is touching the most inner side of a personality. The most powerful brands have both a social and a mental dimension. (Gad, 2000, p 96)

The mental dimension is also about personal change and learning about oneself. Gad argues that brands are taking over the role of friends and colleagues as mental instructors. The mental dimension is working as a role model. The models are learnt in early childhood and reminding about those to customers, is an opportunity for brands. (Gad, 2000, p 97) The mental dimension is in relation to a spectators' will to identify oneself as a fan a of a sport team. Also, the mental dimension

is about what the sport fandom means for one. An eager fan feels that the fandom is in big part of one's identity. Also, fandom determinates one's identity.

3.16.4 The Spiritual Dimension

The first thing that comes to mind when discussing the spiritual dimension is likely to be religious matters. However, a spiritual dimension forms a wider framework. It combines an ethical aspect of a brand, for example. The spiritual dimension reflects the customers' perception of the corporate responsibility that the brand presents. The problem with the spiritual dimension is that a brand either has it or the brand does not have a spiritual dimension. A brand cannot be socially responsible a little. The spiritual dimension can easily be ruined by unintended actions. Society has recently changed to a direction that highlights the responsibility of enterprises. (Gad, 2000, p 98-99)

These four dimensions form so called brand mind space. Strong brands are strong in every dimension. If one dimension is weak it should be considered how to strengthen that without weakening the other dimensions. Every customer perceives the brand mind space differently. The brand mind space evaluates the present situation of the brand and its future. (Gad, 2000, p 100)

3.17 Extending Sport Brands

A marketer must consider which elements of brand can be influenced when extending a brand. As already mentioned a sport marketer cannot influence on the success of the games. The perceived quality is tightly related to the success of the team, so a sport marketer cannot influence the perceived quality so much. However, a sport marketer has limited powers on decisions made inside the team. Using some brand elements such as hiring a star coach or a player, is to some extent building quality in the eyes of the fans. One discussed value creating element is the owners of the team. Valued and respected owners are transferring the values and attributes related to them to the team. (Beech & Chadwick, p.190)

A sport marketer can create memorable venue for a sport event. The venue is in huge part of the sport experience and even though the team cannot always deliver the most wanted experience; winning. However, for the fans the venue can deliver a great overall sport experience. All the aspects of the venue are creating the quality, as the seating, the practical arrangements, game entertainment, security and food selection. (Beech & Chadwick, p.190)

Brand awareness is the element that can be affected most easily. The promotion of the team can include several aspects. The element which is special in sport advertising is the free publicity that sport teams enjoy. It must be noticed that publicity can be negative or positive. In order to benefit from free media publicity, sport marketers must maintain good relations to the media. (Beech & Chadwick, p.190)

4 RESEARCH

The following chapter describes the research process and also the implementation of the research is viewed. The research method is presented and the chosen research method is justified. Validity and reliability are discussed in general and also particularly in this research process. Then the research findings are presented and analyzed.

4.1 The Research Methodology

Quantitative and qualitative study methods are two types of research methods. Quantitative methods are used to research actual behavior. In turn, a qualitative research seeks to observe deeper meanings of behavior. The methods used to attain qualitative data can be group interviews, observation and depth interviews. Typical for qualitative researches is that those are unstructured and sample sizes are relatively small. (Beech & Chadwick, 2007, 148-149) Qualitative research provides a possibility to survey the settings of a specific problem. Quantitative research provides statistical information regarding the research problem. (Malhotra, 2007, p. 143) In a quantitative method conclusions of data are drawn by statistical analysis. (Veal, AJ, 1997, p 34) Questionnaire is a typical tool to attain quantitative data. Either of the research methods is not superior to the other; they are rather supplementing each other. A quantitative research can be implemented as a base for a qualitative research. (Malhotra, 2007, p. 143)

Beech and Chadwick remark that quantitative research methods are more used in sport related researches. They justify it by that traditionally been unreliability of qualitative research in sport consumption researches and quantitative methods have been more appropriate for the sport related topics. Surveying opinions of individuals have not been appropriate for sport marketing researches. (Beech & Chadwick, 2007, 148-149) In the same way in this research a quantitative research method is more preferable because the aim is to find out the distribution percentage between the spectators and fans at FC Barcelona's games. So, quantitative research method is chosen for the research study. Quantitative research provides a preferable tool for this specific research. The aim is to survey overall per-

ceptions of the respondents and it is not relevant to survey deeply the opinions of individuals. For that purpose qualitative research method would be more appropriate method.

Many researches are measuring the behavior of respondents. However, in the actual research is rather surveying the attitudes. The reason is that attitudes are foregoing behavior. Also, it is more executable to measure attitudes rather than behavior. (Aaker, Kumar, Day, Leone, 2011, p247) However, attitudes are intangible and so not very easy to measure. Also, those are difficult to observe because attitudes derive from their result. Attitudes define how individuals perceive and respond to their environment. Values and beliefs are closely linked definitions to attitudes. (Aaker, Kumar, Day, Leone, 2011, p248) Also, in this research attitudes rather than behavior are surveyed.

Basically, three parts build an attitude. The cognitive or knowledge component is the awareness and knowledge one holds of a subject. The associations to an object are also part of this component. The affective or liking component is the overall perception of an object. For example, like-dislike scale is measuring that component. An intention or an action component measures an individual's probability to purchase or not to purchase a product. (Aaker, Kumar, Day, Leone, 2011, p248-249)

Measuring is giving numbers or other symbols to a certain qualities by set rules. Numbers are often used because of their international recognizability (Aaker, Kumar, Day, Leone, 2011, p248-249) Also, in this research numbers are used to measure perceptions.

The data for this study is collected by using an internet survey. In this way proper data can be attained for the research. The required respondents can be reached by this method and other ways of implementing a research were not viable for the research. According to Baggio and Klobas internet surveys give valid and reliable information when used correctly. That requires that the respondent sample is representative for the survey. The information is gathered directly from the respond-

ent and the interviewer is not affecting the data, this is the strength of internet survey. (Baggio, R & Klobas, J, 2011, p 6)

The research questions are formed around the theoretical frame work and the issues that affect on sport consumption. The research focuses on surveying the reasons why international tourists attend a FC Barcelona's game. The research surveys if a respondent is a fan of FC Barcelona or is she or he in general interested in football. The respondents are divided into spectators and fans. The differences of these definitions were discussed before in the theoretical framework. Also, the level of team identification level is surveyed. These issues are surveyed indirectly. It is not feasible to ask directly from the respondent whether is she or he a fan of FC Barcelona or not but the conclusions is made based on the answers.

Questions regarding the venue are asked to find out how that affected on an attending decision. Some respondents were likely to have a general interest in football because of the international appeal of football.

4.2 Reliability and Validity of the Research

Always when conducting a research some error is emerge. The design of the study affects on the overall quality of the research. Errors can emerge in every step of the research. With a careful design the quality of a research can be affected. (Aaker, Kumar, Day, Leone, 2011, p 81)

Reliability and validity are used to measure the accuracy of a research. Reliability of research is about its coherence. In other words, reliability refers to that the research should produce same answers if the research would be implemented multiple times. The research design and wording are affecting in the reliability. The questions should be clear and easy to understand. The variables in questions should be also specific enough to produce reliable answers. (Finn, Elliott-White & Walton, 2000, p 28)

The researcher affects also on the reliability. The truth is that human researchers are unreliable. That is because individuals perceive reality differently. Different

researchers surveying the same research problem would probably produce different kind of data. (Finn, Elliott-White & Walton, 2000, p 28)

In general, with validity it is meant whether or not the research succeeded in measuring what it was supposed to measure. However the concept is more complex and internal and external validity can be distinguished. (Finn, Elliott-White & Walton, 2000, p 28) The test results that are explaining relationships unclearly are not internally valid. Also the research results should not be possible to explain with alternative explanations. Internal validity basically means the correct cause effect relationship of the study. (Aaker, Kumar, Day, Leone, 2011, p 324)

External validity means that how well the results can be applied, for example, to other samples. External validity basically means the generalization possibility of the results. (Finn, Elliott-White & Walton, 2000, p 28) Laboratory experiments tend to have lower external validity than field experiments. Laboratory experiments are referring to artificial situations where the research is implemented. The reason for that is the respondents are aware of the test situation and therefore they might answer unnaturally. However, laboratory experiments are cheaper and easier to implement than the field experiments, so those are also more popular. The reasons for internal and external invalidity can be same. For example, the chosen sample and the respondents have an effect on both validity sides. (Aaker, Kumar, Day, Leone, 2011, p 324)

The sample size of the research always depends on the resources and time available. Also the research problem exterminates the sample. As a rule the sample size of similar studies should be looked into. For quantitative researches a great number of answers is required. When the responses are analyzed in subgroups the subgroup should be also large enough. (Malhotra, 2007, p. 338)

The careful research design positively affects the overall quality of the research. The theoretical framework is the supporting force of the thesis. Theories are utilized at in every step of the thesis implementation. The questions are directly derived from the theories and the data is analyzed with the theories.

In this case the researcher has probably affected on the view of the research. The researcher has lived in Barcelona and has seen what the football club means to the locals, so it affects on the view of the FC Barcelona's brand. The view of brand has probably influenced on the issues that the researcher have seen as relevant to the survey. As in any research, a different researcher would probably produce a different kind of a survey. However, one's own perceptions are left out when the analyzing the results.

The sampling of the research was quite successful. Representative respondents were reached. However, the sample size could have been greater. When the sample size grows also the reliability and validity of the research is higher. In this case more respondents were not reached. Still the sample size of over 100 is appropriate for a quantitative research study.

The risk of an internet questionnaire is that all the respondents do not meet the required qualifications because basically anyone can answer to an internet questionnaire. However, in this research the responses were checked in a case of suspicious responses. The responses that did not seem reliable were deleted. Still, there were only a few responses that were deleted. Overall, the responses seemed reliable.

4.3 The Research Implementation & Process

The questionnaire was executed with Google Docs program. The program is free of charges to use and everybody can use it to create an internet survey. The program it is easy to use for researchers and respondents. The program instantly records every answer in a data base. With the data base it is easy to create models and summaries of answers.

The questionnaire questions were created based on the set theoretical framework. The main theories that were applied to the research questions were sport consumption product, the personal investment theory of sport spectating decisions and 4D branding. Also, the characteristics of sport spectators were noted when the

questions were created. The respondents had to meet only two required characters, they had to have been in the game of FC Barcelona and they have to be international tourists attending the game. The basic information that was collected included sex, the country of origin and the purpose of the trip. At the beginning of the questionnaire questions were asked to define a team identification level of a respondent. (See appendix 1) In the questions the respondents had to rate themselves on the scale of 1-6. Also, it was asked if the respondent is in general interested in football. This question was created to detect the respondents who attended because of the entertainment aspect of the game and general interest in football.

Then following a question inquired about importance of various things that might have affected on an attending decision. The respondent had to indicate how much 11 variables affected on the attending decision. The variables included, for example, atmosphere, seeing Camp Nou- stadium and social interaction. The format of questions was a grid. The full question can be seen in appendix 1.

In the next question the respondents were asked to evaluate how well certain attributes or statements describe FC Barcelona. With this question it is surveyed how the respondents perceive the brand image of FC Barcelona. For instance, variables included entertaining, international and successful. The last question asked how interesting it would be to attend other teams' games. The question compared the attractiveness of attending a game of FC Barcelona in relation to other popular teams' games in Europe. Also, the respondents were able to name a team which game they would be like to attend. Also, this question was set in a grid.

The collecting of responses started on 13 December 2011 and continued for approximately for 6 weeks ahead. The questionnaire was attached for a few football forums. The forums were Finnish webpage futisforum2.org and totalfootballforums.com/forums/. FC Barcelona's Finnish Fan club was in cooperation and they shared the link to questionnaire on their Facebook page. The questionnaire was sent by email to friends and their friends who have attended at a game of FC Barcelona.

Careful emphasizes was made on the question wording. When conducting cross cultural research wording must be carefully designed. The language must be easy to understand by all nationalities. In the design basic language was used to attain the understanding of all respondents.

The questionnaire got some feedback that it is researching only the pointed view of FC Barcelona's fans. In the questionnaire it was not considered if a spectator was on the other team's side. Basically the statement is true but the reason for that is the aim was to research FC Barcelona's fans. All the questions were justified for this particular topic. However, in the questionnaire there could have been considered the possibility of a respondent being a fan of the rivaling team.

The answers gained from the questionnaire are analyzed with the theories presented in the theoretical frame work. The theories of personal investment and 4D are the major analyzing tools used to make conclusions. Personal investments theory is compared to the research results. Then it is concluded which elements of the theory are relevant in this specific case of sport tourism.

4.4 Analyzing the Results

106 respondents answered the questionnaire. 87 of the respondents were male and 18 were female. The respondents were mostly men because they more football forums more than women. Women that have attended a game of FC Barcelona are not so easy to reach. In general men are also more interested in football, which explains the majority of male respondents. The sex distribution can be viewed in the figure 3.

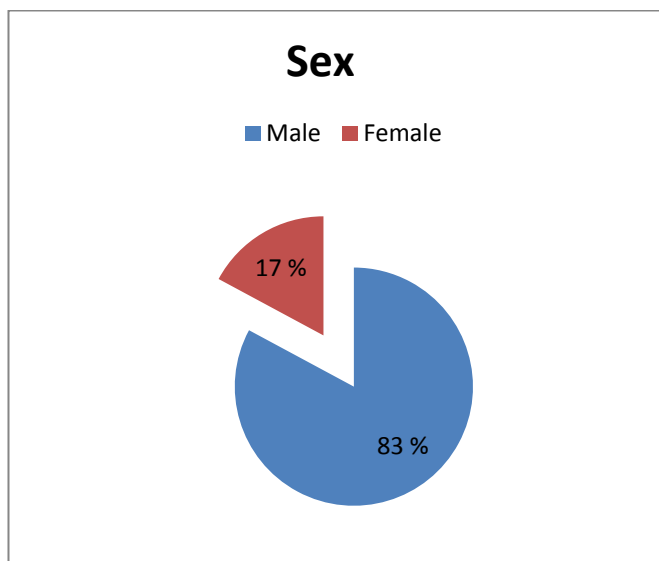


Figure 3. Respondents' sex distribution.

72 respondents were Finns and 34 respondents were representing other nationalities. Most of the respondents were from Europe but also respondents from other parts of world answered. The reason for the majority of Finnish respondents was that the Finnish football forums were more active than the other forums. Many Finnish respondents were also reached by Finnish Fan Club of FC Barcelona. Figure 4 illustrates the respondents' the country of origin.

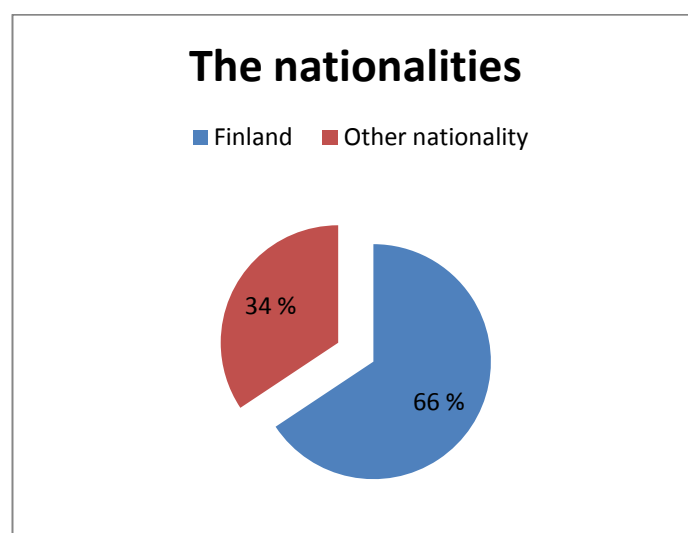


Figure 4. The respondents' nationalities.

The most common purpose for of the trip among the respondents was to see the actual game. 47 respondents said that the seeing the actual game was the reason for traveling. Likely reason for that is that the answers were collected in football forums and the followers of those forums are eager football followers. Leisure was the second most popular reason for travelling and it was a traveling reason for 33 respondents. The respondents who said that leisure was the reason for the trip probably have decided to travel Barcelona and after that decided to attend a game of FC Barcelona. 16 of the respondents stated studying for a purpose of the trip. Business travelers presented 6% of the respondents. Other reasons for traveling were, for example, living in Barcelona. Other reasons for traveling presented only 2% of the respondents. The exact numbers and percentages can be seen in the table 1.

| The purpose of the trip | N | % |
|--------------------------------|----------|----------|
| 1. To see FC Barcelona's game | 47 | 45 |
| 2. Leisure | 33 | 32 |
| 3. Study | 16 | 15 |
| 4. Business | 6 | 6 |
| 5. Other | 2 | 2 |

Table 1. The purpose of the trip.

63% of the respondents claimed that they followed football daily. Most of the respondents follow football weekly or more often. Based on answers it can be concluded that the respondents are enthusiastic football followers. Only 3% said that they are following three to two times a month football and 5% said that they follow football once in a month football. All respondents follow football at least once in a month. From the responses it can be concluded that all who answered follow football, still some are more eager than others. See the summary of responses in table 2.

| How often you follow football? | N | % |
|---------------------------------------|----------|----------|
| Daily | 65 | 63 % |
| Few times a week or more often | 22 | 21 % |
| Weekly | 9 | 9 % |
| Three to two times a month | 3 | 3 % |
| Once in a month | 5 | 5 % |
| Less often | 0 | 0 % |
| I don't follow football | 0 | 0 % |

Table 2. How often the respondents follow football.

34% of the respondents said that they follow FC Barcelona daily. 19% of the respondents said that they follow the team few times a week and 17% said that they follow the team weekly. 5% said that they don't follow FC Barcelona at all. (Table 3) From the responses it can be concluded that the respondents follow football more in general than FC Barcelona in particular.

| How often you follow FC Barcelona? | N | % |
|---|----------|----------|
| Daily | 35 | 34 % |
| Few times a week or more often | 20 | 19 % |
| Weekly | 18 | 17 % |
| Three to two times a month | 14 | 13 % |
| Once in a month | 9 | 9 % |
| Less often | 3 | 3 % |
| I don't follow at all | 5 | 5 % |

Table 3. How often the respondents follow FC Barcelona.

35% of the respondents felt that FC Barcelona winning is very important for them. Also, 19 % and 12% felt that it is important or quite important for them. 20% of the respondents felt that it is not important at all for them if FC Barcelona wins as shown in Table 4.

| How important is to you that FC Barcelona wins? | N | % |
|---|----|------|
| 1. Not at all important | 21 | 20 % |
| 2. | 7 | 7 % |
| 3. | 7 | 7 % |
| 4. | 13 | 12 % |
| 5. | 20 | 19 % |
| 6. Very important | 37 | 35 % |

Table 4. The importance of FC Barcelona's wins for respondents.

Almost the same distribution was received in the question handling how the respondents' friends see them as a fan of FC Barcelona. Still, some slight differences are found. 28% of the respondents felt that their friends see them very much as a fan of FC Barcelona as shown in Table 5.

| How strongly do your friends see you as a fan of FC Barcelona? | N | % |
|--|----|------|
| 1. Not at all a fan | 24 | 23 % |
| 2. | 9 | 9 % |
| 3. | 9 | 9 % |
| 4. | 14 | 13 % |
| 5. | 20 | 19 % |
| 6. Very much a fan | 29 | 28 % |

Table 5. Fandom perception of respondents' friends.

Big differences are not found in the answer in the question examining how important is for the respondent to be a fan of FC Barcelona. However, the respondents see themselves a little more as a fan of FC Barcelona than their friends. The perception of friends and the respondents' own feelings of being a fan are slightly different as shown in the Table 6.

| How important is being a fan of FC Barcelona to you? | N | % |
|--|----|------|
| 1 - Not at all fan | 26 | 25 % |
| 2. | 8 | 8 % |
| 3. | 11 | 10 % |
| 4. | 10 | 10 % |
| 5. | 19 | 18 % |
| 6. Very much a fan | 31 | 30 % |

Table 6. Importance of being a fan of FC Barcelona for respondents.

In the question “The reasons why I went to see FC Barcelona's game” the respondents had to rate each alternative with a number from 1 to 5. In the scale 5 presented very important and 1 presented not important at all. The type of this kind of a question is an interval scale. See the whole question as appendix 1. Then the mean was counted from the responses and the means are set in order from the biggest to the smallest. The means are presented in the table 7.

The most important reason to attend a game of FC Barcelona among the respondents was to see the team. The second most common reason was to enjoy the entertainment value of the game. One of the lifetime experiences was the third most important reason to attend. International travelers probably will not travel to Barcelona in the near future so attending was seen as one time opportunity. The future viability to attend is quite slight so travelers want to attend and postponing the attending is not an alternative.

Seeing the Camp Nou stadium was the fourth most important reason to see the game. In Europe Camp Nou is one of the biggest and finest football stadiums. The facilities have a great influence on customer satisfaction in case of sport spectating. In many spectating decisions the stadium does not necessarily have such a big influence. In this case spectators view the stadium as creating a greater experience.

The fifth reason for see the game was the atmosphere at Camp Nou stadium. This alternative evaluates partly the same thing as the see Camp Nou stadium alterna-

tive. However, this alternative evaluates also the importance of being part of the event. Even though it was revealed that social interaction is not that important a reason for the spectators, still being part of the audience is important.

The sixth most important reason was to see a particular player. This alternative tested the same factor as the team alternative. This proves that the whole team is seen as a more important factor than a particular favorite player for attending a game.

The seventh reason was to support the team. The spectators do not feel that supporting the team was so important. The most respondents are attending rather because of the general appeal of football. Many respondents perceive themselves as fans of FC Barcelona; however supporting the team is not that important as other factors to seeing as shown in the Table 7.

The reasons that were not as so important were spending time together with friends, friends or other companion wanted to see the game and social attraction with other people. Also, forgetting everyday life was not seen as the prominent reason to attending. In case of FC Barcelona meeting other people is not important for the spectators. However, according to most sport theories social aspect is important for spectators.

| The reasons why I went to see FC Barcelona's game | Mean | |
|--|------|------------------------------|
| 1. See the team | 4,40 | Most important |
| 2. Enjoy entertainment value of the game | 4,17 | Important |
| 3. One of the lifetime experiences | 4,03 | Important |
| 4. See Camp Nou stadium | 4,00 | Important |
| 5. Atmosphere in Camp Nou | 3,76 | Important |
| 6. See a particular player | 3,50 | Important - Quite important |
| 7. Support the team | 3,42 | Quite important |
| 8. Spending time together with my friends | 2,95 | Quite important |
| 9. Forget everyday life | 2,90 | Quite important |
| 10. My friends or other companion wanted to see the game | 2,63 | Quite important - Little bit |
| 11. Meeting other people, social interaction | 2,35 | Little bit important |

Table 7. Respondents' reason to attend a FC Barcelona's game.

“A talented team” was the alternative most related to FC Barcelona. Also, the second most related alternative “successful” evaluated the same characters as the talented team alternative. The third most related alternative was “entertaining”. The spectators go see the game because of the enjoyment of the game.

“Unique” was the fourth most related alternative to FC Barcelona with a mean of 4,16. “Catalan team” was the fifth most related to FC Barcelona. The aim of this alternative was to test to what extent the respondents perceive the team as a representative of Catalunya. The team was not perceived that much of as a brand of Catalunya. Socially connecting was the seventh most related to FC Barcelona. The aim of the variable was to measure does the respondent think that FC Barcelona is a connecting factor between the fans. Attending decisions at sport events according to the theory are greatly affected by the possibility to interact socially. International spectators do not think that FC Barcelona is connecting fans that much according to this survey. The least related alternatives were “socially responsible” and “supporting democracy” as shown in the Table 8.

| How well following attributes or statements are describing FC Barcelona in your opinion? | Mean | |
|--|------|-------------------------------|
| 1. A talented team | 4,38 | Most descriptive |
| 2. Successful | 4,29 | Descriptive |
| 3. Entertaining | 4,24 | Descriptive |
| 4. Unique | 4,16 | Descriptive |
| 5. A Catalan team | 4,00 | Descriptive |
| 6. International | 3,57 | Descriptive/Quite Descriptive |
| 7. Socially connecting fans | 3,48 | Quite descriptive |
| 8. Socially responsible | 3,31 | Quite descriptive |
| 9. Supporting democracy | 3,15 | Quite descriptive |

Table 8. Respondents’ opinions of FC Barcelona.

The next question was created to evaluate the interest level to attend a top football clubs’ game. With the question it can be evaluated how attractive the respondents perceive FC Barcelona when compared to other football clubs. Also the brand image is in relation to attractiveness and it can be evaluated.

The respondents feel that the choice to attend would be the most interesting in a game of FC Barcelona. The result was quite predictable, because the respondents have already chosen to attend a game of FC Barcelona. However, from the result it can be seen that attending to a game of FC Barcelona is seen overwhelmingly the most interesting option in the respondents' opinion. The mean of other football clubs mean is notably lower than of the FC Barcelona's mean.

The next most interesting option would be to attend a game of other team's games. The respondents were able to name the team that they would like to see playing. The option was created in order to find out if some popular team was forgotten from the alternatives. 26 teams were named in this question to be interesting to see. The most interesting team from these responses was Arsenal with 8 answers. The next most interesting team was AC Milan with 5 responses. Many respondents named also their small local team in this section.

Real Madrid and Manchester United received almost the same mean in the survey. After those teams is Bayern Munich. FC Liverpool and Chelsea FC received the lowest means in the research as shown in the Table 8.

| How interesting would be to attend these football clubs' games? | Mean | |
|---|------|-------------------|
| 1. FC Barcelona | 4,37 | Most interesting |
| 2. Other team | 3,71 | Interesting |
| 3. Real Madrid | 3,34 | Quite interesting |
| 4. Manchester United | 3,33 | Quite interesting |
| 5. Bayern Munich | 3,08 | Quite interesting |
| 6. FC Liverpool | 2,86 | Quite interesting |
| 7. Chelsea FC | 2,80 | Quite interesting |

Table 9. Respondents' interest level to attend other football clubs' games.

4.5 FC Barcelona's Spectators' Team Identification Level

The fan attraction level was counted with the responses from questions "How often do you follow FC Barcelona?", "How important is to you that FC Barcelona wins?", "How strongly do your friends see you as a fan of FC Barcelona?" and

How important is being a fan of FC Barcelona to you?" In the question "How often do you follow FC Barcelona?" responses were set to correspond from 6 points to 0 point. The response "daily" corresponds 6 points and "Few times a week or more often" corresponds to 5 points. The rest of the responses were set to correspond points in the same manner. The mean of the responses was counted and the fan attraction level was evaluated.

The respondents who got 4 to 6 average were rated as fans of FC Barcelona and can be evaluated to be enthusiastic fans of FC Barcelona. The team identification level of these spectators is high or quite high. They also feel that being a fan of FC Barcelona is important. Then the respondents who got 4 to 2 points were pointed as spectators in this case. They are evaluated to be interested in FC Barcelona to some extent, but they are not the most enthusiastic fans. The team identification level is not that high as the fans have. The respondents who got 2 to 0 points are not rated to be especially interested FC Barcelona. In this case they are called as non-fans.

Fans present 58% of the respondents and 23 % of respondents are spectators. 19% of the respondents are not in particularly interested in the team. Spectators and those who are not interested in FC Barcelona present 48% of all the respondents. (Figure 5) Probably some of the respondents who are not interested FC Barcelona were supporters of the rivaling team, but also among them there are respondents who did not support either of the teams. However, from the responses it can be concluded that many respondents attend a game even though they are not fans of FC Barcelona.

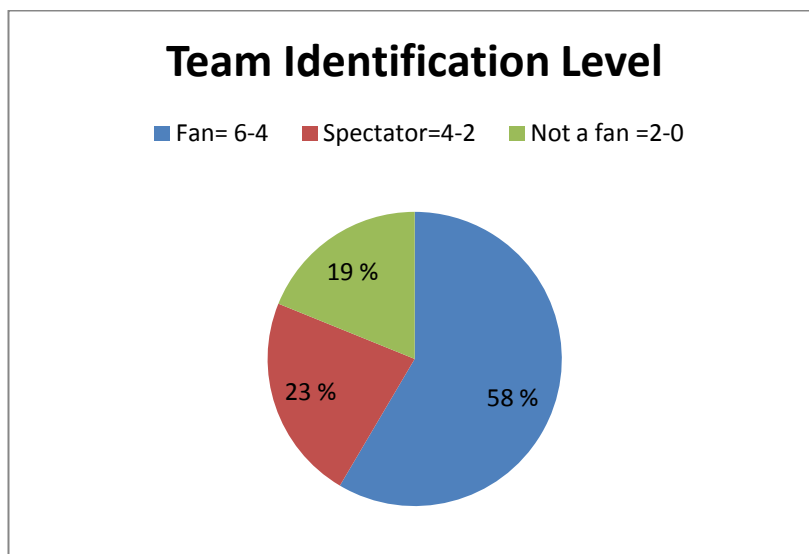


Figure 5. Respondents' team identification level.

The fans and other spectators have slightly different reasons for attending FC Barcelona's games. Naturally supporting of the team is more important for fans than to other spectators. For non-fans and spectators supporting the team is the least important reason to attend. For all the spectators seeing the team is the most important motivator to participate. It is interesting to see that all the respondents are appealed by almost the same participation reasons. Of course, the non-fans and spectators are not valuating the participation reasons as highly as the fans. See table 10.

These findings should be viewed as giving direction only. The subgroups' numbers of responses are not quite enough for statistical analysis. However, these findings give some view on the issue.

| The reasons why I went to see FC Barcelona's game | All spectators | Fans | Non-fans & Spectators |
|---|----------------|------|-----------------------|
| 1. See the team | 4,40 | 4,87 | 3,84 |
| 2. Enjoy entertainment value of the game | 4,17 | 4,56 | 3,61 |
| 3. One of the lifetime experiences | 4,03 | 4,39 | 3,51 |
| 4. See Camp Nou stadium | 4,00 | 4,21 | 3,7 |
| 5. Atmosphere in Camp Nou | 3,76 | 4,24 | 3,09 |
| 6. See a particular player | 3,50 | 3,89 | 2,97 |
| 7.Support the team | 3,42 | 4,5 | 1,88 |
| 8. Spending time together with my friends | 2,95 | 3,02 | 2,86 |
| 9. My friends or other companion wanted to see the game | 2,63 | 2,6 | 2,65 |
| 10. Meeting other people, social interaction | 2,35 | 2,55 | 2,07 |

Table 10. Spectators' differences for attending at FC Barcelona's games.

4.6 FC Barcelona's Product Aspects

In the next chapter the main theories of the thesis and the results of the research are compared. First, it is a game of FC Barcelona as a sport product evaluated together with its different aspects.

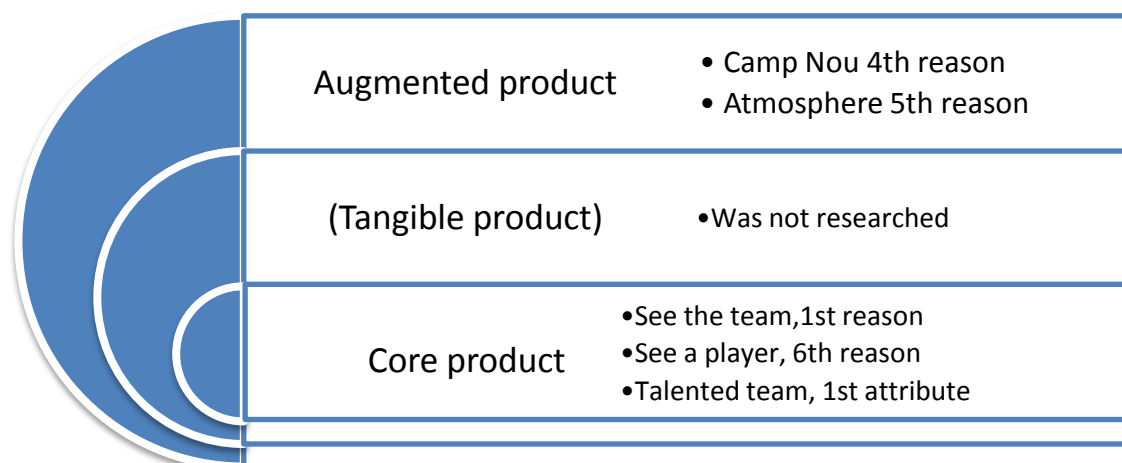


Figure 6. Product dimensions of FC Barcelona

The core product of FC Barcelona seems really strong. The team itself was the most important reason for the spectators to attend a game. Individual players were not seen as influential as the whole team. With the core product is meant actual benefits for the spectators. Spectators probably see that the attending is worthwhile because of the actual benefits it produces for them. (Table 7.) The FC Barcelona's product parts are analyzed in figure 6.

Also, the augmented part of the product has impact on attending decisions. To see Camp Nou stadium was the fourth most important reason for the respondents to attend a game. The stadium is categorized as being a part of an augmented component because it creates a greater experience for a customer. The stadium is not just a scene for the game; it plays a big role in the attending decisions. The mean of the Camp Nou stadium was 4,00 and it was relatively high. So, the stadium also impacts on attending decisions. Atmosphere was the fourth most important reason for attending. It received a mean of 3,76. Atmosphere is also part of the augmented aspect of the product. See the means in table 7.

With the tangible part is meant something that a spectator can take away from the game. The tangible product part was not researched because it was not seen as important an aspect as the other parts of the product in this particular topic. Tangible part supports the other parts of the product but probably spectators will not see it as the main factor for attending.

4.7 Personal Investments Theory Applied to FC Barcelona's Spectators

The entertainment value of the game was the second most important reason with the mean of 4,17. The importance of the variable refers to task incentive. The most important aspect of theory of personal investment seems to be the task incentive. The spectators want to enjoy the game itself. Also, it seems that the spectators have preference for the football itself as a sport. All the respondents said that they follow football regularly or less regularly, (Table 2). However, the respondents follow FC Barcelona less than football in generally (Table 3).

The ego and social incentive are not that important factors affecting on one's motivation to attend a game of FC Barcelona. The variables evaluating the im-

portance of social incentive received the lowest means. These variables were “Spending time together with my friends”, “My friends or other companion wanted to see the game” and “Meeting other people, social interaction”. (Table 7) According to this survey social interaction is not that important a factor for spectators travelling to FC Barcelona’s games from abroad. The other factors are more prominent.

The ego incentive is about expressing identity through the favorite team. A fan is emotionally attached to defeats and winnings of the favorite team. Supporting the team receive a mean of 3,42 and it is the seventh most important reason for attending. (Table 7) It can be evaluated to be quite an important factor but not nearly important as the variables before it. However, the spectators who are counted as fans of FC Barcelona evaluated that supporting the team was a prominent reason for attending a game. Clearly for the spectators and non-fans supporting the team it is not important. (Table 10) Still, the spectators identify the team as talented. Also, from the responses it can be concluded that the success of FC Barcelona is a result of the talent that the team possesses. According to personal investment theory the causality of performance has contribution to attendance. Basically, respondents see FC Barcelona as a talented team that causes success. The internal talent of team affects positively on sport event attending decisions. Thought that the all spectators are not identified as fans of FC Barcelona they identify the team as successful and talented.

Perceived options are an important aspect of the theory. Future viability affects on the attending decisions greatly. The spectators see attending a game as one of the lifetime opportunities. One of the lifetime opportunities option received a mean 4,03 and it was third most important reason for attending. (See table 7)

Sense of self does not seem to have a great influence on the attending decisions. Over half of the respondents perceive themselves as fans of FC Barcelona; however team identification and supporting the team are not that important for spectators. Supporting the team variable got a mean of 3,42 and it can concluded that it

is quite important but not as important as other factors. Motivation to attend a game of FC Barcelona is presented in figure 7.

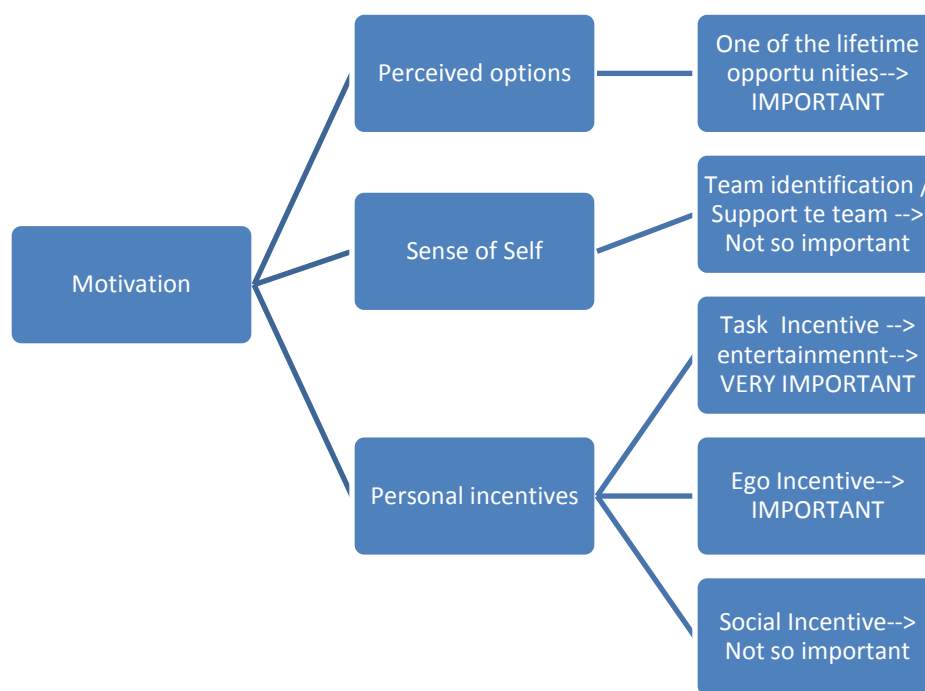


Figure7. Motivation to attend FC Barcelona’s game applied with personal investments theory.

4.8 Brand Mind Space of FC Barcelona

“A talented team” was the most related alternative to FC Barcelona and second most related alternative was “successful”. The third most related alternative was “entertaining”. These alternatives evaluated the functional dimension. So, it can be concluded that the functional dimension is the strongest dimension of FC Barcelona’s brand mind space in the respondents’ opinion. Primary benefits of the brand are the most important for the respondents. The respondents feel that FC Barcelona is talented team, so probably they want to see a game because they expect good quality of the game. Also, the success of FC Barcelona refers to the same expectations. One of the main reasons to follow sports is the entertainment aspect and in the respondents’ opinions FC Barcelona plays entertaining football. “Catalan team” variable was the fifth most related to FC Barcelona. The aim of this alternative was to test whether the respondents perceive the team as a representative of Catalonia. Spanish spectators possibly would have identified the team

differently than the international spectators. International spectators rather think of the team as only one football team among other teams. For local spectators the team represents probably deeper meanings. However, it is notable that internationality is less related than “Catalan team” variable to FC Barcelona. It means that international spectators feel that the team represents more the local fans than the international fans. The Catalan team alternative presents a spiritual dimension. The team has presented the nationalism of Catalonia throughout the history.

“Socially connecting” was the seventh most related alternative to FC Barcelona. The aim of the variable was to measure whether the respondents think that FC Barcelona is a connecting factor between the fans. According to the theories attending decisions at sport events are greatly affected by the possibility to interact socially with the other spectators. According to this survey international spectators do not think that FC Barcelona is connecting fans that much. The social dimension does not seem important or as strong as the other dimensions. For displaced spectators this can be quite natural; they are used to viewing games only through some channel, not in person. Spectating the games among other fans of FC Barcelona is perhaps not that common for displaced fans.

However, the atmosphere at Camp Nou alternative evaluates also to some extent the importance of social dimension. The atmosphere is created by the other spectators’ presence. Even though the research revealed that social interaction is not that important a reason for the spectators, being part of the audience is important. The respondents feel that they are not interested in making new friends. See table 7.

Mental dimension is not perceived that as strong among the international spectators. The international alternative evaluated how well the respondents feel that the team presents international fans. The respondents feel that the team presents more the Catalan spectators. The Catalan team received a higher mean than the international one. (Table 8) For 48% of the respondents the team identification does not seem so important, see figure 5.

The least related alternatives were “socially responsible” and “supporting democracy”. These alternatives were set to measure the spiritual dimension of FC Barcelona’s brand image. According to this survey the spiritual dimension is not that

strong as the other dimensions. Spiritual dimension is relatively challenging for a football team to attain strong. Traditionally football teams have not put an effort in this dimension. However, FC Barcelona has a spiritual dimension but it is not as strong as it could be. See table 8.

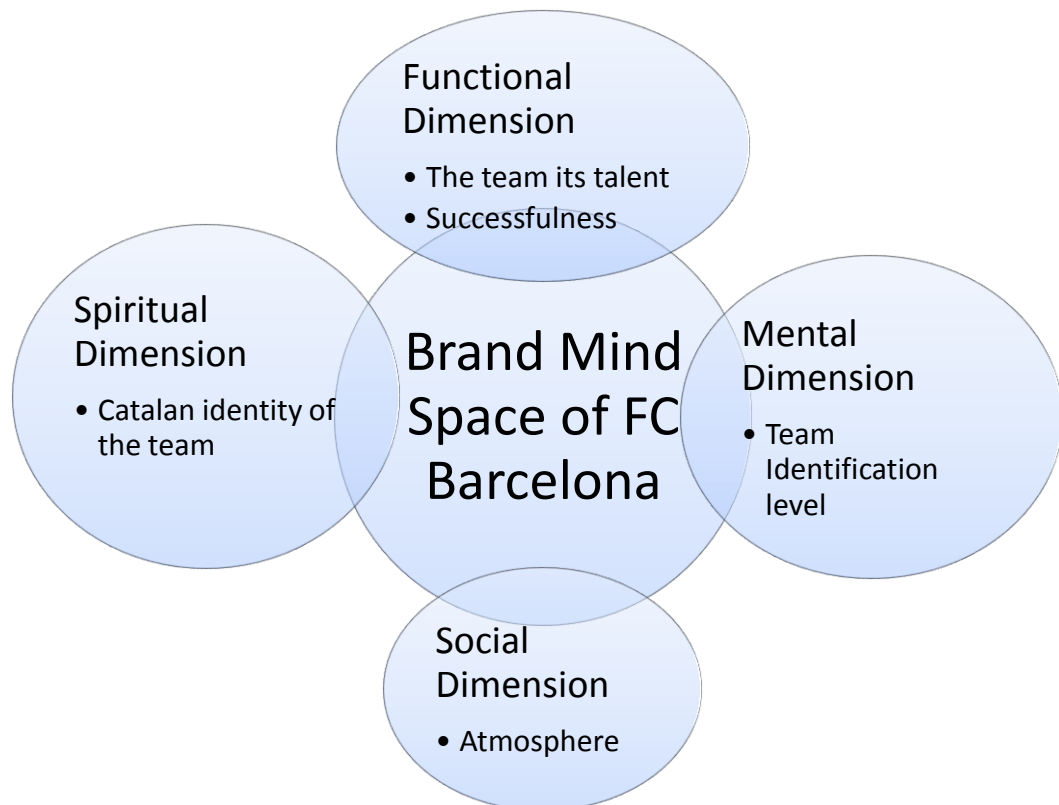


Figure 8. FC Barcelona's Brand Mind Space.

5 CONCLUSIONS

After analyzing the responses the most important factors affecting on FC Barcelona's spectators' attending decisions it can be concluded.

One of the most prominent factors is the team itself. The spectators perceive the team as talented and successful. So, the strongest dimension of the brand image of FC Barcelona is its quality and it has a huge effect on the game attending decision. The core product and the functional dimension of the FC Barcelona are strong. Both concepts partly evaluate the same functions. Also, probably the causality of the success has an attribution to attending a game. Because the team is perceived to be talented that causes the success.

The spectators also have a preference for the football as a sport. Even though all of them are not supporters of the team, they still enjoy the game because of the entertainment value.

The spectators with high level of team identification for FC Barcelona are attending because of the gained ego incentive. The fans enjoy seeing their favorite team playing. As was noted before all the spectators are not appealed by the ego incentive. 42% of the respondents were categorized as nonfans and spectators. They do not support the team; they are rather attending a game because of other reasons. However, it was noticed that regardless of the team identification level the spectators are attending because of the same reasons.

Theories of sport spectatorship emphasize the importance of social interaction at the games. According to this research social aspect of the game is not important for the international spectators. In addition the spectators are not attending to divert from everyday life. Atmosphere was researched to have influence on attending decisions. The spectators like to be part of the game

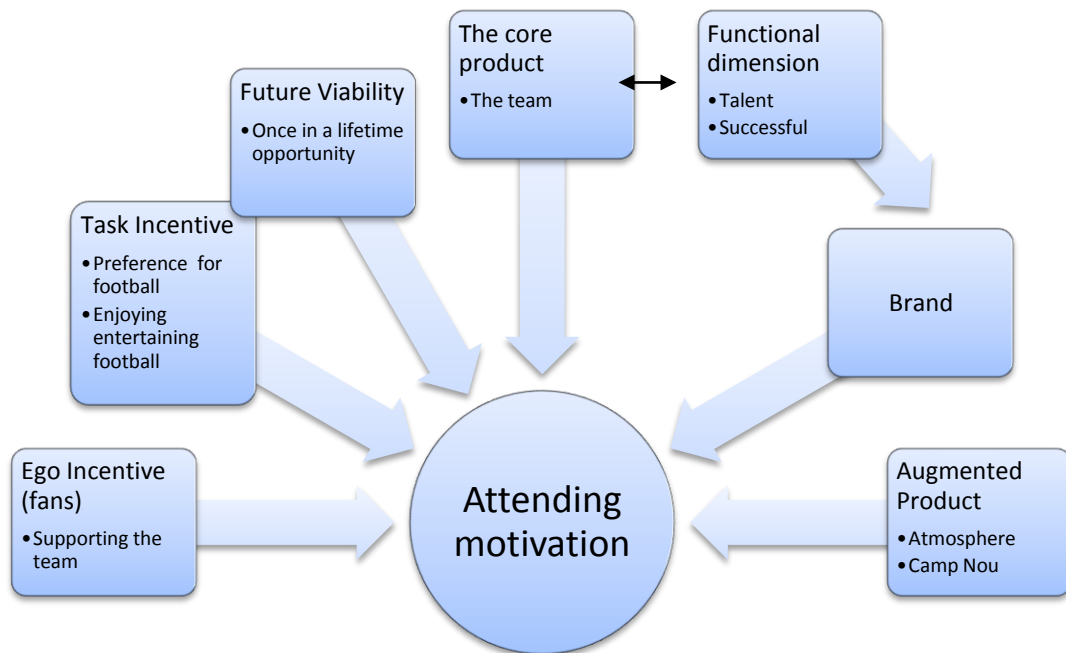


Figure 9. FC Barcelona's Spectators' Attending Motivations.

5.1 Future Research

In a future research greater sample size could be attained. The research attained a fair number of answers, but still when the number of answers increases also the overall quality of the research increases. A greater number of responses would provide the possibility to analyze the data with different kinds of statistical tools. Also, the responses could be divided in to subgroups and those could be analyzed individually. In this particular research it was not possible to analyze deeply how different types of spectators perceive the brand image of the team. For future research analyzing the brand image of the team more deeply would be worth of consideration

Implementing a qualitative research to supplement the quantitative survey would reveal spectators' deeper emotions regarding the topic. In this way the problem could be surveyed from on other point of view. This quantitative research would offer a useful base for future research.

One possibility is to conduct the same study with local respondents. It would provide the possibility to compare differences and similarities of local and international spectators' opinions. In addition, it would be viable to research the rivaling team's brand image. This would provide comprehensive data regarding football brands and their effects. For instance, surveying the brand image of Real Madrid would provide valuable information regarding the topic. Probably all brand dimensions were not researched equally in this research. Qualitative research would offer a good way to survey the mental dimension of the brand.

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FC Barcelona and attending motivations

Please answer only if you have attended a game of FC Barcelona in person at Camp Nou stadium and your country of origin is other than Spain. The purpose of this survey is to research attending motivations of international tourists in FC Barcelona's games. Choose an answer that describes you most. The data will be used for a university project, which is researching attending motivations at games. Answering is done anonymously and data is handled confidentially.

*Pakollinen

1. The country of origin *

2. Sex

- Male
- Female

3. The purpose of the trip

The purpose of the trip when you attended FC Barcelona's game.

- Leisure
- Study
- Business
- To see FC Barcelona's game
- Muu: _____

4. How often you follow football?

How often you follow any football team via any channel. Etc. in person, television, radio or newspaper

- Daily
- Few times a week or more often
- Weekly
- Three to two times a month
- Once in a month
- Less often
- I don't follow football

5. How often you follow FC Barcelona?

How often you follow games, results or news regarding FC Barcelona via any channel.

- Daily
- Few times a week or more often
- Weekly
- Three to two times a month
- Once in a month
- Less often
- I don't follow at all

6. How important is to you that FC Barcelona wins?

1 2 3 4 5 6

Not important Very important

7. How strongly does your friends see you as a fan of FC Barcelona?

1 2 3 4 5 6

Not at all a fan Very much a fan

8. How important is being a fan of FC Barcelona to you?

1 2 3 4 5 6

Not at all a fan Very much a fan

9. The reasons why I went to see FC Barcelona's game.

Select how important following issues were when you decided to see FC Barcelona's game

| | 1 Not at all important | 2 Little bit important | 3 Quite important | 4 Important | 5 Very important |
|--|------------------------|------------------------|-----------------------|-----------------------|-----------------------|
| Atmosphere in Camp Nou | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Meeting other people, social interaction | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| See Camp Nou stadium | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| See the team | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| One of the lifetime experiences | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| My friends or other companion wanted to see the game | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Spending time together with my friends | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Enjoy entertainment value of the game | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Support the team | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| See a particular player | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Forget everyday life | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

10. How well following attributes or statements are describing FC Barcelona in your opinion?

If you don't have a opinion in some questions, don't answer

| | 1 Not at all descriptive | 2 Little bit descriptive | 3 Quite descriptive | 4 Descriptive | 5 Very descriptive |
|----------------------------|--------------------------|--------------------------|-----------------------|-----------------------|-----------------------|
| 1 A Catalan team | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2 Successful | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3 Entertaining | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4 International | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5 Socially responsible | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6 Socially connecting fans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

| | | | | | |
|---|--------------------------|--------------------------|-----------------------|-----------------------|-----------------------|
| 7 A talented team | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 8 Unique | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 9 Supporting democracy | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 11. How interesting would be to attend these football clubs' games? | | | | | |
| Compare how much you would like to see a game of these teams. | | | | | |
| | 1 Not at all interesting | 2 Little bit interesting | 3 Quite interesting | 4 Interesting | 5 Very interesting |
| FC Barcelona | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Manchester United | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| FC Liverpool | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Real Madrid | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Chelsea FC | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Bayern Munich | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other team | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| What other team? | | | | | |
| Answer if you would like to see some other team playing. | | | | | |
| <input type="button" value="Lähetä"/> | | | | | |
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