

“Athlete Image Research in the building process of Sports Institutions Image: a Prediction Analysis.”

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ABSTRACT

Faced with an unexplored market in Brazil sports marketing and brand building of the same, the research aims to contribute to the professional management of sports promoting a study on the contribution of the athlete's image in the process of building the image of sports institutions. Through a descriptive survey questionnaires and data analysis for product-moment correlation and regression study measures a number, a given concrete by identifying the contribution of the image of the athlete in building the image of sports institutions.

Keywords: *Marketing; Sports marketing; Brand management in Sport*

1. INTRODUCTION

Mattar Mattar and (ed) (2013) claim that the sports industry, sports management institutions, including professional sports and also high performance, took considerable proportions and has become a must for them to be managed by competent professionals to achieve excellence on and off the field.

Mattar Mattar and (org.) (2013, p. 7) round in the national context of the administration of sports institutions, it is observed that there is a very slow evolution towards professionalization compared to other countries. It's hard to find a sports administration than amateur, this being an obstacle to the development of the area in the country. Need to be a professional sports management both urgent public sphere and in private.

For example, we can mention the football. Of the 50 brands most valuable football clubs in the world, only four are Brazilian (Sport Club Corinthians Paulista - 35th Place; Santos Futebol Cluba - 46th Place; São Paulo Futebol Clube - 48th Place; Clube de Regatas Flamengo - 49th Place). We highlight the performance of the 15 clubs with England and Germany with 8 clubs, including the latter with the leadership ranking represented by Bayern Munich. (FOOTBALL50 Brand Finance, 2014).

Mattar Mattar and (2013, p. 5) say that the national society has pronounced in favor of a professionalization of sports management in Brazil urgently to improve national performance in major international competitions.

In order to participate and encourage change in stride sport management, this paper aims to investigate and measure the contribution of the image of the athlete in building the image of sports institutions.

1.1 Main Objective

The main objective of the research is to investigate the contribution of the athlete's image in the process of building the image of sports institutions.

This aims to measure a number, a given concrete, to the construction process of the sports brands.

1.2 Secondary Objective

Explore the concept of brand, also within the sport, marketing, sports marketing and brand association and encourage the study area.

2. THEORETICAL DEFINITION

2.1 Definition of Marketing

"Marketing is an English word derived from Market, which means market. It is used to express the action turned to the market." (DIAS, 2003, cited in Sousa, Sousa and Mattos, 2005).

To Kotler (2009, p. 27th), "Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others."

2.2 Sports Marketing Definition

"Sports marketing is the process of designing and implementing production activities, pricing, promotion and distribution of a sports product to satisfy the needs or desires of consumers and achieve company goals." (PITTS and STOTLAR, 2002, p. 90, Apud MATTAR and MATTAR (ed.), 2013).

As for Mullin, Hardy and Sutton (2004, p 18). "Sports marketing consists of all activities designed to meet the needs and wants of sport consumers through exchange processes. [...]."

2.3 Brand Image

For Tavares (1998, p. 65th, apud MELO NETO and CARVALHO, 2006) "image is defined as the sum of attitudes beliefs and impressions that a person or group of persons have an object".

For Tavares (1998, p. 65th, apud MELO NETO and CARVALHO, 2006), "[...] the image stems from the way the audience decodes all the signals emitted by a company through its products, services, employees, communications and programs dealing with environmental issues. "

2.4 Athlete Image

To Rein, Kotler, and Shields (2008) the athlete is the key component in the sport and it has your picture exposed to the fans. [...] The key factor is that the athlete has the power to build a brand that connects and identifies with the favorite segments.

The renowned athletes get the admiration of fans and sports practitioners. How are media appearance finds its performance is important to combine with sports brand to strengthen, exposure, and to identify it with their followers. The athlete is the best in sports stardom. (MELO NETO, 2013)

Melo Neto (2013) mentions that "two aspects are important for the construction of stardom athletes: identification and communication with fans of the sports brand. The player and coach attract fans for their delivery, dedication, leadership and charisma. "

The same way that fans and stars propel brands they can denigrate them. Supporters argue that, undisciplined athletes, coaches no personality to face problems in the cast, old stadiums, teams that win does not affect the images of sports brands. (MELO NETO, 2013) "The connections are touch points that connect fans to sports. The connections do not always work in the same way as they have different origins and the fan feels connected to them for different reasons. [...]" (REIN, AND SHIELDS Kotler, 2008, p. 68th).

"The stars are the human side of sports with which fans can relate maybe more, and through this relationship, expressing a large number of emotions. [...] "(REIN, AND SHIELDS Kotler, 2008, p. 68th).

[...] A star is someone or something that has no name or attraction potential to connect with fans. The most famous superstars are those athletes that attract fans to a sport for their actions, personality and technical ability. [...] "(REIN, AND SHIELDS Kotler, 2008, p. 68th).

2.5 Sports Institutions Image

Currently sports organizations are realizing how important it is to install and manage their brand. The hypercompetitive environment of the sport requires a market differentiation. (REIN, Kotler, SHIELDS, 2008).

Rein, Kotler, and Shields (2008) argue that brands can send marketing messages to your customers in order to create long-term relationships with them.

Rein, Kotler, and Shields (2008) that brands can complement direct marketing activities to potential customers in order to create long-term bonds.

Teams with better conditions of becoming brands are those that pass a special experience for their fans, not being dependent on wins and losses, and it is these that remain competitive in their markets. (REIN, Kotler, SHIELDS, 2008).

"The sports brand is more than a name, a symbol, or a mixture of both. It is a usefulness of devotion, loyalty pledges, signed a pact of fidelity between the fans and their club, team or favorite athlete, between the practitioner and your sport of choice, between the fan and the avid stadium or sports complex location. This is its main feature: a huge potential to generate emotions in those who consume it and become his faithful followers "(MELO NETO, 2013, page 186.).

For Melo Neto (2013), the names brands appear according to the team's performance, the coverage of the media, the commotion of fans and practitioners.

"When associated with a sport, brand, product and company gain strength and meaning of the image with numerous public, made by fans, practitioners of that sport and their supporters. [...] "(MELO NETO and CARVALHO, 2006, p. 83).

2.6 Brand Identity

To Kapferrer (2003, p 86.):

"The image is a concept of reception. Imaging studies dealing with the manner in which certain public conceive a product, a brand, a politician, a company, a country. The picture deals with the manner in which this audience decodes the set of symbols from the products, services and communications issued by the brand. "

Kapferrer (2003, p 86) Complete the following:

"Identity is a concept of issue. This is to specify the direction, design, design for the brand sees itself. The image is a result, a decoding. Under an administrative plan, the identity prayer the picture, Before being represented in the public imagination, one must know what you want to present. Before being captured, it takes issue. "

2.7 Brand Association

To Aaker (1998 pág.114), "A brand association is something" connected "to an image in memory. [...]. "

"The association not only exists, but still has a degree of strength. A link with a brand will be stronger when based on many experiences or exposures to communications, in a few. Will also be stronger when supported by a network other associations. "(AKER, 1998, p. 114 and 115).

"An association representing both an image and perceptions that may or may not reflect objective reality. [...]"(Aker 1998, p. 115).

"The resulting value of a brand name is often its own set of associations, its meaning for people. [...]"(Aker 1998, p. 116).

3. PROPOSED METHODOLOGY

The methodology consists in a descriptive research. Where, according to Malhotra (2006, p. 101) the main objective is to describe something. It is used to:

- 1 "Describe the characteristics of relevant groups such as customers, vendors, organizations or market areas. [...]"(Malhotra, 2008, p 101.);
- 2 "Estimate the percentage of units in a specific population that exhibits a certain behavior. [...]"(Malhotra, 2008, p 101, 102.);
- 3 "Determine the perceptions of product characteristics. [...]"(Malhotra, 2008, p 102.);
- 4 "Determine to what degree are associated with the marketing variables. [...]"(Malhotra, 2008, p 102.);
- 5 "Making specific predictions. [...]"(Malhotra, 2008, p. 102).

In this sense, the research used human beings to answer the questionnaires in order to measure and reach concrete results, researched this group, as the image of the athlete's influence in building the image of the sports club.

The questionnaires were administered by the researcher with the help of the supervisor, when necessary, on the internet through Google spreadsheet Drive, where people were invited to respond.

All respondents to the questionnaire were aware of the consent form, required reading, set in the questionnaire before the questions to be answered. Cases responded automatically became aware that they are agreeable to it, if not responded did not agree with the term. Selected to answer the questionnaires were people randomly, age over 18 years and of either sex.

3.1 Surveys

Melo Neto (2013) states that through market research in the sporting environment, professionals can contact the main environmental agents.

Surveys are a way to collect data, verify information and test results on the behavior of sports consumers, organizations and practitioners in general. (MELO NETO, 2013)

The lack of research makes sports officials make their decisions without foundation and concrete information, taking them just intuitively. Therefore, this is the critical point of the Brazilian sports marketing (MELO NETO, 2013).

In image search, fans and practitioners are asked about the association they have the sport, club, organization or favorite athlete (MELO NETO, 2013)

To understand the behavior of the sports consumer, whoever he may be, is necessary to identify and analyze your profile. (MELO NETO, 2013).

3.2 Image Search

For Melo Neto (2013), the image research aims to determine which are perceived by fans and practitioners as a sports club, organization, athlete and sports in general attributes.

Appendix A: Appendix applied research

4. RESULTS ANALYSIS

Data analysis is performed by lifting method, which involve large amount of interviews using a questionnaire respondents previously established. (Malhotra, 2006)

These questionnaires mentioned above are semantic differential scale. According to Cooper and Schindler (2003, p 202.), The scale of semantic differential:

"[...] Measures the psychological meanings of an attitude or object. Managers use this scale to studies of branding and other marketing studies concerning institutional image, political issues and personalities and organizational studies. [...] The meanings are located in a space of multidimensional property called semantic space. The method consists of a set of bipolar rating scale, usually with seven points, whereby one or more respondents classify one or more concepts of the scale on each item. [...]"

Melo Neto (2013), discusses the survey questionnaire image as "your goal is to see which attributes of sport, sports organization, club, team or athlete are perceived by fans and practitioners" (MELO NETO, 2013, p. 173, 174) with questions: "Modern and Traditional", "Static and Dynamic", "Competitive and Non-Competitive", "not healthy and healthy", "High Risk and Low Risk" and "Low Lots of action and action." (MELO NETO, 2013, p. 173)

For the sample profile, demographic data were used where

"We seek to understand the behavior of the sports consumer based on the following categories: first, his condition fan, that is, as it relates to the sport; Secondly, based on their demographic information (gender, age, income, education level, place of residence, marital status, sexual preference, ethnicity, occupation, number of children). "(MELO NETO, 2013, p. 167).

In order to facilitate research and questionnaires, some items are excluded as the number of children, sexual preference, ethnicity and profession.

To reach a result, they used two types of analysis of data collected. They are: product-moment correlation and regression.

At product moment correlation analysis according to Malhotra (2006, p 493.):

"[...] It sums up the intensity of association between two metric variables (interval or ratio), say X and Y. It is an index used to determine whether a linear relationship between X and Y. It indicates the degree to which variation of a variable X is related to another variation of the variable Y. [...]"

Accordingly, the variable Y be the image of sport and X entity would be the image of the athlete. And thus the linear equation:

Y (image of the sports entity) = ax (athlete's image) + b (error).

The regression analysis "is a flexible and powerful method for the analysis of associative relationships between a dependent variable and measuring one or more independent variables. [...]" (Malhotra, 2006, p. 497).

Thus, the metric independent variable will be the image of the athlete and the dependent variable is the metric image of the sports organization.

The whole conception of the research was through reliability that "[...] shows how far one scale produces consistent results if measures are taken repeatedly. [...]" (Malhotra, 2006, p. 276)

"The reliability is evaluated by determining the ratio of systematic variation in range, which in turn is accomplished through the association of the scores obtained in different situations in which

the scale was administered. If the association is high, the scale produces consistent results, and are therefore reliable. The procedures for assessing reliability methods include test-retest, alternate forms, and internal consistency "(Malhotra, 2006, p. 276).

4.1 Estimation of averages when x is unknown: the distribution t

"When the population standard deviation is not known (which is the case generally), we use the sample standard deviation as an estimate, replacing the standard deviation in the equations for errors and confidence intervals. [...]"(Stevenson, 1981, p. 201-202).

"But the interesting aspect (and somewhat complicated) on the t-distribution is that it is not a standard distribution in the sense that the normal distribution is: there is a slightly different t distribution for each sample. [...]"(Stevenson, 1981, p. 202).

"[...] So while the normal distribution is essentially independent of the sample size, the t distribution is not. [...]"(Stevenson, 1981, p. 202)

"[...] For small sample sizes (say, 30 observations or less), the t distribution is more sensitive to sample size, although larger samples to decrease this sensitivity. [...]"(Stevenson, 1981, p. 202).

"[...] In fact, for large samples, it is reasonable to use z values to approximate t values, although the t-distribution is always theoretically correct rejections and knows when the population standard deviation, regardless of sample size." (Stevenson, 1981, p. 202).

"If the absolute t value is greater when positive and less negative than t as critical when it rejects Ho. This indicates that the difference is significant. [...]"(KEYS, Vellani, JR, 2012)

The chances for "T" test are listed (KEYS, Vellani, JR, 2012):

- Ho: The samples come from the same population; (KEYS, Vellani, JR, 2012):
- H1: The samples do not come from the same populations. (KEYS, Vellani, JR, 2012):

Test "T" Averages		
	Variable 1	Variable 2
Average	3,5	3,30681818
Variance	0,9265645	1,03313305
Remarks	88	88
Pearson correlation	0,75709482	
Hypothesis of mean difference	0	
gl	87	
Stat t	2,62056842	
P (T <= t) one-tail	0,00517928	
t Critical one-tail	1,66255735	
P (T <= t) two-tail	0,01035855	
t Critical two-tail	1,98760828	

In this case, the critical T is greater than T calculated so can not reject the null hypothesis (Ho). If you do not reject the null hypothesis, it is possible to happen, with a strong possibility of happening. There is no guarantee that they are different, so the samples come from the same population.

4.2 Variance Analysis

"The analysis of variance is a technique that can be used to determine the averages of two or more populations are equal. The test is based on a sample extracted from each population. [...]. "(Stevenson, 1981, p. 254).

"We can then formulate as follows the null and alternative hypotheses:" (Stevenson, 1981, p 254.).

- Ho: The population means are all equal; (Stevenson, 1981, p. 254).
- H1: The population means are not equal; (Stevenson, 1981, p. 254).

"If our statistical test (analysis of variance) leads us to accept the null hypothesis, we conclude that the observed differences between sample means are due to random variations in the sample (and thus that the population means of the four types are equal) . [...]. "(Stevenson, 1981, p. 254)

"[...] In case of rejection of the null hypothesis, we conclude that the differences between sample means are too large to be due only to chance (in so that the population means are not equal)." (Stevenson, 1981, pg. 254).

"[...] The analysis of variance uses two slightly different processes for estimating the variances (equal) population. If the two estimates are roughly equal, this tends to confirm Ho; if one of the alternatives is much larger than the other, this tends to confirm H1. [...] "(Stevenson, 1981, p. 256).

Teste "T" de Variância		
	Variable 1	Variable 2
Average	3,5	3,30681818
Variance	0,9265645	1,03313305
Remarks	88	88
Pooled variance	0,97984878	
Hypothesis of mean difference	0	
gl	174	
Stat t	1,2945328	
P (T <= t) one-tail	0,09859838	
t Critical one-tail	1,65365802	
P (T <= t) two-tail	0,19719676	
t Critical two-tail	1,97369144	

In this case the result exceeds the critical calculating result, is not rejected carrying Ho. Thus, the samples come from the same population, with no significant differences.

4.3 Correlation Analysis

"To check a type of relationship, applies the Pearson correlation test. The following hypotheses are formulated: (KEYS, Vellani, JR, 2012)

- Ho: There is a correlation between the club's image and the image of the athlete; (KEYS, Vellani, JR, 2012)
- H1: There is no correlation between image of the club and athlete's image. (KEYS, Vellani, JR, 2012).

Correlation results obtained:

Correlation Table		
<i>d</i>	Column 1	Column 2
Column 1	1	
Column 2	0,75709482	1

In the critical values of correlation coefficient r Pearson, or table to be 0.207. In this context, the number found in the analysis was 0.75709482, so do not reject the H_0 , so there is a strong correlation between the athlete's image and the image of sporting institution.

4.4 Regression Analysis

Estatística de Regressão	
Multiple R	0,757094822
R-Square	0,573192569
Adjusted R-squared	0,568229692
Standard Error	0,632505366
Remarks	88

In the analysis of product-moment correlation athlete contributes 0.757094822 in the process of building the image of sporting institution. In this case, it does not take into account the error of the equation.

In order to reach the most concrete result of the analysis, we did regression analysis, which considers the error of the equation and the result is more accurate. In that sense, can conclude that the image of the athlete contributes 0.57312569 in the process of building the image of sporting institution.

5. CONCLUSIONS

Way of validation, research has shown that there are no significant differences in the samples, thus from the same population.

It is concluded that the participation of the athlete's image in building the image of the club in 0.757094822 or about 75%. Taking into account the error in the linear equation, the contribution reaches 0.57312569 or about 57%.

In this sense, one can say that there is a considerable amount of athlete's participation in the process of building the image of the sports organization. So, it is paramount management of athletes by the sports bodies because athletes are considerably part of the process of building brands entities. In Brazil, there is a negligible work of the entities in this regard. This conclusion work tends to boost competition and contribute to studies in the area.

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