

FINNISH FANS IN FIVB VOLLEYBALL WORLD CHAMPIONSHIPS, POLAND

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CONTENT OF THE PRESENTATION

- AIM OF THE STUDY
- METHODS AND DATA COLLECTION
- FINDINGS, IMPLICATIONS AND DISCUSSION
- + POLISH RESPONDENTS

AIM OF THE STUDY

- The purpose of the study project was to plan, coordinate, and execute a series of studies on the *2014 FIVB Men's World Championship* to meet the needs of several stakeholders: FIVB, Finnish Volleyball Federation, Volleyball fans and the academy.
- Spectator market profiles and comparisons of spectator profiles from WRC Rally Finland, IIHF Ice Hockey World Championships in Finland and Sweden, EURO 2012 in Poland, FIFA World Cup 2010 in South Africa.
- Direct economic impacts of the World Championship on the two host cities, Gdansk and Katowice.

METHODS AND DATA COLLECTION

- Literature review and secondary data analysis
- Field surveys among spectators and fans during the World Championship in two host cities in Poland: Gdansk and Katowice
- Data collection took place in Ergo Arena in Gdansk/Sopot and Spodek Arena in Katowice.
- Data was collected with iPads and paper questionnaires and all data was processed with Webropol Surveys Analytics software.
- In Gdansk and Sopot a total of 250 surveys were conducted
- In Katowice a total of 300 surveys were conducted

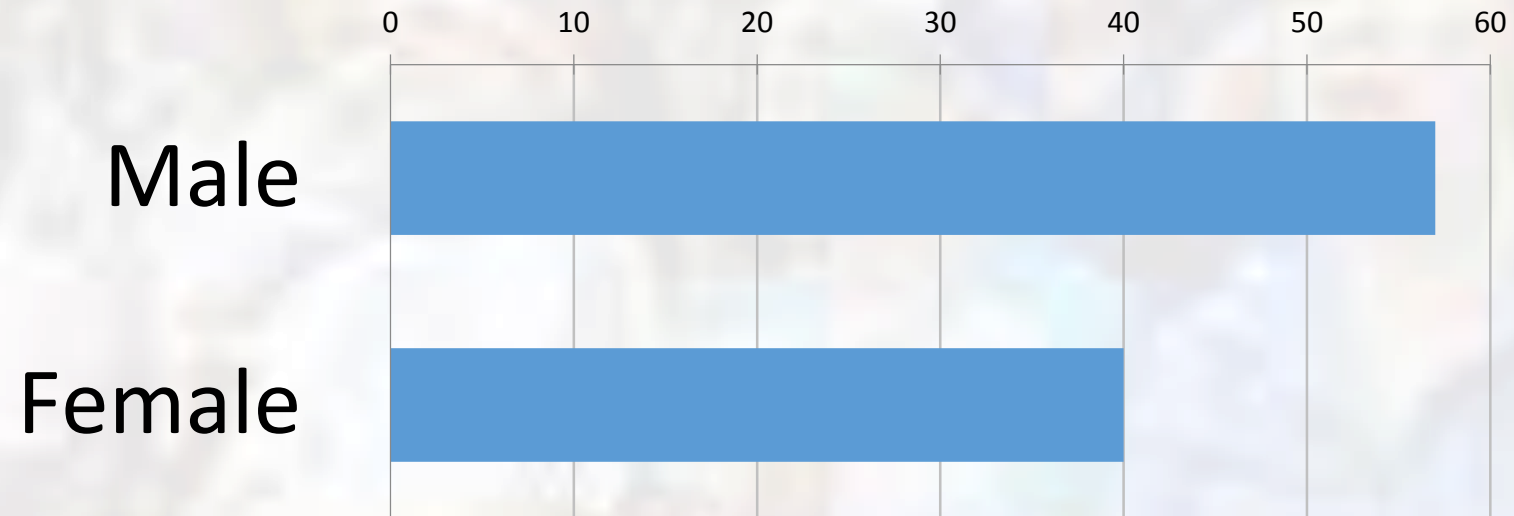
FINDINGS, RESULTS AND IMPLICATIONS

- In Gdansk:
 - During the first week the number of spectators in Ergo Arena in Gdansk was extremely low and the majority of the spectators were local residents. The only visible group of foreign fans were the Canadian fans, but even that group was relatively small (around 100 persons).
 - The organized fan activity in the city of Gdansk concentrated on one venue located next to Hilton hotel. The promotion of that “fan zone” was extremely poor and mainly local residents were able to benefit from the facility.
- In Katowice:
 - During the first two weeks the Finnish fans represented a clear majority of event tourists in the city of Katowice and especially in the arena where the Finnish team played.
 - The fan activity in the city of Katowice was organized right next to the arena. The promotion of that “fan zone” was extremely visible and strong in the city center and surrounding areas. The area attracted a lot of Finnish fans but also other international spectators as well as local residents.

THE FINNISH FANS (IN KATOWICE)

Gender Distribution, Brand Perceptions and Value structures

GENDER DISTRIBUTION (N=97)



BRAND PERCEPTIONS (10 STRONGEST)

Q: In your opinion, how strongly the following characteristics relate to volleyball as a sport? (N=98)

Adjective	Average
International	6,68
Exciting	6,58
Pleasant	6,49
Fun	6,34
Ambitious	6,26
Successful	6,16
Creative	6,16
Strong	6,12
Honest	6,07
Traditional	5,95

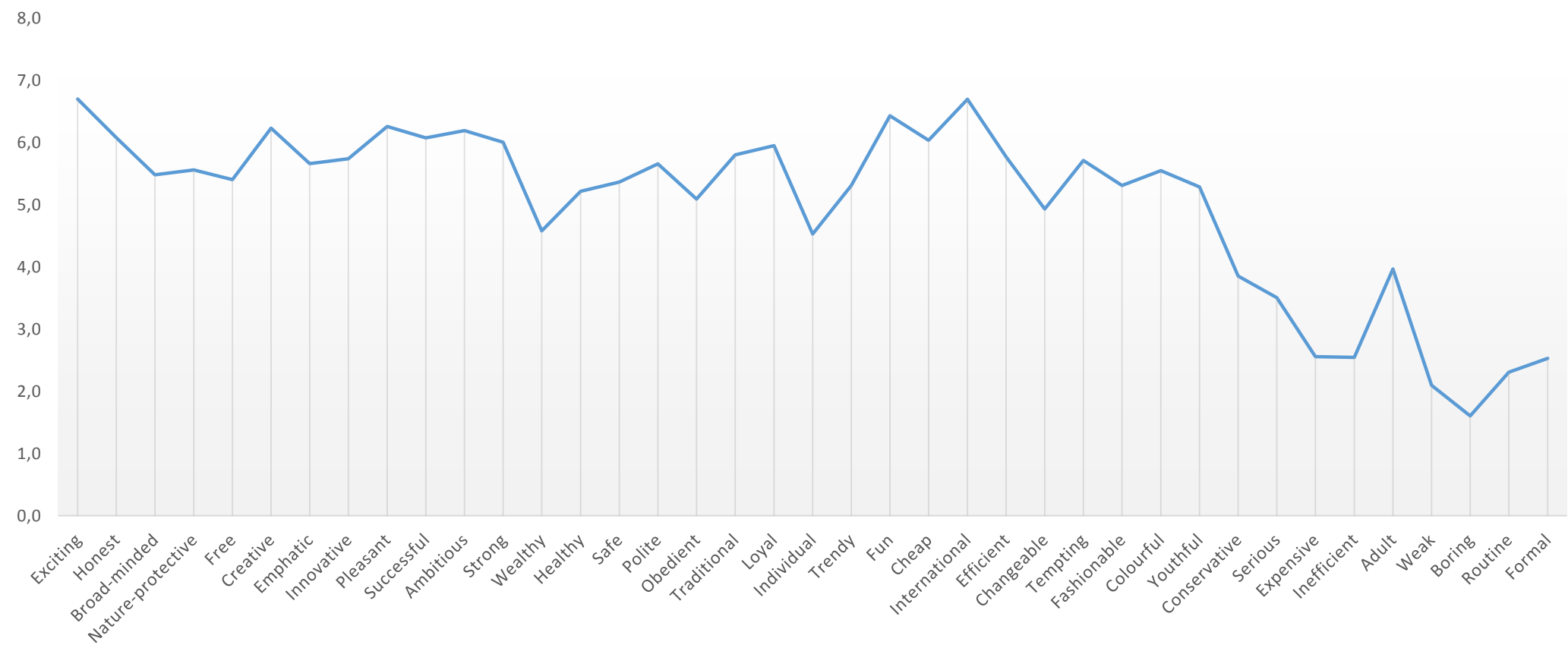
BRAND PERCEPTIONS (10 WEAKEST)

Q: In your opinion, how strongly the following characteristics relate to volleyball as a sport? (N=98)

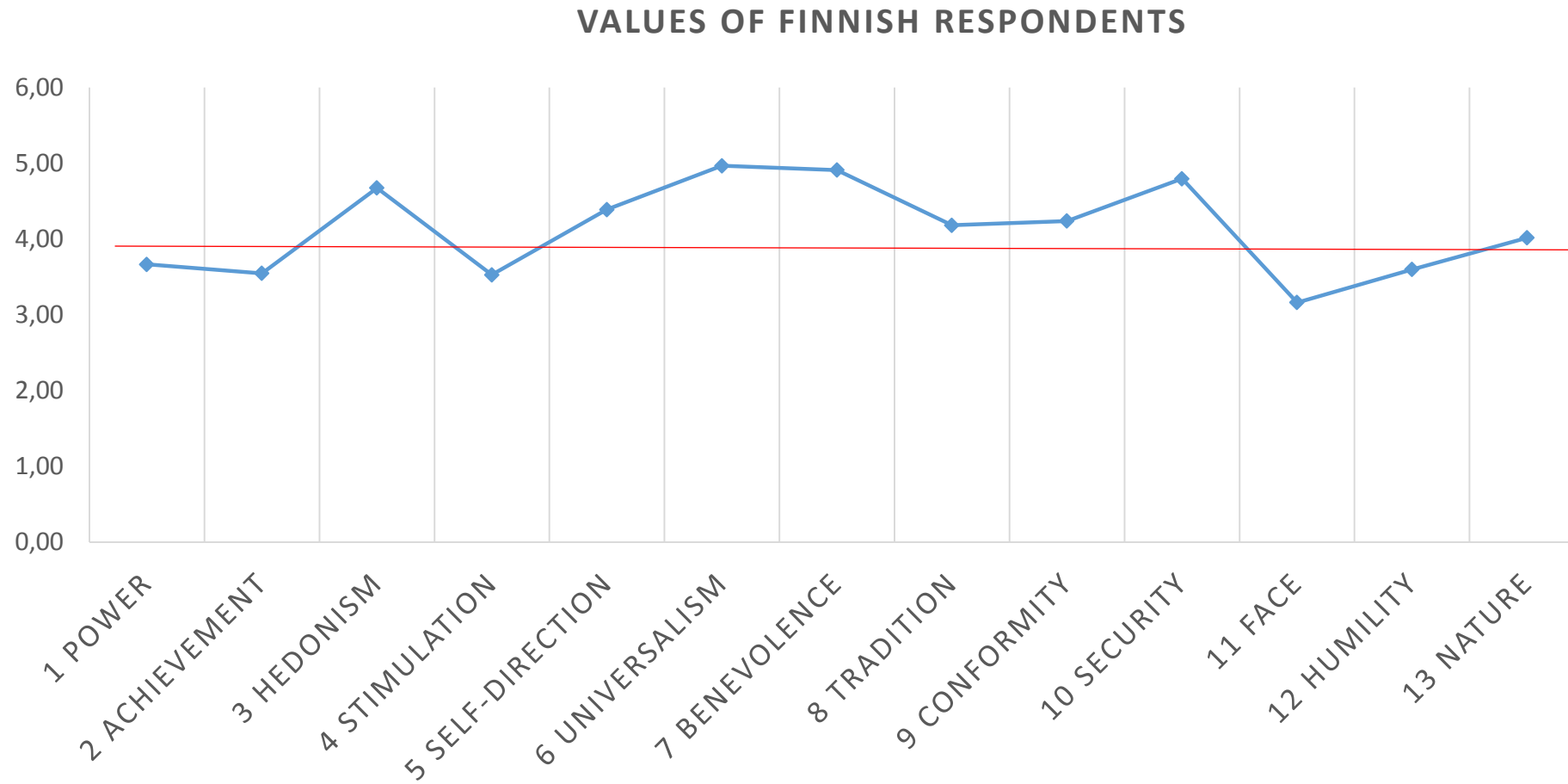
Adjective	Average
Boring	1,68
Weak	1,98
Routine	2,32
Formal	2,4
Inefficient	2,44
Expensive	2,66
Serious	3,06
Adult	3,66
Conservative	3,92
Wealthy	4,34

BRAND PERCEPTIONS (ALL ADJECTIVES)

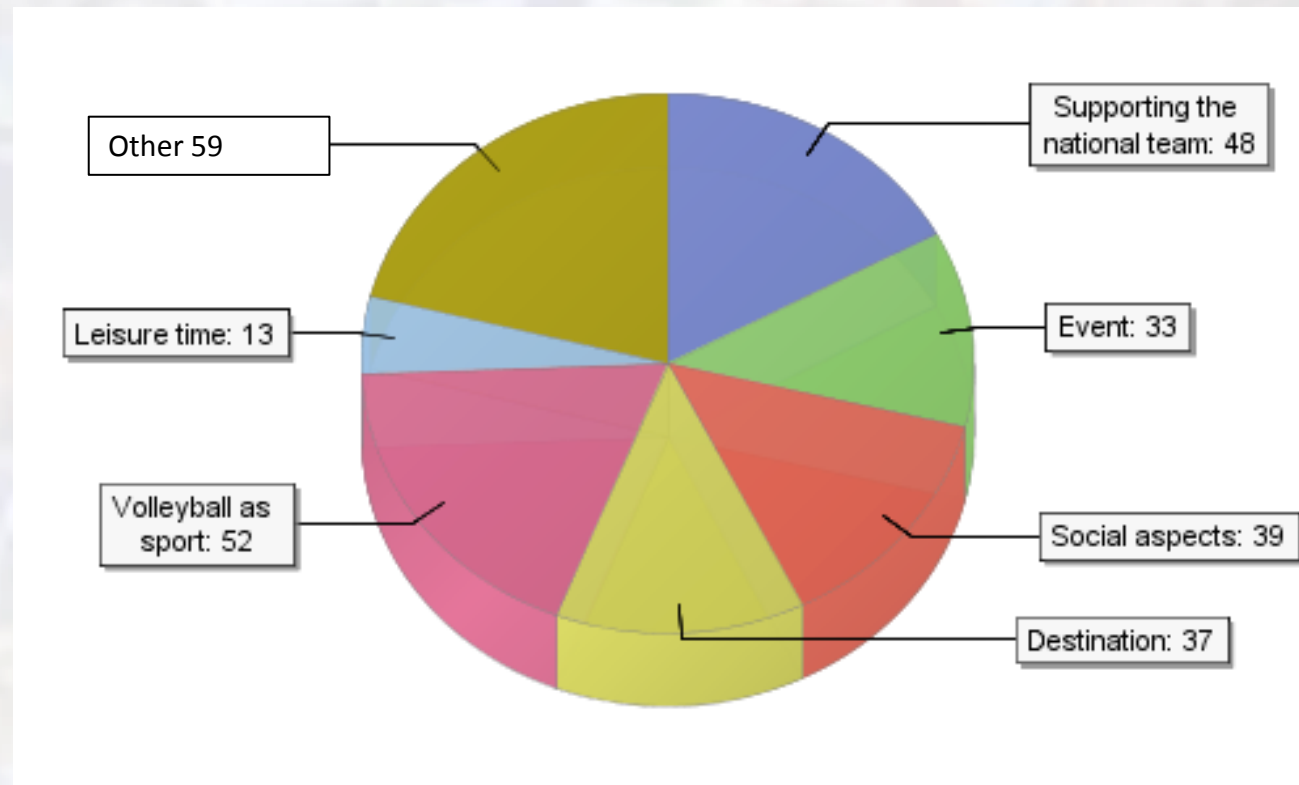
ADJECTIVES/RELATION



VALUE STRUCTURES



MOST MOTIVATING REASONS TO ATTEND



FINDINGS, IMPLICATIONS AND DISCUSSION

- Finnish fans were very eager to support their national team and devoted in participating the FIVB World Championships by travelling to Poland and especially to Katowice.
- The perceived brand image of Volleyball was surprisingly similar in all age-groups.
- The value structure of a typical Finnish volleyball fan had some specific features in comparison to other sports.
- The motivational drivers for fans were mainly social and event related (Finnish team qualifying to play in FIVB World Championships)

Questions?

Thank you very much for your attention.



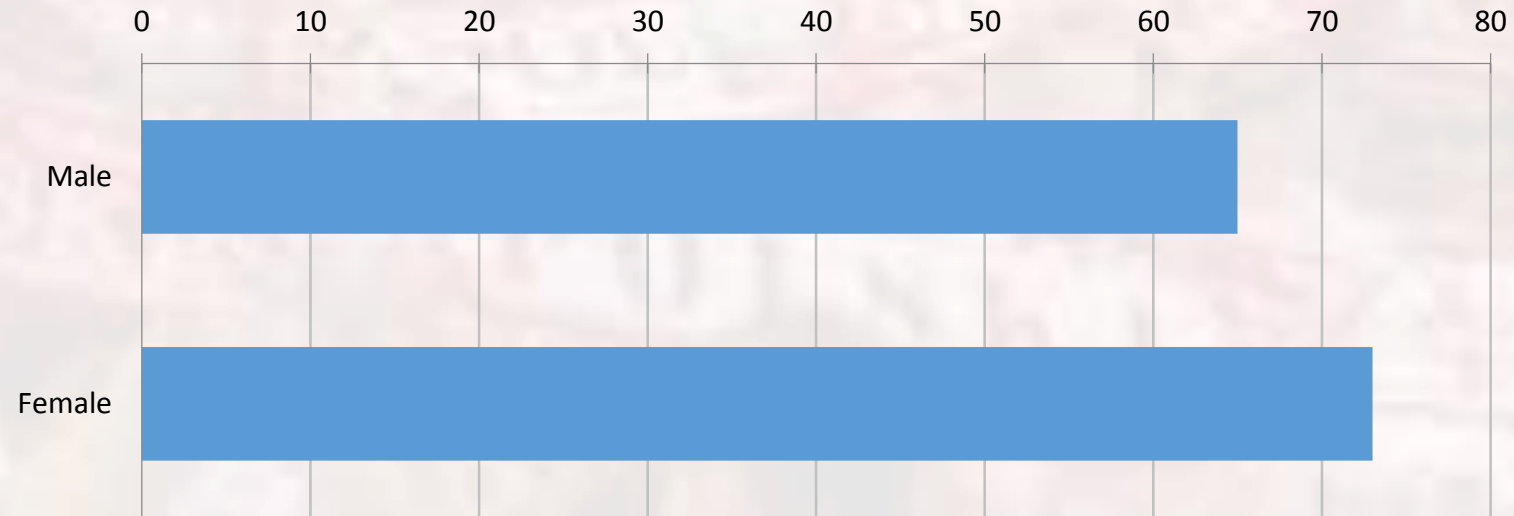
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Values Behind Volleyball

FIVB Men 2014 World Championships POLISH FANS

GENDER DISTRIBUTION (N=138)



BRAND PERCEPTIONS (10 STRONGEST)

Q: In your opinion, how strongly the following characteristics relate to volleyball as a sport? (N=142)

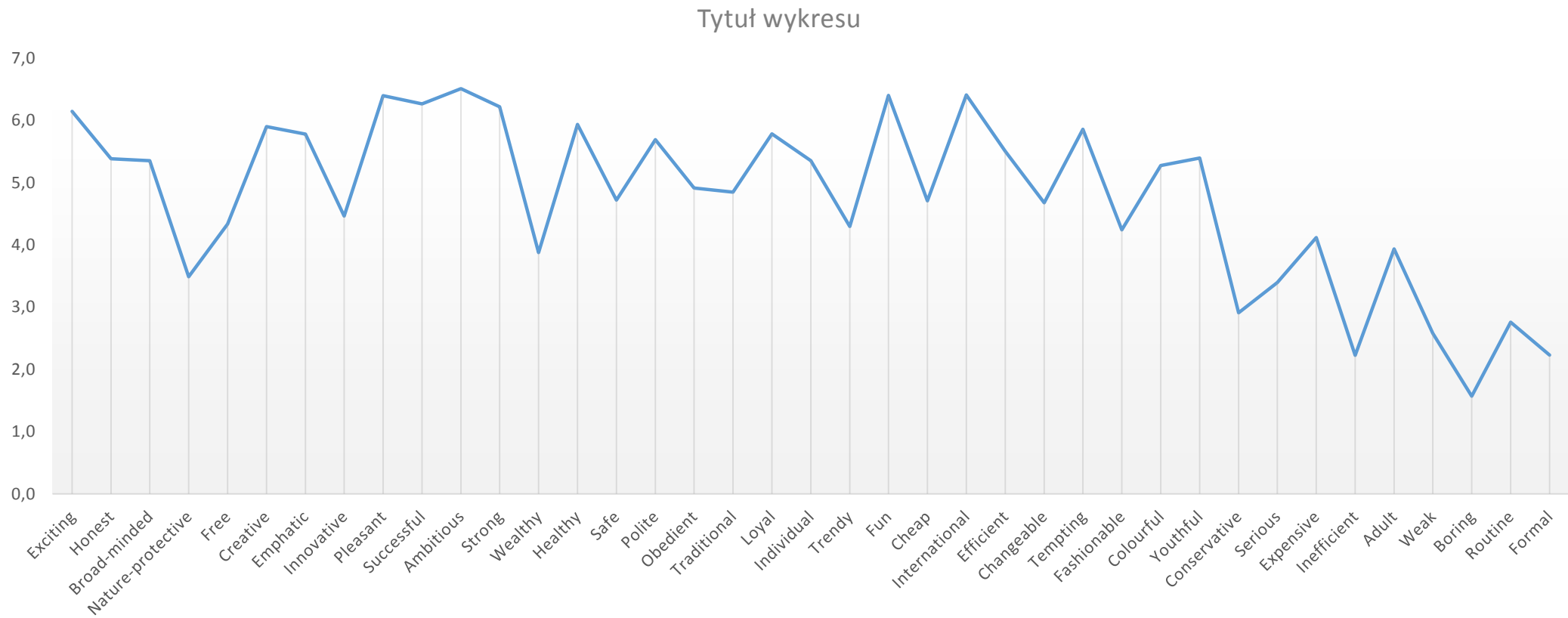
Adjective	Average
International	6,32
Ambitious	6,29
Fun	6,27
Pleasant	6,12
Successful	6,04
Strong	5,99
Exciting	5,96
Healthy	5,77
Efficient	5,69
Tempting	5,5

BRAND PERCEPTIONS (10 WEAKEST)

Q: In your opinion, how strongly the following characteristics relate to volleyball as a sport? (N=142)

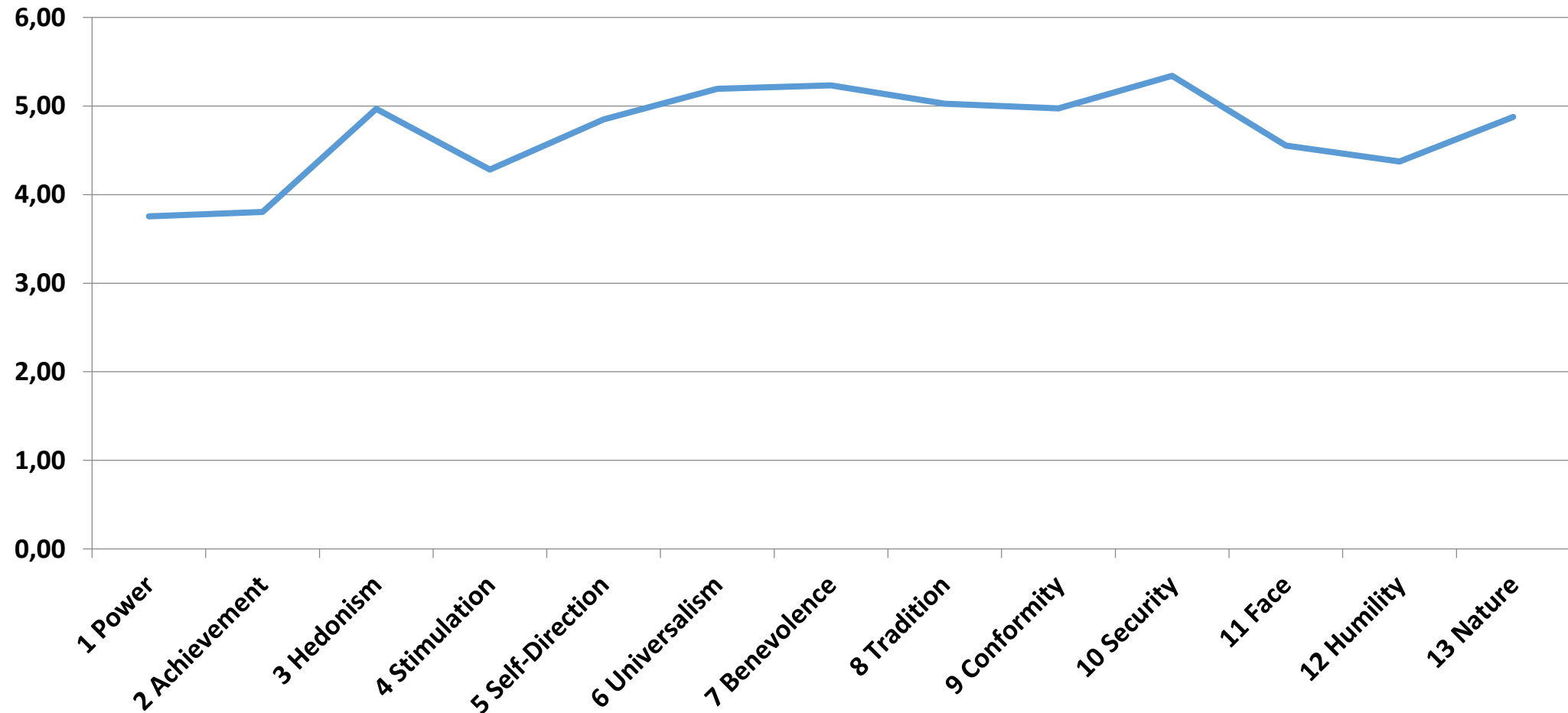
Adjective	Average
Boring	1,56
Weak	2,17
Routine	2,25
Formal	2,34
Inefficient	2,41
Conservative	3,25
Expensive	3,59
Adult	3,73
Nature-protective	3,74
Serious	3,84

BRAND PERCEPTIONS (ALL ADJECTIVES)



VALUE STRUCTURES

VALUES OF POLISH RESPONDENTS



Most motivating reasons to attend

