Baltic Journal of Health and Physical Activity

Volume 7 | Issue 3 Article 4

2015

# Typology of consumer behaviors during the 2012 UEFA European Championships

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## Recommended Citation

Piątkowska M, Gocłowska S, Żyśko J. Typology of consumer behaviors during the 2012 UEFA European Championships. Balt J Health Phys Act. 2015; 7(3): 39-50. doi: 10.29359/BJHPA.07.3.05

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## Abstract

Background: Facing a growing diversity of needs, preferences and behaviors among sports events consumers, the segmentation of this market has become a key aspect in designing and implementing marketing programs. Therefore, the purpose of this paper is to create a 2012 UEFA Euro Championship consumer typology that adopts a segmentation method based on socio-demographic and behavioral variables. Material/Methods: Sample CAPI surveys were conducted among viewers of the 2012 UEFA European Championship (N = 1,000). Consumer profiles were analyzed by adopting basic criteria of marketing segmentation based on socio-economic, demographic and psychographic variables. Due to a hierarchical clustering, authors obtained five groups of consumers: heavy, moderate, light, very light and non-viewers. Results: The study proved that an individually prepared therapeutic program including postisometric relaxation and combination therapy improves ROM in all planes of hip joins in osteoarthritis. It was also stated that after 2 pain assessment tests (the VAS and Laitinen scales) the therapy was confirmed to be a successful method in pain relief. The researchers also noticed that systematically conducted therapy led to reducing the incidence of pain which is manifested by limitation of pharmacotherapy. Conclusions: Data analysis showed a relationship between consumer behaviors and the respondents' gender, age, place of residence. A new typology of segments of Euro 2012 fans was created.



## Keywords

consumer behavior, European Championship, typology

**Baltic Journal of Health and Physical Activity 2015; 7(3): 39-50**
Journal of Gdansk University of Physical Education and Sport in Gdansk
e-ISSN 2080-9999

**ORIGINAL**

# Typology of consumer behaviors during the 2012 UEFA European Championships

**Authors' Contribution:**
**A** Study Design
**B** Data Collection
**C** Statistical Analysis
**D** Data Interpretation
**E** Manuscript Preparation
**F** Literature Search
**G** Funds Collection

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## article details

**Article statistics** **Word count:** 4,033; **Tables:** 2; **Figures:** 2; **References:** 40
**Received:** March 2015; **Accepted:** July 2015; **Published:** September 2015

**Full-text PDF:** http://www.balticsportscience.com



**Indexation:** AGRO, Celdes, CNKI Scholar (China National Knowledge Infrastructure), CNPIEC, De Gruyter - IBR (International Bibliography of Reviews of Scholarly Literature in the Humanities and Social Sciences), De Gruyter - IBZ (International Bibliography of Periodical Literature in the Humanities and Social Sciences), DOAJ, EBSCO - Central & Eastern European Academic Source, EBSCO - SPORTDiscus, EBSCO Discovery Service, Google Scholar, Index Copernicus, J-Gate, Naviga (Softweco, Primo Central (ExLibris), ProQuest - Family Health, ProQuest - Health & Medical Complete, ProQuest - Illustrata: Health Sciences, ProQuest - Nursing & Allied Health Source, Summon (Serials Solutions/ProQuest, TDOne (TDNet), Ulrich's Periodicals Directory/ulrichsweb, WorldCat (OCLC)

**Funding:** This paper was prepared under the statutory framework DS. 138 "Preventing unfair practices ambush marketing in the organization of major sporting events", financed by the Ministry of Science and Higher Education in Poland.

**Conflict of interest:** Authors have declared that no competing interest exists.

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## INTRODUCTION

Consumer segmentation is an important theme in the theory of marketing organization and management [1]. The essence of segmentation is the division of populations into groups that are mutually exclusive, heterogeneous, internally homogenous, and hierarchical with regard to each other. Segments reflect specific behaviors, attitudes, and power [2]. The division of a market into segments serves as a starting point for designing and implementing marketing programs. Moreover, segmentation allows marketers to customize the actions for each segment [1, 3, 4]. Segmentation is used for markets of sport products and services both to identify the needs, intentions and purchasing preferences of sport fans in this field as well as to examine and analyze motivations and expenses connected with participation in sport and sporting events [1, 5, 6, 7]. Sponsors who use sport as a means of marketing communication to increase brand recognizability and awareness are particularly interested in the segmentation of sport consumers [8, 9].

In the subject literature there are multiple divisions of sport consumers which have been determined based on the different categories and the different levels of commitment of sporting events consumers. Scientists usually mention three classic perspectives of fan typologies.

The first one is based on a dualistic model that juxtaposes consumer behavior with a contrasting behavior. This dualistic division of football fans was conducted by Boyle and Haynes [10] traditional fans vs. modern fans; Ferrand and Pages [11] rational and irrational fans; and Hughson [12] expressive and submissive fans. A disadvantage of this method is only dividing consumers into two polar categories. This prevents a more complete and a more profound classification of behaviors.

The extension of the dualistic model is an approach called a tiered typology, which distinguishes several levels of consumer intensity around commitment to a sporting event. Consumers were segmented by intensity and frequency of behaviors that indicated both the commitment and the sense of attachment to a sport or a team [3]. Wann and Brandscombe [13] applied this method and developed a Sport Spectator Identification Scale (SSIS). The most committed and loyal fans were described as high identification supporters. The less the spectators identified themselves with a sport, the closer they were to the opposite extreme of the continuum low identification supporters. In this approach, the study population was divided into many more segments, yet the results had to fit on an increasing scale without the possibility of creating secondary categories. A criticism of this method was based on a lack of clear-cut boundaries that distinguished each segment [2]. Furthermore, Kahle et al. [14] adopted this method of segmentation to divide the spectators of a football match. Based on population analysis, they distinguished a three-tiered typology of the spectators: internalized and highly involved, self-expressive, and camaraderie sport consumers. Sutton et al. [15] on the other hand, identified three groups of consumers: vested fans, focused fans, and social fans.

The third approach is known as multidimensional typologies, which focuses on the numerous factors shaping consumer behavior. Fan categories

obtained in segmentation can be very different from each other depending on the fans' specific attitudes and behaviors. By adopting this method, Smith and Stewart [16] created a typology of football fans based on their attitudes and behavior. The spectators were divided into five categories: the first two comprise fans who a) regularly watch matches of their favorite teams, and their interest in the world of football is above average passionate partisans, and b) those who show less interest and do not watch matches so often champ followers. A category labeled reclusive partisans comprises fans that are significantly attached to their favorite team, yet who only occasionally watch matches. The last two segments refer to those fans for whom the quality of the game is of utmost importance, rather than their attachment to a team. Examples include thrill-seeking spectators who expect to see a spectacle or football celebrities, and aficionados who, apart from the emotions accompanying a sporting event, value the tactics and technique in playing football. In accordance with this method, Mahony, Madrigal and Howard [17], Funk and James [18], as well as Hunt and Bristol [19], created their own fan typologies.

Due to the diversity of typologies and nomenclature of consumer groups, the researchers concluded that there is no one ideal segmentation model that could be implemented to conduct every consumer survey. Some researchers agree that it is impossible to clearly identify consumer types. Because people in general differ from each other in terms of their values, attitudes and behavior, their consumption levels and kinds of consumption will therefore differ as well. The same applies to sport consumers [20, 21]. An ideal segmentation model does not exist as each one has specific flaws and limitations [3]. Researchers should create a new model or adopt an existing one that best suits the aim of the study, the study group, and the phenomenon under analysis.

In the process of segmenting sport consumers, theoreticians and practitioners focus on those aspects of behavior that concern cheering and the emotional commitment of consumers to sport. Few studies show the number of matches consumers actually watch and their level of commitment during matches, regardless of their subjective evaluation of the level of commitment to a given sport. Additionally, there is a lack of studies analyzing the conditions that demonstrate which socio-demographic and economic factors correlate with the greatest engagement of spectators while watching a football match and whether these factors affect the number of matches watched. The available studies were usually conducted either in order to segment according to demographic variables those consumers who actively participated in sporting events [22] or in order to demonstrate the amount of money spent on sport by consumers segmented on the basis of economic criteria [23, 24].

Furthermore, during the UEFA EURO 2012 there was an increase in the fans and spectators' interest in football during the event. Krokosz, Jochimek, Lipowski [25] proved that there was a relatively large increase in the interest of those people who previously had not been interested in the results of football. It is estimated that fan zones developed for the purpose of 2012 European Championships gathered more than 3 million fans [25]. Over 14 million audience watched each of the three matches played by the

Polish national team [26]. It shows UEFA EURO 2012 was regarded as an important event, and a substantial proportion of the population was emotionally involved in that event.

Therefore, the purpose of this paper is to create a 2012 UEFA Euro Championship consumer typology that adopts a segmentation method based on socio-demographic and behavioral variables. The study group was divided into homogenous segments according to two psychographic variables of the consumers: the quantity and the intensity of the matches watched during UEFA Euro 2012. Furthermore, analysis was conducted of how a consumer's affiliation to a given segment depends on socio-demographic variables.

## MATERIAL AND METHODS

### Data collection procedure

The survey was conducted from 19-23 July 2012 (18 days after the UEFA Euro 2012 final) by means of a computer-assisted personal interviewing technique CAPI (Computer Assisted Personal Interview). The survey comprised a representative random sample of 1,000 Poles above the age of 15 years. The respondents were contacted personally and selected from a personal identification number frame run by the Department of the State Central Register and Computer Networks of the Ministry of the Interior and Administration.

Stratification included nine macroregions and seven different classes of town sizes. As a result of combining the macroregions with the classes of town size, 55 strata were obtained, out of which 170 municipalities were drawn. An independent drawing of addresses was held from among the municipalities.

### Material

The survey was conducted in a group of 1,000 people (N=1,000). Analysis of the distribution of variables revealed four respondents whose responses significantly departed from the rest in terms of the quantity and intensity of the matches watched during the UEFA Euro 2012. Entries with no data were removed (n = 165). Table 1 presents the characteristics of the study population.

### Data analysis procedure

The analysis of UEFA Euro 2012 consumer profile was based on basic criteria of marketing segmen-tation of purchasers in the consumer market [27]. The criteria applied were based on socio-economic, demographic and psychographic variables.

The statistics were calculated using the IBM® SPSS® Statistics version 21. The hierarchical clustering method using the Euclidean distance method with the average linkage method was adopted. The chi-square test of independence was performed to verify statistically important differences between the clusters and socio-demographic variables.

**Table 1.** Characteristics of the examined population

| Factors | Entire population examined (N = 1,000) | | Population examined after cluster analysis and removal of no data entries (n = 831) | |
|---|---|---|---|---|
| Gender | n | % | n | % |
| Men | 477 | 47.7 | 447 | 54.0 |
| Women | 523 | 52.3 | 381 | 46.0 |
| Age | | | | |
| 15-29 | 273 | 27.3 | 251 | 30.2 |
| 30-39 | 171 | 17.1 | 146 | 17.5 |
| 40-49 | 154 | 15.4 | 137 | 16.5 |
| 50-59 | 179 | 17.9 | 151 | 18.1 |
| 60 and older | 223 | 22.3 | 147 | 17.7 |
| Education | | | | |
| elementary | 185 | 18.5 | 136 | 16.4 |
| basic vocational | 283 | 28.3 | 238 | 28.7 |
| secondary | 368 | 36.8 | 309 | 37.2 |
| higher | 165 | 16.5 | 147 | 17.7 |
| Place of residence | | | | |
| rural area | 386 | 38.6 | 322 | 38.8 |
| town or city up to 20,000 residents | 131 | 13.1 | 94 | 11.3 |
| city 21,000-50,000 residents | 112 | 11.2 | 94 | 11.3 |
| city 51,000-99,000 residents | 87 | 8.7 | 79 | 9.5 |
| city 101,000-199,000 residents | 90 | 9.0 | 80 | 9.6 |
| city 200,000-500,000 residents | 81 | 8.1 | 72 | 8.7 |
| city > 500,000 residents | 113 | 11.3 | 89 | 10.7 |
| Household net monthly income per capita | | | | |
| < PLN 1,499.99 | 135 | 13.5 | 94 | 11.4 |
| PLN 1,500-2,499.99 | 197 | 19.7 | 154 | 18.6 |
| PLN 2,500-3,499.99 | 270 | 27.0 | 220 | 26.6 |
| >= PLN 3,500.00 | 398 | 39.8 | 360 | 43.5 |

## RESULTS

For the purpose of creating homogenous groups of consumers based on behavioral variables, i.e., the quantity and intensity of the UEFA Euro 2012 matches watched, hierarchical clustering adopting the Euclidean metric was conducted. A dendrogram was obtained and the level of clusters was determined in advance: min =2, max =8 (see Figure 1). Having analyzed the results, six clusters were selected. More of them would cause large discrepancies in the number of observations of individual groups. Of the variable consisting of six clusters, the first was considered as anomaly (n = 2) and was removed from the analysis. The cluster with no data (n = 165) was also discarded. Thus, the analysis was carried out based on five clusters.

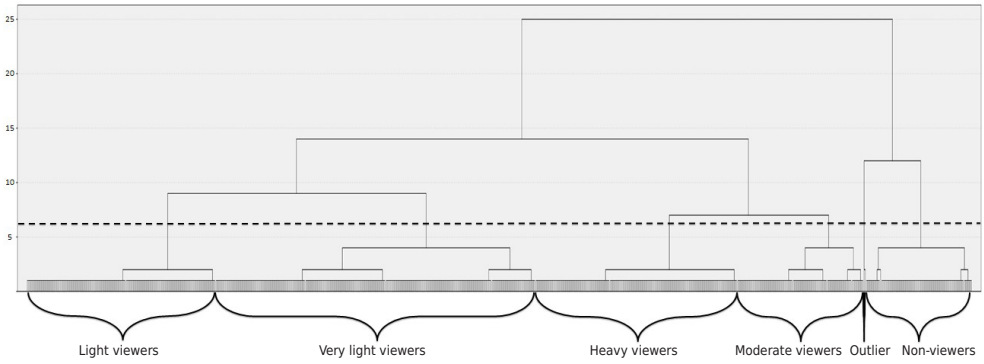


**Fig 1.** Dendrogram using median clustering of the Euclidian distances among consumers. Source: own study.

After analyzing the intensity of the two behavioral variables, i.e., the quantity and the intensity of the watched matches, five groups of consumers were identified: 1) heavy viewers (n = 203), 2) moderate viewers (n = 115), 3) light viewers (n =175), 4) very light viewers (n =257), and 5) non-viewers (n = 82). The analyzed consumer distribution differed from each other statistically both in number ($x^2$ =2,156.2, $p < .001$) and the intensity of the matches watched during UEFA Euro 2012 ($x^2$ = 1,673.7, $p < .001$).

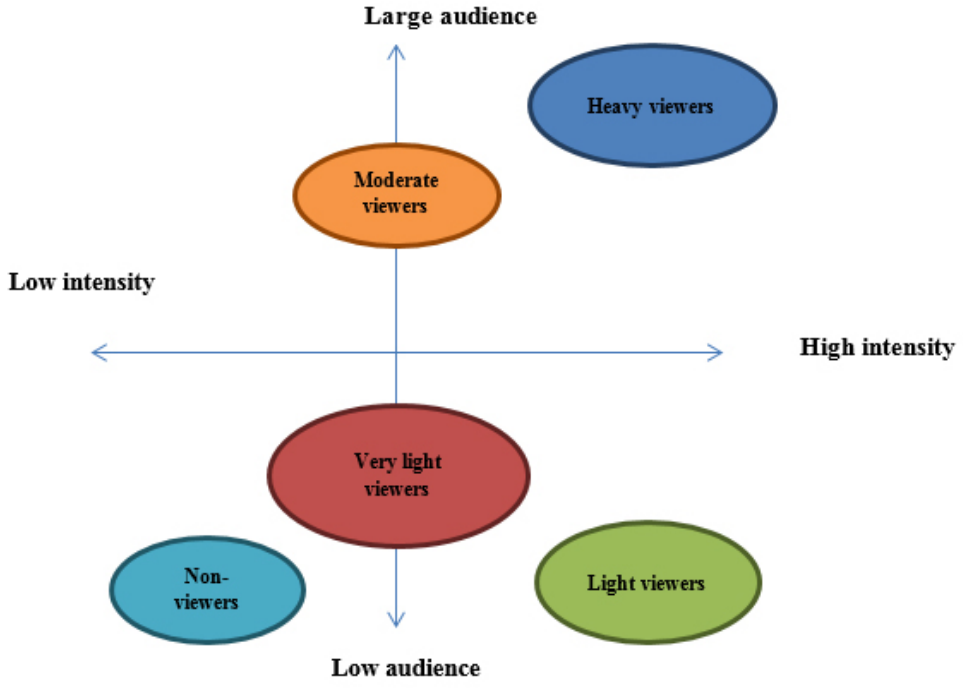


**Fig 2.** Model of behaviors of UEFA Euro 2012 consumers selected due to the quantity and intensity of matches watched during UEFA Euro 2012 Championships. Source: own study.

On the basis of the analyzed behavioral variables, a map of UEFA Euro 2012 consumers was created (Figure 2). In the group with heavy viewers, almost two-thirds of the respondents (63.5%) indicated having watched more than 20 matches during the UEFA Euro 2012 Championships. The remaining respondents (35.5%) declared having watched 11-20 matches. All the heavy vie-

wers always watched the entire or a large part of a match. Within the group of moderate viewers there were two subgroups: those who watched 11-20 matches (61.2%) and those who watched more than 20 matches (38.8%). In the case of intensity, 71.3% said they usually watched the entire or a large part of a match; 28.7% sometimes watched the entire or a large part of a match and sometimes only fragments. Light viewers declared having watched a much lower number of matches in comparison with the groups mentioned above. A little more than a half of the respondents (53.8%) watched 6-10 matches. The remaining respondents (46.2%) watched 1-5 matches. It is worth noting that in the group of light viewers all the respondents always watched the entire or a large part of a match. In the group of very light viewers, 60.5% watched 1-5 matches and 39.5% watched 6-10 matches.

When it comes to the intensity of the matches watched, 55.9% of the respondents claimed they usually watched the entire or a large part of a match, whereas 44.1% sometimes watched the entire match and sometimes watched only fragments. The group with the least number of respondents was non-viewers: 95.1% of the respondents watched 1-5 matches; only 4.9% watched 6-10 matches. A large majority of the respondents of this group (90.1%) usually watched only fragments of matches. One in ten respondents (9.9%) admitted to having watched only fragments.

Next, correlations were analyzed between psychographic variables concerning consumer behavior (i.e., their distribution), socio-economic variables (such as education, place of residence, and income), and demographic variables (age and gender). Data analysis using the chi-square test of independence showed correlations between consumer behavior (quantity and intensity of matches watched during UEFA Euro 2012), gender ($x^2 = 119.6$, $p < .001$), and age ($x^2 = 50.3$, $p < .001$) of the respondents; also analyzed was their place of residence ($x^2 = 56.7$, $p < .001$) (Table 2). No correlation was shown between affiliation to a specific cluster and the respondents' income and education.

Heavy viewers consisted mostly of men (78.3%) aged 15-29 years (26.6%) living in rural areas (35.5%). Moderate viewers were dominated by men (68.7%) aged 15-29 years (35.3%) also resident in mostly rural areas (42.6%). The light viewers group was the least diverse in terms of gender. The men's share was 53.8%; the women's share was 46.2%. However, the share of young people aged 15-29 (43.1%) increases in this group. In the groups of very light viewers and non-viewers, women were the majority: their share was 60.9% and 80.2%, respectively. Among light viewers, the number of young people significantly decreases (25.7%). In contrast to all the other groups, the share of people over the age of 60 in the group of non-viewers was the largest (31.7%).

**Table 2.** Characteristic of socio-demographic variables in the analyzed distributions of Euro 2012 consumers

| | Heavy viewers | Moderate viewers | Light viewers | Very light viewers | Non-viewers | |
|---|---|---|---|---|---|---|
| Gender | | | | | | $x^2 = 119.6$ $p < .001$ |
| Men | 78.3 | 68.7 | 53.8 | 39.1 | 19.8 | |
| Women | 21.7 | 31.1 | 46.2 | 60.9 | 80.2 | |
| Age | | | | | | $x^2 = 50.3$ $p < .001$ |
| 15-29 | 26.6 | 35.3 | 43.1 | 25.7 | 18.3 | |
| 30-39 | 18.7 | 15.5 | 17.8 | 16.7 | 19.5 | |
| 40-49 | 18.2 | 12.1 | 10.9 | 23.3 | 8.5 | |
| 50-59 | 15.8 | 20.7 | 17.2 | 18.3 | 22.0 | |
| 60 and older | 20.7 | 16.4 | 10.9 | 16.0 | 31.7 | |
| Education | | | | | | NS |
| elementary | 15.6 | 13.0 | 15.0 | 17.3 | 23.2 | |
| basic vocational | 33.7 | 27.0 | 22.0 | 30.6 | 26.8 | |
| secondary | 35.1 | 40.0 | 41.0 | 34.5 | 39.0 | |
| higher | 15.6 | 20.0 | 22.0 | 17.6 | 11.0 | |
| Place of residence | | | | | | $x^2 = 56.7$ $p < .001$ |
| Rural area | 35.5 | 42.6 | 41.6 | 39.1 | 34.9 | |
| town or city up to 20,000 residents | 13.8 | 6.1 | 8.1 | 12.9 | 14.5 | |
| city 21,000-50,000 residents | 11.3 | 4.3 | 13.3 | 9.8 | 21.7 | |
| city 51,000-99,000 residents | 8.9 | 17.4 | 6.9 | 9.0 | 7.2 | |
| city 100,000-199,000 residents | 11.8 | 7.8 | 4.6 | 11.7 | 10.8 | |
| city 200,000-500,000 residents | 5.4 | 7.8 | 13.9 | 10.2 | 2.4 | |
| city above 500,000 residents | 13.3 | 13.9 | 11.6 | 7.4 | 8.4 | |
| Household net monthly income per capita | | | | | | NS |
| < PLN 1,499.99 | 11.8 | 6.1 | 12.1 | 13.3 | 9.9 | |
| PLN 1,500-2,499.99 | 14.3 | 21.7 | 16.2 | 19.1 | 28.4 | |
| PLN 2,500-3,499.99 | 25.6 | 26.1 | 27.2 | 27.0 | 27.2 | |
| >= PLN 3,500.00 | 48.3 | 46.1 | 44.5 | 40.6 | 34.6 | |

NS – not significant

## DISCUSSION

Up until now, research conducted with sport consumers has usually focused on the analysis of different factors influencing purchase decisions. Of these factors the most important were demographic determinants. According to many researchers, fans' motives for watching sport depends on their demographic profiles; factors that differentiate fans the most are age [28], gender [28, 29] and race [30]. It needs to be emphasized, however, that the majority of studies conducted on sport consumers combine people who actively participate in sporting events (i.e., supporters or fans) [31]; in this form, the behavior is equated with sport consumption. The typology presented in this paper by the authors is based on a representative sample of the entire Polish society.

Moreover, there are studies that have analyzed levels of household expenditure on sport [22]. These provide a basis for conclusions on the level of sport consumption. Lera-López and Rapún-Gárate [32, 33] demonstrated a positive relationship between respondents' income and sport expenses. It was indicated that factors such as gender, age, and sport expenses determine the level of sport consumption. In the study concerning UEFA Euro 2012 consumers, however, no relationship between sporting event consumption and household income was demonstrated.

A factor that significantly differentiates the behavior of sport consumers is gender. Lera-López et al. [22] found that men are sport consumers on a larger scale than women and that men are more willing to attend sporting events. Women dominated groups of the lowest audience and the lowest commitment. Market investigation of audiences of television sport programs may prove an important tool for confirming study results. McCarty and Shrum [34] investigated a relationship between demographic factors and watching television programs. It turned out that men watch sport on television much more often than women. Age and education of men do not constitute factors that significantly differentiate consumer behavior in statistical terms. Bednarik et al. [4] proved that football is the most frequently watched sport on television, and the viewing figures relating to sport programs are similar among men and women. Additionally, the audience increases with the prestige of the event [35, 4].

Consumers' age is a factor that significantly differentiates sport consumption. The UEFA Euro 2012 was mostly watched by young people. The respondents' age and interest in the event were inversely proportional to each other: viewership decreased with age. Results from the studies of football fans have shown that there is a relationship between age and sport consumption. Older consumers watch sport and attend sporting events less frequently than young respondents [36]. Lera López et al. [22] also noted that sport consumption and expenses decrease with respondents' age. Pawlowski and Breuer [24] indicated that the differences between sport expenses (sport consumption) and age are statistically insignificant. Bednarik et al. [4] emphasized the inverse proportionality seen between the analyzed variables. Viewership of sport programs on TV increases with age of the viewers of both genders.

According to many researchers, another factor determining the consumption of sporting events is education [37, 38]. Study results show that the higher the level of education, the more frequent becomes attendance at a sporting

event [22, 39, 40]. Studies conducted by Bednarik et al. [4] to some extent contradict this theory, as the analysis clearly indicates that sport programs are watched the most frequently by people with lower or intermediate levels of education and the least frequently by consumers with no education or with higher education. In the case of Polish supporters during the UEFA Euro 2012, the education variable turned out to be a statistically insignificant determinant of consumer behavior. It is supported by study results among other football fans where the relationship between education, watching matches, and participation in sporting events was null [36].

When it comes to the degree of urbanization, results of available analyses differ. Lera-López et al. [22] did not note any statistically important relationship between consumers' place of residence and sport consumption, whereas Bednarik et al. [4] proved that people living in small and very small towns devote the greatest amount of time to watching sport on TV. This is supported by research results that demonstrated that, notwithstanding consumer behavior, i.e., the quantity and the intensity of the matches watched, the share of people interested in televised broadcasting of sports was the greatest among people residing in rural areas.

Therefore, the importance of the sport consumption determinant significantly differs among researchers depending on the factors adopted in the research. Demographic variables may have no statistically important relationship with consumption depending on the researched group and the structure of the research. Determination of consumer groups and segments – which outline sport consumption patterns – becomes complicated. This can be clearly seen on the example of the analytical model that adopts both demographic and behavioral variables in the research. It seems that Stewart et al. [3] were right in stating that no one ideal model of consumer segmentation exists, as each model has faults and limitations. A created segmentation model should reflect the intentions of the research and should suit the study group and the analyzed phenomenon. This is especially true given that the main purpose of market segmentation is to create a template for designing and implementing marketing programs. Literature on the subject indicates that demographic and behavioral factors not only correlate with watching a sporting event and the commitment to a sporting event, but also play a significant role in identifying sponsors. Thus, this paper should be an introduction to further research concerning the identification of sponsors by the segmented football consumers.

## CONCLUSIONS

Only to a small extent has the above research bridged the gap in research seen in the subject literature concerning sport consumers and sport marketing. The advantage of this research is the creation of the UEFA Euro 2012 fan typology based on socio-demographic and behavioral (the quantity and the intensity of the matches watched) criteria.

On the other hand, the study confirmed that in analyzing consumer behavior it is necessary to apply more complex models, including fans' identification with a team (a club or a sport discipline), fans' expectations with respect to the final score, and verification or negation of these expectations. This important conclusion is driven by the above study and lays the groundwork for further research.

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**Cite this article as: Piątkowska M, Goclowska S, Żyśko J.**
Typology of consumer behaviors during the 2012 UEFA European Championships
Balt J Health Phys Act 2015; 7(3): 39-50