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SPORT EVENT CONSUMER MOTIVES IN FINLAND

Bachelor's Thesis

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I declare I have written the bachelor's thesis independently.

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ABSTRACT

The competition for spectators in sport events is hard. There is a large variety of free time activities from which to choose. The research problem is that the organizers of sport events in Finland might not know enough about motives of sport consumers. The objective is to find out why people attend sport events and therefore help the organizers in marketing their events more efficiently. A qualitative research method and content analysis has been used in this thesis. An open-ended questionnaire was sent to a group of randomly selected spectators of an ice-hockey game in Helsinki. The research data was collected from answers of the questionnaire and that data was analyzed in order to find out the motives for attending the game. As a result there were three key factors found. They were affiliation, achievement and emotions. This is useful information for organizers when trying to market sport events more efficiently. It helps to advertise cost-efficiently when methods and timing is correctly targeted.

Keywords: sport events, sport event consumers' motives, affiliation, achievement, emotions, efficient marketing

INTRODUCTION

The competition between free time events in Finland is getting stronger. Sport events are facing competition for participants with other free time events. Also the availability of sport on pay channels on television and internet is making the competition even harder. Organizers of sport events are working in a difficult environment, and for marketers of sport events the important question is raised: how to get consumers to participate in sport events. (Alaja 2000, 17)

Sport events have lost spectators because there is huge variety of sport activities on offer in the media. In addition to that new free time events will be available in the market for consumers. These all are competing for the same audience. The rapid development of media industry brings out new unseen possibilities of showing sport online. The consumers can watch their favourite sport with various devices anywhere.

The primary motive for participation in a sport event is worth researching. Finding out the key factors that attract spectators of sport events the organizers get valuable information that can be used when planning the methods of marketing. Consumer motives of sport spectators in Finland are to be researched because many sport clubs are struggling with financial difficulties. With the help of findings of the research the event organizers can reach the potential spectators more efficiently.

The research problem is lack of up-to-date knowledge about consumer motives of sport event participants in Finland. The research objective is to find out consumers' motives for attending sport events in Finland. Information gathered from the research will help sport event organizers to market their events more efficiently. If the organizers knew how to find the target group of marketing their event, the marketing campaigns could be well-targeted. They can improve their marketing practices and marketing will be cost-effective. This will benefit also the participants because they will receive information about events they most probably are interested in. If the consumers did not have to actively search for interesting sport events they might

participate more often in them. When the organizers get more information about the factors that consumers find important they can improve their events. Consumers are more satisfied and experience getting value for the money spent on the event. This will more likely get the consumer to participate in the sport event again.

The research tasks in the thesis were finding the research problem, defining the objective of the research, finding the theory as well as solving the research problem based on the theories. Solving the problem included analyzing the problem, doing empirical research by choosing the research method, inventing the correct questions to the questionnaire, performing the survey, analyzing the gathered data in order to find out the results of the research and finding possible solutions.

In this thesis a qualitative method of research has been used. An open-ended questionnaire was implemented and the data gathered was analyzed using content analysis as a method. The data obtained from the questionnaire formed the research data.

In consumer behavior chapter the key concepts of human behavior are explained. Maslow's hierarchy of human needs is the framework through which the theories of consumer behavior are introduced. It has also been applied to the motives of sport consumers. Some theories of consumer behavior and the factors which affect to the decision making of the consumer are presented here. This chapter provides a basis for analysis stage of the research.

In sport marketing and sport events chapter the participants of sport events are classified by means of Maslow's hierarchy of needs. The motives of sport event participants found in previous research studies are presented in this chapter. The chapter provides an overview of sport events in Finland: some statistical information on sport events in Finland as well as sport events favoured by sport spectators in Finland is included in this chapter. The number of spectators has declined over the years and sport event organizers are struggling with major challenges in trying to keep the events profitable. This chapter helps determine the objectives of the research.

Research chapter describes the research method and data collecting process. The research method was qualitative and data was collected with an open-ended questionnaire. The motivation is rather a complex concept and therefore the qualitative research method was chosen. Also how the survey respondent group was selected is described here. The content analysis method and how it was used in this research is explained here. Research chapter covers also results and

findings with recommendations how event organizers could benefit from them. The objective of the research is to find out the the reasons why the consumer wants to see the sport event on the spot and therefore give valuable information to the organizers. The findings are compared to the research problem and conclusions are covered in the last chapter.

1. CONSUMER BEHAVIOR

In this chapter theory and key concepts of consumer behavior and the motivation factors related to consumer behavior are described. Together they form the framework for the research and analysis of the gathered data. The attached references support the theory and key concepts of this thesis.

1.1. Motivation

Motivation is the reason why a person acts in some specific way. For example buys products or does different activities. It is hard to know why a person acts in a specific way because there could be more than one reason for that. Motivation is a complex concept and it has been studied extensively during evolution of management theories. (Antonescu and Vîrban 2015)

The behavioral patterns of buyers have been studied during the development of management theories. Motivation plays an important role in psychological and social approaches of the theories. From those theories it is possible to find information about the motives behind consumer behavior. One psychologist behind these motivation theories is Abraham Maslow. (Svatošová 2013)

1.1.1. Maslow's theory of human needs

Abraham Maslow's theory of human needs states that humans have five hierarchical needs. The basic needs must be satisfied before higher needs can be satisfied. In Maslow's theory, hierarchy entails that the first need must be satisfied before the second one and the second one before the third one, following the same logic until the fifth need. The five needs are shown in the Figure 1 below where the first need is on the bottom and the fifth need is at the top of the

pyramid. (Maslow 1954)

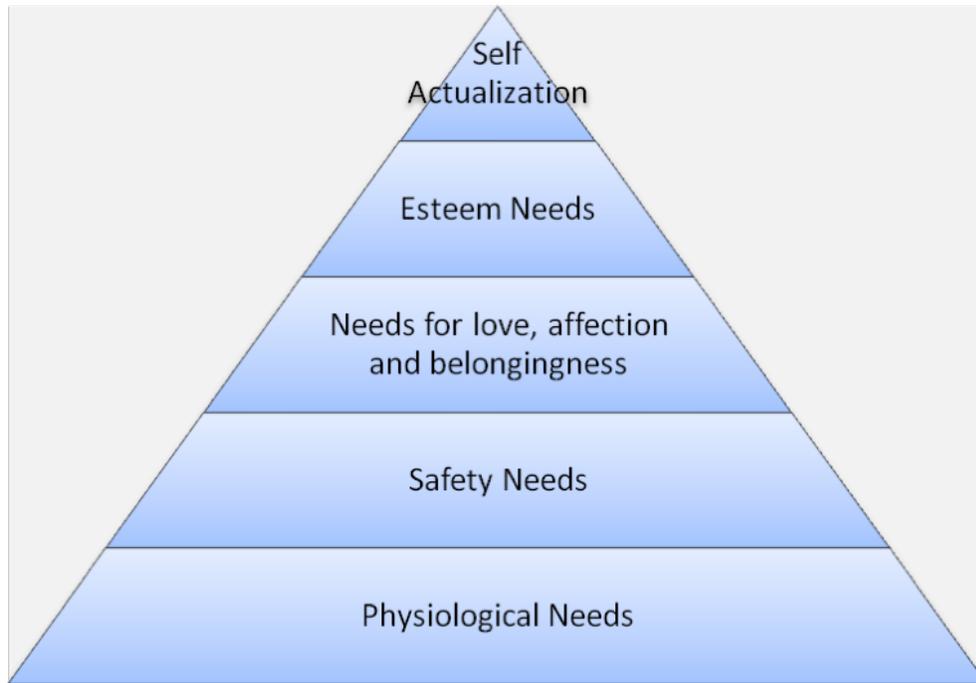


Figure 1. Maslow's hierarchy of human needs

Source: Maslow (1954)

Human needs presented in Maslow's hierarchy of human needs (Jerome 2013, 42):

1. Physiological needs are the needs that an individual tries to satisfy first. They include food, oxygen, water and proportionately permanent body temperature. Physiological needs must be satisfied in order for a human being to survive.
2. When physiological needs are satisfied the individual tries to satisfy safety needs. This means protecting himself from different dangers which could hurt him or have a negative effect on his future such as natural disasters. Children have more prevalent safety needs than adults because their need for safety is greater.
3. Needs for love, affection and belongingness. Human beings try to avoid being alone. They wish for love and affection, and to belong to a group.
4. After fulfilling the first three needs, an individual seeks to fulfill the fourth need, which

is esteem. It consists of both self-esteem and esteem. Self-esteem is how worthy an individual thinks he is, whereas esteem refers to how worthy the person thinks other people describe him. A need for esteem means respecting oneself, as well as being respected by others as a valuable person.

5. When all four needs above are satisfied properly an individual tries to fulfill the final need, namely, self-actualization. This need entails implementing one's abilities for something greater or for example what a person is "born to do". It could be athletic, musical, or artistic skills or something else that an individual feels that he needs in his life.

1.1.2. Human needs as a basis for segmentation

Bělohávek et al. (2001) state that Abraham Maslow's theory of human seeking continuous development as a basic need is not true in every case. They say that some basic needs of individuals are not developing themselves all the time, but they are only motivated by factors which already are a part of their lives and social needs. Maslow's hierarchy of needs can be used also in marketing because there are people at different stages with different needs which can be used as segments (Svatošová 2013).

As the consumer needs are the basis of marketing it is possible to apply Maslow's hierarchy of needs on marketing segmentation (Ibid.):

1. Physiological needs: market segment for basic needs such as food, water and other everyday products.
2. Safety needs: in this segment are products which provide safety such as burglar alarms or insurances.
3. Needs for love, affection and belongingness: example of belonging to a group as market segment can be a sports club.
4. Needs for esteem: as human beings look for recognition from other people, luxury products can be segmented in this category. For example cars, perfumes or fancy restaurants and clubs.
5. Self-actualization: this segment is for people who are looking for their true capabilities. An example could be universities.

A person is said to be intrinsically motivated to perform an activity if there was no other reward except the activity itself or the feelings which results from the activity. On Maslow's hierarchy of needs intrinsic needs are then the higher needs like need for belongingness, self-esteem and self-actualization. Tangible rewards like money can satisfy what Maslow has called "lower-order" needs, those are called extrinsic needs; however, they do not take account of "higher-order" needs. (Deci 1972)

All five basic needs except safety needs in Maslow's theory have been pointed to in the sport literature as motivating factors for participating and spectatorship. Therefore Maslow's theory seems to be a suitable fundament for theories of sport activity. (McDonald et al. 2002, 103-104) McDonald et al. adapted Maslow's theory of needs into sport activities. Below are some of the motives which they adapted from sport participation and spectatorship into Maslow's needs.

Affiliation means upholding connections with others and improving them. "A desire to confirm their sense of identity" is the motivation factor for sport event consumer to participate in the event. Being a spectator in a sport event brings different people together due to the shared experience. Spectating can strengthen class belonging, nationality and communities. In Maslow's hierarchy affiliation refers to "needs for love, affection and belongingness". (Ibid.)

Social Facilitation is the social satisfaction of being in the company of other people who like the same activities. Participating of both participants and spectators could be motivated if they could be with their family members or friends. Social facilitation reflects Maslow's hierarchy's stage "needs for love, affection and belongingness". (Ibid.)

Achievement: People who do exercise sports have goals such as winning. They try to achieve those goals and be proud of the results. On the other hand spectators feel achievement when their team has success. Fans try to identify themselves with successful athletes or teams so that they can share their achievements. In Maslow's hierarchy achievement could be put into the need for self-esteem. (Ibid.)

Stress Reduction means reducing the state of anxiety. Physical exercise reduces the state of anxiety. Speitzer and Snyder (1983, 33) state out that most of the general population say that

spectating a sport event gives them relief from the worries of life. Stress reduction has been adapted to Maslow's hierarchy to the Physiological and Self-Esteem needs (McDonald et al. 2002, 102).

Studies show that emotions have an impact on sport consumer behavior, because consumers react most immediately to their feelings. Thus emotions are important to sport consumer behavior and sport marketing. (Mullin and Sutton 2014)

Sloan (1985) argues that motivational factors that explain sport participation can also be used for sport spectatorship.

People who go to sport events can be put into the segments of three and four. People want to be part of something so they can feel belongingness. Going to the game of hometown club is truly being part of something. Consumers can highlight that even more by buying fan products such as scarfs or jerseys of their favorite team so they can be seen as supporters of that club. The belongingness to a specific team can start already when consumers are young as their parents take them into the game like their parents did when they were young.

Intrinsic motives are a big part of the reason why spectators go to the sport event but revisiting in sport events is not only about the motives themselves. When people are revisiting to sport events their earlier acceptance has increased their well-being by fulfilling their intrinsic motivation: for example being part of a group or feeling of achievement. If spectators' well-being is not improved when visiting sport event they might not go for second time. The well-being in sport events affects also the word-of-mouth recommendations spectators are giving to the other people who have same kind of basic needs and motives. (Wang et al. 2013)

Well-being consists of two aspects: hedonism and eudaimonism. Hedonism aspect defines well-being as pleasure of individual and avoiding pain. Eudaimonism aspect explains well-being as "the degree to which a person is fully functioning". (Ryan and Deci 2001)

This research's research problem is lack of up-to-date knowledge about consumer motives of sport event participants in Finland. Since there is no current knowledge about sport event participants' motives in Finland this research will give data about the phenomenon. The theoretical background in this chapter will give fundament for my research. The theory has been used as a framework in which the research is based on.

1.2. Theory of consumer behavior

Scientists have explained the concept through different fields from anthropology to marketing (Marin 2015, 328). To make it easier to understand first we need to define what behavior is.

Behavior explained by psychologists: "Behavior, in psychological terms, represents the conduct of a topic taken into consideration in a medium in a given unit of time". The behavior responds to a situation and meets the needs of the individual. It depends on the person and situation. In economic terms behavior is more sustained definition as it is taking into consideration individuals' whole life experience. Thus consumer behavior can be stated as individual's behavior involving economic goods and services, limitation of consumer choice is conducted by their experience of life. (Ibid.)

Like Marin (2015) stated out one factor which affects the purchase decision is past experiences. That means past experiences with some brand affect into the behavior of the consumer. If the experiences are negative consumer's negative feelings about the brand can affect negatively on the purchase decision. Vice versa if the consumer has positive experiences with the product the positive attitude about the brand can lead to a new purchase. Thus it is important that consumers are satisfied with the brand.

Satisfaction towards a service or product can be defined as customer's overall attitude about the service or product or the difference between customers expectations and observation about the product or service. (Hansemark and Albinson 2004)

1.2.1. Word-of-mouth

One thing which influences the decision making is Word-of-mouth (WOM). WOM is characterized as person-to-person communication between communicator and receiver where the communicator is telling something about the product, service or brand orally in a non-

commercial aspect (Buttle 1998). If a consumer is hearing good things about the brand from a friend whom he/she trusts it can be a first step for buying that brand.

In past recent years WOM has become also broader than just oral communication as it is used in different social platforms like internet and Facebook (Hardey 2011). It means that the consumers are getting good or bad feedback about brands in a flash regardless of the place they are.

Word-of-mouth marketing (WOMM) is the same as WOM but there is a commercial aspect in it. A lot of companies are using WOMM today in order to reach potential customers through blogs or satisfied customers telling about their experiences about the brand, product or service in internet or social media. Companies use also celebrities to spread good word about them in social platforms. (Wong et al. 2015)

2. SPORT MARKETING AND SPORT EVENTS

In this chapter the concepts of sport marketing and characteristics of sport events are described. An overview of sport event participants in Finland is presented. This chapter supports the objectives of the research.

2.1. Sport marketing

Sport is not just sport but also entertainment. Sport marketing encompasses all tasks designed to meet the needs of the consumer. As a result of commercialization sport has become a big business. Sport is much of making entertainment at the sport event marketer's point of view. Sport entertainment is comparable to cultural entertainment. (Alaja 2000, 27-28) Sport marketing consists of all the tasks needed in order to satisfy the needs and wishes of sport consumers. Sport marketing can be divided into two sectors: marketing to sport enthusiasts and spectators. Marketing for sports enthusiasts intends to induce the consumer to an active member of a sports club or to buy sports equipment. Marketing for sport spectators is aimed at the fact that the consumer comes to a sport event as a spectator. (Ibid.)

Characteristic of a sport event as a service is that it is personal and experiential. It is always a personal experience. Sport events are unexpected and that makes it a challenging field of work. There are numerous factors which can affect to the experience: the weather, the injuries of the players, the actions of the match referee etc. Sport is watched and practiced usually in company with other people. The extent of personal enjoyment is often dependent of the enjoyment of co-spectators and mutual feelings. Social interaction must be taken into account in sport marketing. (Ibid.)

Sport marketing is a fascinating challenge. It is essential to thoroughly familiarize to the specific product. The sport marketers need always sense the sport trends and consumers' rapidly

changing needs. Experiences, close emotional ties and the close involvement of consumers make the product difficult to master. Sport event marketers can not always participate in planning and production of the sport event. The game programs and places are often decided on other basis than marketing. (Alaja 2000, 28)

Modern marketing is customer-oriented. It is important to find out what kind of products customers want to purchase. Marketing can also create demand if needed. The customer compares the price and quality of the product and appreciates good service. In order to be able to serve the customer well the needs and wishes of the customer must be known.

Effective marketing requires sharing the markets into different kinds of groups. This is called segmenting. Best benefits of segmenting can be reached when it helps developing the right kinds of products or services for different customer groups.

Customers of a sport event are: spectators, partners and participants. Some spectators are regular customers, some come once in a while and some have come for the first time. The event organizer must be able to divide the customers into segments. The same event can offer experiences for many customer groups if it is planned well. Therefore it is essential to create different kinds of content packages for various customer groups. (Iiskola-Kesonen 2004, 53 - 57)

It is good to define precisely the objective of event marketing. It can be qualitative or economic or relate to the image of the event. The principles of modern marketing are well suited to event marketing also. The product must be interesting and fulfill the needs of the customer. It is important to carefully specify the target group of the event. Then the wishes for the event of target group must be researched and then determine how to market the event for them. (Ibid.)

Marketing of a sport event include internal marketing, external marketing and interaction marketing. Internal marketing describes how the event and the objective of the event are marketed to the event organizers. Internal marketing creates the feeling of togetherness and commits the personnel. External marketing is visible and it concentrates in sales and sales promoting. The interaction between people is interaction marketing. Persons in customer service role are always marketing the event with their behavior. Various feedback applications are good interaction marketing tools. (Ibid.)

Successful marketing brings competitive advantage to the event organizer. Competitive advantage means such superiority of the product or service that the customer appreciates and can

be operated profitably.

Event marketing must be long-term: clarifying the needs of the customers and making the event well-known is a long process. Marketing process will develop simultaneously with arrangements and the objectives of the event. Doing the design and implementation phases carefully will automatically support the marketing. Also the recognition of the event and the reputation management require patience. Building a brand for the event takes always a long time. You must also work for keeping up the brand of the event. (Iiskola-Kesonen 2004, 57)

2.2. Sport Events in Finland

Sport is strongly connected to the national self-esteem, national defence, health and education in Finland. Sport as a physical exercise is widely admired and approved. Sport spectators therefore are often considered to be passive enthusiasts who instead of actively exercising just sit and watch the game. This does not describe spectator sport very well. Spectators rarely just observe the actions in the field, on the contrary they fully participate the spectacle and the atmosphere. They gasper, clap their hands, shout to the players and the referee of the game and sing. (Ilmanen 2004, 223-228)

The essential elements in spectator sport are emotions, atmosphere and affective dimension. Sport entertainment offers the element of uncertainty, because real people are struggling to win. This is the uniqueness on the sport entertainment. Sport spectators are mainly male and sport as a life zone is strongly masculine. A Finnish research about sport spectators revealed that there is no homogenous sport spectator group but rather spectator groups for various sports. Watching sport on the spot concentrates usually only to a few different kinds of sport. For example in the winter ice-hockey games are followed and in the summer the football games. It can be said that there are no omnivorous sport spectator groups but people prefer sport events they are interested in and which they exercise themselves. The motives of the spectators vary: they can search for excitement, they can enjoy the skillful performance of the sportsmen or they get an escape from everyday life. Watching a sport event is a strongly social experience. (Ibid.)

Finnish Official Statistics research about attendance in cultural and sport events in Finland

(2006) was assigned to Finnish adults between ages 25 and 64. The study showed how frequently people had been participating in sport events during past 12 months. The participation in sport events in Finland is shown in the Table 1 below.

Table 1. Attendance percentage to sport events (times per year)

Times attended	0 times	1-3 times	4-6 times	7-12 times	Over 12 times	Altogether
Attendance,%	53	24	9	5	11	100

(Source: Finnish Official Statistics (2006), modified by author)

Study showed that from the sample 55% of men and 39% of women were attending sport events in 2006. Age also had an impact on how many times and often people attend sport events. From age group 35 to 44 years 56% of the people had participated in at least one sport event during a year. Next biggest age group in participation was 25-34 years old people with 54% participation in at least one sport event. The older generation did not participate so much in sport events, among 45-54 years old about 46% of the people and among ages from 55 to 64 years 36% of the people participated at least in one sport event.

Active participation in sport events follows almost the same trend as participation in at least one sport event among different age groups. 15% of 35-44 years old people attended over 12 times within a year. From ages 25 to 34 over 12 times per year participation in sport event was almost 10%. Active participation among 45-54 years old people was higher than among the youngest age group with the share of 12%. The least active age group was 55-64 years old people where only 7% of the people participated over 12 times within a year in a sport event.

Working people participated more actively, with the share of 51% in sport events compared to unemployed people and people outside of labour force. Unemployed people participated least actively with the share of 32%. People outside of labour force participated at least one time in a sport event within a year with 38 % rate. People who were participating in adult studies in 2006 were more active to participate in sport events (51%) than people who did not participate in adult studies (43%). (Finnish Official . . . 2006)

Funk (2008) divides sport events into four different categories. Mega sport events such as

The Olympic Games which are huge on the size of visitors, economic impact, social impact and political effects. No mega sport events have been held in Finland during past recent years and there are no plans for having them in the near future. The second category is Hallmark events which are sport events where one part of the event's name is the name of the place where the event is held in. There are some Hallmark events which are held in Finland like Helsinki City Marathon. Third category is Major events. There is not any specific place mentioned in the event's name but there are many visitors in the event and it has widely spread in the media. There are Major events in Finland, for example Ice Hockey World Championships have been held eight times in Finland. The most of the sport events held in Finland belong to the fourth category called Local events. They do not meet the criteria of the three before mentioned categories. They are focusing more in their own region. An example of a local event is the games of the Finnish National Hockey League, also known as SM-Liiga.

The number of audience has dropped in Finnish National Hockey League and this is causing economical problems for the teams. The average number of audience in the game of Finnish National Hockey League has dropped from audience of 4849 spectators during the seasons 2010-2011 to 4191 during the season 2015-2016. The 13,5% drop in five years does not sound so bad but because it is the average of all teams the situation with some teams can be much worse. (SM-Liiga 2010 and 2015)

As an example the tax authority filed bankruptcy for hockey team Espoon Blues because of their debts in 11.11.2015. The profit and loss statement for last season has not been published yet but Espoon Blues made the loss over 2 million euros during previous two seasons before that. (Rajala, 2015) The decrease in audience does not explain the economical situation of Espoon Blues entirely but has an impact on it because the income from ticket selling is a big part of the total income of sport clubs (Késenne 2007, 14). There is something special about sport consumers in Espoo because there have been teams playing in the highest level of national leagues also in football and basket ball but they both had to stop the activity because of money problems. Espoo is the second largest city in Finland and the number of potential spectators is among the highest in the country. The near presence of Helsinki, the capital of Finland, may affect to the sport consumers in Espoo. The variety of sport events is big and the consumers may find the events held in Helsinki more interesting.

2.2.1. Competition between events

The increased amount of free time and growing selection of leisure events have made a lot of competition between different event providers. Sport is also a part of the competition and there is also competition between different sports for spectators, sponsor money and publicity. (Alaja 2000, 17) The rise of competition between events has also affected the sport event marketers. For them it is important to know the motivation factors which make the sport consumers to participate in sport events. When they get to know the consumer motives they are able to market their events in an efficient way and win more customers during the time of increased competition.

2.3. Sport in Finland

Although people do a lot of sport in Finland for exercise or as a hobby it is quite rare that individuals participate in events where they will do sport by themselves. In a national exercise research questions were asked from 19 to 65 year old adults who have sport as a hobby how many of them have participated in sport/exercise events such as tournaments, games, competitions or long lasting campaigns. From all respondents 22% had participated in such events during past 12 months (2009-2010), of which were men 27% and women 17%. From all respondents 21% had participated in such event during past 12 months (2005-2006), the proportion of men was 27% and women 16%. (Finnish exercise . . . 2010, page 30).

Sponsor Insight's annual Sponsor Navigator research has been done during the last 10 years. Among other factors research found out the Finnish people's interests in different sports. The research shows clearly as described in table 2 below that ice-hockey is the most interesting sport among Finns. (Sponsor Insight 2015)

Table 2. Most popular sports in Finland, ranking 2006 – 2015

Type of sport	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Ice Hockey	1	1	2	2	1	1	1	1	1	1
Athletics	4	4	4	4	3	3	2	2	2	2
Cross-country skiing	6	5	5	5	5	4	3	3	3	3
Biathlon	15	15	12	11	11	11	8	7	7	4
Formula 1	3	3	3	3	4	5	5	4	5	5
Ski jumping	2	2	1	1	2	2	4	5	4	6

(Source: Sponsor Insight 2015, modified by author)

3. MY RESEARCH

In present chapter the research method and the data collection process is explained. The theory is supporting the results as theory bounded content analysis is used. The data used in analysis was collected by questionnaire survey. During the analysis process the findings were classified in different categories and findings and results will be addressed through them. Recommendations and proposals given are based on the results.

3.1. Research method

Qualitative research method is used in this thesis because it provides a deep understanding of the phenomenon through thoughts of individual people. That is important in finding answers for such a complex factor as motivation. (Kananen 2014, 16-17) Behind motives there are person's feelings and earlier experiences and they are not easily measured. It would have been an extremely hard task to come up with the right questions if quantitative method had been used. Although quantitative research would have made it possible to receive more answers from broader respondent group it would not have given so deep and personal answers from each respondent.

Qualitative research gives opportunity for good description of the phenomena. Description is made by words not numbers and tables like in quantitative research. (Ibid.) However, again inventing the correct questions was a difficult task during the research. As the theory was already defined, finding the right questions to the questionnaire was essential to the success of the research. Theory bound content analysis was chosen as a method of this research since it was suitable for approaching research problem by leaning on the theory and by analyzing the collected data. Content analysis is a basic analysis method and it can be used in all qualitative

research traditions. In text analysis meanings are searched from the text. (Tuomi and Sarajärvi 2009, 91-104). Different procedures of qualitative analysis are shown in table 3.

Theory bounded analysis means that the theory used in the research is already given and it supports the analysis of the research data whereas in grounded theory analysis the theory is created from analysis. In theory bounded analysis there are connections to the theory but the analysis is not directly based on the theory. Previous knowledge could be recognized from the analysis, but the meaning for previous knowledge is to let space for new thinking, not testing theory. In the beginning of the analysis phase the steps are taken according to the grounded theory analysis but at the end phase the theory will guide the analysis. Researcher tries to combine grounded theory and already existing models during the thinking process. (Ibid.)

This procedure was used in this research because theory creates a big part of this research and it has to be advantaged in the analysis. As the subject of the research was close to the researcher, there were also strong assumptions of the theory and it made the grounded theory analysis impossible. It would have been hard to be objective in observation and that would have affected the results. Theory based analysis is not used in this thesis since there is a lack of theory of the phenomenon studied. The categories of the analysis should have been defined already in the theory part of the research and the analysis and the results are based on the theory only.

Table 3. Qualitative research's analysis methods

	Frame of reference:	Data collection:	Data analysis:	Reporting:
Grounded theory	a) methodology b) previous knowledge about the phenomenon	- guided by methodology - free	- grounded theory	- grounded theory
Theory bounded	a) methodology b) previous knowledge about the phenomenon	- guided by methodology - free	- grounded theory connected by theory bounded	- theory bounded
Theory based	a) methodology b) previous knowledge about the phenomenon	- theory based	- theory based	- theory based

Source: (Tuomi and Sarajärvi 2009, 99)

Making the questions for the survey was much more difficult than thought in advance. Realising the fact that wrongly chosen questions would ruin the whole research led to a situation where possible questions were thoroughly studied. Those questions which would not benefit the analysis were removed from the questionnaire. Finally there were nine questions left in the questionnaire.

The questionnaire was conducted by Survey Monkey online service. The possible survey respondents were collected in an ice-hockey game in Helsinki. E-mail addresses were asked from randomly selected spectators. Afterwards a questionnaire was sent to them by e-mail. This was considered the best way to implement the survey as performing the survey on the spot would have taken too much time and not many respondents would have agreed to take part in the survey. The questionnaire was easy to create through Survey Monkey and it was also easy to use and keep track for the amount of respondents. The questionnaire was sent to the participants just after the event in order to get as many answers as possible. Those spectators who had agreed to take part in this study had a positive attitude towards the survey. That had to be taken advantage of as soon as possible. As time goes by people would have had other interests in mind and they

most probably would have forgotten to answer to the questionnaire. Also the answers from respondents would not have been so thoughtful if they had answered to the survey in a rush just before the game, during the breaks between periods or after the game. If the survey had been performed during the game event, the respondents could have been supervised. Instead they had to respond to the questionnaire independently at home using internet. At the end, it was just about luck how many answers the questionnaire got since the participants could not be encouraged to respond to the questionnaire. The good thing about Survey Monkey was that the number of responds was visible in the tool all the time and it was immediately informed if a new respond had arrived. It was easy to observe the number of responds in order to determine whether enough material was collected for the data analysis. If not enough responds were not received a new visit to a sport event could have been made in order to collect a new set of e-mail addresses of the spectators.

A Finnish National Hockey League match between the ice-hockey clubs HIFK and Kärpät was chosen as the event to find answerers for the research questionnaire. The event was held in Helsingin Jäähalli in Helsinki on 27.11.2015, 18.30 PM. The best way to collect data of sport event consumers was to enter the event and find the potential respondent group on the spot. An ice-hockey match was chosen for the event as ice-hockey is the most popular sport in Finland. (Sponsor Insight 2015). The people were selected randomly amongst the audience. They were asked whether they wanted to participate in a research. The gender or age was not relevant for the research. The earlier studies about sport spectators show that the male gender likes to attend sport events. (Ilmanen 2004, 217-218) Some female spectators were also managed to persuade to take part in the survey. But as the answers were anonymous, the gender of the respondent is not known. The age was not an interesting factor in this research, thus whether the motivation factors differ between age groups could be a topic for another research. The purpose for the survey was briefly explained to the potential respondents and the nature of the research. It was told that the research was a part of Bachelor's Degree thesis. As a result 46 people were willing to give their e-mail addresses in order to take part in this research.

The questionnaire was sent immediately after the sport event to all of those spectators who gave their e-mail addresses. There was no time limit given when to answer, although when collecting the e-mail addresses a gently advice to answer as soon as possible was given. Some

responds arrived already during next day. Waiting for the responds was exciting. Good part of the theory bound analysis method is that not all data must be available at the beginning of the analysis. The analysis could be started without delays and while waiting for the rest of responds the time could be usefully spent. It was assumed that not all of the chosen respondents would answer the questionnaire but about ten responds would be adequate for the research. Naturally the small group of answers would affect the reliability of the results. At the end 12 responds were received to the questionnaire. The amount of respondents was considered adequate since the answers gave enough information to conduct the analysis.

3.2. Results and findings

The answers were studied and similarities were searched from the answers. As the respondents could answer to the questions by own words, first the essential message behind the answer was clarified. Next step was to find the similarities and different between the answers. Then the answers were classified to similar kind of sub groups and finally combine them under main groups. It is important that the categories are supported by the theory. During the analysis phase both the material gathered and the theory presented earlier must be considered.

After this phase it would haven been acceptable to quantify the material. Quantifying means counting how many times a certain phenonem occurs in the material. There is no conflict between the methods if the data is first categorized by qualitative methods and then the analysis is continued by quantifying the material. (Tuomi and Sarajärvi 2009, 121) This was not chosen as a part of the content analysis because the material obtained was so small that most probably this phase would not have brought any additional information for the research.

The next phase was to define what information was relevant fot this research and would lead to theoretical concept and conclusions. The analysis of the collected data should be conducted independently but should be fitted to the theory given in advance.

After this analysis process three parent categories were found for motivation factors for consumers attending the sport events in Finland. According to the theory bounded contant analysis the parent categories should be conducted from the theory. The parent categories were

supported by the theory of the research. These categories were observed through the research objective in order to obtain findings.

12 subcategories emerged under the three parent categories. According to the theory bounded content analysis the subcategories should be created from the content (Tuomi and Sarajärvi 2009, 117). In this research these requirements for subcategories were met. Essential is whether the researcher will pick up findings from the material only based on the theory or will the content be analyzed on its own terms and only when the research is proceeded further, the results are forced to fit a certain theory. (Ibid.)

The first parent category is called affiliation and the subcategories under it are: belongingness, family and friends and social facilitation. That category would present information about how consumers see affiliation as a motive for attending sport events. In almost every questionnaire elements under this category were found and turned out to be an obvious choice as a parent category.

The second parent category is named achievement and the data gave four subcategories for it: expertise, sharing achievement of the team, success and uncertainty of outcome. Those subcategories will emphasize the parent category and give essential information about it for the research. After many rounds of classification of the answers from the questionnaire the correct subcategories were grouped under this parent category.

The third and last category founded was emotions. The answers gave five subcategories for it: atmosphere, memories, stress reduction, getting away from weekly routines and excitement. These subcategories support the parent category and the fact that motivational factors include emotions. As a sport event is a non-material experience and every consumer has a personal experience emotions construct an essential part on the event. The three parent categories and subcategories are presented in the table 4 below.

Table 4. The parent categories and subcategories

Parent category	Subcategories
Affiliation	Belongingness Family and friends Social facilitation
Achievement	Expertise Sharing teams achievements Success Uncertainty of outcome
Emotions	Athmosphere Memories Stress reduction Getting away from weekly routines Excitement

(Source: Made by the author)

The first parent category is Affiliation. As McDonald et al. (2002) explained affiliation is to be in connection with others and to improve connections. For sport event spectators the experience can bring people together. Spectating events can also strengthen communities and nationalities. When respondents were asked about the reasons to participate in the same event again, the subcategory of belongingness was mentioned regularly:

''That supporting HIFK is a journey not the last stop. It is great to follow during all the season the development of ''my own team's'' matches, and live together with other supporters the journey of the team.''

(Appendix 3.)

''Atmosphere and communality''

(Appendix 3.)

Respondents considered that being a part of the group or communality is a motivation factor for attending the sport events. Most of the respondents who mentioned belongingness were supporters of one particular team. The feeling of belongingness with others was strong among respondents. Another subcategory which appeared frequently in the questionnaire was family and friends. Respondents were asked with whom they participate in sport events and why they participate with them. Respondents seemed to participate in sport events since it was a good way to be with family and friends during free time:

”I participate always with friends or family in sport events, because then at the same time I can spend time with them in the middle of busy weekdays.”

(Appendix 3.)

”I participate usually with my friends and sometimes with family or work colleagues. Together it is fun to spend time and for me going to events is more like leisure time entertainment where I meet friends and can spend some time with them. I am not a so fanatic sport follower.”

(Appendix 3.)

It seemed that for some participants the event itself was not so important. The most important thing was to keep in touch with their friends or family on their free time. When respondents were asked how sport events could be improved respondents said that sport event organizers could offer ticket packages for groups. Respondents said that tickets to sport events are often expensive and they wanted cheaper ticket prices if you buy tickets for whole group:

”Ticket packages should be available for group of friends. In other words cheaper packages if there are many friends going together to sport events. Often sport events are so expensive that I do not participate.”

(Appendix 3.)

Third subcategory is Social facilitation (McDonald et al. 2002). From responds to a question mentioned on previous subcategory emerged also that being in the company who share same interests is a motivation factor. Answers showed that participants are motivated to go to sport events if they go there with people who like it as well:

”Friends who are interested in the same kind of events. It is fun!”

(Appendix 3.)

When going through collected data one category clearly emerged from answers. The second parent category founded was achievement. According to McDonald et al. (2002) one motivation factor why people do sport is achieving a goal. The achievement can also be a motive for spectators as they identify themselves with athletes or teams and share their achievements. Responds received from the questionnaire included answers which supported this theory. First subcategory founded was called sharing team’s achievements:

”Sometimes we win and sometimes we lose, but I am always supporting the team. Eventhough I will participate anyway to the games, still when last time we won the championship it felt like I would have won the championship.”

(Appendix 3.)

Another important factor was raised up from the answers. It seems that the success of favorite team does not affect the participation of the sport event consumers. When sport event consumers were asked how the success of your favorite athlete/team affects to your participation in sport events respondents answered constanly that they would participate in their favorite team’s match despite the success of the team:

”It does not actually have an effect. You are supporting your favorite team when it is doing well or badly.”

(Appendix 3.)

”If my favorite team has bad success I drink more beer in their games, but I do participate as much regardless of the success.”

(Appendix 3.)

From the answers to the question:”Why did you participate in this sport event?” an interesting fact emerged. Motivation factor for home team supporters was that game was tight and therefore more entertaining. It seems that the victory of the favorite team is not always the most important thing. If the opponent is equally strong and the game is going to be even spectators may find it more entertaining than if opponent is weak and the favorite team will win them easily. Késenne (2007, 10) stated that uncertainty of outcome increases fan interest for attending. If the two teams who are playing against each other are close to each other on league standings, the more uncertain the outcome will be. In this match league standings of the two teams were close and the answers supported the fourth subcategory called uncertainty of outcome:

”Because I am an enthusiastic fan of ice-hockey and a supporter of HIFK. Ice-hockey matches give good experiences, and especially the ’top match’ against league Kärpät has always been good entertainment.”

(Appendix 3.)

”I am home team’s supporter and this is going to be a good and even match.”

(Appendix 3.)

The answers gave information that consumers participate in sport events if the sport was their hobby, interest or passion. From that information the first subcategory was named expertise:

”Ice-hockey is truly a significant part of my life. I follow HIFK a lot and I watch their home games always on the spot and guest games from television. Furthermore I have been playing ice-hockey all my life. I also bet on ice-hockey to increase the excitement.”

(Appendix 3.)

The third and final parent category is Emotions. As Mullin et al. (2014) stated emotions have an affect on sport consumer behavior, since consumers react to their feelings. Going through the responds it was clear that experienced emotions during sport events were a motivation factor of sport event consumers. The first subcategory found for parent category is called stress reduction. Speitzer and Snyder (1983) stated that in the opinion of general population stress reduction happens when spectating sport contests. It gives relief from "cares of life". The respondents of the questionnaire gave similar answers to that theory:

"For example HIFK's games let out emotions and decreases stress levels nicely."

(Appendix 3.)

As a subcategory of emotions the concept of excitement was found since it was constantly mentioned among respondents as a motive attending a sport event:

"I feel Excitement and positive aggression. Excitement is felt when the match is tight and this aggression is felt when things are not going as you hope. You may shout to the referee if you do not like his decisions. These emotions are exactly the reason why I participate in events. You do not feel them as strong via television."

(Appendix 3.)

Another subcategory which is a motive for sport event consumers is getting away from weekly routines. It is linked also to Emotions parent category as respondents said emotions felt in sport events give "getaway from weekly routines":

"In sport events I feel incredible cohesion and feeling of winning when the national team wins. Experienced emotions and excitement are the

getaway from the weekday routines and then you will get also some other things which you can remember when performing the normal life activities.”

(Appendix 3.)

When respondents were asked why they participate in the sport event instead of watching the game on television one factor which was constantly emerged was atmosphere. Atmosphere is the first subcategory of emotions:

”Sport events are the best when you are on the spot, if possible. TV does not provide the same atmosphere to your home sofa.”

(Appendix 3.)

”Atmosphere is better on the spot”

(Appendix 3.)

Respondents seemed to have a clear opinion that the atmosphere is better on the spot than on television. That was the reason why sport event consumers chose to attend a sport event instead of watching it on television. The atmosphere in sport events was one motivation factor why consumers were attending the sport events. As respondents were asked to describe their feelings what they experience in sport events and how the experienced feelings affect their participation in sport events:

”In sport events you experience great feelings! Losing makes you sad but creates also a feeling of cohesion. Victory makes you smile and creates the feeling of success. We are the one when losing and when winning. Emotions create memories! It is nice to remember old games if they created special emotions!”

(Appendix 3.)

The experiences in sport events create memories. If the past experiences are positive consumers may want to participate again in sport events. (Marin 2015). The positive memories sport event consumers have most probably lead to participating again in sport events. Questionnaire's answers supported Marin's statement:

''Excitement, disappointment, joy of winning. The experienced emotions create great moments which stay in mind and make the unforgettable memories. These positive memories make me participate in sport events again.''

(Appendix 3.)

3.3. Recommendations

Since sport event marketers may have lack of up-to-date knowledge of sport event consumers' motivations for participating in sport events the information of this research may be useful. Based on the results of the research recommendations are given for sport event marketers. These recommendations may give them tools to market sport events more efficiently.

As respondents considered that being a part of some team is a motivational factor attending sport events the marketers may benefit from this information and plan marketing campaigns where they build the sense of belongingness. The results of the research showed clearly that being together with family and friends is a strong motivation factor for sport event consumers. Even if the consumers found the event itself not so interesting they might be motivated to participate in it if they can spend time with their friends and family.

As some of the respondents already told in their comments, sport event consumers are hoping for ticket packages for groups. Because the ticket prices for sport events are quite high consumers would participate more often in the events if they could get tickets cheaper. Event organizers could offer more ticket packages for groups. Then the spectators could have the chance to come to the events with their friends or family with reasonable costs. For families with children the ticket prices are especially high. And you also spend money for food and beverages.

Some event organizers already have ticket packages for families with children. Also it could be a good idea to keep the ticket prices very cheap for children because they seldom come without adults to the event. Event organizers could this way get more audience. And psychologically it is wise: the consumer is happy when getting cheap tickets. The spectator feels receiving value for the money and will most probably come again. Often the small things which are given for free have a great impact. For example a free bun with cup of coffee during the break makes the spectator happy and strengthens positive image towards the event.

As expertise for sports is a motivation factor for attending sport events marketers should target their marketing for groups who are interested in sports in general or do sport as a hobby. People who are interested in sports and consider themselves experts in the field usually like to discuss and speculate about the game in the company of same kind of people. Sport event organizers could advertise their events in certain sport discussion sites in web.

An advertisement in a sport web site or at the local gym bulletin board might be more profitable than a national television commercial. Also a special discount of ticket prices for members of sports clubs can tempt new spectators.

Marketers should be aware that the success of the team is not necessary for sport event consumers. The results of the questionnaire showed that supporters of certain team would participate in the games of their teams regardless of the success of their team. Being a supporter during good and bad times could be highlighted in campaigns. And this could be exploited especially if the team has not been very successful: the marketers can rely on loyalty of the spectator. And if the team performs well the loyal supporters could be rewarded. For example a special party for supporters could be held. It is a way to show gratitude to the loyal spectators and the supporters can enjoy the feeling of winning.

However, research showed that supporters find games interesting because of the uncertainty of outcome. The supporters expected even game because the two teams were both on the top of the league standings. Marketers may focus more on the events' uncertain outcomes rather than success in their future campaigns because spectators find it more motivating if the result is not so predictable. The element of surprise is worth taking into consideration when planning a marketing campaign. Consumers seek for excitement and want to escape from working day routine. An advertisement where a thriller is promised may sound tempting.

As for the emotions category this research gave important results for sport event organizers. The consumers are looking for entertainment: they want to relax in a good company. The event should be organized in a way that consumers can just enjoy for the game. The atmosphere of the event is an important motivation factor for sport event consumers. The marketers can use this information when emphasizing that atmosphere is unique and you can not feel it if you watch the event on television.

Study shows that sport event spectators are motivated in attending an event if they feel excitement of it. This information could be used when advertising sport events. Selling unique experiences and offering exciting moments can be more effective way to get more spectators.

Getting away from weekly routines are also among motives of sport event consumers when attending the event. Marketers may emphasize the aspect of entertainment in their advertisements. The focus should be on the fact that consumers will get something else to think about than stressful weekdays. Since results of the study address the fact that stress reduction is one motivational factor for attending sport events, the marketers could benefit on that information. They could target special marketing campaigns for companies. Companies could offer a special free time activity for their personnel. They could offer special packages for companies where besides the game also food and drinks were offered. Also student groups might be interested in that kind of packages, if they are reasonably-priced.

Since memories stood out as a motivational factor for participation among sport event consumers, sport event marketers may advertise their event in a way which brings back memories. Pictures or videos of past moments could create feelings to consumers which lead to participation in the future.

CONCLUSIONS

The research is notable since the data achieved gave responds to the researched phenomenon. The research problem was lack of up-to-date knowledge about consumer motives of sport event participants in Finland. The research objective was to find out consumers' motives for attending sport events in Finland so that sport event organizers could market their events more efficiently. The objective was achieved, as after processing the obtained data using content analysis method, many findings are recommendations for sport event organizers were found. The results showed the motivation factors which sport event marketers should keep in mind when marketing their events. The main research results presented that sport event consumers want to have company when attending sport events. Belonging in a group, being in the company who share same interests and spending free time with family and friends were motivation factors when attending sport events. Sport event consumers are motivated to attend events more likely if the outcome of the event is uncertain and supporters of one specific team do not care about the success of their team when attending supported team's games, although they want to share their team achievements if they are doing well. Sport event consumers are motivated to attend events on their expertise field. Sport event consumers are motivated to attend events where they experience emotions. Results showed that atmosphere in the event, memories from the events, stress reduction by events, excitement of the events and the feeling of getting away from weekly routines are motivating sport event consumers to participate in sport events.

The recommendations included cheaper ticket prices for groups, targeted marketing campaigns for sport enthusiasts and members of sport clubs, rewarding of loyalty to the team, emphasizing the uniqueness of the event and special leisure time packages for the personnel of companies.

The limitations of this thesis were mainly concerning the research data gathering process. The results of this research may have been different if respondents to the questionnaire were collected also from other sport events than one ice-hockey match. The analysis method led to

possible limitations, since the topic was quite familiar to the researcher and there might have been quite strong assumptions about the findings before the research. The analysis method gave a lot of freedom for the researcher, since there are no general guides for conducting the analysis. Also the theoretical background of the research about sport events in Finland should have been wider. The reason for the limitation is the lack of studies made from the phenomenon.

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APPENDICES

Appendix 1. Covering Letter

Hello!

I am doing my Bachelor's Thesis about sport marketing in Tallinn Technical University. For my research I would hope that you answer to questions as accurately as possible. I will handle all the answers confidentially and anonymously.

My major is International Business and Administration, my supervisor is Rene Arvola.

Thank you in advance!

Jussi Alanen

<https://fi.surveymonkey.com/r/TBMB3PC>

Comment: The covering letter above is translated in to English from Finnish which was the language used originally

(Source: Author's research)

Appendix 2. Questionnaire's questions

1. Why did you participate in this sport event?
2. Why did you choose this event instead of just watching it on television?
3. With whom did you participate in this sport event? Why? With whom do you usually participate in sport events?
4. What factors make you participate again in the same sport event? (same sport event for example home game of HIFK, Helsinki City Marathon)
5. Do you have a favorite athlete or a favorite team? Do you follow his/her/its performances in sport events? Explain why this athlete/team is your favorite.
6. How does the success of your favorite athlete/team affect to your participation in sport events? Justify.
7. What emotions do you experience at sport events? Describe your emotions. How do the experienced feelings affect to your participation in sport events? Justify your answer.
8. How big part does sport play in your life? Justify your answer.
9. In your opinion how could sport events be improved?

Comment: Questions are translated in to English from Finnish which was the language used originally

(Source: Author's research)

Appendix 3. Answers from the questionnaire

1. Why did you participate in this sport event?

- Koska rakastan jääkiekkoa. Se on elämäni.
- Olen uskollinen HIFK:n kannattaja, ja käyn lähes jokaisessa runkosarjan kotiottelussa. Kuten sloganimme kuuluu: "En gång IFK, alltid IFK!"
- Kaverini kysyi minua ja se kuulosti hyvältä idealta viettää perjantai-ilta.
- Olen Hifkin kannattaja ja perheelläni on kausikortti kotipeleihin!
- Halusimme kavereiden kanssa perjantai-iltaan viihdykettä ja tykkäämme jääkiekosta.
- Halusin päästä nauttimaan viihdyttävästä jääkiekoksta, ja kyseinen ottelu vaikutti lupaavalta ennakoasetelmat huomioonottaen.
- Halusimme perjantai-iltana kavereiden kanssa viihdettä ja jääkiekko on kiinnostava laji. Tämä oli myös kärkikamppailu, joten myös se oli kiinnostavaa.
- Koska olen innokas jääkiekkofani sekä HIFK-kannattaja. Jääkiekko-ottelut antavat hyviä elämyksiä, ja varsinkin kärkikamppailu Kärppiä vastaan on aina hyvää viihdettä.
- Hyvä ottelu ja sarjan kaksi (2) parasta joukkuetta vastakkain.
- Olen kotijoukkueen kannattaja ja luvassa hyvä ja tiukka ottelu.
- Olen kiinnostunut jääkiekosta, vaikka en mikään fanaatikko olekaan. Käyn silloin tällöin katsomassa matseja, ja nyt päätin ystäväieni kanssa mennä katsomaan kyseistä ottelua.
- Kaverini pyysi minua. Pääsee rentoutumaan ja samalla näkee kavereita.

2. Why did you choose this event instead of just watching it on television?

- Koska minulle on perinne osallistua HIFK:n kotiotteluihin. Tunnelma paikan päällä on parempi.
- Jääkiekko on aina parasta paikan päällä. Sekä tunnelmallisesti että urheilullisessa mielessä.
- Koska kaverini kysyi minua tähän tapahtumaan.

- Paikan päällä oleminen luo erilaisen tunnelman kuin kotona tv:n välityksellä. Lisäksi hallilla voi tavata tuttavlia.

- Ei kiinnosta maksaa televisiopakettia. Jos näkyisi ilmaiseksi olisimme voineet katsoa sen telkkarista. Myös paikan päällä on eri tunnelma ja Helsingin jäähallista pääsee nopeasti Helsingin keskustaan baareihin jatkamaan illanviettoa.

- Tunnelma paikan päällä on oma asiansa, jota ei koe television välityksellä. Lisäksi en ole käynyt katsomassa jääkiekko-ottelua muutamaan vuoteen, vaikka yleensä käyn vähintään yhdessä ottelussa per kausi. Lisäksi ottelun katsominen televisiosta olisi ollut maksullista, joten hyvin voi sijoittaa hieman enemmän ja mennä paikan päälle.

- Koska minulla ei ole maksukanavia. En seuraa niin paljon SM-liigaa, että haluaisin maksaa niistä otteluista TV:ssä. Maksan mieluummin välillä siitä että pääsen seuraamaan peliä paikan päälle, jossa on enemmän tunnelmaa.

- Koska paikan päällä tunnelma on aivan eri kuin kotoa ottelua katsoessa. Varsinkin Nordiksella fanit pitävät yllä hienoa tunnelmaa jota joukkue ruokkii pelaamalle hyvin, mikä tietenkin auttaa pelaajia suoriutumaan paremmin. Lennu ei ollut kotona.

- Urheilutapahtumat ovat parasta paikan päällä, jos se vain on mahdollista. Tv ei välitä samaa tunnelmaa koti sohvalle.

- Tunnelma on parempi paikan päällä

- Paikanpäällä tunnelma on täysin eri, kuin televisiosta katsottaessa. Myöskin pelin hahmottaa paljon paremmin. Suurin osa sm-liiga peleistä on maksukanavien tarjoamaa, joten senkään takia en niitä tv:stä halua katsoa

- Minulla ei ole maksu-tv paketteja. Paikan päällä on parempi tunnelma.

3. With whom did you participate in this event? Why? With whom do you usually participate in sport events? Why?

- Osallistuin isäni kanssa, koska seurassa on hauskeempaa. Osallistun yleensä isäni tai kavereiden kanssa. Samasta syystä.

- Osallistuin kaveriporukan kanssa tähän tapahtumaan ja samassa porukassa käymme yleensä aina peleissä. Olemme luoneet siitä perinteen. Samalla, kun nauttii urheiluviihteestä, pääsee moikkaamaan kavereita ja vaihtamaan kuulumiset.

- Kaverini kanssa koska hän pyysi. Osallistun yleensä kavereiden seurassa ja joskus perheen tai työkavereiden kanssa. Yhdessä on hauskaa viettää aikaa ja minulle tapahtumissa käynti on enemmänkin vapaa-ajan viihdykettä jolloin tapaan kavereita ja vietän heidän kanssaan aikaa. En ole niin fanaattinen urheilun seuraaja.

- Osallistuin isäni kanssa. Hänellä on kausikortit jokaiseen kotipeliin. Hän on vienyt minua pienestä pitäen eri urheilutapahtumiin. Yleensä osallistun tapahtumiin perheeni kanssa.

- Kaverini kanssa, koska on mielekkäämpää jakaa kokemukset ja hyvä tunnelma kaverin kanssa kuin osallistua yksin. Osallistun aina kavereiden tai perheen seurassa urheilutapahtumiin, koska silloin voin samalla viettää heidän kanssaan aikaa kiireisen arjen keskellä.

- Kolmen ystäväni, heidän kanssa käymme usein erilaisia urheilutapahtumia seuraamassa paikan päällä (jäähkiekko, jalkapallo jne.

- Osallistuin kahden kaverini kanssa, koska halusimme jotain viihdettä perjantai-iltaan. Kavereiden kanssa tapahtumat ovat hausempia kuin yksin. Osallistun aina kavereiden kanssa, koska se on hausempaa.

- Faijan kanssa, koska meillä on kausikortit Nordikselle. Jäähkiekko-ottelut ovat hyvää isä-poika aikaa. Yleensä isän tai kavereiden kanssa, koska on kivempää jonkun kanssa kuin yksin.

- Ystävän. Ystävien, koska pelit ovat hyviä tapahtumia pitää yllä ystävyysuhteita.

- Kavereiden keitä kiinnostaa saman henkiset tapahtumat. Se ok hauskaa!

- Osallistuin kolmen kaverin kanssa, sillä se on mukava tapa viettää aikaa ystävien kanssa. Tunnelma kavereiden kesken on myös viihdyttävää, kaikkien osallistuessa kannustamiseen ja meininkiin. Yksin matseihin meneminen olisi suoraan sanoen turhaa. Samat perustelut yleisesti

- Osallistuin kaverini kanssa. Hän pysi minua ja on mukavaa samalla tavata tuttuja kun katsoo peliä. Yleensä osallistun perheeni kanssa, koska on mukavaa viettää vapaa-aikaa perheen kanssa.

4. What factors make you participate again in the same sport event? (same sport event meand for example a home game of HIFK, Helsinki City Marathon)

- Positiiviset kokemukset ja muistot niistä.

- Seurauskollisuus, sydän sykkii IFK:lle!
- Se että on ollut hauskaa kavereiden kanssa. Tietenkin tapahtuman pitää myös olla viihdyttävä ja kiinnostava. Ruoka ja juoma tarjoilu on myös tärkeää.
- Hifkin peleissä käyminen on tullut tutuksi lapsesta saakka. Se on urheilutapahtuma, jossa pääsee seuraamaan tuttuja pelaajia, kannustamaan kotijoukkuetta voittoon ja tapaamaan tuttavien erätauoilla.
- Tunnelma ja koetut elämykset. Tykkään käydä HIFK:N otteluissa, sillä peleissä sattuu ja tapahtuu, niinkuin sloganinkin sanoo. Fyysistä ja viihdyttävää jääkiekkoa on nautinnolsta seurata ja se herättää tunteita. Myös hyvät järjestelyt ja tapahtumapaikka vaikuttavat osallistunko useammin.
- Olen HIFK:n fani ja HIFK:n kotiotteluissa on usein loistava tunnelma. Paikan päälle vaivautuminen vaatii sen, että voi odottaa tunnelman olevan hyvä.
- Urheilutapahtuman kiinnostavuus. Käyn välillä katsomassa jääkiekkoa ja jalkapalloa koska ne lajit kiinnostavat minua, sillä olen itse harrastanut niitä.
- Se että HIFK kannattaminen on matka, ei päätepysäkki. On hienoa seurata koko kauden ajan "oman joukkueen" otteiden kehittymistä, ja elää porukalla muiden kannattajien kanssa joukkueensa mukana.
- Tunnelma ja yhteisöllisyys.
- Tunnelma, kaverit, ruoka
- Tunnelma ja kokemus. Jokainen ottelu on omanlaisensa, joten uudelleen osallistuminen ei ole millään saman toistamista.
- Olen HIFK:n kannattaja. Kun olin pieni, kävin isäni kanssa katsomassa HIFK:n pelejä. Pääkaupunkijuoksuun osallistun, koska harrastan juoksua. Naisten kymppille osallistun, koska työpaikaltani sama porukka osallistuu joka vuosi.

5. Do you have a favorite athlete or a favorite team? Do you follow his/her/its performances in sport events? Explain why this athlete/team is your favorite.

- Lempijoukkueeni on HIFK. Olen kannattanut sitä jo pienestä asti. Isäni on vienyt minut pienenä peleihin ja siitä sitten oma kinnostus lähtenyt.
- HIFK on lempijoukkueeni ja heidän lempipelaaja Siim "märkä-simo" Liivik. Käyn lähes jokaisessa HIFK:n kotiottelussa. HIFK on aina ollut lähellä sydäntä ja tulee aina olemaan.
- Ei ole.
- Hifk on ehdottomasti lempijoukkueeni Suomen liigassa. Perinteet ovat tehneet sen! Koko perheeni kannustaa Hifkiä. Pyrin käymään aina joku kausi katsomassa useat pelit jos vain aikataulu sopii.
- Lempijoukkueeni on HIFK, jonka otteita käyn seuraamassa tasaisin väliajoin. Se on lempijoukkueeni sillä isäni vei minut peleihin kun olin pieni ja perheessämme ollaan aina oltu HIFK hengessä mukana. Tykkään myös HIFK:n tavasta pelata lätkeä.
- HIFK:n jääkiekko joukkue on ainoa kotimainen lempieurheilujoukkue. Käyn silloin tällöin joukkueen suorituksia seuraamassa. Lisäksi suomen maajoukkueen edesottamuksia seuraan silloin tällöin paikan päällä lähes lajista riippumatta.
- Minulla ei ole lempieurheilijaa tai lempijoukkuetta. Jalkapallon maajoukkue ja jääkiekon maajoukkue ovat kiinnostavia ja käyn katsomassa niiden kotipelejä aina kun mahdollista. Minulla oli myös kausikortti suomen jalkapallomaajoukkueen kotipeleihin. Sen takia maajoukkueet kiinnostavat että pelien taso on kova ja on hienoa jos oma maa menestyy jossain.
- Lempijoukkue on HIFK ja lempipelaaja Lennart "Lennu" Petrell, joka on erinomainen esimerkki joukkueen sloganista "En gång, alltid". "Lennu" on pelaaja, joka antaa joka pelissä kaikkensa, yrittää loppuun ja pelaa kovaa. Hänen sydämensä sykkii omalle joukkueelle, josta oiva osoitus oli, kun hän parin NHL kauden jälkeen palasi "himaan" Nordikselle. Joukkue, HIFK, sen takia että kun kerran alkaa kannattamaan HIFK:ta, kannattaa mitä suurimmalla todennäköisyydellä aina HIFK:ta.
- On lempijoukkue, mutten valitettavasti pääse katsomaan seuran otteluita pitkän välimatkan takia, mutta katson tv:stä mahdollisuuksien mukaan otteluita. Pidän kyseisen joukkueen tavasta pelata.
- Hifk! Koska se on liigan kovin ja aidoin jengi jos sniffaat skäffää nii snaijaat lätkeä se on kliffaa puffaa duffaa. Liian vähän tulee käytyä otteluissa. Ehkä siksi että ei ole niin innokas kannattaja. Ja liput melko kalliita.
- Suomalaisista joukkeista tai urheilijoista ei ole suosikkeja. Käyn seuraamassa lajista riippumatta joitakin paikallisotteluita silloin tällöin.

- Kyllä on. HIFK ja Tero Pitkämäki. Käyn seuraamassa molempien otteluita ja kilpailuja. Isä on vienyt pienenä minua HIFK matsesihin. Tero Pitkämäki on hieno urheilija ja loistava roolimalli nuorille.

6. How does the success of your favorite athlete/team affect to your participation in sport events? Justify.

- Välillä voitetaan ja välillä hävitään, mutta aina ollaan joukkueen tukena. Vaikka käyn joka tapauksessa otteluissa, niin silti silloin kun viimeksi voitettiin mestaruus, se tuntui siltä kuin olisin itse voittanut mestaruuden.

- Jos lempijoukkueeni menestyy huonosti, juon otteluissa enemmän olutta, mutta osallistun tapahtumiin saman verran menestyksestä riippumatta.

- Ei vaikuta

- Tietenkin menestys ruokkii paikalle menemistä, mutta se ei vaikuta osallistumiseeni. Vaikka olisi häviöitä takana, niin silti menen kannustamaan joukkuetta voittoon!

- Se ei oikeastaan vaikuta. Kyllä lempijoukkueen tukena ollaan niin ylä- kuin alamäissä.

- En käy muiden liigajoukkueiden otteluissa. Ottelut eivät ole niin mielenkiintoisia ilman johonkin joukkueeseen liittyvää tunnesidettä

- Ei niin paljoa vaikuta, mutta veikkaan että jos olisimme tosi huonoja jääkiekossa en kävisi katsomassa maajoukkuepelejä. Jalkapallomaajoukkueen kotipelejä en mennyt enää katsomaan kun oli varmaa että emme voi päästä enää em-kisoihin.

- Ei oikeastaan vaikuta, koska meillä on kausikortit. Toki on kivempi käydä katsomassa hyvin pelaavan joukkueen otteluita.

- Ei vaikuta juurikaan. Katson aina otteluita kun on mahdollista. Tapahtumiin menisin aina jos olisi mahdollisuus.

- Jonkun verran. Hyvin pelaavaa joukkuetta on viihdyttävämpi seurata.

- Mikäli paikallisjoukkueet pääsevät esimerkiksi pudotuspeleihin, on niihin mukava osallistua. Jatkopeleissä jännitys ja tunnelma ovat normaalia korkeammalla

- Menestys ei oikeastaan vaikuta osallistumiseeni. Suosikkia kannustetaan hyvinä ja huonoina päivinä. Tietenkin voitot tuntuvat mahtavalta

7. What emotions do you experience in sport events? Describe your emotions. How do the experienced feelings affect to your participation in sport events? Justify your answer.

- Jännitystä, pettymystä, voiton riemua. Koetut tunteet muodostavat hienoja hetkiä joista jää unohtumattoman hienot muistot. Nämä positiiviset muistot saavat minut osallistumaan uudestaan urheilutapahtumiin.

- Tunteeni saattavat mennä äkillisesti laidasta laitaan. Vihaa, rakkautta, raivoa, iloa ja kaikkea siltä väliltä. Osallistumiseeni ei vaikuta muu kuin rakkaus HIFK:ta kohtaan.

- Rentoutumisen tunnetta, mutta myös adrenaliinivirtausta jännityksen takia. Ne vaikuttavat tapahtuman kiinnostavuuteen ja viihtyvyyteen joten ne vaikuttavat myös osallistumiseeni.

- Urheilutapahtumissa kokee suuria tunteita! Häviö harmittaa ja surettaa, mutta luo yhtä lailla yhteenkuuluvuuden tunnetta. Voitto hymyilyttää ja luo onnistumisen tunteen. Ollaan yhtä niin häviöissä kuin voitoissa. Tunteet luovat muistoja! On kiva fiilistellä vanhoja pelejä jos niissä on ollut erityinen tunnepohja!

- Pettymystä, iloa, positiivista aggressiota, vapautuneisuutta. Kyllä se vaikuttaa todella paljon. En kävisi urheilutapahtumassa jos se ei herättäisi minussa mitään tunteita. Esimerkiksi HIFK:n pelit purkavat tunteita ja poistavat stressiä mukavasti. Kokee erilaisia tunteita kuin tavallisessa arjessa.

- Iloa, surua, jännitystä riippuen tapahtumien kulusta. Jännitys ja siihen liittyvä (toivottavasti) ilo lopulta tuottaa mielihyvää

- Urheilutapahtumissa koen uskomatonta yhteenkuuluvuuden ja voittamisen tunnetta kun maajoukkue voittaa. Koetut tunteet ja jännitys ovat irtiottoa arjesta ja silloin pääsee ajattelmaan jotain muuta kuin arkea.

- Riemua, surua, onnea, pettymystä, yhteenkuuluvuuden tunnetta, vihaisuutta, kauneutta, ärsyyntymistä, iloa. Jos joukkue pelaa hyvin, tulee iloiseksi. Jos joukkue menestyy ja voittaa mestaruuden, pääsee torille ja riemulla ei ole rajaa. Hienojen suoritusten tuoma ilo ja muiden fanien tuoma yhteenkuuluvuuden tunne ovat suuri syy peleissä käymiseen.

- Jännitystä, iloa ja joskus pettymyksiä. Koetut tunteet saavat minut osallistumaan tapahtumiin uudestaan.

- Jännitystä intoa raivoa iloa!

- Jännitystä ja "positiivista aggressiivisuutta". Jännitystä kokee kun ottelu on tiukka ja tätä "aggressiivisuutta" kokee kun asiat eivät mene niin kuin toivoisi. Tuomarille ehkä huutaa

jos ei hänen päätöksistään pidä. Nämä tunteet ovat juuri se suola, miksi tapahtumiin osallistun. Niitä ei koe ainakaan näin voimakkaasti television välityksellä

- Hienoja tunne-elämyksiä: jännitystä, voiton riemua ja myös kovia pettymyksen tunteita. Luulen, että se on iso syy siihen, että käyn otteluissa. Tavallinen arki on aika tasaista.

8. How big part does sport play in your life? Justify your answer.

- Jääkiekko on todella merkittävä osa elämäni. Seuraan paljon HIFK:ta ja heidän kotiottelut paikan päällä aina ja vierasottelut televisiosta. Lisäksi olen pelannut jääkiekkoa koko elämäni. Lyön myös paljon vetoa jääkiekosta lisätäkseeni jännitystä.

- ISO. Helsingin jäähalli on toinen kotini. Lennart Petrell on kämpäkaverini. Urheilu ja etenkin jääkiekko on mielessäni arviolta noin 85% ajasta.

- Ei ole hirveän iso osa.

- Koen, että urheilu on iso osa. Sitä seuraa vapaa-ajallaan, keskustelee ruokapöydässä, lukee lehdistä. Urheilen myös itse niin kyllä se on iso ja merkittävä osa elämää.

- Kyllä se on iso osa elämäni. Liikun itse todella paljon ja harrastan erilaisia urheilumuotoja päivittäin. Lisäksi olen aktiivinen urheilun seuraaja ja käyn seuraamassa urheilua paikan päällä paljon sekä televisiosta ja internetistä.

- Melko suuri. Seuraan paljon eri urheilulajeja ja sarjoja kotoa käsin, käyn urheilutapahtumia paikanpäällä seuraamassa muutaman kerran vuodessa.

- Aika iso osa elämäni. Olen harrastanut jääkiekkoa ja jalkapalloa ja nykyisin lenkkeilen ja käyn salilla. Seuraan urheilua paljon niin televisiosta kuin paikan päällä.

- Suuri. Urheilu on erittäin hyvä vastapaino koululle ja työlle ja se auttaa jaksamaan. On myös hauskaa lyödä vetoa urheilupeleistä, se tuo lisäjännitystä urheilun seuraamiseen.

- Urheilu on erittäin suuri osa elämäni. Pysin urheilemaan yli 4 kertaa viikossa ja seuraan urheiluun liittyviä asioita päivittäin.

- Suht iso seuraajana sekä harrastajana. Urheilu on parasta ajanvietettä

- Melko iso. Pidän urheilun seuraamisesta, ja jos pitää valita salkkarit tai futismatsi, valitsen futiksen. Urheilun seuraaminen on ennalta arvaamatonta, mikä on osa sen viehätystä. Tykkään myös urheilla itse eri lajien parissa

- Urheilu on tosi iso osa elämääni. Seuraan kaikenlaista urheilua ja harrastan myös itse liikuntaa. Voisin sanoa että se on elämäntapa. Myös tuttavapiirissäni ollaan urheiluihmisiä.

9. In your opinion how could sport events be improved?

- Kaljaa katsomoihin. Myös monipuolisempia ruokavaihtoehtoja voisi olla halleilla.

- Olut myynti katsomoihin. HIFK:n maalilaulu on täydellinen, mutta muilla olisi kehitettävää niissä.

- Lippupaketteja monelle hengelle voisi olla tarjolla enemmän. Ollaan joskus mennyt kavereiden kanssa Jokereiden peliin joilla on tarjouksia monelle lipulle, mutta hirveästi en ole muualla vastaaviin tarjouksiin törmännyt.

- Urheilutapahtumien tulisi ottaa huomioon junnuja ja uusia ihmisiä tulisi tutustuttaa lajiin. Pitäisi pyrkiä saamaan uusia katsojia/kannustajia tapahtumiin! Urheiluseurat voisivat tehdä kampanjoita jotta laji/seura olisi ihmisten mielessä enemmän.

- Tietenkin tämä on riippuvainen Suomen lainsäädännöstä, mutta vaikuttaisi paljon viihtymiseen jos katsomoissa saisi juoda olutta. Ja hinnat voisivat tietenkin olla halvempia niin lippujen kuin myös tuotteiden kuin ruoka paikan päällä.

- Jonotus on aina ikävää ja se usein liittyy urheilutapahtumiin monilta osin. Lisäksi suomessa alkoholilainsäädäntö on ikävä urheilutapahtumien kannalta, katsomoissa kun ei saa nauttia alkoholipitoisia juomia. Tämän takia myös joskus kotisohva voittaa paikan päälle menemisen.

- Lippupaketteja kaveriporukoille. Eli halvempia paketteja jos on monta kaveria menossa yhdessä urheilutapahtumaan. Monesti urheilutapahtuman ovat sen verran hintavia etten osallistu niihin.

- HIFK:n peleissä käy aika paljon yleisöä, mutta esim muiden jääkiekkoseurojen peleissä käy vähemmän yleisöä. Olisi hienoa nähdä enemmän väkeä peleissä.

- Lippujen hinnat ovat valitettavan korkealla ja palvelut tapahtumissa myös usein turhan hintavia.

- Edullisempia tapahtumia ja kaljaa yleisöön

- Niihin osallistumisesta pitäisi tehdä helpompaa ja halvempaa. En tiedä miten, mutta joku kynnys tuntuu aina olevan ylitettävänä, ennen kuin näihin osallistuu

- Urheiluvälineiden myyntiä voisi olla tapahtumissa enemmän. Silloin olisi hyvää aikaa tutustua tuotteisiin, varsinkin jos olisi hyviä tarjouksia. Myös fanituotteita voisi olla enemmän tarjolla.

(Source: Author's study results)