

The positioning of federate sports in Portugal: Handball, Basketball, Roller Hockey and Volleyball.

Gonçalves, Celina and Correia, Abel.

Bragança Polytechnic Institute and Faculty of Human Kinetics – Technical University of Lisbon

Context

Sport is constituted by a variety of activities with different purposes, concepts and cultural representations.

Before the increase of supply, Sports Federations need to understand the practitioners in relation to the several possibilities of practice and to position their sports according to their competitors.

In this context, the purpose of this study is the positioning of team federate sports (handball, basketball, roller hockey and volleyball). According to Lindon et al. (2002), it is intended to identify and analyse the distinctive features of the sport's image which allow the practitioner to place it in relation to the others.

Methods

An analysis model was constructed formed by five dimensions (resources, accessibility, attributes of the sport, image and personal motivations) in a total of fifty attributes.

The data were collected by questionnaire formed by closed and open-ended questions.

The treatment of the answers to the open-ended questions from the questionnaire was made through the thematic analysis of the content of the type "logical-semantic", as it was suggested by Bardin (1977), with the categorization being accomplished by the combination of the a priori and posterior process through analytical induction (Vala, 1990).

In the descriptive statistics parameters of central tendency and dispersion were used. In the inferential statistics it was used the discriminant analysis in order to identify clusters of attributes on which the sports differ and the factor analysis in main components in order to summarize the central dimensions for each sport (Aaker, Kumar, & Day, 2001).

The sample is constituted by sports managers and technicians from the Portuguese Federations of handball, basketball, roller hockey and volleyball, in a total of 47 individuals.

Results

The sports show little differences in terms of dimensions and attributes.

The inferential analysis revealed two different factors between the several sports. One of these factors includes the international successes and the ability to organize big events (dimension image). Another differentiating factor is the high degree of specialization of each sport (dimension attributes of the sport) and the tradition in the country's culture (dimension image).

Handball appears as a sport whose main differences are the characteristics of the game itself, which include the pleasure in the practice, the self-esteem which it provides (dimension personal motivations) and some ability in the organization of events (dimension image).

Basketball is also positioned by the pleasure in the practice of the game and by the organization of events, but its main characteristic of differentiation seems to be in the dimension resources in the attribute coaches with training.

Roller hockey positions itself in the attributes of international successes, tradition in the country's culture and awareness (dimension image), which makes it a distinct and particular sport within the team sports. This sport also differs in the dimension accessibility, once it is the most expensive sport in terms of equipment.

Volleyball, like handball and basketball, has its positioning marked by the ability to organize big events, although this sport shows a higher average value. We must also point out

the attributes self-esteem and possibility of belonging to the group, from the dimension personal motivations.

Discussion and Implications

In Portugal, handball, basketball, roller hockey and volleyball differ in few attributes.

According to the sample, these attributes belong to dimensions relevant in the differentiation: personal motivations (self-esteem and pleasure in the practice) and image (ability to organize big events).

Roller hockey appears as a distinct team sport because it is tradition in the country's culture and it is the most expensive sport in terms of equipment acquisition for the practice.

In the presence of these results, the Federations ought to reposition their sports, clearly differentiating their services in order to obtain real competitive advantages.

References

Aaker, D. A., Kumar, V., & Day, G. S. (2001). <i>Marketing Research</i> . Editora Atlas S.A., São Paulo.
Bardin, L. (1977): "Analysis of content". Edições 70, Lisbon.
Batra, R., Myers, J., & Aaker, D. (1996). <i>Advertising Management</i> (fifth edition). Prentice hall, USA..
Correia, A. & Gonçalves, C. (2003). <i>Os Desportos em Portugal</i> (Sports in Portugal). Edições Confederação do Desporto de Portugal (prelo), Lisboa.
Correia, A. (1998). "Da promoção ao marketing nas Federações desportivas" (From promotion to marketing in Sports Federations). In: <i>Horizonte</i> , XIV-82, (11 to 14).
Fullerton, S. & Dodge, R. H. (1995). "An application of market segmentation in a sports marketing arena: We all can't be Greg Norman". In: <i>Sport Marketing Quarterly</i> , volume IV- Number 3. (43 to 47).
Kotler, P., Amstrong, G., Saunders, J., & Wonga, V. (2002). <i>Principles of Marketing</i> . Prentice Hall, England
Lindon, D., Lendrevie, J., Rodrigues, J. V., & Dionísio, P. (1999). <i>Mercator: Teoria e prática do marketing</i> (Mercator: Theory and practice of marketing) (8. ^a Edição). Publicações Dom Quixote, Lisboa.
Lovelock, C. (1996). <i>Services Marketing</i> (third edition). Prentice Hall, USA.
Ries, A., & Trout, J. (1993). <i>Posicionamento: A batalha pela sua mente</i> . (Positioning: The battle for your mind.) São Paulo: Enio Matheus Guazzelli & CIA. LTDA.
Semenik, J., & Bamossy, J. (1995). <i>Principles of Marketing: A Global Perspective</i> (2nd edition). South – Western College Publishing, Ohio.
Shilbury, Q., & Westerbeek (1998). <i>Strategic Sport Marketing</i> . Allen & Unwin, Austrália.
Vala, J. (1990): "Analysis of content". In A. Silva & J. Madureira (Org.), "Methods in social science". Edições Afrontamento, Lisbon.