
SPORT BUSINESS INTELLIGENCE IN PRACTISE/USE – HOW TO DEVELOPE NATIONAL LEVEL BASKETBALL WITH THE HELP OF INTERNATIONAL SPORT SUCCESS?

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All authors:

Kari Puronaho (corresp), Osmo Laitila, Vili Nurmi

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Synopsis:

The aim of this study was to collect relevant data related to international top-level and national top-level basketball events to be able to develop national level basketball events. The international level consumer satisfaction data and optimal event characteristics were collected during FIBA World Cup and on national level the data was collected during Finnish basketball season 2014-15. The final results will be presented during the conference.

Abstract:

Introduction

For the first time in the basketball history the Finnish national team managed to get into the finals of FIBA World Cup in 2014.; partly with the help of money and enthusiastic fans, but still, it happened. The Finnish sport organizations have not been very successful when optimizing the possible international sport success on national level. On August and September 2014 almost 10.000 Finnish basketball fans travelled to FIBA World Cup in Spain to support the team and to experience the atmosphere of the top-level event on site. Sport Business School with the financial help from the Finnish Ministry of Education and Culture was willing to help this unique Finnish basketball movement by using sport business intelligence methodology (Rud 2009, Sport Business School 2013) and logic in this case.

Aim

The aim of this study was and is to collect relevant data related to international and national top-level basketball events to be able to develop national level basketball events. The relevant data here means consumer satisfaction in international and national top-level basketball events as well as optimal characteristics of a basketball event from the spectators' and the supporters' point of view in general.

Theoretical background

Sport business intelligence means relevant, systematic, and continuous data collection in order to develop sport organizations, sport events, and/or sport activities (Sport Business School 2013). On a five-point scale, individuals who rate their satisfaction level as five are likely to become return customers. The second important metric related to satisfaction is the willingness to recommend. When a customer is satisfied with a product, he or she might recommend it to friends, relatives, and colleagues (Kucukosmanoglu & Sensoy, 2010). The service quality can be increased not only by minimizing the negative features but also maximizing the positive ones (Sport Business School 2014).

Methodology, research design, and data analysis

The international level consumer satisfaction data was collected with iPad questionnaires during FIBA World Cup in Madrid (n=247) and Bilbao (n=75). On national level, the data was collected during the season 2014-15 after Finnish national basketball league teams' matches (12 altogether) through website links (n= 778). Those data collections were advertised during the matches and on the teams' websites. Optimal characteristics of a basketball match were collected from international basketball fans during FIBA World Cup with the help of structured iPad questionnaires. During data collection and analysis Webropol Statistical Analytics Software was used.

Provisional results, discussion, and implications/conclusions

The provisional results show that the customer satisfaction level in international top-level events was higher than on national level. The biggest differences were related to subjective customer experiences among the so-called hardcore fans and irregular event visitors. However, the basketball fans were more eager to support the local teams and willing to recommend their minor scale events than the national teams. The optimal characteristics of a basketball event were found to be a bit surprising, because e.g. the importance of the level of sport/competition was clearly lower than normally expected – and even lower than some of the basic services of an event.

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