

The Membership Satisfaction And Behavioral Intention With The Games And The Marketing Actions Of A Football Club From Pernambuco — Brazil

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Aim of research

The aim of this research was to analyze the satisfaction of the partners-supporters of a sports club from Pernambuco/Brazil with the auxiliary and main services, and to verify the behavioral intentions of these individuals.

Theoretical background

Sports managers are increasingly seeking to adjust the products and services of the organizations to their consumers from Sports Marketing, which is the process of designing and implementing activities for the production, pricing, promotion and distribution of a sports product to meet the needs and desires of consumers and achieve the organization's goals (Pitts & Stotlar, 2002). The quality in the services offered can lead to consumer satisfaction, which per Yoshida and James (2010) is the pleasure in response to holding a sporting event and/or auxiliary services provided during the game. For Biscaia, Correia, Rosado and Meneses (2014) the frequent perception of satisfaction initiates the process of loyalty, an important element for the increase of the revenue of the clubs.

Methodology

The research was descriptive and its sample was composed by 100 memberships of a club from Pernambuco/Brazil, participant of the first division of the Brazilian Football Championship of 2016. The data were obtained through a questionnaire divided into three dimensions ("Satisfaction with club auxiliary services", "Satisfaction with the club matches", "Behavior of the supporters in relation of the club") and items were measured using the Likert multi-item scale, with five alternatives. A pilot test was conducted with professors and university students related to the sport area. After the pre-test, the final version was applied via the internet by the Google DOCS platform. Individuals in the sample were given explanations of voluntary participation and agreed to a free informed consent form. The data were analyzed by SPSS Statistics 20 software. The results are presented in measures of central tendency and the sum of the items of the variables in each dimension by relative frequency.

Results, discussion and implication

The results show that in the dimension "Satisfaction with club auxiliary services", there were higher indices with respect to the relationship, the plans of membership and the price charged, the points of sales of their products and the marketing campaigns carried out by the club. The good relationship with the membership is explained by Santos (2011) as one of the primary factors in satisfaction. These results are like what was pointed out by Carvalho, Molletta, Stinghen and Knaut (2013) in which the Paraná Club supporters-members said they were satisfied with the plans, with the price charged in these plans and with the service rendered. However, the results of the same study disagree with the present research, regarding the products offered by the club and the points of sale, because in the reality of Pernambuco the fan-members said they are satisfied with these elements. Following the sum of the responses of the variables of this dimension and having put in percentage measures, 47% of the fans fit the "very satisfied" option, followed by "satisfied" (37%). The "Satisfaction with the club matches" dimension showed a balance between the variables: satisfaction with the games, if the games correspond to the expectations of the fan and if the games of the club approach an ideal match. Fans' satisfaction has been associated with a greater attendance of team games and consequently an increase in club revenues (Biscaia et al., 2014). After the sum of the results of the variables, most of the fans defined themselves as "indifferent" (44%), "satisfied" (24%) and "unsatisfied" (24%). In the "Behavior of the supporters in relation of the club" dimension, the results are positive and show the connection with the study of Santos (2011), where the fans defined themselves as very satisfied and would return to consume the services of the club. After adding and percentage measures, the fans rated that it is very likely (70%) to consume the services of the club and to remain as a partner. It was concluded that there were positive results in the dimensions of the satisfaction with the auxiliary services and the behavioral intentions and an indifference in the satisfaction with the main service. There is a need for further studies with deeper analyzes and with larger samples that investigate this issue in Brazil, due to its internationally proven relevance, regarding the thematic of satisfaction and quality of service in sports organizations.

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