

Sport Consumer Behaviour

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The Profile And The Perception Of Service Quality Of Sports Spectators Before, During And After The FIFA World Cup 2014: The Case Study Of The Host City Recife — Pernambuco — Brazil

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Aim of research

Sports events have an important role in free and leisure time occupation in modern society. With football being the most popular sport in the world it attracts thousands of spectators to these events. The factors associated with the realization of the FIFA World Cup in Brazil, highlights the important moment that the country has been going through in the sports context. Therefore, the aim of this research was to identify the profile and the perception of the service quality of the sports spectator before, during and after the FIFA World Cup in the city of Recife — Pernambuco.

Theoretical background

The realization of a Mega- sporting event is associated with major changes in urban infrastructure, economic return and a repositioning of the host city worldwide (Preuss, Seguin, & O'Reilly, 2007). Thus, in Brazil an expectation was created and a favorable environment for these changes. Where the construction of the Pernambuco Arena, the stadium in Recife was a milestone in the modernization and quality of services provided to spectators. In sports, it is important to highlight the ability to offer high quality events and services, which has been pointed out by several studies as a critical issue for professional sports organizations (Jae Ko, Zhang, Cattani, & Pastore, 2011). In relation to the quality of services has been associated with satisfaction and with the behavioral intentions of watching and recommending more games (Theodorakis, Alexandris, Tsigilis, & Karvounis, 2013).

Methodology

To carry out this study the sample consisted of 1,339 spectators of sporting events divided in to three phases: 1st before the World Cup in the first half of 2014 in the stadiums not used for the FIFA; 2nd during the World Cup in the stadium built for the event; and 3rd after the World Cup, in the second half of 2014 in the new stadium in national competitions played by the clubs of the city. The instrument used was the questionnaire "Sport Spectator Identification Scale" (SSIS), validated to portuguese by Theodorakis, Wann, Sarmiento, and Carvalho (2010). SSIS is an instrument composed for questions related to the quality of services and the behavioral intentions of attending sporting events, where items are measured from a 5-point Likert scale. The data were analyzed through descriptive statistics to identify the profile of the spectator and the main differences in perception of service quality in different moments.

Results, discussion and implication

In the first phase 565 questionnaires were collected, in the second phase 329 and in the third 429 valid questionnaires. In the three moments, there was a predominance of males and young spectators between 20 and 39 years old. In phase two the age group of 30 to 39 years represented 30.4% of the sample. While in phase one and three, 51.9% and 50.6%, respectively are in the age range of 20 to 24 years. As for the place of birth it is verified in phases one and three that the big majority is from the state of Pernambuco, but in phase two there is a large presence of tourists. These results corroborate with others investigations in this area (Preuss & Schütte, 2015). Regarding the quality of services the last two phases show that the factors related to experience and comfort when attending a football match have higher averages with the items being better evaluated: general stadium lighting, field visibility and good atmosphere. Regarding the general conditions obtained in each stage on stadiums, the results show differences between the means in phase one (2.74) in relation to phase two (3.98) and phase three (3.96). Demonstrating that the experience in the Arena of Pernambuco was better than in the other stadiums. Going to football events is something that is relevant to the population of the city, so hosting one of the most important sporting events in the world, makes the fans demand a better service to be offered by the organizations. Which at the same time,

need to be attentive to the most relevant aspects that influence the satisfaction and positive behavior of this spectator.

References

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