

Profile of a Participant in Triathlon Events

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Background

Knowledge about participants of a sporting event is very important. Sponsors expect from the organizers of such events knowledge about participants - who they are, what are their expectations, how much they are willing to spend during a sports event. Mullin et al. (2007) developed the staircase approach to sport marketing, which describes the involvement of sports viewers. Through the development of mass sports (street runs - half marathons and marathons, obstacle courses, triathlons), earlier viewers become factors contributing to sports events. By this fact, there is a lack of knowledge about them (viewers). Shank and Lyberger (2015) noticed that for sponsors, apart from demographic factors, also aspects affecting the satisfaction of the competition. Edwards and Skinner (2009) appreciate the importance of netnography research.

Triathlon events - whether from the IRONMAN cycle or the so-called "speed" played in cities, are becoming more and more popular. The reason is that more and more people are looking for more interesting challenges than street runs or mountain runs.

Research carried out by the author in 2017 among triathlons focused on the recognition of sponsors' brands. Analyzing the collected data, it was noted that the correlation takes place through the place of sponsorship exposure, not the size of sponsorship fees. In connection with such results, the next step is to define the player profile itself, so that the sponsors can prepare a more personalized offer.

It is known that preparation for a triathlon is more expensive than for gears (the cost of equipment, entry fee, varied training). Due to the lack of information on the profile of a triathlon player (who he is, whether he has a family, how much money he spends on equipment, competition, how often he trains) it was decided to conduct research on a group of people who competed in the Enea Bydgoszcz Triathlon. In addition, a survey will be conducted whose link to the questionnaire will be placed on the profiles of the sports federation in Russia, Ukraine and the USA. These countries (Eastern Europe) have been specially selected to see the difference in spending, as well as expectations from the event itself (eg efficient registration, quick start, fast cycling and running route). These results will improve the activities of the organizers, but also precisely directed marketing activities of sponsors.

Aim

Identification of the participant profile of triathlon events for marketing purposes.

Research Design and Methodology

The study of triathletes profiles is carried out using the on-line survey method, by sending participants of the Enea Bydgoszcz Triathlon – the largest amateur event in Poland, messages with a request to supplement the questionnaire. Through previous research, the author knows that from a population of 3,000 people, he can get results from about 10% of participants in the event. In addition, the participant's profile, including: 1. length of stay at the party, 2. expenses during the event (catering, accommodation, etc.). Another factor that the organizers

will use after the survey will be information about the best way of marketing activities promoting a sporting event.

At the same time, a study is planned to be carried out in Russia, Ukraine and the USA (questionnaires are prepared), which link will be given on the largest profiles related to triathlon in a given country. An invitation to participate in scientific research (questionnaire) was published on social networks of triathletes from a given country. The end of response of questionnaire will be end on June 2018.

In addition, precise determination (for sponsors) of the player's profile for effective marketing activities and for the organizer the result will be the competitors' preferences regarding the most important factors of the event.

References

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