Image transfer between a Bundesliga football club and its location

ERSA Congress 2016, 26th August 2016, Vienna

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Outline of Presentation

1. Introduction

2. Aim, Research Design and Methods

3. Empirical Results
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   3.2 Brand concept maps

4. Conclusion
1. Introduction

- The image of a region is considered to be an important location factor! (Diller 1991; Grabow, 1994; Hamm et al., 2013)

- A positive, dynamic and vivid image can be a key factor in the continuing competition of cities and regions for important target groups as…

companies  workers  residents  tourists
1. Introduction

Sports clubs might play a remarkable role regarding the regional image (Siegfried & Zimbalist, 2000; Crompton, 2004):

- sports clubs and their stadiums could become one of the future “image builders”

- the relevance of a sports club depends on the size, importance, and other “awareness factors” of a municipality

- in many cases the positioning of sports clubs is somehow viewed as a mirror of the city’s positioning
2. Aim, Research Design and Methods

- **Aim:** Are there any clues that the club’s image can be transferred to the city?
- **research design:** Case study for Mönchengladbach and Borussia Mönchengladbach

- Mönchengladbach has a lack of historical and architectural landmarks

- has suffered from severe structural changes and a corresponding process of economic deterioration of traditionally strong and profitable industries
### 2. Aim, Research Design and Methods

#### Multi-item method

- **was built on a previous study (Hamm, Jäger & Fischer, 2014), but stronger focus on image**

- **aim: Image of Mönchengladbach and Borussia Mönchengladbach**

- **surveys in autumn/winter 2015:**
  - Audience of football matches (952)
  - Passerby-surveys (201)
  - Online-survey (416)
  - 1,569 questioned persons

#### Brand concept maps

- **aim: Image of Mönchengladbach**

- **63 brand concept maps were conducted in autumn/winter 2015**
3. Empirical Results

3.1 Multi-Item Method

**Evaluation of Items**

Scale: 0 = No agreement; 100 = Agreement

<table>
<thead>
<tr>
<th>Item</th>
<th>Club</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>traditional</td>
<td>78.6</td>
<td>56.4</td>
</tr>
<tr>
<td>authentic</td>
<td>73.7</td>
<td>56.7</td>
</tr>
<tr>
<td>likeable</td>
<td>72.8</td>
<td>53.8</td>
</tr>
<tr>
<td>young, dynamic</td>
<td>71.5</td>
<td>44.8</td>
</tr>
<tr>
<td>successful</td>
<td>67.4</td>
<td>45.6</td>
</tr>
<tr>
<td>cosmopolitan, inconspicuous</td>
<td>64.7</td>
<td>46.7</td>
</tr>
<tr>
<td>international</td>
<td>50.6</td>
<td>28.9</td>
</tr>
<tr>
<td>arrogant</td>
<td>22.2</td>
<td>19.9</td>
</tr>
</tbody>
</table>
3. Empirical Results
3.1 Multi-Item Method

Evaluation of the city:

- depends on the relationship to the club
  - persons with a positive relationship to the club evaluate the city better than persons with a neutral or negative relationship
  - f.e. likeable, successful

- exceptions:
  - inconspicuous, traditional and authentic
3. Empirical Results
3.1 Multi-Item Method

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Mean Value Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>likeable</td>
<td>32,897***</td>
</tr>
<tr>
<td>successful</td>
<td>17,672***</td>
</tr>
<tr>
<td>young, dynamic</td>
<td>17,758***</td>
</tr>
<tr>
<td>traditional</td>
<td>11,608***</td>
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<tr>
<td>inconspicuous</td>
<td>(-)3,216</td>
</tr>
<tr>
<td>cosmopolitan, international</td>
<td>21,464***</td>
</tr>
<tr>
<td>authentic</td>
<td>11,272***</td>
</tr>
<tr>
<td>arrogant</td>
<td>(-)12,112***</td>
</tr>
</tbody>
</table>

Author’s own calculations; ***: with a level of significance of < 1% ensured; **: with a level of significance of < 5% ensured
3. Empirical Results
3.1 Multi-Item Method

Factor analysis

- two factors
  - 1. factor: positive image (likeable, successful, young/dynamic, traditional, cosmopolitan/international, authentic)
  - 2. factor: negative image (inconspicuous, arrogant)

Regression analysis

<table>
<thead>
<tr>
<th></th>
<th>Coefficients</th>
<th>T</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Regression coefficient</td>
<td></td>
</tr>
<tr>
<td>Positive Image*</td>
<td>(Constant)</td>
<td>0.052</td>
</tr>
<tr>
<td></td>
<td>REGR factor score 1 for analysis 1</td>
<td>0.418***</td>
</tr>
<tr>
<td>Negative Image**</td>
<td>(Constant)</td>
<td>-0.048</td>
</tr>
<tr>
<td></td>
<td>REGR factor score 2 for analysis 1</td>
<td>0.455***</td>
</tr>
</tbody>
</table>

* Dependent Variable: REGR factor score 1 for analysis 1
** Dependent Variable: REGR factor score 2 for analysis 1
*** With a level of significance of < 1% ensured
3. Empirical Results
3.2 Brand concept maps
3. Empirical Results
3.2 Brand concept maps

Average Evaluation of the surrounding concepts:

Image of non-residents

- With Football & Borussia: 3.61
- Without Football & Borussia: 3.45

Self-image

- With Football & Borussia: 3.51
- Without Football & Borussia: 3.46

-0.16 -0.05

Negative: 1.00-2.49
Neutral: 2.50-3.49
Positive: 3.50-5.00
4. Conclusion

- descriptive statistics, the combination of factor analysis and regression analysis as well as the brand concept maps suggest that there is a transfer of image from the football club to the city

- a very interesting follow-up question might be whether it is possible to identify similar effects for other cities:
  - for cities that possess other well-known landmarks
  - for cities with football clubs that do not have such a positive image as Borussia seems to have
THANK YOU FOR YOUR ATTENTION!


