

Image transfer between a Bundesliga football club and its location



ERSA Congress 2016, 26th August 2016, Vienna

Christina Fischer

**NIERS – Niederrhein Institute for Regional and Structural Research
Hochschule Niederrhein, University of Applied Sciences**

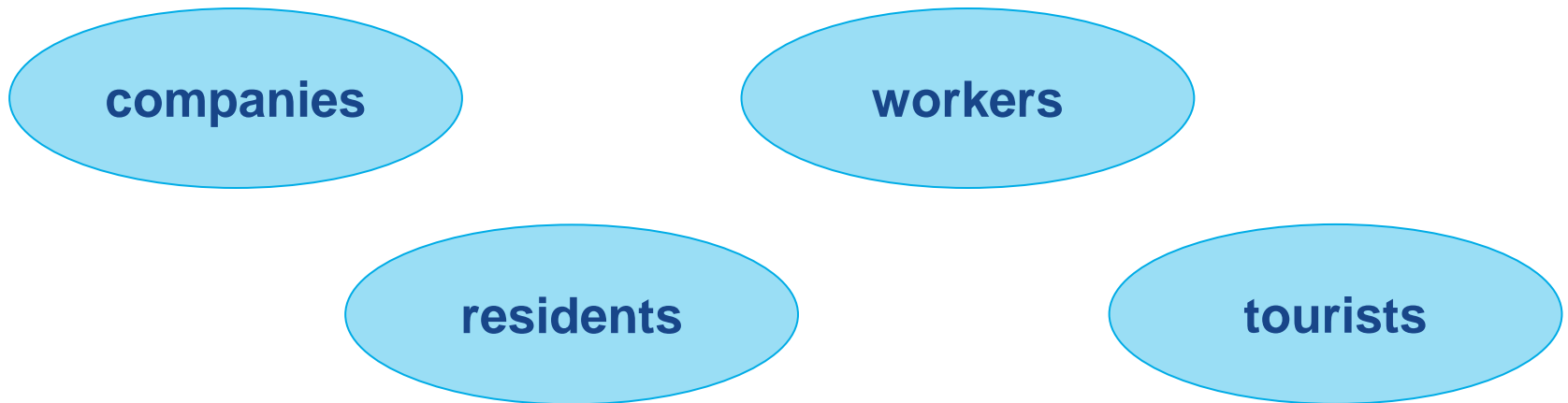
PHD student of the University of Bayreuth

Outline of Presentation

1. Introduction
2. Aim, Research Design and Methods
3. Empirical Results
 - 3.1 Multi-Item Method
 - 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...**



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



- **has suffered from severe structural changes and a corresponding process of economic deterioration of traditionally strong and profitable industries**
- **Mönchengladbach has a lack of historical and architectural landmarks**

2. Aim, Research Design and Methods

Multi-item method

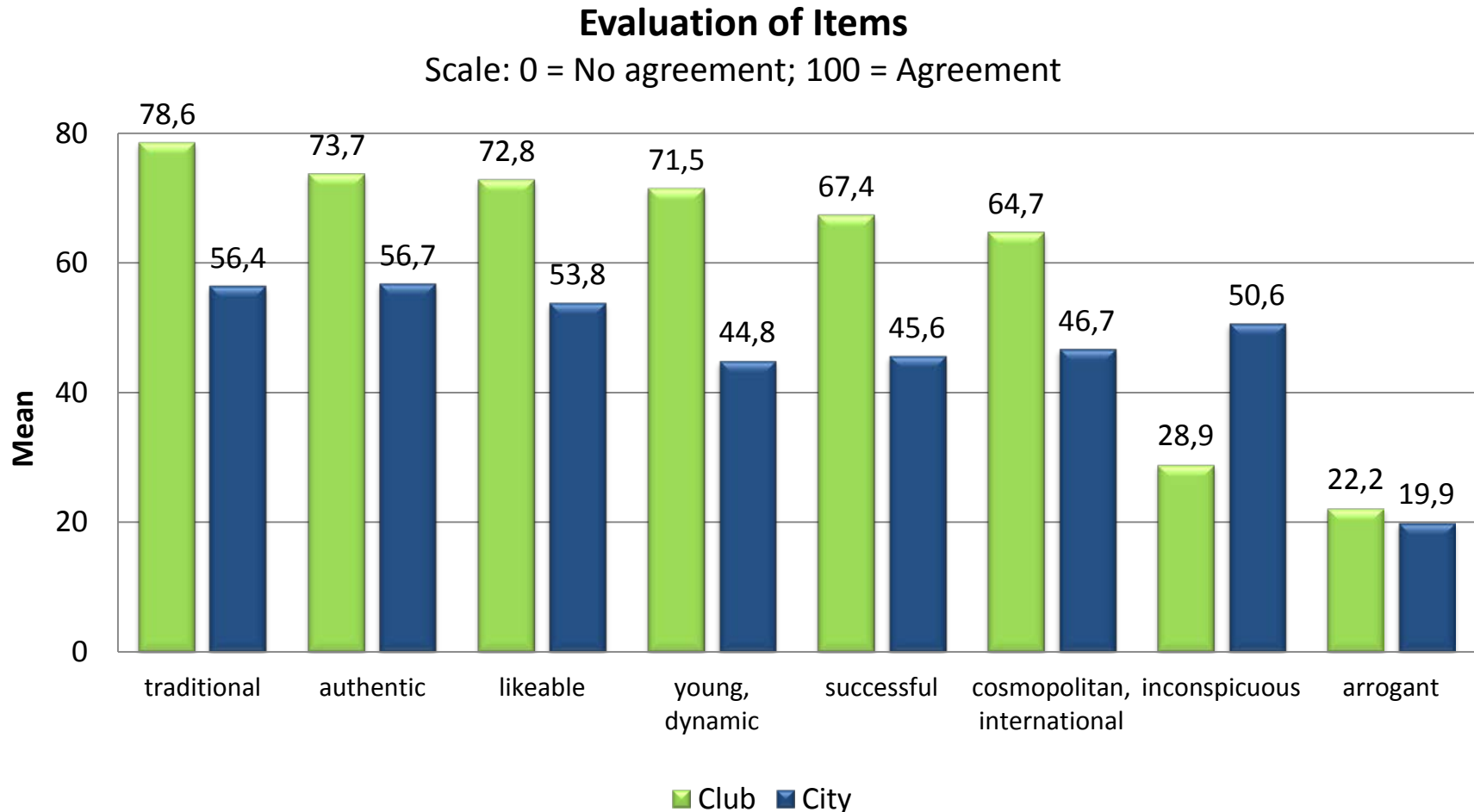
- was built on a previous study (Hamm, Jäger & Fischer, 2014), but stronger focus on image
- aim: Image of Mönchengladbach and Borussia Mönchengladbach
- surveys in autumn/winter 2015:
 - Audience of football matches (952)
 - Passerby-surveys (201)
 - Online-survey (416)
- 1.569 questioned persons

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



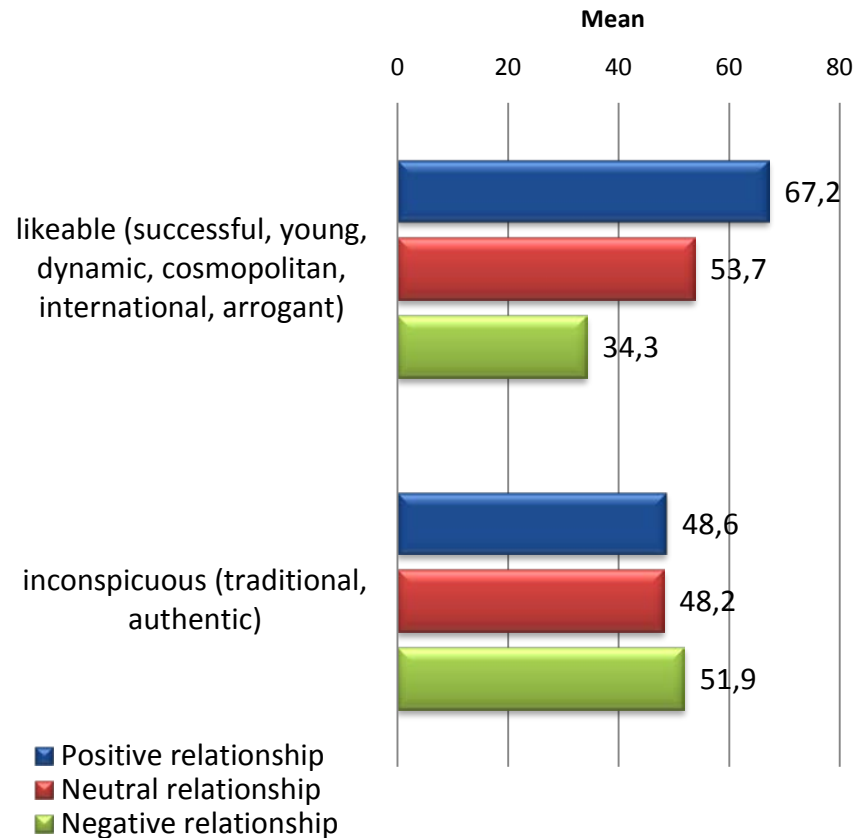
3. Empirical Results

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

Evaluation of the City



3. Empirical Results

3.1 Multi-Item Method

	Mean Value Difference
Attribute	Positive and Negative relationship
likeable	32,897***
successful	17,672***
young, dynamic	17,758***
traditional	11,608***
inconspicuous	(-)3,216
cosmopolitan, international	21,464***
authentic	11,272***
arrogant	(-)12,112***

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

		Coefficients	
		Regression coefficient	T
Positive Image*	(Constant)	,052	1,449
	REGR factor score 1 for analysis 1	,418***	11,856
Negative Image**	(Constant)	-,048	-1,384
	REGR factor score 2 for analysis 1	,455***	14,046

* 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

Image of residents

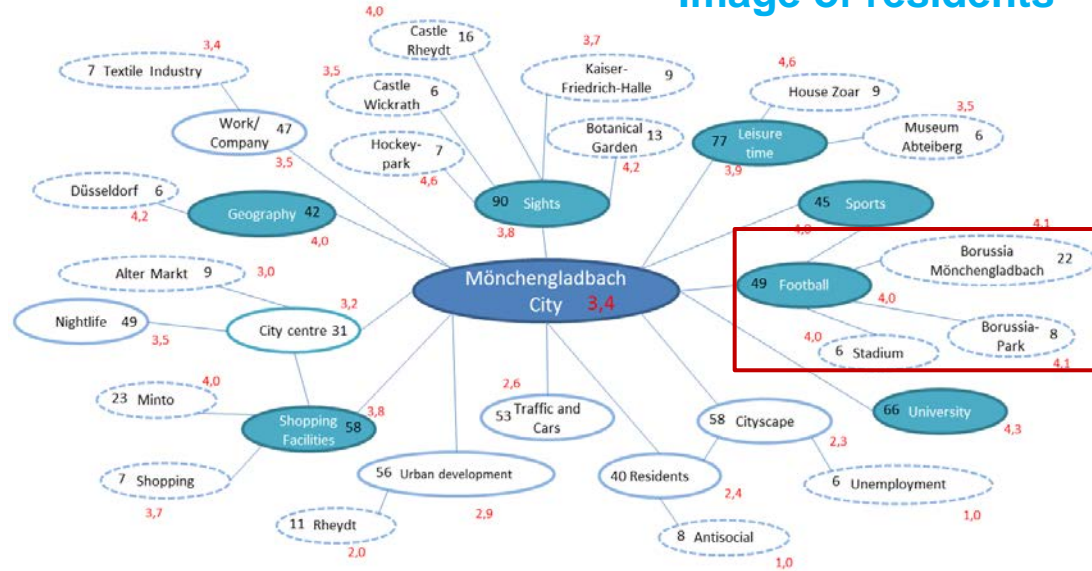
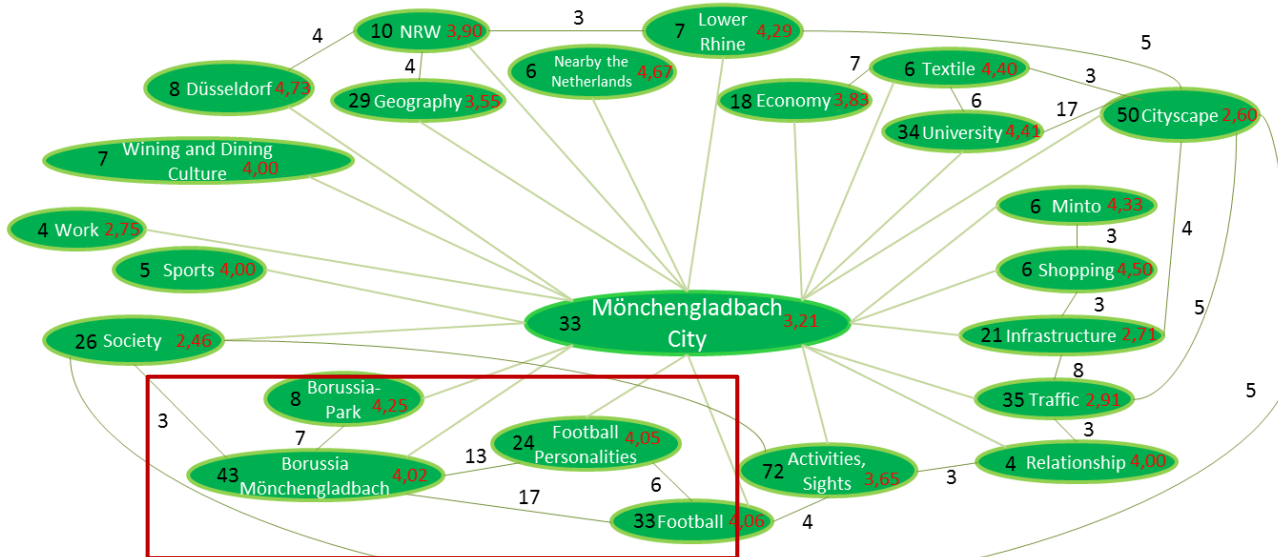


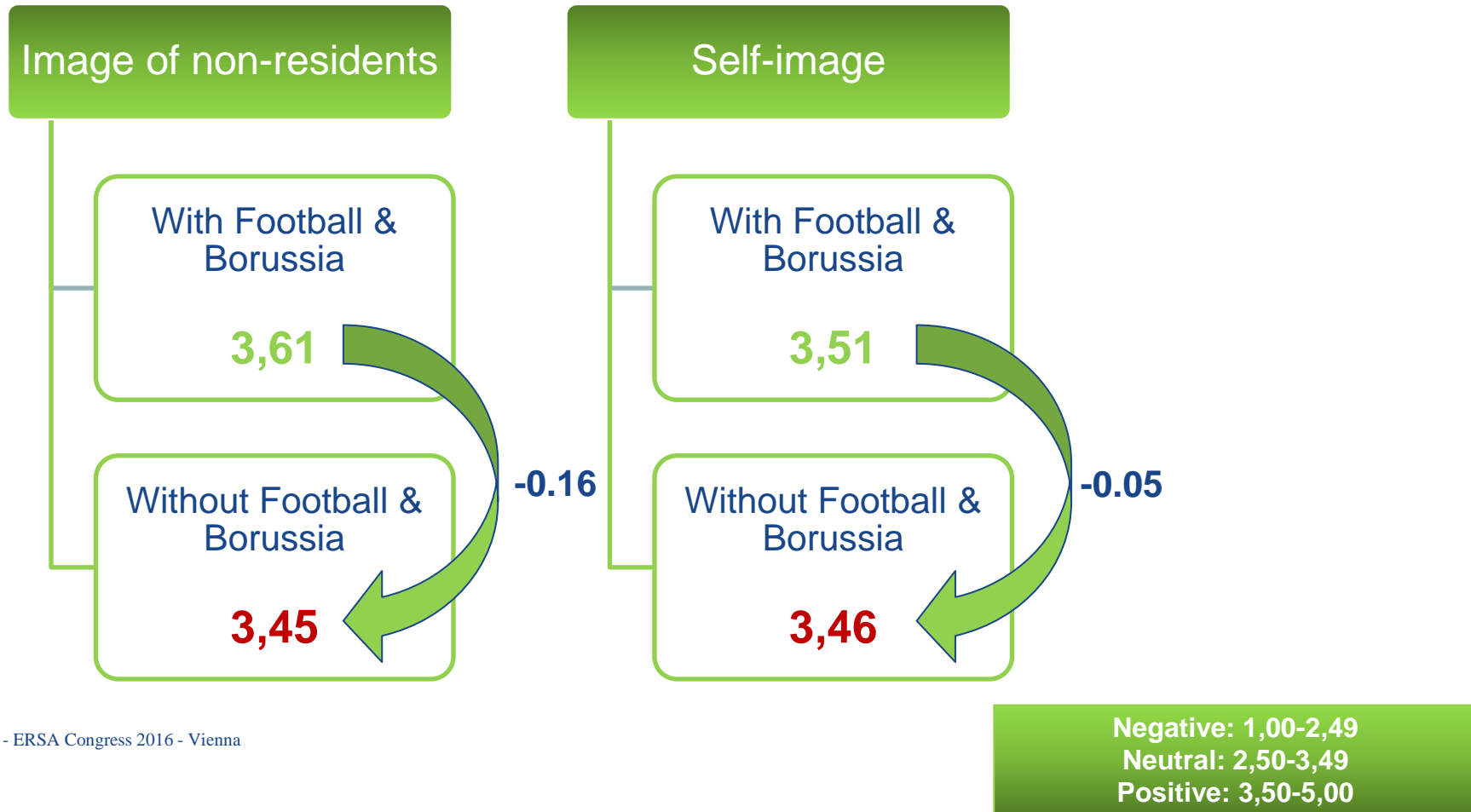
Image of non-residents



3. Empirical Results

3.2 Brand concept maps

Average Evaluation of the surrounding concepts:



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!**

Literature

- Crompton, J.L. (2004), "Beyond Economic Impact: An alternative Rationale for the Public Subsidy of Major League Sports Facilities", Journal Sports Management, Vol. 18 No. 2, pp. 40-58.**
- Diller, C. (1991), "Weiche Standortfaktoren. Zur Entwicklung eines kommunalen Handlungsfeldes. Das Beispiel Nürnberg. Berlin.", Arbeitshefte des Instituts für Stadt- und Regionalplanung der Technischen Universität Berlin, Vol. 43.**
- Grabow, B. (1994), "„Weiche“ Standortfaktoren“, in Dieckmann, J. and König, E. (Ed.), Kommunale Wirtschaftsförderung – Handbuch der Standortsicherung und -entwicklung in Stadt, Gemeinde und Kreis, Stuttgart, pp. 147-163.**
- Hamm, R., Wenke, M., Növer, R. and Werkle, G. (2013), "Wirtschaftliche Strukturen und Entwicklungen im IHK-Bezirk Mittlerer Niederrhein“, IHK-Schriftenreihe, Vol. 135.**
- Hamm, R., Jäger, A. and Fischer, C. (2014), "Regionalwirtschaftliche Effekte eines Fußball-Bundesliga-Vereins – Dargestellt am Beispiel des Borussia VfL 1900 Mönchengladbach“, Mönchengladbacher Schriften zur wirtschaftswissenschaftlichen Praxis, Vol. 27.**
- Siegfried, J. and Zimbalist, A. (2000), "The Economics of Sports Facilities and Their Communities", Journal of Economic Perspectives, Vol. 14 No. 3, pp. 95-114.**