

## SEGMENTATION OF SPORTS CONSUMERS IN SLOVENIA

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### Abstract:

In terms of its size and population, the advertising of sport in Slovenia involves a relatively large and promising market, which is represented by TV viewers, spectators of sports events and all those practising recreational sport. For all of these groups certain characteristics of the marketing strategies have to be adhered to by all of the following: advertisers at sports events and TV broadcasts, sponsors of events and sports people, organisers of sports events, organisers and animators of organised sports practice as well as sports agents. According to the responses given in the present research, the respondent subjects – who assumed the role of sports consumers – were classified into four categories: INACTIVE people, TV VIEWERS of sports events, SPECTATORS of sports events and ACTIVE sports participants.

The use of the  $\chi^2$  test confirmed statistically significant differences in all four categories, the most considerable being seen with INACTIVE people and ACTIVE sports participants. The low percentage in the first category and the high one in the second suggest the positive notion that Slovenian people's awareness of sport and recreation is on the rise. In addition, the  $\chi^2$  test also confirmed statistically significant differences between all of the studied variables in the four categories. Finally, the results of the research provide important information about sports consumers in Slovenia.

**Key words:** *management, marketing, sport events attendance, number of TV viewers of broadcast sports events, active sports consumers, passive sports consumers*

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### Introduction

The purpose of sports exercise (sports training) is to produce a sport's result. Therefore, every type of sports exercise contains the same elements as production, i.e. it can be regarded as a product (Bednarik, 1999).

However, besides the mere production of results sport also has other important purposes and roles: education, free-time activity, relaxation, good health, rehabilitation, generation of income and entertainment for spectators. It could be said that sport gives added value and a specific flavour to the quality of life.

From the economic point of view, it is also important that people participate in sport and enjoy it whilst doing it. Both the pleasure and discomfort experienced when doing sport has a certain meaning, without which there would be no participants in sport. In the absence of these participants the financial effects of sport would be impossible to achieve. Sport as a service could not be offered either to active participants or to spectators. It would be impossible to employ new workers or to integrate sport into tourism. Sport would not contribute to the promotion of countries around the world and,

therefore, the sports industry would simply cease to exist. No doubt the marketing of sport and the financial resources tied to it would not exist.

Everywhere around the world sport is financed from public (state and local government, sports lottery) and private sources (companies and households). For quite a while, sport in the West has been mainly financed from private sources, similarly to Slovenia where already in 1997 private sources contributed 72.9% of the total funding to sports organisations. Private sources consist of company sponsorship, donations and TV rights (40.7%), along with household expenditure on sports services (32.2%) (Bednarik, Simoneti, Kolenc, & Šugman, 2000).

Information on who, how much and in what way individuals do sport is vitally important to the long-term management of sport. One of the most approved and tested ways of studying the nature of sports consumers is a group of techniques called segmentation studies. Segmentation itself not only represents a method of learning about a consumer but also gives useful and key information about everyone who has anything to do with sports management and its related activities (sports equipment

manufacturers, organisers of sports events and competitions, sports clubs, providers of sports services, the ministry of education and sport, the ministry of health, schools, universities, etc.), including the planning of sports marketing campaigns.

Segmentation enables the identification of market opportunities and consequently forces organisations to evaluate these opportunities and to decide how many and which segments they will cover with their activities. The margin and potential for profit of each segment is estimated and segmentation therefore sets the guidelines for the formulation of marketing strategies and allocation of the necessary resources (Yankelovich, 1969).

### Research about sports consumers

According to Chelladurai (1994), sports consumers are divided into the active category (participants in organised sports programmes, people doing recreational sport regularly or occasionally) and passive category (TV viewers, spectators at sports events).

#### Active sports consumers

Researchers have tried through various studies to analyse the position of active participants in sport. A particular point of interest was the relationship between sports participation and demographic factors such as gender, education, employment status, size of the residential area, age and net monthly income. Such information could be valuable to a number of animators in physical recreation, organisers of sports and recreational events or individuals working in the private sector of recreational sport. This data is also valuable to many others who require information about participation in recreational sport in order to prepare successful programmes.

Research by the Cyber-Journal of Sport Marketing (Alexandris, 2000) demonstrated that 68% of the respondents participated in recreational sport. The respondents stated that the most important types of recreational sporting activities and exercise were walking/trekking (30.3%), *keeping fit* (29.1%), running (22.3%) and basketball (21.5%).

A study by Sporting Goods Manufacturers Association (2000) analysed which types of *outdoor* recreation (in the USA *outdoor recreational activities* are linked with camping) used to be the most popular and most common in the United States up until 1999. The study included subjects, aged six and over (N= 14,891). The results showed that the most popular *outdoor* recreational activities were swimming, cycling, fishing, walking in nature and caravan camping.

It is interesting that, in the period of just one year (1998-1999), *wakeboarding* (board surfing) gained the most in popularity whereas *windsurf-*

*ing* saw the biggest fall in popularity. The biggest increase over the twelve-year period (1987-1999) was noted for in-line roller-skating (rollerblading), mountain biking and fitness-oriented. In contrast, the biggest decrease was seen in traditional roller-skating, rowing, aerobics (high-impact) and surfing (Sporting Goods Manufacturers Association, 2000).

In Slovenia, research about participation in recreational sport has a strong tradition since data on the sports participation of the Slovenian population (aged 18 years and over) have been kept since 1973. Various studies have been carried out by several researchers: Petrovič, Ambrožič, & Sila (1992), Petrovič, Ambrožič, Sila, & Doupona (1996, 1999), Petrovič, Sila, Ambrožič, & Žvan (1984), Sila (2000). The collected data represent a series of important information on the sports-recreational activity of Slovenian people over a period of time.

#### Passive sports consumers

The success of elite and competitive sport can also be measured through the numbers of TV viewers.

Passive sports participants, also called passive sports consumers (Chelladurai, 1994), are the subject of various research studies which companies use to collect information about TV audience sizes (i.e., the popularity) of a specific sports event or sport. Combined with other demographic characteristics, this information paints a picture of market trends and helps companies make decisions about the amount of resources they will spend on sponsorships, donations and advertising.

Data on passive sports participants in Slovenia were first collected and analysed in the study named *Sports Recreational Activity of Slovenian People* (Petrovič, et al., 1984). The authors found that 60% of the adult Slovenian population never attend sports events. Compared with the regularly and occasionally sportingly active Slovenian population, it can be said that Slovenian people value active participation in sport much higher than the *passive viewing/attending of sports activities*.

In the second research work *Sports Recreational Activity of Slovenian People* (Petrovič, et al., 1996), the authors focused more on the: (1) attendance at sports events, and (2) the TV viewing of sports events. The respondents were first asked about attending/viewing in relation to the level of the competition and second with reference to the sports discipline. The results on the viewing/watching of sports events according to the first criterion were the following: football (18.7%), basketball (10.2%), Alpine skiing (5.9%), handball (5.0%) and car racing sports (2.8%). According to the second criterion, Alpine skiing was in first place (54.5%) followed by football (40.4%), then basketball (26.0%), athletics (15.5%) and tennis (13.9%).

TV broadcasts are followed by a much greater number of viewers, both regularly and occasionally, in particular when the largest events are shown (44.6% viewing regularly and 38.5% occasionally). In addition, international competitions with Slovenian participants are followed in large numbers since 25.4% of people follow these events on TV regularly and 51.4% occasionally (Petrovič, et al., 1996).

**Methodology**

Information on who, how much and in what way individuals do sport is vital to the long-term management of sport. For this reason, it is practical to analyse various groups, which differ from each other in their manner, form or selected sport (Kline, Bednarik, & Janjuševič, 1997). In order to establish this fact it is important to identify individual segments of sports consumers and their recreational activities. Segmentation helps find information on who and what sports consumers and their accompanying activities actually are. Knowledge about the market and consumers is the starting point of every marketing activity and sports organisation.

The first dilemma encountered in the process of segmentation research is the selection of a proper model of segmentation. This entails the selection of the basis, i.e. the dependent variable and a definition of the descriptive or independent variables. The basis for segmentation is the variable which acts as a criterion for the distribution of the principal population of consumers or certain samples into individual segments (Kline, Bednarik, & Janjuševič, 1997). Kotler (1996) divided samples, which are used as products of wide consumption, into geographical, demographic, psychographic and behavioural variables.

The present study used those demographic and geographical variables which enabled the location of the target market and identification of its main structure. In this way, information about sports consumers in Slovenia was acquired, taking the first steps towards any kind of marketing activity and organisation of recreational sport.

The data for the presented study were collected by the Faculty of Sport within the framework of the project *Sports Recreational Activity of Slovenian People*, (Petrovič, et al., 1999). The entire sample of tested individuals included 1,350 people (n =1,350) and acts as a representative sample of the Slovenian population over the age of 15. The data were collected through a telephone survey and analysed with the SPSS programme. For the purpose of the research, a bivariate data analysis – a comparison of the segments with the dependent variables – was performed with the help of contingency tables. Statistical differences between the four determined segments were proved by the use of the  $\chi^2$  test.

The use of the described methods revealed four segments:

**ACTIVE** (regular and occasional) sports participants

- Related to the question of the frequency of doing sports as a free-time activity. This group includes all subjects who do sport or recreational sport at least several times a year. In addition, they can also be spectators or TV viewers of sports events.

**TV VIEWERS** of sports events

- Related to the question of the frequency of the TV viewing of sports events. This group includes all subjects who claimed to follow at least one sports discipline on TV.

**SPECTATORS** of sports events

- Related to the question of the frequency of attendance at sports events and competitions. This group includes all subjects who replied that they attend sports events and competitions. In addition, they can also be TV viewers of sports events.

**INACTIVE**

This group includes all subjects who were not included in any of the previous three groups.

**Results**

The segments were analysed and their profiles described with the following demographic and geographical variables: gender, age, education, employment status, size of the residential area, type of the local community, and net monthly salary. The sample of 1,350 respondents included 692 women (51.3%) and 658 men (48.7%). The biggest percentage of subjects was older than 61 years (21.6%), while the smallest percentage were subjects aged between 15 and 17 years (5.8%).

**Structure of the sample segmentation by type of sports participation**

It should be mentioned that the first segment included all subjects who do not follow sport in any passive way and do not do sport actively (INACTIVE), thus the percentage for this segment is low (8.7%).

*Table 1. Type of sports participation*

| SEGMENTS                        | NUMBER OF SUBJECTS | PERCENTAGE OF SUBJECTS |
|---------------------------------|--------------------|------------------------|
| Inactive                        | 118                | 8.7                    |
| TV viewers of sports events     | 236                | 17.5                   |
| Spectators of sports events     | 62                 | 4.6                    |
| Active (regular and occasional) | 934                | 69.2                   |
| TOTAL                           | 1,350              | 100.0                  |

Use of the  $\chi^2$  test revealed statistically significant differences among all four segments of sports participants. When compared, it can be noticed that the ACTIVE segment has the biggest share (69.2%). However, the ACTIVE segment includes a number of TV viewers as well as spectators of sports events, as the active subjects are also keen followers of sports events. This is confirmed by the very low percentage of TV viewers of sport events, who at the same time do not actively do sport.

Table 1a.  $\chi^2$  test

| EXPECTED VALUES | OBTAINED VALUES |
|-----------------|-----------------|
| 337.5           | 118             |
| 337.5           | 236             |
| 337.5           | 62              |
| 337.5           | 934             |
| 1,350           | 1,350           |

### Structure of the sample segmentation by gender

The table shows that in the INACTIVE segment women strongly prevail with a share of 72%. This could have been expected as the studies so far have pointed to a high percentage of inactive women. Nevertheless, it needs to be mentioned that this percentage continually decreases.

Women's smaller interest in sport is also shown in the segment SPECTATORS of sports events segment with their share of 32.3% compared to 67.7% for men, who are obviously enthusiastic about watching live sport. Nevertheless, in the ACTIVE segment there are no significant differences between genders (women 49%, men 51%), which can be seen as a positive shift towards the active participation of women. It is also interesting that women prefer to watch sport on TV more than men, albeit the difference is very small.

Table 2. Structure of the sample segmentation by gender

| GENDER | INACTIVE % | TV VIEWERS OF SPORTS EVENTS % | SPECTATORS OF SPORTS EVENTS % | ACTIVE % |
|--------|------------|-------------------------------|-------------------------------|----------|
| Men    | 28.0       | 45.3                          | 67.7                          | 51.0     |
| Women  | 72.0       | 54.7                          | 32.3                          | 49.0     |
| TOTAL  | 100        | 100                           | 100                           | 100      |

Table 2a.  $\chi^2$  test

|                              | Value               | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson's $\chi^2$ test      | 32.284 <sup>a</sup> | 3  | .000                  |
| Likelihood Ratio             | 33.245              | 3  | .000                  |
| Linear-by-linear association | 16.322              | 1  | .000                  |
| No. of valid cases           | 1,350               |    |                       |

a: 0 cells (.0%) have an expected count of less than 5. The minimum expected count is 30.22.

### Structure of the sample segmentation by age

In the inactive group the youngest (15-17 years) and oldest (aged 61 and over) groups are most noticeable. The first group stands out in a positive sense with only 0.9% of inactive subjects and the second in a negative way with 44.1% of inactive subjects. In the segment of TV viewers the same two groups stand out. The youngest group is, with 1.3%, obviously not interested in watching sports events on TV; this is exactly the opposite from the oldest group with 39%, which is by far the largest group in this segment. The group of subjects aged from 31 to 40 has, as expected, the biggest share of spectators of sports events (29.0%).

Table 3. Structure of the sample segmentation by age

| AGE     | INACTIVE % | TV VIEWERS OF SPORTS EVENTS % | SPECTATORS OF SPORTS EVENTS % | ACTIVE % |
|---------|------------|-------------------------------|-------------------------------|----------|
| 15 - 17 | 0.9        | 1.3                           | 1.6                           | 7.8      |
| 18 - 25 | 4.2        | 3.4                           | 8.1                           | 18.1     |
| 26 - 30 | 6.8        | 3.4                           | 8.1                           | 9.5      |
| 31 - 40 | 9.3        | 15.7                          | 29.0                          | 20.2     |
| 41 - 50 | 18.6       | 20.3                          | 17.7                          | 17.9     |
| 51 - 60 | 16.1       | 16.9                          | 16.1                          | 12.0     |
| 60 +    | 44.1       | 39.0                          | 19.4                          | 14.5     |
| TOTAL   | 100        | 100                           | 100                           | 100      |

Table 3a.  $\chi^2$  test

|                              | Value                | df  | Asymp. Sig. (2-sided) |
|------------------------------|----------------------|-----|-----------------------|
| Pearson's $\chi^2$ test      | 378.378 <sup>a</sup> | 216 | .000                  |
| Likelihood Ratio             | 398.549              | 216 | .000                  |
| Linear-by-linear association | 159.918              | 1   | .000                  |
| No. of valid cases           | 1,350                |     |                       |

a: 222 cells (76.0%) have an expected count of less than 5. The minimum expected count is .05.

**Structure of the sample segmentation by education**

Table 4 shows that the largest proportion of inactive people includes those subjects who have finished only primary school (45.8%). It had been expected that the most loyal spectators of sports events are respondents with a secondary education (45.2%).

**Structure of the sample segmentation by employment status**

In line with the age segmentation, retired people stand out the most in the category of INACTIVE subjects with a share of 48.3%. In contrast to the high percentage of retired TV viewers (44.9%), all other groups in this segment have an extremely low share, with only the group of employed people exceeding 10%. These two groups are also the most represented in the other segments.

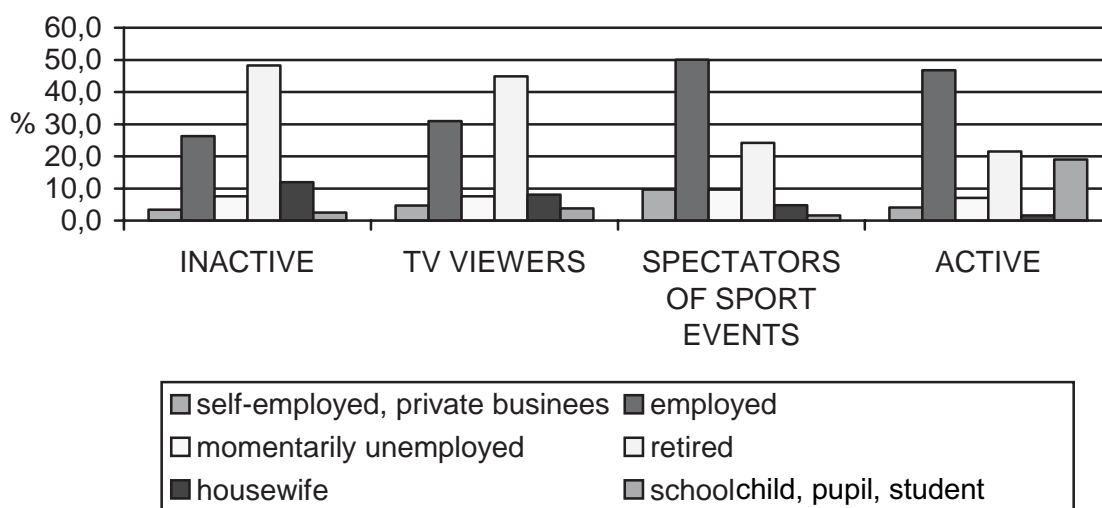
Table 4. Structure of the sample segmentation by education

| EDUCATION                  | INACTIVE % | TV VIEWERS OF SPORTS EVENTS % | SPECTATORS OF SPORTS EVENTS % | ACTIVE % |
|----------------------------|------------|-------------------------------|-------------------------------|----------|
| Unfinished primary school  | 12.7       | 7.2                           | 0.0                           | 1.8      |
| Primary school             | 45.8       | 30.9                          | 21.0                          | 19.0     |
| Vocational school          | 10.2       | 20.3                          | 21.0                          | 14.1     |
| 4 year secondary school    | 22.0       | 31.8                          | 45.2                          | 45.0     |
| Higher diploma             | 2.5        | 5.5                           | 8.1                           | 9.9      |
| University diploma or more | 6.8        | 4.2                           | 4.8                           | 10.3     |
| TOTAL                      | 100        | 100                           | 100                           | 100      |

Table 4a.  $\chi^2$  test

|                              | Value                | df | Asymp. Sig. (2-sided) |
|------------------------------|----------------------|----|-----------------------|
| Pearson's $\chi^2$ test      | 131.223 <sup>a</sup> | 15 | .000                  |
| Likelihood Ratio             | 122.797              | 15 | .000                  |
| Linear-by-linear association | 91.467               | 1  | .000                  |
| No. of valid cases           | 1,350                |    |                       |

a: 2 cells (8.3%) have an expected count of less than 5. The minimum expected count is 2.25.



Graph 1. Structure of the sample segmentation by employment status

**Structure of the sample segmentation by place of residence**

Table 5 exposes the problem of sports participation in smaller residential areas. The first group (isolated house, a residential area of up to 500 people) deviates from the average in the INACTIVE segment with up to 48.3%. This could have been expected as small places usually do not have sports facilities available to offer organised sports activities. However, the fact they really want to participate in sports is clearly shown in the information that they have the largest share in all other segments. It is also interesting to notice that only a small percentage of people from towns attend sport

events (8.1%), even though the circumstances are most favourable.

**Structure of the sample segmentation by type of local community**

People from village (rural) communities are, with 60.7%, the most sportingly INACTIVE. But people from the rural part of Slovenia are more likely to attend sports events (43.5%) than the citizens of towns (35.5%) or of suburban (21.0%) residential communities.

It is interesting to note the small percentages of suburban residential areas in all the segments.

Table 5. Structure of the sample segmentation by place of residence

| PLACE OF LIVING                    | INACTIVE % | TV VIEWERS OF SPORTS EVENTS % | SPECTATORS OF SPORTS EVENTS % | ACTIVE % |
|------------------------------------|------------|-------------------------------|-------------------------------|----------|
| Isolated house, area of 500 people | 48.3       | 41.1                          | 27.4                          | 26.7     |
| Village, area of 500 – 2000 people | 16.1       | 15.7                          | 22.6                          | 16.0     |
| Area of 2,000 – 4,000 people       | 6.8        | 7.6                           | 21.0                          | 10.5     |
| Area of 4,000 – 10,000 people      | 11.0       | 10.6                          | 11.3                          | 12.1     |
| Area of 10,000 – 50,000 people     | 7.6        | 11.0                          | 9.7                           | 14.9     |
| Area of more than 50,000 people    | 10.2       | 14.0                          | 8.1                           | 19.9     |
| TOTAL                              | 100        | 100                           | 100                           | 100      |

Table 5a.  $\chi^2$  test

|                              | Value               | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson's $\chi^2$ test      | 54.826 <sup>a</sup> | 15 | .000                  |
| Likelihood ratio             | 53.285              | 15 | .000                  |
| Linear-by-linear association | 34.739              | 1  | .000                  |
| No. of valid cases           | 1,350               |    |                       |

a: 0 cells (.0%) have an expected count of less than 5. The minimum expected count is 6.29.

Table 6. Structure of the sample segmentation by type of local community

| TYPE OF LOCAL COMMUNITY | INACTIVE % | TV VIEWERS OF SPORTS EVENTS % | SPECTATORS OF SPORTS EVENTS % | ACTIVE % |
|-------------------------|------------|-------------------------------|-------------------------------|----------|
| Urban                   | 31.6       | 38.0                          | 35.5                          | 49.7     |
| Suburban                | 7.7        | 11.5                          | 21.0                          | 14.0     |
| Rural                   | 60.7       | 50.4                          | 43.5                          | 36.3     |
| TOTAL                   | 100        | 100                           | 100                           | 100      |

Table 6a.  $\chi^2$  test

|                              | Value               | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson's $\chi^2$ test      | 40.069 <sup>a</sup> | 6  | .000                  |
| Likelihood ratio             | 39.488              | 6  | .000                  |
| Linear-by-linear association | 31.852              | 1  | .000                  |
| No. of valid cases           | 1,350               |    |                       |

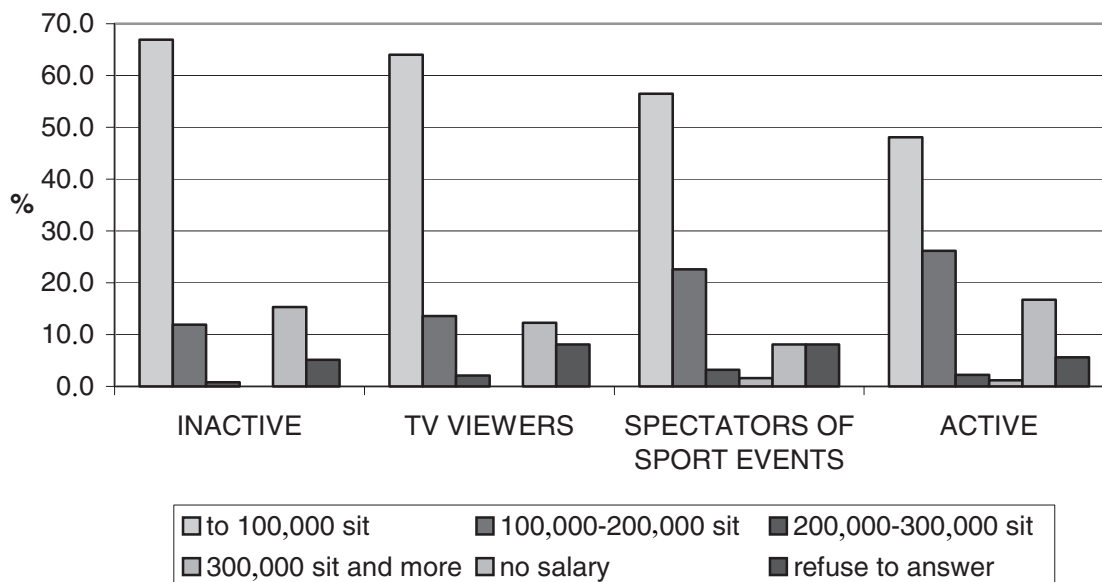
a: 0 cells (.0%) have an expected count of less than 5. The minimum expected count is 8.27.

**Structure of the sample segmentation by net monthly salary**

In the structure of segmentation according to the net monthly salary the group with most significant results are people with a net monthly salary of up to SIT 100,000. Presumably, the reason is the social status of Slovenian people. Namely, a staggering 52.9% of all subjects included in the sample belong to the group with a net monthly salary of up to SIT 100,000 SIT. See Graph 2 for details.

present study found only a 2% difference in favour of men, presumably as a result of the positive shift in attitudes of people about the significance of sport in modern times.

When comparing data on attendance at sports events in the past and today, it can be noticed that very little has changed over the years. Petrovič and associates (1984) concluded that up to 60% of the adult Slovenian population never attended sports events, whereas Bednarik (1999) found the



Graph 2. Structure of the segments by net monthly salary

**Discussion and conclusion**

First, it can be said that the market for sports consumers in Slovenia is very small in the worldwide context. Nevertheless, given the size of Slovenia's population the market is relatively large and thus becoming more attractive to both domestic and foreign sponsors, donors and investors in sport. The situation of sports consumers in Slovenia is clearly improving.

Among inactive Slovenian people, three groups are critical: (1) women; (2) the elderly; and (3) people with a low income. A staggering 72% of women are inactive (mostly housewives). The percentage of inactive women has dropped by 0.1% in comparison to 1997 (Bednarik, Kline, & Janjušević, 1997) which is not much, however, it still indicates that women are becoming more aware of the importance of physical exercise.

The percentage of active (regular and occasional) participants has not changed considerably – the results stand at 57.7% in 1992 (Petrovič, Ambrožič, & Sila 1992) and 50.9% in 1996 (Berčič, 1997). The ratio between active (regular and occasional) men and women, according to Bednarik and colleagues (1998), was 53.5% to 46.5% in favour of men. The

figure to be as high as 62.8% in 1997. The present study found that the percentage of people who never attend any sports events has dropped slightly to 62.4%; included are mostly women (mainly housewives), intellectuals, and respondents with a high income.

The data about the percentage of subjects who follow sport on TV is very similar to the findings of Bednarik (1999), which for 1996 stand at 86.1%. TV is undoubtedly the most powerful medium in sport – this fact is confirmed by the vast amounts of money poured into advertising during sports events. Even though elderly people and housewives watch TV the most often and clearly these two groups are less interesting for advertisers, the market itself and the international achievements of Slovenian sports people entice big companies into advertising.

In conclusion, it may be said that in relation to its population Slovenia has a relatively large and economically attractive sports market, which is represented by spectators of sports events, TV viewers and all sportingly active people. Each of these groups has its own specific characteristics, which various actors need to consider whilst planning the marketing strategies for sports events and TV broadcasts (advertisers, sponsors of sports events

and sports people, organisers of sports events and animators of organised recreational sport, managers of sports people etc.).

Segmentation of the market consists of dividing the market into various groups of buyers, that differ from each other by their needs and the response to what is offered. Nowadays, a marketer carefully studies the individual variables to find out which one is potentially the most suitable for segmentation. Accordingly, the marketer develops an appropriate strategy for each segment of the market. The success of segmentation depends on the components that are measurable, sufficiently large, accessible, differentiated and operational (Kotler, 1996).

The share of women in the INACTIVE segment is 72%, however, it should be mentioned that this figure is decreasing every year. Another group with a large percentage (45.8%) in this segment are subjects who have only finished primary school; nevertheless, the percentage of inactive people does not necessarily drop with more education. Next, 44.1% of elderly people (61 years and over) are inactive and the percentage of inactive retired people is even higher (48.3%). Low income also has a considerable impact on participation in sport. Subjects with a monthly salary of up to SIT 100,000 prevail among the inactive with a figure of 66.9%. Demographic data show that the most inactive people are located in smaller areas (isolated houses, residential areas of up to 500 people) with 48.3% and in village communities with 60.7%.

The oldest people (aged 61 and over) also have with 39% the biggest share in the segment of TV viewers of sports events, which is presumably due to the fact that this segment does not include active TV viewers. It is interesting that in the segment of TV viewers of sport events women prefer to follow sport on TV (54.7%) more than men (45.3%), even though the difference is not big. Further, only one other category apart from retired people (44.9%) exceeds the 10% mark for TV viewers, namely the group of employed respondents (30.9%). The third highest group are housewives (8.1%), who significantly contribute to the large percentage of women in the TV viewers segment. Obviously people with a university education are not very interested in watching sport on television as just 4.2% of them follow sports events on TV; a similarly low percentage (5.5%) can be noticed for subjects with a higher national diploma. It can be concluded that TV viewers have, on average, a secondary education. The majority of TV viewers of sports events can be found in areas with a population of up to 500 people (48.3%) and in local village communities (50.4%). Although subjects with an income of up to SIT 100,000 per month are the most sportingly inactive group, in contrast they are the biggest sports fans with a TV viewing rate of 64%.

Women's lesser interest in sports events is also noticeable in the segment SPECTATORS of sports events as their share is 32.3%, compared to men's of 67.7%. Also in this segment, subjects with a higher national diploma (8.1%) and a university education (4.8%) are represented less. In addition, also less represented in this segment are the citizens of Maribor and Ljubljana (8.1%), people from suburban communities (21%), subjects in the age range between 15 and 17 years (7.8%), subjects with a monthly income exceeding SIT 300,000 (1.6%), people without any income at all (8.1%), housewives (4.8%) and particularly school children and the youth (1.6%). A subject who regularly goes to sports events can therefore be described as a male (51%), aged from 31 to 40 (29%), someone who has finished a four-year secondary school (45%), is employed (50%), lives in a rural community (43.5%) and has a monthly income of up to SIT 100,000 (52.9%).

It is interesting that in the ACTIVE segment (regular and occasional) there is no considerable difference among the genders (males with 51% and females with 49%), as previous showed a higher percentage in men. This points to a trend whereby more men and women are taking up sport and recreation. Even though it could be expected that the percentage of (regularly and occasionally) active subjects will increase with education, the majority of active subjects have finished secondary school (45%), whereas the share of active people with higher education (higher national diploma or university) is around 10%. Very poorly represented in this segment are housewives (1.6%), as well as the self-employed and people in private business with 4.1%, and the unemployed with 7.1%. These three groups need the greatest attention of the institutions and people who organise recreation. According to the area involved, the largest number of people does sport in towns (49.7%) due to them having the best available conditions. Upon a closer look at the age segment, the most worrying is the youngest group between the age of 15 and 17 years (7.8%), followed by the age group 26 - 30 years (9.5%). Surprisingly, the percentage of (regularly and occasionally) active people decreases with higher income as only 3% of people with a monthly income of above SIT 200,000 are sportingly active.

The following question then arises: how can the information about the basic structure of TV viewers of sports events be used? To put it simply, advertisers receive some sort of 'target' for their advertising campaigns. The selection of related advertising messages is also quite important – knowing who follows sport on TV gives an indication of the type of advertising messages which need to be used for viewers to identify themselves with the messages.

Future or potential sponsors can compare this information with their target market and decide how



much they correspond and whether or not to start sponsoring. The information is also a very efficient tool for sports officials looking for potential sponsors. Namely, they can offer their sponsorship product to those companies whose target market has the

same principal structure like the passive consumers in sport, watching sport on TV; also for those advertisers who can identify certain 'targets' for their advertising messages.

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## SEGMENTIRANJE POTROŠAČA SPORTA U SLOVENIJI

### Sažetak

#### Uvod

U odnosu na svoju veličinu i populaciju, reklamiranje // promidžba sporta u Sloveniji uključuje // obuhvaća relativno veliko i obećavajuće tržište koje predstavljaju TV gledatelji, gledatelji sportskih natjecanja i svi sudionici rekreacijskih sportskih aktivnosti. Oglašivači sportskih događanja i televizijskih prijenosa, sponzori sportskih događanja i sportaša, organizatori sportskih događanja, organizatori i animatori organizirane sportske prakse te sportski agenti trebaju svakoj od tih skupina prilagoditi vlastitu marketinšku strategiju.

Segmentacija omogućuje identifikaciju marketinških potencijala te posljedično primorava organizacije da vrednuju te potencijale i da se odluče koliko će i koje segmente pokriti svojom aktivnošću. Procjenjuju se ograničenja i potencijal za ostvarenje dobiti svakog segmenta, pa segmentacija zapravo postavlja putokaze za oblikovanje marketinških strategija i predviđa potrebna ulaganja i sredstva.

#### Metode

Ukupni testirani uzorak, koji je obuhvatio 1.350 osoba (n=1.350), može se smatrati reprezentativnim uzorkom slovenske populacije osoba starijih od 15 godina. Podaci su prikupljeni pomoću telefonske ankete i obrađeni su programom SPSS. Bivarijatna analiza podataka – usporedba segmenata zavisnih varijabla – provedena je pomoću kontingencijskih tablica. Statistička značajnost razlika između dobivenih četiriju segmenata provjerena je  $\chi^2$  testom.

Primijenjene metode otkrile su četiri segmenata:

**AKTIVNI** (redoviti ili povremeni) sudionici sportskih aktivnosti: ta grupa obuhvaća sve ispitanike koji se sportskim ili sportsko-rekreacijskim aktivnosti bave najmanje nekoliko puta godišnje. Oni su uz to mogli biti i publika na sportskim događanjima i/ili TV gledatelji sportskih događanja.

**TV GLEDATELJI** sportskih događanja: ta se grupa sastojala od ispitanika koji su izjavili da prate barem jednu sportsku disciplinu na televiziji.

**PUBLIKA, GLEDATELJI** sportskih događanja: tu su grupu činili ispitanici koji su izjavili da posjećuju sportske priredbe i natjecanja. Oni su istodobno mogli biti i TV gledatelji sportskih događanja.

**NEAKTIVNI** ispitanici: tu su grupu činili svi preostali ispitanici.

#### Rezultati i rasprava

Uzorak od 1.350 anketiranih sastojao se od 692 žene (51,3%) i 658 muškaraca (48,7%). Najveći postotni udio ispitanika bio je stariji od 61 godine (21,6%), a najmanji postotni udio imali su ispitanici u dobi između 15 i 17 godina (5,8%).

**Struktura segmentiranoga uzorka prema načinu sudjelovanja u sportu:** Prvi segment uključivao je one ispitanike koji ne sudjeluju u sportskim aktivnostima niti uopće prate sport (NEAKTIVNI); postotni udio tih ispitanika bio je malen: 8,7%.

Rezultati  $\chi^2$  testa upućuju na statistički značajne razlike među dobivenim segmentima sudionika u sportu. Usporedba svih četiriju segmenata otkriva da najveći postotni udio pripada skupini segmenata AKTIVNIH sudionika (69,2%). Istina, segment AKTIVNIH sudionika uključivao je i jedan dio TV gledatelje i posjetitelje sportskih priredaba, jer su ljudi koji se aktivno bave sportom ili sportskom rekreacijom i privrženi promatrači sportskih događanja. Taj nalaz potvrđen je vrlo malim postotnim udjelom televizijskih gledatelja koji istodobno nisu bili i aktivni sudionici sportskih aktivnosti.

**Struktura segmentiranoga uzorka prema spolu:** U segmentu NEAKTIVNIH ispitanika znatno su prevladavale žene s udjelom od 72%. Slabiji interes žena za sport vidi se i u segmentu PUBLIKA sportskih događanja u njihovom postotnom udjelu od 32,3%. Nasreću, u segmentu AKTIVNIH sudionika u sportskim aktivnostima ne opažaju se spolne razlike (žene 49%, muškarci 51%), što se može interpretirati kao pozitivan pomak prema aktivnom sudjelovanju žena u sportskim aktivnostima.

**Struktura segmentiranoga uzorka prema dobi:** U skupini NEAKTIVNIH ispitanika najviše se ističu najmlađa (15-17 godina) i najstarija dobna skupina (iznad 61 godine). Prva se dobna skupina izdvaja u pozitivnom smislu – njen postotni udio među neaktivnim ispitanicima bio je samo 0,9%, dok se druga dobna skupina isticala u negativnom smislu – čak 44,1% neaktivnih ispitanika bilo je starije od 60 godina. Iste se dobne skupine ističu i u segmentu TV gledatelja. Najmlađi ispitanici očito nisu osobito zainteresirani za televizijsko praćenje sportskih događanja (1,3%) za razliku od najstarijih ispitanika (39%), koji su daleko najveća skupina toga segmenta. Kao što je bilo očekivano, ispitanici u dobi između 31. i 40. godine bili su najbrojnija dobna skupina u segmentu PUBLIKE sportskih događanja (29%).

**Struktura segmentiranoga uzorka prema stupnju obrazovanja:** Najveći udio u segmentu NEAKTIVNIH sudionika imali su ispitanici sa završenom samo osnovnom školom (45,8%). Najvjerjnija PUBLIKA sportskih događanja bili su, očekivano, ispitanici sa srednjoškolskim obrazovanjem (45,2%).

**Struktura segmentiranoga uzorka prema zaposlenju:** Umirovljenih je osoba bilo najviše u segmentu NEAKTIVNIH (48,3%). Suprotno visokom postotku umirovljenih osoba među TV gledateljima (44,9%), u ostale dvije skupine njihov je relativni udio bio neznatan, a samo je udio zaposlenih prešao razinu od 10%.

**Struktura segmentiranoga uzorka prema mjestu stanovanja:** Prva skupina (izolirana kuća,

mal mjesta do 500 stanovnika) odstupa od prosjeka u skupini NEAKTIVNIH ispitanika s udjelom od 48,3%. To se moglo i očekivati s obzirom na to da u tako malim mjestima ne postoje objekti u kojima bi se mogle organizirati sportske aktivnosti. Ipak, njihova iskrena želja da sudjeluju u sportu vidljiva je u činjenici da oni imaju najveći udio u svim ostalim segmentima. Zanimljivo je primijetiti da vrlo mali postotak stanovnika grada (8,1%) dolazi na sportske priredbe, premda za to imaju najbolje uvjete.

**Struktura segmentiranoga uzorka prema vrsti lokalne zajednice:** Osobe iz ruralnih zajednica su najviše sportski NEAKTIVNI (60,7%), no oni čine najveći dio PUBLIKE na sportskim priredbama (43,5%), za razliku od stanovnika grada (35,5%) ili prigradskih naselja (21,0%).

**Struktura segmentiranoga uzorka prema neto mjesečnom osobnom dohotku:** U struktu-

ri segmenata prema neto mjesečnim primanjima najveći udio čine osobe s mjesečnim primanjima manjima od 100.000 SIT. Tome je vjerojatno razlog socijalni status Slovenaca – naime, šokantnih 52,9% svih ispitanika ima neto mjesečni prihod manji od 100.000 SIT.

Dobiveni rezultati pružaju važne informacije o konzumentima sporta u Sloveniji. Budući ili potencijalni sponzori mogu usporediti tu informaciju sa svojim ciljanim tržištem te ustanoviti koliko ti podaci i tržište korespondiraju te na temelju rezultata analize donijeti odluku o sponzoriranju. Informacija je i vrlo moćno oruđe za djelatnike u sportu koji su u potrazi za potencijalnim sponzorima. Primjerice, mogu ponuditi svoj sponzorski proizvod onim tvrtkama kojih je ciljno tržište iste osnovne strukture kao i segment pasivnih potrošača sporta koji sport prate na TV ekranu.