

UEFA EURO2012 SPECTATORS

Typology, customer satisfaction & willingness to
recommend

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<p>Tiivistelmä</p> <p>Tutkimuksen aiheena oli selvittää urheilufanien tyytyväisyyttä ja halua suositella isäntäkaupunkeja tuttavilleen. Tutkimuksessa tarkasteltiin urheilufaneja kokonaisuutena sekä suositeltavuushalun mukaan jaettuina ryhminä. Tutkimus toteutettiin jalkapallon Euroopan-mestaruuskilpailuiden aikana Puolan Gdanskissa sekä Ukrainan Lvivissä. Tutkimusaineisto kerättiin rajatuilla fanialueilla ja kaupunkien keskustoissa.</p> <p>Tavoitteena oli selvittää urheilufanien tyytyväisyyttä isäntäkaupunkeja, EM-kisatapahtumaa sekä Euroopan jalkapalloliiton, UEFA:n, organisaatiota kohtaan. Tavoitteena oli myös selvittää segmentoitujen ryhmien halua suositella isäntäkaupunkeja muille sekä tekijöitä joilla on suurin vaikutus suositeltavuushalukkuuteen. Tutkimus toteutettiin kvantitatiivisena tutkimuksena, johon vastattiin sekä paperiversiona että Ipad2-tableteilla. Vastauksia kerättiin yhteensä 852 kappaletta. Tulosten analysointiin käytettiin elektronista Webropol-käyttäjärjestelmää. Kyselyyn vastanneet jaettiin analysointivaiheessa suositeltavuushalunsa mukaan neljään eri ryhmään: kaikki urheilufanit, suositelijat, passiiviset sekä epäilijät. Vastaajien segmentointiin käytettiin David Aakerin brändiuskollisuus-pyramidin ja Frederich F. Reichheldin Net Promoter Score-teorian yhdistelmää.</p> <p>Tutkimustulosten perusteella urheilufanit olivat pääosin tyytyväisiä itse tapahtumaan molemmissa kaupungeissa, mutta kaupunkien muut aktiviteetit eivät täysin vakuuttaneet. Kaupunkien suositeltavuuksien kannalta tärkeimmiksi tekijöiksi nousivat Gdanskissa kaupunkinähtävyyksien ja juhlimismahdollisuuksien laatu sekä tapahtuman turvallisuus ja tunnelma, Lvivissä kaupunkinähtävyyksien ja jalkapallon EM-kilpailuiden laatu sekä mukavuus ja tunnelma stadionilla.</p> <p>Tutkimusta pystytään hyödyntämään vastaavia tapahtumia järjestettäessä, kun halutaan tutkia urheilufaneille tärkeitä osa-alueita. Tutkimus osoittaa yksittäisen tapahtuman ja kaupunkiaktiviteettien merkityksen koko kaupungin suositeltavuuden kannalta. Tulevaisuuden tutkimuksissa vastaajille tulisi antaa mahdollisuus myös kehitysideoiden antamiseen.</p>		
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<p>Abstract</p> <p>The goal for this research was to study sport fans' satisfaction and willingness to recommend the host cities to others. In this research, sport fans' were analyzed both as one group and divided into sub-groups by their level of recommendation. The research was conducted in the UEFA European Football Championship 2012 in Gdansk, Poland and in Lviv, Ukraine. The research data was gathered in the restricted fan zones and in the city centers. The purpose was to decipher sport fans' satisfaction with the host cities, the UEFA EURO2012 as an event and UEFA as an organization. Another goal was to find out the segmented groups' willingness to recommend the host cities to others and the key elements with the greatest effect on the recommendation. The survey was conducted as a quantitative study. The responses were given both as paper versions and through Ipad2-tablets. The total number of responses was 852. The data was analyzed by using the electronic Webropol operating system. At the analysis phase, the respondents were divided into four groups according to their levels of recommendation: all sport fans, promoters, passives and detractors. A combination of David Aaker's brand loyalty pyramid and Frederick F. Reichheld's Net Promoter Score-theory was used to group segmentation.</p> <p>According to the research results, sport fans were mainly satisfied with the event itself in both the cities. However, the other city activities did not truly convince the sport fans. The most important factors contributing to the willingness to recommend the cities in Gdansk were the quality of city sightseeing and partying, and safety and atmosphere. In Lviv, the factors were the quality of city sightseeing and UEFA EURO2012 event, and also the comfort and atmosphere at the stadium.</p> <p>This study can be exploited by event organizers when there is a need to study important aspects of sport fans. The study reveals the effect that a single event and city activities have on the spectators' willingness to recommend the host cities. In the future, the respondents should be given an opportunity to give proposals for improvements.</p>		
Keywords typology, customer satisfaction, willingness to recommend, UEFA European Football Championship		
Miscellaneous		

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1 INTRODUCTION

1.1 Background of the study

The planning of the project started already in December 2011 when the project group began to plan the research process. The start-up for the study came from Sport Business School Finland. The whole project group worked under the management of Sport Business School Finland by conducting two different research studies:

- Value study: the subject of the research was to discover a football brand profile. The objective was to decipher what are the attributes that fans relate to football and things that motivate them to follow the sport. The same study was already made in South Africa 2010.
- Impact study: A customer satisfaction survey about Poland/Ukraine and the services these countries were offering during the UEFA European Football Championship 2012. The impact study was earlier implemented in the UEFA EURO 2008 in Austria & Switzerland.
 - Only the data from the impact study was analyzed in this study

Thus, the same research was carried out both in Poland and Ukraine. Poland's data was gathered in the city of Gdansk and Ukraine's data in the city of Lviv. Our research group was in charge of the study in Poland – the project group contained eight students of Jyväskylä University of Applied Sciences. Along with the core group, numerous people participated in the process including international personnel from the USA, Poland and Finland. The project group also received help from other students: 10 students from the Academy of Physical Education and Sport in Gdansk, 3 students from HAAGA-HELIA University of Applied Sciences in Helsinki and one student from Drexel University did also participate.

The research group in Ukraine consisted of volunteers working in Lviv. Due to the timetable, the authors could not superintend the implementation of the research. We received the gathered data from Ukraine afterwards for this study.

1.2 Purpose of the thesis

The research was conducted as a quantitative study by collecting a data from sport fans in Gdansk, Poland and in Lviv, Ukraine. The data was analyzed with statistical methods. The aim of this thesis is to present and analyze a valid sample but direct generalizations should not be made according to this sample. The main use of the collected data is meant for the Sport Business School Finland but also for UEFA and all event organizers around the world as well.

The purpose of this thesis is to study and compare the UEFA EURO2012 Football Championship spectators' satisfaction and willingness to recommend the host cities, Gdansk and Lviv. More specifically, the purpose of this thesis is to study:

1. how sport fans evaluate their satisfaction towards UEFA as an organization, the UEFA EURO2012 as an event and Gdansk&Lviv as cities
2. how willing the sport fans are to recommend the city of Gdansk and the city of Lviv to their friends
3. which factors could explain sport fans' willingness to recommend the host cities to others
4. which are the key elements that have the greatest effect on the different customer types' (defined by their level of recommendation) willingness to recommend the host cities to others

The purpose of the goals above is to answer the research problems of the thesis, which are:

- What is the sport fans' satisfaction level towards the city activities, UEFA as an organization and the UEFA EURO2012 as an event?
- How willing are the sport fans to recommend the city of Gdansk and the city of Lviv to their friends?
- Does the quality of the city activities and the UEFA EURO2012 have an effect on the sport fans' willingness to recommend the city?

The hypotheses for the thesis are:

- The most satisfied customers are most likely very loyal to the brand purchased and also willing to recommend their experience to other customers
- The quality of the UEFA EURO2012 event will have an effect on sport fans' willingness to recommend the host cities to their friends
- A customer who would definitely recommend the host city to others, is also satisfied with the UEFA EURO2012 event
- A customer who would not recommend the host city to others, is also dissatisfied with the UEFA EURO2012 event
- A customer who would definitely recommend the host city to others, is also more satisfied with the UEFA EURO2012 event than a customer who would not recommend the host city to others

1.3 UEFA European Football Championship

The UEFA European Football Championship is one of the world's most popular sport events. The idea of a competition for European national teams already emerged in the 50's, however, the first official Euro Championships (UEFA European Nations' Cup) were held in 1960 in France. The final tournament was played only by four teams, and the inaugural European champion was Soviet Union. Over the years, the competition has expanded significantly – in 2016 in France, 24 teams will be qualified for the tournament. (Football.co.uk archives 2012)

To this day, nine national teams have been able to win the famous Henri Delaunay Trophy – the trophy which is named after one of the founding members of the UEFA European Football Championship and which has been given to the winning team since the first tournament. The most successful teams in the history of the tournament are Germany and Spain. (Football.co.uk archives 2012)

In 2000, two countries, Belgium and the Netherlands, organized the tournament together for the first time. This joint venture was successful, and the same pattern was

used in 2008 between Austria & Switzerland and in 2012 between Poland & Ukraine. In addition, UEFA's current president Michel Platini suggested that the Championships in 2020 may be spread over multiple cities all over the Europe. (UEFA 2013)

2 THEORETICAL FRAMEWORK

The theoretical framework of this study includes two major parts: customer satisfaction and customer typology. The first chapter introduces customer satisfaction – what it means and what it consists of. The second part of the theoretical framework, “Typology”, introduces brand loyalty and customer advocacy.

2.1 Customer satisfaction

The following chapter introduces the key elements of customer satisfaction: satisfaction, expectations, perceived overall quality, perceived value and customer loyalty. These customer satisfaction elements have been defined by American Customer Satisfaction Index. (Henning 2009)

2.1.1 Satisfaction

Customer satisfaction is a customer's feeling of pleasure or disappointment. It is a result of a customer's comparison between a product's perceived performance or outcome and the customer's expectations towards the product. If the performance of the product does not fulfill the expectations, the customer is dissatisfied. However, if the performance comports with the expectations, the customer is satisfied. In addition, if the performance of a product surpasses the expectations, the customer is highly satisfied. A customer's perceptions of product performance depend on many factors, particularly the type of the customer's loyalty toward the brand. (Kotler & Keller 2009, 164-165)

Many companies implement various customer satisfaction surveys. According to Oliver (2010, 49-50), it is well documented that there prevails a positive bias among the

respondents in satisfaction surveys. Especially product and/or service satisfaction is susceptible to this bias.

Even services, where the human element is much less controllable, suffer from positivity because individuals are likely to give others the benefit of the doubt or harbor a “that could be me” mind-set or assign an external attribution to the failings of others. (Oliver 2010, 49-50)

Since the positive bias, the “satisfaction score” (usually the mean) is not the most important thing when analyzing the results. Instead, it is the shape of the satisfaction score distribution that is the most descriptive. In figure 1 below, the different shapes are introduced. Poor scores are represented by a normal distribution peaking at the scale midpoint, good scores peak the upper positive endpoint and then decline before reaching the excellent scores. The final shape in the figure demonstrates excellent scores. The line rises continuously up to the positive extremity without falling.

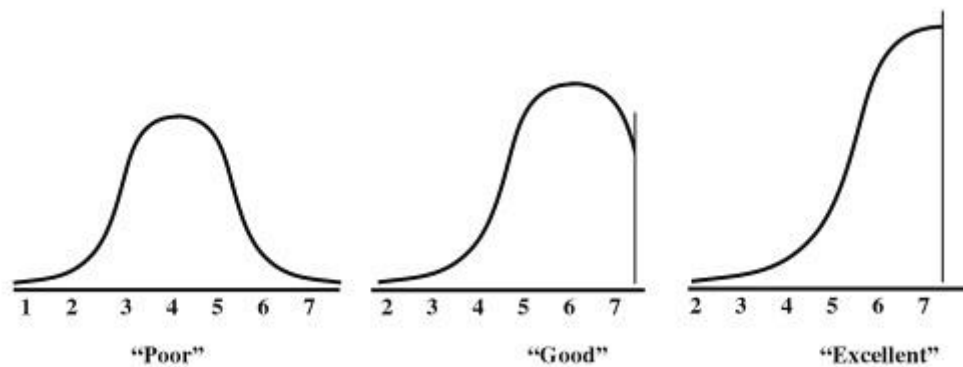


FIGURE 1. Distribution of Satisfaction Scores (see original figure: Oliver 2010, 50)

2.1.2 Expectations

Expectation is what is most likely considered to happen. They are unique for all of us. Expectations include anticipations, which may be positive, and apprehensions, which are usually negative. Expectations are central to the satisfaction response because they provide a standard for later judgments of product performance. The role of expectations, first as anticipations and later as assimilation agents, provides the mechanisms by which expectations can influence satisfaction directly. Consumers not wishing to process performance may rely on prior expectations for their satisfaction

judgments. This possibility adds the necessity of collecting information to this critical variable. (Oliver 2010, 22, 84-87)

Consumer expectations

Consumers have usually the following expectations towards the organizations:

- Supplier should know the consumers and their personal requirements
- In particular, organizations should be thoroughly acquainted with consumers' likes and dislikes
- Organizations should be completely reliable
- Service providers should show impeccable courtesy
- Organizations should be dependable, helpful and ready to make suggestions
- Generally, organizations should be prompt and eager to serve

If a particular organization does not fulfill these consumer expectations, it is usually the reason why consumers continue resignedly to shop around. (Robinson & Etherington 2006, 52-53)

Sources of expectations

According to Oliver (2010, 75-79), the sources of expectations can be divided into two main categories - internal sources and external sources.

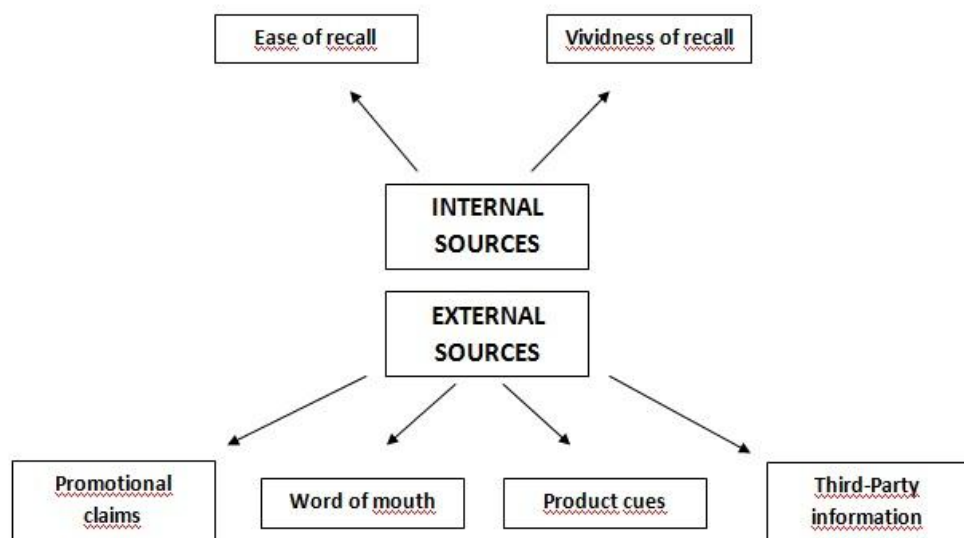


FIGURE 2. The sources of expectations

Internal sources consists two subcategories:

- ***Ease of recall*** – Whenever a product is not so important to consumers, they are not willing to use great amounts of cognitive effort to deal with it. In such cases, consumers usually recall the last information in their memory. Thus, if consumers' last information about product is good, they put the product in "shopping basket". However, generally the negative events are more available in memory than positive ones.
- ***Vividness of recall*** – The second factor facilitating recall is the distinctiveness or vividness of the events/products that have occurred. Imagery or imaginative processing enhances the vividness, partly because it is more colorful than a semantic content (words and descriptions). Advertising has such an effect, especially if it has a high percentage of visual stimuli. As in the previous "ease of recall" category, negative information appears as more distinctive than positive information.

Instead, *external sources* include four subcategories:

- ***Promotional claims*** – If the consumer has no other information sources or experience which to draw, advertising can have a great impact on the consumer's expectations. Consumers often trust the manufacturer's ads and use them to create expectations of the product's likely performance.
- ***Word of mouth*** – Another very powerful source of information is the word of mouth. The experiences of other consumers have a much greater importance than other information sources due to the similarity between recipient and communicator and the lack of a financial motive on the part of the other person. However, consumers do not require that the recommending person

must know them; simple evaluations by others may be sufficient to develop expectations.

- ***Third-Party information*** – Consumers often rely on independent reports of product quality and modify these ratings into an expectation. An example of third-party information is the tests carried out by specialty magazines or statistical centres.
- ***Product cues*** – Consumers utilize various cues that only have an indirect relation to product attributes to create expectations. The following five cues have received much attention: price, scarcity, brand name, store image and advertising expenditures.

2.1.3 Perceived overall quality

Perceived quality is a customer's perception of the total quality or supremacy of a product or service to its purposed use, proportional to alternatives. Perceived quality is a perception by customers. According to Aaker (1991, 85) it differs from several related concepts, such as:

- *Actual or objective quality – the extent to which the product or service delivers superior service*
- *Product-based quality – the nature and quantity of ingredients, features, or services included*
- *Manufacturing quality – conformance to specification, the “zero defect” goal*

Mainly, because perceived quality is an opinion of a customer and because the customer's perception consists of what is important to the customer, it cannot be objectively determined. (Aaker 1991, 85)

Perceived quality also differs from satisfaction and attitude. It is possible that customers can be satisfied because they have had low level expectations towards the performance level. High perceived quality does not necessarily go together with low expectations. Even if a product is mediocre, it can create a positive attitude to a cus-

tomers, although the price level must be inexpensive. Furthermore, a customer could have a negative attitude towards a high-quality product if it is priced too high. (Aaker 1991, 86)

Perceived quality is an intangible, overall feeling about a brand. However, it usually will be based on underlying dimensions which include characteristics of the product to which the brand is attached such as reliability and performance. To understand perceived quality, the identification and measurement of the underlying dimensions will be useful, but the perceived quality itself is a summary, global construct. (Aaker 1991, 86)

Perceived quality provides value in several ways as figure 3 suggests.

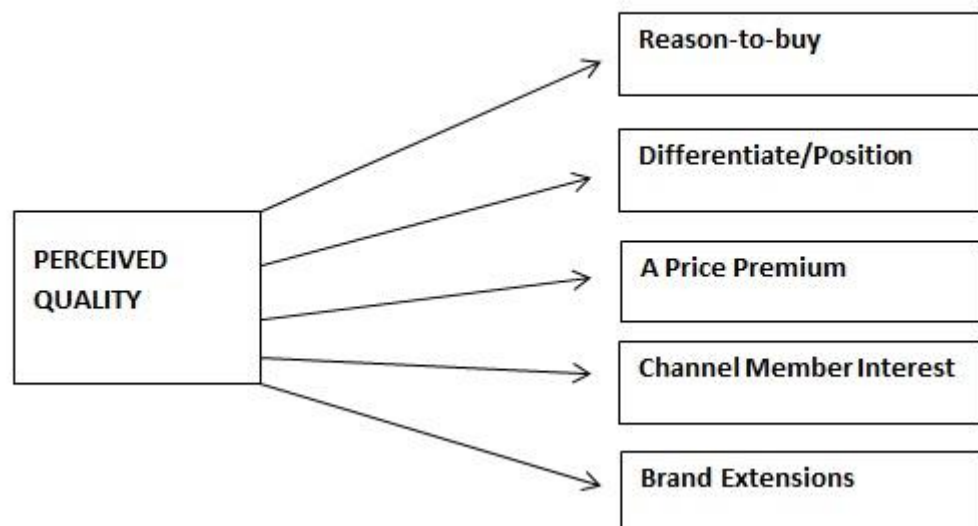


FIGURE 3: The value of perceived quality

2.1.4 Perceived value

Buyers make the decision to purchase a product or a service based on which they perceive to deliver the most value. Value is a mixture of quality, service and price. Quality and service increase the level of value while price decreases it. (Kotler & Keller 2009, 53-54)

A customer makes the ultimate choice by maximizing the value in the limits of search costs, knowledge, mobility and income. Kotler & Keller explains the total customer benefit as follows:

Total customer benefit is the perceived monetary value of the bundle of economic, functional, and psychological benefits customers expect from a given market offering because of the products, services, personnel, and image involved. Total customer cost is the perceived bundle of costs customers expect to incur in evaluating, obtaining, using, and disposing of the given market offering, including monetary, time energy and psychological costs. (Kotler & Keller 2009, 161)

Eventually, the value that customers perceive is based on the difference between what the customer gives and what the customer gets in return. Benefits are something that the customer gets and the costs are merely an assumption. Rising economy, a functional or emotional benefit can be ways for the marketer to raise the value of the customer. Decreasing costs is also an effective way of increasing value. (Kotler & Keller 2009, 161-162)

2.1.5 Customer loyalty

“If we have found a service brand that we can make friends with, why on earth would we want to shop around?” (Robinson & Etherington 2006, preface)

Customers prefer to be loyal to organizations but, in return, every single one of them wants to be treated as an important and individual consumer. They need to have the feeling that they are being listened to. Furthermore, when they are treated like this, they are willing to make friends with the organizations. Staying with a supplier that meets their needs and cares about them makes their lives easier. (Robinson & Etherington 2006, preface, 2)

The phases of loyalty

According to Oliver (2010, 432-439), consumers first become loyal in a cognitive sense, then later in an affective sense, still later in a conative (behavioral intention) sense and finally in a behavioral sense. Consumer can become “loyal” or “locked” at each loyalty phase.

- **Cognitive loyalty** – This is the first loyalty phase where the brand attribute information available to the consumer suggests that one brand is preferable to its alternatives. Thus, consumers are loyal to information such as price, features, etc. Cognition can be based on earlier or vicarious knowledge and recent experience-based information. At this loyalty phase, however, consumers have a very low nature to switch brands.
- **Affective loyalty** – At the second phase, a liking or stance toward the brand develops cumulatively satisfying usage occasions. At this phase, consumers are loyal to a liking. Whereas cognitive loyalty is directly subject to counterarguments, affective loyalty is not as easily dislodged. However, like cognitive loyalty, this loyalty phase remains subject to switching.
- **Conative loyalty** – The next loyalty phase is the conative (behavioral intention) stage. At this phase, consumers are loyal to intentions.

Conation, by its definition, implies a brand-specific commitment to repurchase. Conative loyalty, then, is a loyalty state containing what at first appears to be the deeply held commitment to buy. However, this commitment is to one's intention to rebuy the brand and is more akin to motivation. In effect, the consumer desires to repurchase, but like any good intention, this desire may be anticipated but unrealized action. (Oliver 2010, 434)

Although conative loyalty brings the consumer to a stronger level of loyalty commitment, it has its vulnerabilities. A consumer's motivation to remain committed can be unsettled by competitive messages.

- **Action loyalty** – In the action loyalty phase, the motivated intention in the previous loyalty state is transformed into readiness to act. At this phase consumers are loyal to action and they have an additional desire to overcome obstacles that might prevent the act. Consumer has desire to rebuy a brand and only that brand.

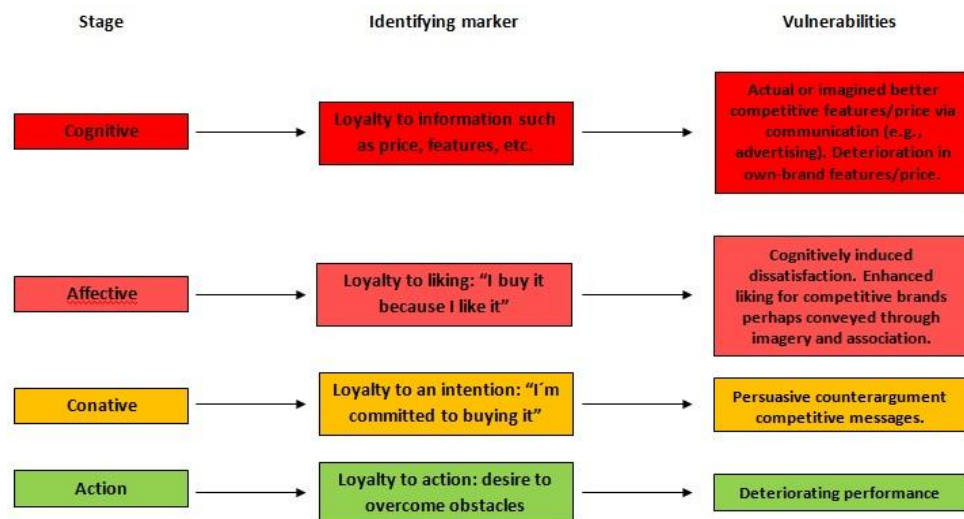


FIGURE 4. Loyalty phases (see original figure: Oliver 2010, 438)

2.2 Typology

The purpose of this chapter is to explain customers' willingness to recommend an event with the help of Aaker's Brand Loyalty model and Reichheld's Net Promoter Score model.

2.2.1 Brand loyalty

Brand loyalty is often seen as the core of a brand's equity. If customers have a little interest in the brand and buy the product because of its price or features, there is likely to be little equity. However, if the brand faces competition with for example lower prices and customers still keep on purchasing the products: some significant value can be seen in the brand. Brand loyalty is a way to measure how attached consumers are to a certain brand. Brand loyalty also shows if customers would choose another brand when making changes inside the brand, either in price or in product features. Usually, brands' customers do not bring profits for the company at the beginning. However, brand loyalty keeps the customers purchasing the product and brings in more profits to the company. In other words, brand loyalty is highly linked with future profits because it brings down the possibility of a decrease of the customer base. (Aaker 1991, 39-40)

According to Aaker, brand loyalty can be divided into five different categories. The higher the position in pyramid the higher the loyalty is.



FIGURE 5. The Brand Loyalty Pyramid (Aaker's Brand Loyalty Pyramid 2009)

1. **Switchers:** The lowest category is the Switchers. These are the first level consumers who do not show any brand loyalty at all. They are not interested in brands or supporting brands. Price level is the most important issue for these customers, and they can change their brands without hesitation. Increasing brand name awareness can be a factor to move these consumers onto upper levels.
2. **Satisfied/ habitual buyer:** These consumers are relatively satisfied with the brand they have chosen. The brand is purchased because of habit, and these customers cannot see any reason to change brands. However, the brand loyalty is not in the highest level yet, and too much trouble can easily lead to choosing other brands. The brand must be easy to choose for the customer, easier than the rival brands.
3. **Satisfied customer with switching costs:** These customers are satisfied buyers who are not willing to change their brands mostly because of the changing

costs. These third level consumers are regarded as rather royal customers because it is hard to lure them to using other brands. Switching the brand for these customers would mean high level compensation for the new brand. The costs for the change would have to well compensate that the satisfied customer would even consider the switching.

4. Customers who like the brand: These consumers have high level positive attitudes towards the brand. Positive experiences, brand quality and price level are factors which have been affecting a customer decision. Often the decision is emotional, and the customers like the brand on a subconscious level. Consumers cannot necessarily pinpoint the exact reasons why they like the brand so much.

5. Committed buyers: In the peak of the pyramid are the committed buyers. The brand plays an important role in these customers' lives and they are proud of the brand. Committed buyers are true advocates for the brand and they often promote the brand to others. They are willing to recommend it to all. A brand like Apple has their share of these truly loyal consumers. Retaining their loyalty they need to be rewarded. The brand must recognize these consumers on a personal level and make sure their loyalty is being noticed. (Aaker 1991, 39-41)

2.2.2 Willingness to recommend

When customers feel they are dealing with the right company or organization for their needs, they do not want to change it. Actually, these impressed customers want to be loyal. They talk about the company and share their experiences. They have a willingness to recommend the company. (Robinson & Etherington 2006, 1-3)

According to Robinson & Etherington (2006, 116-117), Frederick F. Reichheld (1996, 2001) underlines that the best way to test whether a customer is truly loyal towards the organization or not is to simply ask the customer: "Would you recommend this organization to a friend, relative or colleague?" This question has proved itself to be

significantly more reliable than any other, more complex, criteria for assessing customer loyalty. Leading to this question, Reichheld introduced a customer loyalty indicator called “Net Promoter Score” in his Harvard Business Review article “One Number You Need to Grow” in 2003.

Figure 6 demonstrates the way how the Net Promoter Score works. First of all, customers are asked about their willingness to recommend (a company, organization, event, city...) to a friend, relative or colleague. Customers respond on a 0-to-10 - point rating scale and are categorized as follows:

1. **Promoters (score 9-10):** These are the committed buyers who would recommend the organization spontaneously.
2. **Passives (score 7-8):** This is a customer group with a satisfaction but without loyalty.
3. **Detractors (score 0-6):** Detractors are unhappy customers. They spread negative word-of-mouth and may damage the brand.

The Net Promoter Score can be calculated by taking the percentage of customers who are the Promoters and subtracting the percentage of those who are the Detractors. (Robinson & Etherington 2006, 116-117; The Net Promoter Score and System 2013)

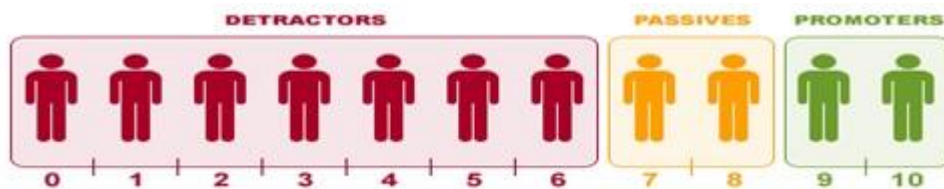
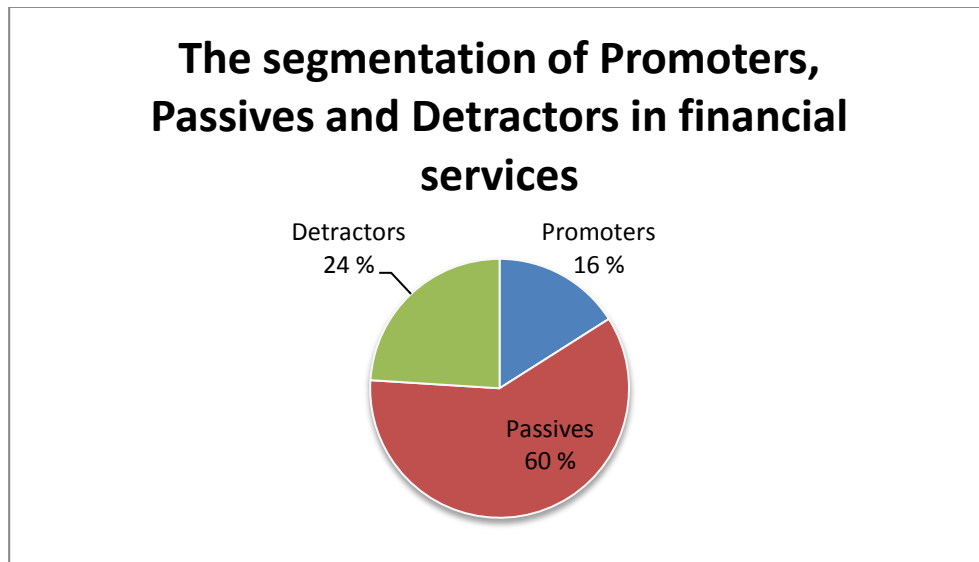


FIGURE 6. The Net Promoter Score (Van Dessel 2011)

Table 1 shows a typical performance of Promoters, Passives and Detractors in financial services. The largest group is Passives with a 60% share. The second largest group is Detractors with a 24% share. The share of the smallest group, Promoters, is 16%. According to Reichheld, winning and maintaining customer loyalty deserves the same kind of attention as issues like stock price, cash flow and regulatory compliance. Each and all of the organizations should pay very much attention to how to get the consumers from the groups “Detractors” and “Passives” to the group “Promoters”. (Robinson & Etherington 2006, 116-120)

TABLE 1. The segmentation of Promoters, Passives and Detractors in financial services (see original figure: Robinson & Etherington 2006, 118)



2.3 Theoretical framework of the study

The theoretical framework of this study combines the idea and content of Aaker's Brand Loyalty Pyramid to Reichheld's Net Promoter Score structure. This approach links brand loyalty to customer advocacy by customer satisfaction. The fundamental idea is, that the most satisfied customers are most likely very loyal to the brand purchased and also willing to recommend their experience to other customers.

In figure 7, the respondents of UEFA EURO2012 survey are divided into three categories. The topmost category of the pyramid is the promoters: it is a category with satisfied customers who have willingness to recommend their experiences. The middle group is the passives: they are the customer group with a satisfaction but without loyalty. The bottom group is the detractors: they are the ones who do not like the brand and have willingness to spread negative word of mouth about it. The group sizes in the figure are based on the research results.

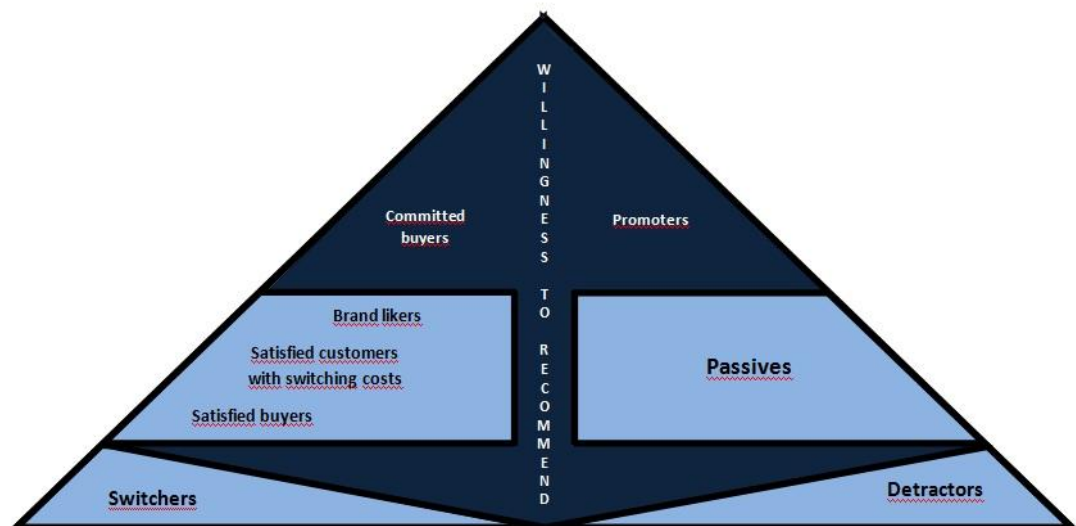


FIGURE 7. The theoretical framework of the study (adapted Aaker's Brand Loyalty Pyramid + Reichheld's Net Promoter Score)

3 EMPIRICAL RESEARCH

3.1 The execution of the research

This survey was conducted as quantitative research. The data was collected during the UEFA EURO2012 event on 13 to 23 June 2012 in Gdansk, Poland and in Lviv, Ukraine. The survey was implemented in fan zones, fan areas and in city centers. The study was conducted under the supervision of Sport Business School Finland.

The data was collected mainly with Apple's iPad2 –tablets and Webropol Online survey system but also with the good old "paper and pen" –version was used. However, all the paper versions were entered into Webropol afterwards. The questionnaire included 24 questions. The first questions dealt with the respondents' backgrounds, such as gender, age, nationality, education and professional status. The next part collected information about the respondents' behavior (accommodation, use of money, Fan Park visits...) in the host cities. The final part consisted of questions about customer satisfaction (Gdansk/Lviv as a city, UEFA EURO2012 as an event and UEFA EURO2012 as an organization) and respondents' willingness to recommend the host cities.

In addition, there were four different language versions of the questionnaire of Gdansk. The questionnaire was translated from English into the following languages: Croatian, Spanish and Polish. The questionnaires were identical in the both countries.

3.2 Reliability and validity of the research

An important aspect of scientific research is to evaluate the reliability and validity of the research. The evaluation of the reliability and validity ensures the trustworthiness and persistence of the study. Reliability means the consistency of the gathered material and the material is valid when the content of the questionnaire matches with the hypothesis of the research. (Kananen 2011, 118-119)

Reliability

Reliability means the persistence of the results, in other words, if the research was redone, the results would match. Thus, the possibility of coincidence can be eliminated. However, the reliability does not necessarily mean validity – the reliability of the indicator might produce the same results in repeated measurements even if the indicator is wrong. Reliability contains two components: stability and consistency. Stability measures how well the indicators remains stable over time, and consistency means that the components of the indicator measure the same issues. The stability can be increased by repeating the measurement process. (Kananen 2011, 119-120)

A research that would be exactly the same as a previous one cannot be done, because the UEFA European Football Championship is organized every fourth year and the host cities will vary each time. However, an equivalent research can be executed in similar events in the future. However, it can be assumed that if the exactly same research would be executed with the same respondents, the results might change.

Validity

Validity stands for the use of correct research methods and correct indicators, and the measurement of correct factors. Validity includes two components: internal validity and external validity. Internal validity means an accurate cause and effect relationship. In this research, the internal validity is studied by evaluating customer satisfaction and willingness to recommend the host cities. The external validity is connected with the generalization of the results being probably the most important sub-

class of the validity. Generalization is possible when the research results could be represented in other similar situations. Furthermore, the research frame has to match the targeted group perfectly. (Kananen 2011, 121-122)

In this research, the target group was sport fans spending their free time in host cities. The research data was analyzed without local respondents. The reason for the omission of the local people was that their answers were biased and irrelevant to the analysis. In addition, the respondents were divided into groups according their willingness to recommend the host cities. These factors prove the validity of the study.

4 RESULTS AND FINDINGS

4.1 Introduction

This chapter contains three main categories: background variables, satisfaction, and willingness to recommend. The research data was analyzed in two different ways:

1. Comparison of the city of Gdansk (Poland) and the city of Lviv (Ukraine) – all respondents (background variables, satisfaction, willingness to recommend)
2. Comparison of detractors and promoters/passives in both cities (willingness to recommend)

The number of respondents in this study was 852 (Gdansk 657, Lviv 195). In Poland, the data was gathered in city of Gdansk and in Ukraine the data acquisition city was Lviv. However, the research data was analyzed without the Polish and Ukrainian respondents. The reason for the omission of local people was that there were plenty of unfulfilled issues in the local people's responses so the validity of their answers was not sufficient. Thus, after the deduction of local respondents, the number of respondents was 744 (Gdansk 572, Lviv 172). All the respondents were sport fans. A positive bias (see chapter 2.1.1) and respondents' positive attitude towards football distinctly affected positively to the research results.

4.2 Background variables

The following chapter demonstrates the distribution of the respondents in Gdansk&Lviv by gender, age, nationality and educational background.

As table 2 shows, a majority of the respondents in both countries were male. Men's share in Gdansk was 88.9% whereas women's corresponding share was 8.4%. The same gender distribution was also clearly perceptible in Lviv: men's share of all the respondents was 86.6% whereas women's share was 11.1%.

TABLE 2. Gender distribution – Gdansk&Lviv (all respondents)

Gdansk	n	%	Lviv	n	%
Female	48	88.9%	Female	19	11,1 %
Male	509	8.4%	Male	149	86,6 %
Missing	15	2.7%	Missing	4	2,3 %
Total	572	100 %	Total	172	100 %

The age structure table above shows that 25 to 34 years-olds was the most common age group in both countries with a 52.9% share in Gdansk and a 57.5% share in Lviv. The second common age group in Gdansk was 35 to 44 years-olds with a 16.5% share whereas in Lviv it was 18 to 24 years-olds (17.9%). The third common age group in Gdansk was 18 to 24 years-olds with 15.2% share whereas in Lviv it was 35 to 44 years-olds (15.0%). The eldest group, those over 59 years, had a minor stake in both cities – 2.5% in Gdansk and none in Lviv.

TABLE 3. Age distribution – Gdansk&Lviv (all respondents)

Gdansk	n	%	Lviv	n	%
18-24 years	87	15.2%	18-24 years	30	17,9 %
25-34 years	303	52.9%	25-34 years	96	57,5 %
35-44 years	94	16.5%	35-44 years	25	15,0 %
45-59 years	74	12.9%	45-59 years	16	9,6 %
59- years	14	2.5%	59- years	0	0 %
Total	572	100 %	Total	167	100 %

As shown by table 4, the respondents came from all around the world. Irish people had clearly a major stake in Gdansk with a 51% share. That is easily explained: during the research groups' 10 day survey period, Ireland played its group stage games in Gdansk. In addition, there were no language barriers between the interviewers and the Irish people. In Lviv, Germans (44%) and Danish (28%) were the most common nationalities. Group "Others" consists all the nationalities which were mentioned less than five times.

TABLE 4. Home countries – Gdansk&Lviv (all respondents)

Gdansk (n=572)	%	Lviv (n=172)	%
Ireland	51 %	Germany	44 %
Spain	13 %	Denmark	28 %
Germany	7 %	USA	4 %
Finland	6 %	Poland	3 %
United Kingdom	5 %	Others	21 %
Norway	4 %		
Sweden	3 %		
Croatia	2 %		
Italy	2 %		
Belgium	1 %		
Others	6 %		
Total	100 %	Total	100 %

The educational background divided the respondents to five different categories as seen in table 5. The structure of educational background was similar in both cities: university or university of applied sciences degree was the most common category with a 52.1% share in Gdansk and 44.9% share in Lviv. Those with only a basic school education (10 years or less) were the smallest group in both cities.

TABLE 5. Educational background – Gdansk&Lviv (all respondents)

Gdansk (n=572)	%
University or University of applied sciences degree	52.1 %
Studies in University or University of applied sciences	18.0 %
School diploma / university entrance diploma	16.9 %
Basic school (more than 10 years)	11.4 %
Basic school (10 years or less)	1.6 %
Total	100 %
Lviv (n=172)	%
University or University of applied sciences degree	44.9 %
Studies in University or University of applied sciences	28.1 %
School diploma / university entrance diploma	15.6 %
Basic school (more than 10 years)	8.4 %
Basic school (10 years or less)	3.0 %
Total	100 %

4.3 Satisfaction – Gdansk vs. Lviv

In this study, customer satisfaction was studied through several questions. The respondents were asked to evaluate Gdansk/Lviv as a city, UEFA EURO2012 as an event and UEFA EURO2012 as an organization.

4.3.1 Gdansk/Lviv as a city

When asked about the respondents' intention to visit Gdansk/Lviv again in next 12 months, responses were evenly divided to each group in both countries, as seen in table 6. There were not clear differences between the cities: 15.7% of the respondents in Lviv replied "likely" and 12.8% replied "yes", and in Gdansk 16.6% of respondents replied they likely intend to visit Gdansk again in next 12 months and 11.0% replied that they surely intend to visit Gdansk again in the next 12 months.

TABLE 6. Do you intend to visit City again in the next 12 months? Gdansk vs. Lviv (all respondents)

Do you intend to visit City again in next 12 months?							
Gdansk (n=572)	n	%	Lviv (n=172)		n	%	
No	129	22.6 %	No		44	25,6 %	
Unlikely	137	24.0 %	Unlikely		28	16,3 %	
I don't know	136	23.8 %	I don't know		49	28,5 %	
Likely	95	16.6 %	Likely		27	15,7 %	
Yes	63	11.0 %	Yes		22	12,8 %	
Missing	12	2.0 %	Missing		2	1,1 %	
Total	572	100 %	Total		172	100 %	

4.3.2 Quality of city activities in Gdansk/Lviv

Table 7 shows how the respondents evaluated the quality of the following city activities in Gdansk/Lviv: football EURO2012, business activities, city sightseeing, visiting relatives, shopping, cultural events, gastronomy, relaxation and partying. The options for answering the question were on a scale of one to five, where value one stood for poor and value five for excellent. The three aspects with highest and lowest averages were chosen for a closer examination.

TABLE 7. Quality of city activities – Gdansk vs. Lviv (all respondents)

Gdansk	1	2	3	4	5	n	Average value
Football EURO2012	0.9 %	0.9 %	3.9 %	22.5 %	71.7 %	534	4,63
Business activities	39.7 %	11.3 %	20.6 %	12.3 %	16.2 %	204	2,54
City sightseeing	3.5 %	3.7 %	22.5 %	39.4 %	30.8 %	454	3,90
Visiting relatives	45.6 %	5.3 %	18.0 %	12.1 %	18.9 %	206	2,53
Shopping	11.1 %	7.6 %	38.4 %	23.2 %	19.7 %	341	3,33
Cultural events	9.3 %	9.0 %	34.7 %	27.7 %	19.3 %	311	3,39
Gastronomy	7.7 %	6.5 %	27.3 %	35.4 %	23.2 %	418	3,60
Relaxation	5.9 %	5.1 %	26.2 %	32.5 %	30.3 %	409	3,76
Partying	4.4 %	3.7 %	14.8 %	30.6 %	46.5 %	432	4,11

Lviv	1	2	3	4	5	n	Average value
Football EURO2012	1.3 %	2.6 %	7.1 %	30.5 %	58.4 %	154	4,42
Business activities	32.4 %	12.7 %	32.4 %	11.3 %	11.3 %	71	2,56
City sightseeing	4.3 %	12.8 %	24.8 %	36.2 %	22.0 %	141	3,59
Visiting relatives	42.3 %	10.3 %	21.8 %	18.0 %	7.7 %	78	2,38
Shopping	18.3 %	16.7 %	42.5 %	16.7 %	5.8 %	120	2,75
Cultural events	8.9 %	18.8 %	35.7 %	25.9 %	10.7 %	112	3,11
Gastronomy	9.3 %	12.9 %	30.0 %	27.9 %	20.0 %	140	3,36
Relaxation	9.8 %	9.8 %	28.7 %	25.4 %	26.2 %	122	3,48
Partying	3.1 %	3.8 %	20.6 %	35.9 %	36.6 %	131	3,99

According to all the respondents in the both cities, the quality of the EURO2012 event (4.63 in Gdansk, 4.42 in Lviv) was overwhelming as compared to the other city activities. The respondents in Gdansk rated the quality of partying (4.11) and city sightseeing (3.90) with the second and the third best averages. The three aspects with the lowest averages in Gdansk were visiting relatives (2.53), business activities (2.54) and shopping (3.33).

The structure of Lviv's responses were exactly the same than in Gdansk, only the averages were generally slightly lower. Thus, the quality of partying (3.99) and city sightseeing (3.59) were rated with the second and the third best averages and the three aspects with the lowest averages in Lviv were visiting relatives (2.38), business activities (2.56) and shopping (2.75) just as in Gdansk.

4.3.3 UEFA EURO2012 as an event in Gdansk/Lviv

Table 8 demonstrates respondents' satisfaction towards the atmosphere, safety and comfort (in the city, on the stadium and in the fan zone) in the UEFA EURO2012 event in Gdansk/Lviv. The options for answering the question were on a scale of one

to five, where value one stood for poor and value five for excellent. The three aspects with highest and lowest averages were chosen for a closer examination.

TABLE 8. UEFA EURO2012 as an event - Gdansk vs. Lviv (all respondents)

Gdansk	1	2	3	4	5	n	Average value
Atmosphere in the city	0.6 %	0.6 %	4.4 %	20.7 %	73.7 %	544	4,67
Atmosphere on the stadium	1.6 %	0.3 %	2.3 %	11.7 %	84.1 %	384	4,77
Atmosphere in the fan zone	0.8 %	3.7 %	18.6 %	25.2 %	51.7 %	381	4,23
Safety in the city	1.0 %	0.8 %	10.7 %	35.1 %	52.4 %	504	4,37
Safety on the stadium	1.0 %	1.6 %	5.7 %	30.6 %	61.1 %	386	4,49
Safety in the fan zone	1.3 %	1.3 %	10.0 %	29.3 %	58.1 %	372	4,41
Comfort on the stadium	1.0 %	1.0 %	8.6 %	28.6 %	60.8 %	385	4,47
Comfort in the fan zone	2.1 %	5.3 %	19.8 %	30.1 %	42.7 %	375	4,06

Lviv	1	2	3	4	5	n	Average value
Atmosphere in the city	1.3 %	3.1 %	8.8 %	29.4 %	57.5 %	160	4,39
Atmosphere on the stadium	1.6 %	1.6 %	4 %	28.8 %	64.0 %	125	4,52
Atmosphere in the fan zone	1.9 %	2.6 %	14.8 %	27.7 %	52.9 %	155	4,27
Safety in the city	2.7 %	2.0 %	6.7 %	37.3 %	51.3 %	150	4,33
Safety on the stadium	1.6 %	2.4 %	5.6 %	30.4 %	60.0 %	125	4,45
Safety in the fan zone	2.8 %	1.4 %	4.1 %	37.2 %	54.5 %	145	4,39
Comfort on the stadium	4.2 %	2.5 %	10.8 %	33.3 %	49.2 %	120	4,21
Comfort in the fan zone	2.7 %	4.8 %	10.2 %	39.5 %	42.9 %	147	4,15

According to all the respondents in Gdansk, the three aspects with the highest averages were: atmosphere on the stadium (4.77), atmosphere in the city (4.67) and safety at the stadium (4.49). Especially the atmosphere on the stadium was top class because 84.1% of all respondents gave the highest possible rating. The three aspects with the lowest average were comfort in the fan zone (4.06), atmosphere in the fan zone (4.23) and safety in the city (4.37).

According to all the respondents in Lviv, the three aspects with the highest average were atmosphere at the stadium (4.52), safety on the stadium (4.45) and atmosphere in the city & safety in the fan zone shared the third place with the average of 4.39. The three aspects with the lowest average were comfort in the fan zone (4.15), comfort at the stadium (4.21) and atmosphere in the fan zone (4.27). As shown by table 7, there were only minor differences between the highest and lowest averages in Lviv and neither single aspect clearly differed from the others.

4.3.4 UEFA as an organization in Gdansk/Lviv

Table 9 demonstrates all respondents' satisfaction towards UEFA as an organization in the UEFA EURO2012 in Gdansk/Lviv. The respondents were asked to rate the following aspects: possibility to get information about EURO2012, possibility to get information about EURO2012 in foreign language, written information in the city about EURO2012 (tables, signs) and their overall satisfaction regarding the organization of UEFA EURO2012 in Gdansk/Lviv. The options for answering the question were on a scale of one to five, where value one stood for poor and value five for excellent.

TABLE 9. UEFA as an organization in Gdansk/Lviv (all respondents)

Gdansk	1	2	3	4	5	n	Average value
Possibility to get information about EURO2012	1.9 %	3.5 %	17.8 %	30.8 %	46.0 %	487	4,16
Possibility to get information about EURO2012 in foreign language	3.5 %	3.7 %	21.1 %	29.1 %	42.6 %	460	4,04
Written information in the city about EURO2012 (tables, signs)	2.7 %	6.4 %	22.0 %	32.6 %	36.3 %	485	3,93
Level of satisfaction regarding the organization of UEFA EURO2012 in city	0.6 %	2.9 %	13.7 %	36.5 %	46.3 %	482	4,25
Lviv	1	2	3	4	5	n	Average value
Possibility to get information about EURO2012	4.1 %	6.8 %	15.0 %	35.4 %	38.8 %	147	3,98
Possibility to get information about EURO2012 in foreign language	6.9 %	9.0 %	18.1 %	37.5 %	28.5 %	144	3,72
Written information in the city about EURO2012 (tables, signs)	5.5 %	8.9 %	29.5 %	29.5 %	26.7 %	146	3,63
Level of satisfaction regarding the organization of UEFA EURO2012 in city	0.7 %	2.8 %	17.7 %	46.1 %	32.6 %	141	4,07

Table 9 demonstrates that according to all the respondents in Gdansk, the written information in the city about EURO2012 got the lowest average (3.93). The averages of a possibility to get information about EURO2012 (4.16) and a possibility to get information about EURO2012 in a foreign language (4.04) were also quite low in Gdansk especially when taking the positive bias into account.

Table 9 also shows that the respondents were not entirely satisfied with the organization of UEFA either in Lviv. The written information in the city about EURO2012 got the lowest average (3.63). Furthermore, the average of possibility to get information about EURO2012 in foreign language was only slightly better (3.72). When asked about the overall satisfaction regarding the organization of UEFA EURO2012 in the cities, the average rating in Gdansk was 4.25 and the average rating in Lviv was 4.07.

4.4 Level of recommendation

In this research the respondents' willingness to recommend the city were asked twice – first in the middle of the questionnaire: "Would you recommend the city as a holiday destination to others?" and then at the end of the questionnaire: "Would you recommend visiting the city to your friends?" By asking these two almost similar questions in the questionnaire, the validity of responses could be confirmed.

Table 10 demonstrates the respondents' willingness to recommend Gdansk/Lviv as a holiday destination. Most respondents in both cities would recommend Gdansk/Lviv as a holiday destination to others. However, the recommendation levels in Gdansk were slightly better: 58.7% of all respondents in Gdansk answered "Yes", whereas 43.6% of all respondents in Lviv gave the best possible answer. Furthermore, 3.3% of all respondents in Gdansk would not/unlikely recommend the city to others, whereas the same percentage value in Lviv was 7%.

TABLE 10. Would you recommend City as a holiday destination? Gdansk vs. Lviv (all respondents)

Would you recommend City as a holiday destination to others?						
Gdansk (n=572)	n	%	Lviv (n=172)		n	%
No	5	0.9 %	No		7	4,1 %
Unlikely	14	2.4 %	Unlikely		5	2,9 %
I don't know	37	6.5 %	I don't know		25	14,5 %
Likely	161	28.1 %	Likely		56	32,6 %
Yes	336	58.7 %	Yes		75	43,6 %
Missing	19	3.4 %	Missing		4	2,3 %
Total	572	100 %	Total		172	100 %

Table 11 demonstrates respondents' willingness to recommend visiting Gdansk/Lviv to their friends. 60.1% of all respondents in Gdansk would definitely recommend the city to their friends and only 0.5% would not recommend the city at all. The recommendation levels among the respondents in Lviv were clearly lower than in Gdansk: 41.3% of all respondents would definitely recommend visiting the city of Lviv to their friends and 22% gave answers from one to three.

Thus, when comparing the level of recommendations, Gdansk made a better impression on sport fans as a city than Lviv. Especially the difference between the “yes, definitely” –answers (60.1% in Gdansk and 41.3% in Lviv) was notable.

TABLE 11. Would you recommend visiting city to your friends? Gdansk vs. Lviv (all respondents)

Would you recommend visiting city to your friends?							
Gdansk (n=572)	n	%		Lviv (n=172)		n	%
1 (=not at all)	3	0.5 %		1 (=not at all)		3	1,7 %
2	10	1.7 %		2		5	2,9 %
3	35	6.1 %		3		30	17,4 %
4	155	27.1 %		4		52	30,3 %
5 (=yes, definitely)	343	60.1 %		5 (=yes, definitely)		71	41,3 %
Missing	26	4.5 %		Missing		11	6,4 %
Total	572	100 %		Total		172	100 %

4.5 Correlation between customer satisfaction and levels of recommendation

This chapter shows the correlations between customer satisfaction and levels of recommendation. The correlations were calculated to find out how much each question correlates with the target question. The analyses were done by using Webropol which uses Pearson’s correlation R, also known as Pearson product-moment correlation. (Webropol 2013)

Correlation coefficient (r) can be calculated with a formula:

$$r = \frac{\sum_{i=1}^n (x_i - \bar{x})(y_i - \bar{y})}{n s_x s_y}$$

FIGURE 8. Pearson’s correlation coefficient (Korrelaatio 2004)

The value for r is between +1 and -1: a result of -1 means that there is a perfect negative correlation between the two values, while a result of +1 means that there is a

perfect positive correlation between the two variables. Instead, a result of 0 indicates that there is no linear relationship between the two variables. However, the correlation values 0, -1 or +1 occur very rarely. The correlation coefficient, however, does not automatically contribute information about causal relationship between the variables. (Korrelaatio 2004)

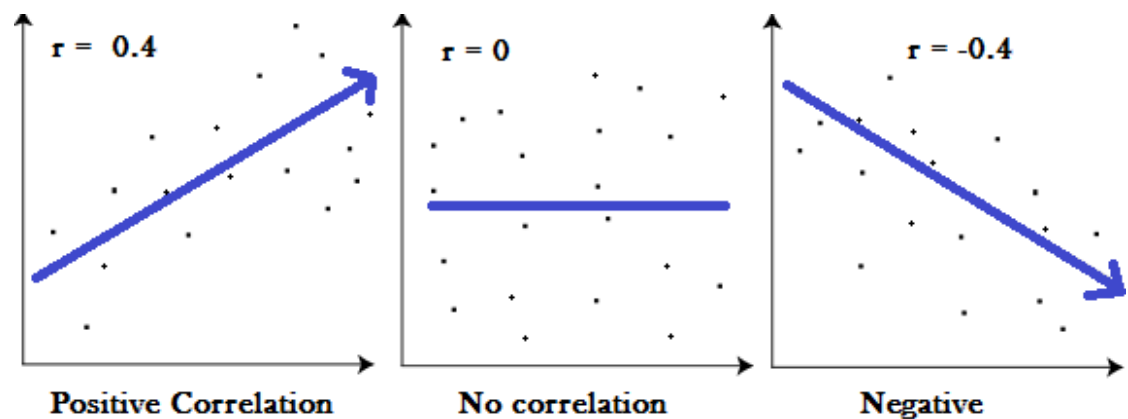


FIGURE 9. Correlation examples (Statistics How To 2013)

The p-value in the tables describes the statistical significance of the correlation measurement. Usually, a statistical measure is considered statistically significant if the p-value is less than 0.05. (Webropol 2013)

4.6 The correlations in the UEFA EURO2012

The target question in this chapter is “Would you recommend visiting the city to your friends?” Another target question could possibly have been “Would you recommend city as a holiday destination to others?” but the core idea of this study was to find out the attributions that have an effect on the respondents’ willingness to recommend the city as a general, not as a holiday destination. For example, the aspects which are important when evaluating a holiday destination will not necessarily match with the evaluation of the city in general.

Table 12 demonstrates the correlations between the target question and the quality of the activities in Gdansk and Lviv. That is to say, the higher correlation coefficient,

the more it will effect on willingness to recommend the city to friends. For example, in Gdansk city sightseeing (0.30) has a higher value of recommendation than gastronomy (0.21). All the tables include the five most significant correlations in each category. Question “Level of satisfaction regarding the organization UEFA EURO2012 in City” is excluded from the correlations because it is the overall value of all other questions.

Table 12 shows that the city activities which were the most strongly related to the willingness to recommend in Gdansk were: city sightseeing (0.30), partying (0.26) and shopping (0.23). Cultural events (0.23) and gastronomy (0.21) also had a strong connection with the willingness to recommend. Table 12 also shows the same correlations between attributes and willingness to recommend in Lviv. The results differ from those of Gdansk, however, in that the city sightseeing remains in top (0.50). Football EURO2012 (0.39), gastronomy (0.36), cultural events (0.35) and partying (0.33) came right behind.

Thus, in both countries city sightseeing, partying and cultural events were among the top five, clearly having most significant role in the willingness to recommend altogether. The p-value remained 0 in both cities.

TABLE 12. Correlation coefficient of the quality of city activities – Gdansk & Lviv (all respondents)

Gdansk (n=546)	Satisfaction (average)	Correlation coefficient - Quality of activities	P-value
City sightseeing	3,90	0,30	0
Partying	4,11	0,26	0
Shopping	3,33	0,23	0
Cultural events	3,39	0,23	0
Gastronomy	3,60	0,21	0
Lviv (n=162)	Satisfaction (average)	Correlation coefficient - Quality of activities	P-value
City sightseeing	3,59	0,50	0
Football EURO2012	4,42	0,39	0
Gastronomy	3,36	0,36	0
Cultural events	3,11	0,35	0
Partying	3,99	0,33	0

Table 13 indicates that the attributes in Gdansk which had the strongest connection to willingness to recommend the city were: safety in the city (0.36), atmosphere in the city (0.35), possibility to get information about EURO2012 in foreign language

(0.31), written information in the city about EURO2012 (0.31) and a possibility to get information about EURO2012 (0.29).

Table 13 also shows the same connection between attributes and willingness to recommend in Lviv. Some answers differed from the Gdansk answers. However, similarities can also be found between the results. P-value was 0 in both countries in all categories. Comfort at the stadium had the highest correlation (0.50), atmosphere on the stadium and safety on the stadium both had same correlation value (0.42). Atmosphere in the city (0.41) and comfort in the fan zone (0.40) were also among the top five answers.

TABLE 13. Correlation coefficient of UEFA EURO2012 in Gdansk & Lviv

Gdansk (n=554)	Satisfaction (average)	Correlation coefficient - Quality of activities	P-value
Safety in the City	4,37	0,36	0
Atmosphere in the City	4,67	0,35	0
Possibility to get information about EURO2012 in foreign language	4,04	0,31	0
Written information in the city about EURO2012	3,93	0,31	0
Possibility to get information about EURO2012	4,16	0,29	0
Lviv (n=161)	Satisfaction (average)	Correlation coefficient - Quality of activities	P-value
Comfort on the stadium	4,36	0,50	0
Atmosphere on the stadium	4,51	0,42	0
Safety on the stadium	4,51	0,42	0
Atmosphere in the City	4,39	0,41	0
Comfort in the fan zone	4,27	0,40	0

4.7 Detractors, Passives and Promoters

All respondents who replied to the target question: “Would you recommend visiting city to your friends?” were divided into three groups according their level of recommendation. The options for answering the question were on a scale of one to five, where one stood for “Not at all” and five stood for “Yes, definitely” –option (appendix 1). The respondents were divided into groups by using a modified version of Reichheld’s customer loyalty indicator, The Net Promoter Score (see figure 6):

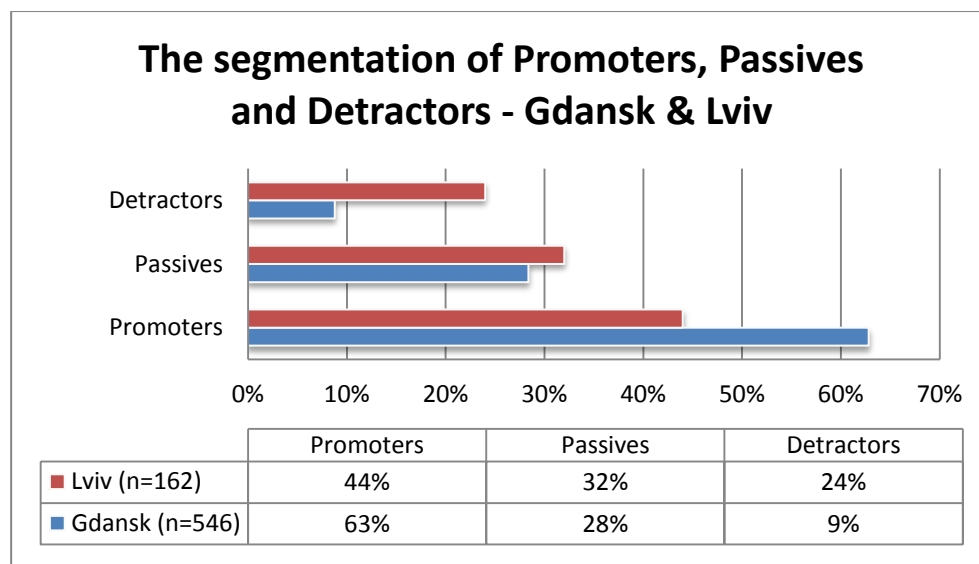
- Respondents who answered “**5, Yes definitely**”, belong to group **promoters** – these are the committed buyers who would recommend the city to their friends spontaneously

- Respondents who answered “4”, belong to group **passives** – a customer group with a satisfaction but without a solid willingness to recommend the city to their friends
- Respondents who answered “1, not at all”, “2” or “3” belong to group **detractors** – unhappy customers who spread negative word-of-mouth and may damage the public image of the city

The above-mentioned classifications were created because of the positive bias of the responses.

The segmentation of promoters, passives and detractors were divided unevenly in Gdansk. Table 14 shows that the promoters were the largest group in Gdansk with a 63% share, following the passives with a 28% share. The detractors were clearly the smallest group with a 9% share. Table 13 also shows the same segmentation in Lviv. The group sizes differed greatly from Gdansk, the promoters being again the largest group with a 44% share, the passives follows with a 32% share and the detractors almost triple its size compared to Gdansk with a 24% share.

TABLE 14. The segmentation of promoters, passives and detractors in Gdansk & Lviv



As seen in figure 10 below, the value that a respondent gave for the willingness to recommend the city was interpreted by using Aaker's customer typology and Reichheld's customer loyalty indicator. The most satisfied customers are most likely very loyal to the brand and also willing to recommend their experiences to other customers.

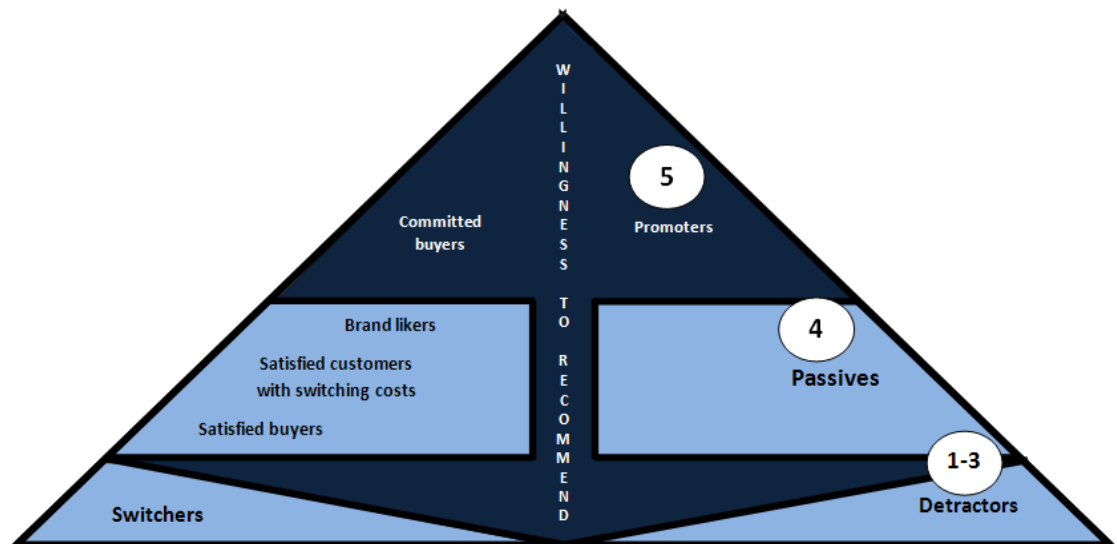


FIGURE 10. Theoretical framework of the study with values of recommendation

4.7.1 Satisfaction levels of detractors and promoters/passives in Gdansk

Gdansk as a city

When asked about the detractors' intention to visit Gdansk again in next 12 months, responses were remarkable negatives. As seen in table 15, 52.1% of the detractors replied "no" and 35.4% replied "unlikely". In addition, there were "likely" or "yes" responses. In other words, none of the detractors had intention to visit Gdansk again in next 12 months. The responses of the promoters/passives were evenly divided to each group. However, "no", "unlikely" and "I don't know" were the most common responses.

TABLE 15. Do you intend to visit Gdansk again in next 12 months? (detractors vs. promoters/passives)

Do you intend to visit Gdansk again in next 12 months?					
Detractors (n=48)			Promoters/passives (n=498)		
	n	%		n	%
No	25	52,1 %	No	100	20,1 %
Unlikely	17	35,4 %	Unlikely	112	22,5 %
I don't know	6	12,5 %	I don't know	125	25,1 %
Likely	0	0 %	Likely	94	18,9 %
Yes	0	0 %	Yes	57	11,4 %
Missing	0	0 %	Missing	10	2,0 %
Total	48	100 %	Total	498	100 %

Quality of city activities

Table 16 shows how the detractors and promoters/passives evaluated the quality of the following city activities in Gdansk: football EURO2012, business activities, city sightseeing, visiting relatives, shopping, cultural events, gastronomy, relaxation and partying. The options for answering the question were on a scale of one to five, where value one stood for poor and value five for excellent. The three aspects with highest and lowest averages were chosen for a closer examination.

TABLE 16. Quality of city activities – Gdansk (detractors vs. promoters/passives)

Detractors (n=48)	1	2	3	4	5	n	Average value
Football EURO2012	2.3 %	4.6 %	6.8 %	29.6 %	56.8 %	44	4,34
Business activities	64.7 %	17.7 %	11.8 %	5.9 %	0 %	17	1,59
City sightseeing	3.5 %	24.1 %	34.5 %	31.0 %	6.9 %	29	3,14
Visiting relatives	55.6 %	5.6 %	27.8 %	5.6 %	5.6 %	18	2,00
Shopping	21.7 %	13.0 %	34.8 %	21.7 %	8.7 %	23	2,83
Cultural events	16.7 %	11.1 %	33.3 %	33.3 %	5.6 %	18	3,00
Gastronomy	10.0 %	16.7 %	33.3 %	33.3 %	6.7 %	30	3,10
Relaxation	11.1 %	11.1 %	22.2 %	40.7 %	14.8 %	27	3,37
Partying	9.1 %	6.1 %	33.3 %	24.2 %	27.3 %	33	3,55
Promoters/passives (n=498)	1	2	3	4	5	n	Average value
Football EURO2012	0.8 %	0.6 %	3.8 %	22.2 %	72.6 %	474	4,65
Business activities	37.0 %	11.1 %	21.6 %	13.3 %	17.1 %	181	2,62
City sightseeing	3.4 %	2.4 %	22.2 %	39.8 %	32.2 %	410	3,95
Visiting relatives	44.3 %	5.5 %	16.9 %	13.1 %	20.2 %	183	2,60
Shopping	10.0 %	7.4 %	38.6 %	23.5 %	20.6 %	311	3,37
Cultural events	8.7 %	8.7 %	35.3 %	26.9 %	20.3 %	286	3,41
Gastronomy	7.2 %	5.6 %	26.1 %	35.9 %	25.3 %	376	3,66
Relaxation	5.4 %	4.6 %	26.8 %	31.4 %	31.9 %	373	3,80
Partying	3.9 %	3.4 %	13.5 %	31.3 %	47.9 %	384	4,24

According to the detractors, the quality of the EURO2012 event (4.34) was overwhelming as compared to the other city activities. The qualities of partying (3.55) and relaxation (3.37) were rated with the second and third best averages. The three aspects with the lowest averages among the detractors were business activities (1.59), visiting relatives (2.00) and shopping (2.83).

According to the promoters/passives, the quality of the EURO2012 event (4.65) was clearly ahead of others. The qualities of partying (4.24) and city sightseeing (3.95) were rated with the second and third best averages. The three aspects with the lowest averages were: visiting relatives (2.60), business activities (2.62) and shopping (3.37).

UEFA EURO2012 as an event

Table 17 demonstrates detractors' and promoters/passives' satisfaction towards the atmosphere, safety and comfort (in the city, on the stadium and in the fan zone) in the UEFA EURO2012 event in Gdansk. The options for answering the question were on a scale of one to five, where value one stood for poor and value five for excellent. The three aspects with highest and lowest averages were chosen for a closer examination.

TABLE 17. UEFA EURO2012 as an event – Gdansk (detractors vs. promoters/passives)

Detractors (n=48)	1	2	3	4	5	n	Average value
Atmosphere in the city	2.2 %	2.2 %	17.8 %	35.6 %	42.2 %	45	4,13
Atmosphere on the stadium	10.7 %	0 %	10.7 %	10.7 %	67.9 %	28	4,25
Atmosphere in the fan zone	2.9 %	8.6 %	28.6 %	28.6 %	31.4 %	35	3,77
Safety in the city	7.9 %	5.3 %	34.2 %	29.0 %	23.7 %	38	3,55
Safety on the stadium	6.7 %	3.3 %	26.7 %	23.3 %	40.0 %	30	3,87
Safety in the fan zone	6.3 %	3.1 %	25.0 %	34.4 %	31.3 %	32	3,81
Comfort on the stadium	3.7 %	3.7 %	22.2 %	14.8 %	55.6 %	27	4,15
Comfort in the fan zone	0 %	2.9 %	61.8 %	14.7 %	20.6 %	34	3,53
Promoters/passives (n=498)	1	2	3	4	5	n	Average value
Atmosphere in the city	0.4 %	0.4 %	3.3 %	19.6 %	76.3 %	489	4,71
Atmosphere on the stadium	0.9 %	0.3 %	1.5 %	12.2 %	85.2 %	345	4,81
Atmosphere in the fan zone	0.6 %	3.0 %	17.5 %	25.4 %	53.6 %	338	4,28
Safety in the city	0.4 %	0.4 %	8.6 %	35.8 %	54.7 %	455	4,44
Safety on the stadium	0.6 %	1.2 %	4.1 %	31.6 %	62.6 %	345	4,54
Safety in the fan zone	0.9 %	1.2 %	8.2 %	29.3 %	60.4 %	331	4,47
Comfort on the stadium	0.9 %	0.9 %	7.5 %	30.4 %	60.4 %	346	4,49
Comfort in the fan zone	2.4 %	5.4 %	15.6 %	32.0 %	44.6 %	334	4,11

According to the detractors, the three aspects with the highest averages were atmosphere on the stadium (4.25), comfort at the stadium (4.15) and atmosphere in the city (4.13). However, the atmosphere on the stadium divided the opinions because both the lowest (10.7%) and highest (67.9%) ratings got the topmost percentages of all the aspects. The three aspects with the lowest averages among the detractors were comfort in the fan zone (3.53), safety in the city (3.55) and atmosphere in the fan zone (3.77).

According to the promoters/passives, the three aspects with the highest averages were atmosphere on the stadium (4.81), atmosphere in the city (4.71) and safety on the stadium (4.54). Especially the atmosphere on the stadium was top class because 85.2% of the all promoters/passives gave the highest possible rating. The three aspects with the lowest averages were comfort in the fan zone (4.11), atmosphere in the fan zone (4.28) and safety in the city (4.44).

UEFA as an organization

Table 18 demonstrates detractors' and promoters/passives' satisfaction towards UEFA as an organization in the UEFA EURO2012 in Gdansk. The respondents were asked to rate the following aspects: possibility to get information about EURO2012, possibility to get information about EURO2012 in foreign language, written information in the city about EURO2012 (tables, signs) and their overall satisfaction regarding the organization of UEFA EURO2012 in Gdansk. The options for answering the question were on a scale of one to five, where value one stood for poor and value five for excellent.

TABLE 18. UEFA as an organization – Gdansk (detractors vs. promoters/passives)

Detractors (n=48)	1	2	3	4	5	n	Average value
Possibility to get information about EURO2012	7.0 %	7.0 %	34.9 %	32.6 %	18.6 %	43	3,49
Possibility to get information about EURO2012 in foreign language	9.5 %	19.1 %	28.6 %	23.8 %	19.1 %	42	3,24
Written information in the city about EURO2012 (tables, signs)	7.1 %	19.1 %	38.1 %	26.2 %	9.5 %	42	3,12
Level of satisfaction regarding the organization of UEFA EURO2012 in city	2.5 %	7.5 %	35.0 %	42.5 %	12.5 %	40	3,55
Promoters/passives (n=498)	1	2	3	4	5	n	Average value
Possibility to get information about EURO2012	1.2 %	3.0 %	16.4 %	31.0 %	48.5 %	433	4,23
Possibility to get information about EURO2012 in foreign language	2.7 %	2.0 %	20.6 %	30.2 %	44.6 %	408	4,12
Written information in the city about EURO2012 (tables, signs)	2.1 %	4.9 %	20.6 %	33.8 %	38.7 %	432	4,02
Level of satisfaction regarding the organization of UEFA EURO2012 in city	0.2 %	2.3 %	11.6 %	36.4 %	49.4 %	431	4,32

Table 18 shows that the detractors were the most dissatisfied with the written information in the city about EURO2012 with the average of 3.12. A possibility to get information about EURO2012 (3.49) and a possibility to get information about EURO2012 in foreign language (3.24) did not either satisfied the detractors truly. The overall satisfaction regarding the organization of the UEFA EURO2012 in Gdansk was rated with the average of 3.55.

Table 18 also shows that the promoters/passives were not entirely satisfied with the organization of UEFA either, especially when taking their positive bias into account. The written information in the city about EURO2012 got the lowest average (4.02). Furthermore, the average of possibility to get information about EURO2012 in foreign language was only slightly better with the average of 4.12. The promoters/passives rated their overall satisfaction regarding the organization of the UEFA EURO2012 in Gdansk with the average of 4.32.

4.7.2 Satisfaction levels of detractors and promoters/passives in Lviv

Lviv as a city

When asked about the detractors' intention to visit Lviv again in next 12 months, only 7.9% replied "likely" and none of the detractors replied "yes". Option "no" was clearly the most common answer with a share of 44.7%. The responses of the promoters/passives were evenly divided to each group as seen in table 19.

TABLE 19. Do you intend to visit Lviv again in next 12 months? (detractors vs. promoters/passives)

Do you intend to visit Lviv again in next 12 months?						
Detractors (n=38)	n	%	Promoters/passives (n=123)		n	%
No	17	44,7 %	No		25	20,3 %
Unlikely	6	15,8 %	Unlikely		20	16,3 %
I don't know	12	31,6 %	I don't know		35	28,5 %
Likely	3	7,9 %	Likely		23	18,7 %
Yes	0	0 %	Yes		19	15,4 %
Missing	0	0 %	Missing		1	0,8 %
Total	38	100 %	Total		123	100 %

Quality of city activities

Table 20 shows how the detractors and promoters/passives evaluated the quality of the following city activities in Lviv: football EURO2012, business activities, city sightseeing, visiting relatives, shopping, cultural events, gastronomy, relaxation and partying. The options for answering the question were on a scale of one to five, where value one stood for poor and value five for excellent. The three aspects with highest and lowest averages were chosen for a closer examination.

TABLE 20. Quality of city activities – Lviv (detractors vs. promoters/passives)

Detractors (n=38)	1	2	3	4	5	n	Average value
Football EURO2012	5.9 %	5.9 %	17.7 %	26.5 %	44.1 %	34	3,97
Business activities	36.8 %	26.3 %	26.3 %	10.5 %	0 %	19	2,11
City sightseeing	12.5 %	31.3 %	28.1 %	25.0 %	3.1 %	32	2,75
Visiting relatives	36.8 %	26.3 %	26.3 %	5.3 %	5.3 %	19	2,16
Shopping	23.1 %	23.1 %	38.5 %	7.7 %	7.7 %	26	2,54
Cultural events	19.2 %	26.9 %	42.3 %	7.7 %	3.9 %	26	2,5
Gastronomy	6.7 %	23.3 %	50.0 %	20.0 %	0 %	30	2,83
Relaxation	11.1 %	22.2 %	40.7 %	14.8 %	11.1 %	27	2,93
Partying	13.8 %	6.9 %	20.7 %	44.8 %	13.8 %	29	3,38
Promoters/passives (n=123)	1	2	3	4	5	n	Average value
Football EURO2012	0 %	0.9 %	4.5 %	30.4 %	64.3 %	112	4,58
Business activities	34.0 %	8.5 %	31.9 %	10.6 %	14.9 %	47	2,64
City sightseeing	1.9 %	6.7 %	23.8 %	39.1 %	28.6 %	105	3,86
Visiting relatives	45.6 %	5.3 %	21.1 %	21.1 %	7.0 %	57	2,39
Shopping	18.0 %	14.6 %	44.9 %	18.0 %	4.5 %	89	2,76
Cultural events	5.9 %	16.5 %	34.1 %	31.8 %	11.8 %	85	3,27
Gastronomy	9.4 %	10.4 %	23.6 %	31.1 %	25.5 %	106	3,53
Relaxation	9.9 %	6.7 %	23.1 %	29.7 %	30.8 %	91	3,65
Partying	0 %	3.0 %	21.2 %	32.3 %	43.4 %	99	4,16

According to the detractors, the quality of the EURO2012 event (3.97) was above others. The qualities of partying (3.38) and relaxation (2.93) were rated with the second and third best averages. The three aspects with the lowest averages among the detractors were business activities (2.11), visiting relatives (2.16) and cultural events (2.50).

According to the promoters/passives, the quality of the EURO2012 event (4.58) was also clearly above others. The qualities of partying (4.16) and city sightseeing (3.86) were rated with the second and third best averages. The three aspects with the low-

est qualities were visiting relatives (2.39), business activities (2.64) and shopping (2.76).

UEFA EURO2012 as an event

Table 21 demonstrates detractors' and promoters/passives' satisfaction towards the atmosphere, safety and comfort (in the city, on the stadium and in the fan zone) in the UEFA EURO2012 event in Lviv. The options for answering the question were on a scale of one to five, where value one stood for poor and value five for excellent. The three aspects with highest and lowest averages were chosen for a closer examination.

TABLE 21. UEFA EURO2012 as an event – Lviv (detractors vs. promoters/passives)

Detractors (n=38)	1	2	3	4	5	n	Average value
Atmosphere in the city	2.9 %	11.4 %	20.0 %	42.9 %	22.9 %	35	3,71
Atmosphere on the stadium	8.0 %	4.0 %	16.0 %	36.0 %	36.0 %	25	3,88
Atmosphere in the fan zone	5.7 %	11.4 %	22.9 %	31.4 %	28.6 %	35	3,66
Safety in the city	3.1 %	9.4 %	15.6 %	37.5 %	34.4 %	32	3,91
Safety on the stadium	4.0 %	12.0 %	12.0 %	24.0 %	48.0 %	25	4,00
Safety in the fan zone	6.1 %	6.1 %	9.1 %	45.5 %	33.3 %	33	3,94
Comfort on the stadium	14.8 %	7.4 %	18.5 %	40.7 %	18.5 %	27	3,41
Comfort in the fan zone	10.0 %	13.3 %	20.0 %	30.0 %	26.7 %	30	3,50
Promoters/passives (n=123)	1	2	3	4	5	n	Average value
Atmosphere in the city	0.8 %	0 %	5.9 %	25.2 %	68.1 %	119	4,60
Atmosphere on the stadium	0 %	1.1 %	1.1 %	26.6 %	71.3 %	94	4,68
Atmosphere in the fan zone	0 %	0 %	11.5 %	27.4 %	61.1 %	113	4,50
Safety in the city	1.8 %	0 %	4.5 %	37.5 %	56.3 %	112	4,46
Safety on the stadium	1.1 %	0 %	3.2 %	32.6 %	63.2 %	95	4,57
Safety in the fan zone	0.9 %	0 %	2.8 %	34.9 %	61.3 %	106	4,56
Comfort on the stadium	0 %	1.1 %	9.1 %	29.6 %	60.2 %	88	4,49
Comfort in the fan zone	0.9 %	1.8 %	8.1 %	41.4 %	47.8 %	111	4,33

Table 21 shows that neither single aspect clearly differed from the others among the detractors or promoters/passives in Lviv. However, safety aspects were evaluated with the highest grades among the detractors: safety at the stadium (4.00), safety in the fan zone (3.94) and safety in the city (3.91). The three aspects with the lowest averages among the detractors were comfort at the stadium (3.41), comfort in the fan zone (3.50) and atmosphere in the fan zone (3.66).

According to the promoters/passives, the three aspects with the highest grades were atmosphere on the stadium (4.68), atmosphere in the city (4.60) and safety on the stadium (4.57). The three aspects with the lowest averages were comfort in the fan zone (4.33), safety in the city (4.46) and comfort at the stadium (4.49).

UEFA as an organization

Table 22 demonstrates detractors' and promoters/passives' satisfaction towards UEFA as an organization in the UEFA EURO2012 in Lviv. The respondents were asked to rate the following aspects: possibility to get information about EURO2012, possibility to get information about EURO2012 in foreign language, written information in the city about EURO2012 (tables, signs) and their overall satisfaction regarding the organization of UEFA EURO2012 in Lviv. The options for answering the question were on a scale of one to five, where value one stood for poor and value five for excellent.

TABLE 22. UEFA as an organization – Lviv (detractors vs. promoters/passives)

Detractors (n=38)	1	2	3	4	5	n	Average value
Possibility to get information about EURO2012	3.2 %	19.4 %	25.8 %	22.6 %	29.0 %	31	3,55
Possibility to get information about EURO2012 in foreign language	9.7 %	25.8 %	25.8 %	29.0 %	9.7 %	31	3,03
Written information in the city about EURO2012 (tables, signs)	9.7 %	22.6 %	48.4 %	9.7 %	9.7 %	31	2,87
Level of satisfaction regarding the organization of UEFA EURO2012 in city	3.5 %	10.3 %	37.9 %	34.5 %	13.8 %	29	3,45
Promoters/passives (n=123)	1	2	3	4	5	n	Average value
Possibility to get information about EURO2012	4.5 %	3.6 %	11.7 %	39.6 %	40.5 %	111	4,08
Possibility to get information about EURO2012 in foreign language	6.5 %	4.6 %	16.7 %	38.0 %	34.3 %	108	3,89
Written information in the city about EURO2012 (tables, signs)	4.6 %	5.5 %	22.7 %	34.6 %	32.7 %	110	3,85
Level of satisfaction regarding the organization of UEFA EURO2012 in city	0 %	0.9 %	11.0 %	49.5 %	38.5 %	109	4,26

Table 22 shows that the detractors were not entirely satisfied with the UEFA as an organization in the EURO2012 event. The detractors were the most dissatisfied with the written information in the city about EURO2012 with the average of 2.87. A possibility to get information about EURO2012 (3.55) and a possibility to get the same information in foreign language (3.03) did not either satisfied the detractors truly. The detractors rated their overall satisfaction regarding the organization of the UEFA EURO2012 in Lviv with the average of 3.45.

Table 22 also shows that the promoters/passives were not entirely satisfied with the organization of UEFA in the EURO2012 event either, especially when taking the positive bias into account. The written information (3.85) was rated with the lowest average among the promoters/passives also. In addition, a possibility to get information about EURO2012 in foreign language was rated only slightly better with the average of 3.89. The promoters/passives rated their overall satisfaction regarding the organization of the UEFA EURO2012 in Lviv with the average of 4.26.

4.7.3 Correlations of detractors and promoters/passives – Gdansk & Lviv

This chapter demonstrates the correlations between two customer types: detractors and promoters/passives. Target question is “Would you recommend visiting the city to your friends?” and the correlation questions are “Quality of city activities?” and “UEFA EURO2012 in the city?” Since the correlation coefficients cannot be calculated if the target question has only been answered using a single value, the promoters and passives are one common category in this chapter.

Gdansk

Table 23 indicates the correlation coefficients of the quality of city activities of detractors and promoters/passives in Gdansk. Clear differences can be seen, however, as the same attributes hold value for both types of fans. However, the correlation coefficients were higher to detractors than promoters/passives.

The five most important aspects for detractors were: partying (0.37), cultural events (0.33), city sightseeing (0.22), relaxation (0.19) and football EURO2012 (0.10). The detractors were only a minor group of answerers, and because of that the p-value varied from 0.03 to 0.53. Promoters/passives found city sightseeing (0.25) as most important aspect for willingness to recommend the city. Shopping (0.22), cultural events (0.22), relaxation (0.20) and partying (0.20) were also strongly related to the willingness to recommend the city.

TABLE 23. Correlation coefficient of quality of city activities – Gdansk (detractors vs. promoters/passives)

Detractors/Gdansk (n=45)	Satisfaction (average)	Correlation coefficient - Quality of activities	P-value
Partying	3,55	0,37	0,03
Cultural events	3,00	0,33	0,19
City sightseeing	3,14	0,22	0,25
Relaxation	3,37	0,19	0,36
Football EURO2012	4,34	0,10	0,53
Promoters & Passives/Gdansk (n=498)	Satisfaction (average)	Correlation coefficient - Quality of activities	P-value
City sightseeing	3,95	0,25	0
Shopping	3,37	0,22	0
Cultural events	3,41	0,22	0
Relaxation	3,8	0,20	0
Partying	4,16	0,20	0

Table 24 shows the correlation coefficients of UEFA EURO2012 in Gdansk. The five most important aspects varied completely between detractors and promoters/passives. The table points out that safety in the fan zone (0.40) was most important aspect to detractors. Written information in the city about EURO2012 (0.25) and safety on the stadium (0.23) hold also value among the detractors. Safety in the city (0.21) and atmosphere on the stadium (0.19) came right behind. Since only 47 detractors' answers were gathered, the p-value of the correlations was usually above 0.05.

TABLE 24. Correlation coefficient of UEFA EURO2012 in Gdansk (detractors vs. passives/promoters)

Detractors/Gdansk (n=47)	Satisfaction (average)	Correlation coefficient - UEFA EURO2012 in the City	P-value
Safety in the fan zone	3,81	0,40	0,02
Written information in the city about EURO2012	3,12	0,25	0,10
Safety on the stadium	3,87	0,23	0,23
Safety in the City	3,55	0,21	0,20
Atmosphere on the stadium	4,25	0,19	0,35
Promoters & Passives/Gdansk (n=498)	Satisfaction (average)	Correlation coefficient - UEFA EURO2012 in the City	P-value
Possibility to get information about EURO2012	4,23	0,27	0
Safety in the City	4,44	0,26	0
Possibility to get information about EURO2012 in foreign language	4,12	0,25	0
Comfort in the fan zone	4,11	0,22	0
Comfort on the stadium	4,49	0,22	0

Lviv

Table 25 shows the correlation coefficients of quality of city activities in Lviv. Detractors held city sightseeing (0.37) as most important aspect what comes to willingness to recommend the city. Football EURO2012 (0.23), partying (0.19), business activities

(0.14) and gastronomy (0.13) were valued highly among Lviv's respondents. P-value varied from 0.04 to 0.56 because of low number of answerers (38).

Promoters/passives among the respondents in Lviv regarded gastronomy (0.33) as the most important aspect. City sightseeing (0.27) was also important as it was to the detractors. Football EURO2012 (0.26), visiting relatives (0.24) and cultural events (0.24) were also important to sport fans in Lviv. P-value stayed low, however, at visiting relatives (0.07) it rose above 0.05.

The detractors and promoters/passives hold the same attributes important. The three aspects (city sightseeing, football EURO2012 and gastronomy) were among the top five in both fan types. Correlations varied greatly from Gdansk: city sightseeing being the only attribute in five most important aspects for detractors and promoters/passives in Gdansk and Lviv.

TABLE 25. Correlation coefficient of quality of city activities – Lviv (detractors vs. passives/promoters)

Detractors/Lviv (n=38)	Satisfaction (average)	Correlation coefficient - Quality of activities	P-value
City sightseeing	2,75	0,37	0,04
Football EURO2012	3,97	0,23	0,19
Partying	3,38	0,19	0,32
Business activities	2,11	0,14	0,56
Gastronomy	2,83	0,13	0,49
Promoters & Passives/Lviv (n=123)	Satisfaction (average)	Correlation coefficient - Quality of activities	P-value
Gastronomy	3,53	0,33	0
City sightseeing	3,86	0,27	0,01
Football EURO2012	4,58	0,26	0,01
Visiting relatives	2,39	0,24	0,07
Cultural events	3,27	0,24	0,03

According to table 26, the top five aspects of UEFA EURO2012 among the detractors in Lviv were: safety in the stadium (0.44), comfort in the fan zone (0.40), comfort on the stadium (0.33), safety in the fan zone (0.33) and atmosphere on the stadium (0.30). P-value varied from 0.03 to 0.14.

The promoters/passives agreed with the detractors on the fact that safety at the stadium (0.30) was the most important aspect. Written information in the city about EURO2012 (0.24), possibility to get information about EURO2012 (0.21), comfort on

the stadium (0.18) and safety in the city (0.16) fulfilled the top five. The p-value also rose above 0.05, mainly because Lviv could not match the number of Gdansk's respondents. The detractors and the promoters/passives in Gdansk and Lviv held safety as the most important aspect. Safety on the stadium and safety in the city were frequently in top five answers in both cities.

TABLE 26. Correlation coefficient of UEFA EURO2012 in Lviv (detractors vs. promoters/passives)

Detractors/Lviv (n=38)	Satisfaction (average)	Correlation coefficient - UEFA EURO2012 in the City	P-value
Safety on the stadium	4,00	0,44	0,03
Comfort in the fan zone	3,50	0,40	0,03
Comfort on the stadium	3,41	0,33	0,09
Safety in the fan zone	3,94	0,33	0,06
Atmosphere on the stadium	3,88	0,30	0,14
Promoters & Passives/Lviv (n=123)	Satisfaction (average)	Correlation coefficient - UEFA EURO2012 in the City	P-value
Safety on the stadium	4,57	0,30	0
Written information in the city about EURO2012	3,85	0,24	0,01
Possibility to get information about EURO2012	4,08	0,21	0,03
Comfort on the stadium	4,49	0,18	0,09
Safety in the City	4,46	0,16	0,09

5 CONCLUSION

5.1 Satisfaction – Gdansk vs. Lviv

One of the purposes of this study was to evaluate sport fans' satisfaction towards UEFA as an organization, the UEFA EURO2012 as an event and Gdansk&Lviv as cities. The questionnaire included three questions considering customer satisfaction:

- Do you intend to visit City again in next 12 months?
- Quality of city activities in Gdansk/Lviv
- UEFA EURO2012 as an event?
- UEFA as an organization?

When asked the respondents' about their intention to visit city again in next the 12 months, minor differences could be seen. 46.6% of the respondents in Gdansk answered that they were not or were unlikely intending to visit the city of Gdansk again in the next 12 months. The corresponding percentage among the respondents in Lviv was 41.9%. However, this question is not directly commensurate with the customer satisfaction but more like a non-specific question. For example, if a tourist is completely satisfied with the visited city, it does not automatically mean that the tourist will visit the city again in the near future. For instance economical issues and practicalities may be an obstacle to such a re-visit. These assumptions might explain the large number of "I don't know"-answers to this question.

When asked the respondents' opinion about the quality of the city activities, the same aspects came out in the both countries. The averages, with the exception of the UEFA EURO2012 event, were quite low. The reason for the low averages may be the fact that all the respondents were sport fans, thus, it can be assumed that a clear majority of them were visiting the host cities just because of the UEFA EURO2012 event, not because of the other city activities. However, it is noteworthy that especially the quality of shopping was among the three lowest factors in the both cities. In addition, although the quality of city sightseeing was among the top three factors

in the both cities, approximately one third of the respondents in the both cities rated the quality of it with grades from one to three. It is noteworthy, because as the correlation coefficient chapter pointed out, city sightseeing has a strong connection to the willingness to recommend the cities.

The respondents' satisfaction with the UEFA EURO2012 event was structured quite similarly in both cities. The average values were high in both cities, however, when taking the positive bias into account, it can be said that especially the comfort in the fan zone was low-grade (Gdansk 4.06, Lviv 4.15). Especially in Gdansk, where more than 25% of respondents rated comfort in the fan zone 1-3. Based on our own experiences, it is easy to agree on that point of view – particularly during Poland's game, the fan zone was very uncomfortable and even unsafe. On the contrary, the atmosphere at the stadium and in the city was highly valued among the respondents in Gdansk, whereas the respondents in Lviv gave the atmosphere and safety on the stadium the highest grades.

The respondents in both cities were not entirely satisfied with the organization of UEFA. Especially in Lviv, the average values remained even under 4.00 – the written information in the city about EURO2012 (tables, signs) was rated the lowest (3.63) and possibility to get information about EURO2012 in foreign language was rated only slightly better (3.72). The questionnaire included an open-ended question the answers to which also indicated the lack of a possibility to get information in a foreign language in Lviv. The same also applies to Gdansk – written information in the city about EURO2012 being lowest with the average of 3.93. In these kinds of big events, the written information should be of top quality in order to avoid unnecessary confusions. For example, many respondents in Lviv had problems with finding the way to the stadium. These kinds of issues might harm the general view of the whole city.

5.2 Level of recommendation

One of the fundamental ideas of this study was to find out the connection between the level of recommendation and the customer satisfaction. The level of recommendation was studied with two questions: “Would you recommend city as a holiday destination to others?” and “Would you recommend visiting city to your friends?”

Sport fans were more willing to recommend the city of Gdansk than the city of Lviv as a holiday destination to others. However, the recommendation levels were high in both cities. It could be assumed that both cities raised their profile as a holiday destination with the help of UEFA EURO2012 event. Before the EURO2012 event, people might not have chosen these cities as their holiday destinations, however, the event presumably changed public opinion about Gdansk & Lviv.

The second question for the level of recommendation was chosen for closer analysis because it describes the overall recommendation of cities, not only the willingness to recommend the cities as a holiday destinations. The results shows clear differences between Gdansk & Lviv: 60.1% of all respondents would definitely recommend visiting Gdansk to their friends while 41.3% would definitely recommend the city of Lviv. The reasons for a clear difference might be that Lviv’s infrastructure is a little behind Gdansk’s. In addition, the research results showed that the organization of UEFA succeeded better in Gdansk than in Lviv which might have an effect on the level of recommendation.

5.3 Correlation between customer satisfaction and levels of recommendation

The hypothesis in the quality of city activities –section was that the city activities which affect the most to the respondents’ willingness to recommend the city would be so called “regular ones”. In other words, the issues like city sightseeing, partying, cultural events, relaxation and shopping. The reason for this hypothesis was that

above-mentioned city activities can be considered as general recommendation factors of tourists.

Another hypothesis was that the UEFA EURO2012 event would play an important role in respondents' recommendations and that is why the effect of the UEFA EURO2012 was studied in detail. Thus, the UEFA EURO2012 events' effect on the level of recommendation was studied in two different ways:

1. The UEFA EURO2012 event as one of the city activities
 - Hypotheses: The quality of the whole UEFA EURO2012 event would play an important role in respondents' recommendations
 - All the respondents were sport fans, thus it can be assumed that a high or low quality of the UEFA EURO2012 event affects much to the respondents' recommendation levels
2. Single factors inside the UEFA EURO2012 event (safety, comfort, atmosphere, information)
 - Hypotheses: Especially safety and written information have an effect to the respondents' recommendation levels

5.3.1 Correlation coefficient of the quality of city activities

The quality of the city activities had similar recommendation values in the both cities. City sightseeing had highest correlation coefficient in Gdansk (0.30) and in Lviv (0.50). Although, Lviv had such a high correlation coefficient value, the satisfaction average among respondents in Lviv was relatively low (3.59), same value in Gdansk was (3.90).

In Gdansk: partying, shopping, cultural events and gastronomy had also high correlation coefficient values. It can be said that the hypothesis was almost correct when considering the values in Gdansk. However, surprisingly the UEFA EURO2012 had a little value for the respondents in Gdansk when considering the level of recommendation.

In Lviv: the UEFA EURO2012, gastronomy, cultural events and partying followed city sightseeing with the highest correlation coefficient values. General recommendation factors can be found in top five in Lviv. The UEFA EURO2012 held also significant value (0.39) among the respondents.

Similarities can be seen in the both cities, however, Lviv had higher correlation coefficient values than Gdansk. The Lviv's respondents also followed the hypothesis closely, because the UEFA EURO2012 had important role in the respondents' recommendation levels. Thus, it can be said that the hypothesis and the research results matched up in Lviv, but in Gdansk the hypothesis did not perfectly fulfill.

5.3.2 Correlation coefficient of the UEFA EURO2012

According to the respondents in Gdansk the following factors in the UEFA EURO2012 affected the most in their level of recommendation: safety in the city, atmosphere in the city, possibility to get information about the EURO2012 in foreign language, written information in the city about the EURO2012 and possibility to get information about the EURO2012. The respondents in Lviv appreciated the most: comfort on the stadium, atmosphere at the stadium, safety at the stadium, atmosphere in the city and comfort in the fan zone.

The correlation coefficient values had great differences between Gdansk and Lviv. The atmosphere in the city was only value in top five in both cities. The hypothesis was that especially safety and written information have an effect on respondents' recommendation levels. It can be seen that the research results and the hypothesis matched perfectly in Gdansk. Safety in the city was the most important factor (0.36) and written information followed right behind (0.31). In Lviv the results were surprising because written information did not have such an important role among the respondents. The safety at the stadium had a high correlation coefficient value (0.42). In Lviv the hypothesis and the results did not match as expected.

5.4 Detractors, Passives and Promoters

At the analysis phase, the respondents were divided into groups according to their level of recommendations (figure 10). Due to the positive bias, the hypothesis was that the promoters would have a clear majority in both cities and the share of the detractors would be minimal.

The group segmentation gave a possibility to observe which factors affected the different customer types' recommendation levels the most. In other words, with the segmentation it was possible to study how the quality of the different city activities and the UEFA EURO2012 as an event affected to the detractors' and promoters/passives' willingness to recommend the host cities to others.

The group segmentation shows the big differences between the respondents of Gdansk and Lviv. In Lviv, none of the customer types clearly exceeded the others, whereas in Gdansk, the group of promoters had a clear majority with a share of 63% and the detractors a clear minority with a 9% share. Due to the positive bias and the fact that all the respondents were sport fans, the hypothesis of the group classification was in line with the Gdansk's results. Hence, the even segmentation of the respondents into promoters, passives and detractors in Lviv was significant.

5.4.1 Satisfaction levels of detractors and promoters/passives in Gdansk

Gdansk as a city

When asked the detractors' and promoters/passives' about their intention to visit Gdansk again in the next 12 months, there were clear differences between the groups. More than 30% of the promoters/passives answered "yes" or "likely", whereas none of the detractors had intention to visit Gdansk again in next 12 months. The research results matched the predictions, because the groups were divided according to the respondents' willingness to recommend the cities.

Quality of city activities

One of the hypotheses in this study was that the detractors are also dissatisfied with the quality of the UEFA EURO2012. However, the results in Gdansk showed that this hypothesis did not match - the detractors evaluated the quality of the EURO2012 event with the average of 4.34. The aspects with the lowest averages among the detractors were business activities, visiting relatives and shopping. Since the respondents were sport fans, the results did not surprise, because the reason they were in the city was the UEFA EURO2012 event. The promoters/passives fulfilled the hypothesis, because over 94% evaluated the quality of the EURO2012 with grades from four to five.

UEFA as an event

The structure of the results of the both groups was similar - atmosphere on the stadium was evaluated with the highest grades (detractors 4.25, promoters/passives 4.81) and comfort in the fan zone with the lowest grades (detractors 3.53, promoters/passives 4.11). In general, the promoters/passives were clearly more satisfied with the UEFA EURO2012 event than the detractors. Thus, the hypothesis matched the results perfectly in Gdansk.

UEFA as an organization

The promoters/passives were also more satisfied with the UEFA as an organization than the detractors. However, the averages were not so high as could be assumed, especially when taking the positive bias into account. Written information in Gdansk about the EURO2012 were evaluated with the lowest grades among the both groups. Particularly, more than 60% of the detractors rated the written information with grades from one to three and as the later results showed, it had strong connection to the detractors' willingness to recommend the city.

5.4.2 Satisfaction levels of detractors and promoters/passives in Lviv

Lviv as a city

When asked the detractors' and promoters/passives' about their intention to visit Lviv again in the next 12 months, there were clear differences between the groups. More than 60% of the detractors replied "no" or "unlikely" and none of them would definitely visit Lviv again within the year. The responses of the promoters/passives were evenly divided to each group. However, the share of the "no" and "unlikely" was slightly higher than "yes" and "likely".

Quality of city activities

One of the hypotheses in this study was that the detractors are also dissatisfied with the quality of the UEFA EURO2012. The results in Lviv supported the hypothesis, because the quality of the EURO2012 was relatively low, especially when taking the positive bias into account and when compared to the Gdansk's detractors. Furthermore, the passives/promoters fulfilled the hypothesis, because almost 95% rated the quality of the EURO2012 with grades from four to five.

UEFA as an event

One of the hypotheses in this study was that the group of promoters/passives is more satisfied with the UEFA EURO2012 event than the group of detractors. This hypothesis was perfectly correct in this section, because the promoters/passives evaluated every factor with a higher averages than the detractors.

UEFA as an organization

The promoters/passives were also more satisfied with the UEFA as an organization than the detractors. However, the averages were not so high as could be assumed, especially when taking the positive bias into account. Written information in Lviv about the EURO2012 were evaluated with the lowest averages among the both groups (detractors 2.87, promoters/passives 3.85). Particularly, more than 30% of the promoters/passives rated the written information with the lowest grades (1-3)

and as the later results showed, it had strong connection to the promoters/passives' willingness to recommend the city.

5.4.3 Correlation coefficient of quality of city activities – detractors vs. passives&promoters

The hypotheses in this section were the same as in chapter 5.3. In addition, the group segmentation enabled to study specifically the factors that affect different customer types' recommendation levels most.

Gdansk

According to the detractors in Gdansk, the quality of the following city activities affected to their level of recommendation most: partying, cultural events, city sightseeing, relaxation and UEFA EURO2012 event. However, the correlation coefficient of the UEFA EURO2012 event was so low (0.10) that it is not statistically important. The promoters/passives regarded the quality of the city sightseeing, shopping, cultural events, relaxation and partying as the most significant recommendation factors.

The research results were surprising because, contrary to the expectations, the quality of the UEFA EURO2012 event did not have (or had only minor) an effect on the both customer types' willingness to recommend the city to others. When studying the correlation coefficients and the satisfaction values, it can be noticed that especially the quality of the cultural events and the city sightseeing had a quite high correlation coefficients and quite a low satisfaction values in the both customer types' responses. Differences were also detected: the promoters/passives found the quality of the shopping as an important factor whereas it did not belong to the detractors' top five correlations. However, the detractors and the promoters/passives in Gdansk held basically the same city activities important what comes to their willingness to recommend the city to others. Thus the research results and the hypothesis did not perfectly match up.

Lviv

According to the detractors in Lviv, the quality of the following city activities clearly affected their level of recommendation: city sightseeing, UEFA EURO2012 event and partying. The promoters/passives regarded the quality of the gastronomy, city sightseeing, UEFA EURO2012 event, visiting relatives and cultural events as the most significant recommendation factors.

The research results of both groups differed significantly from the corresponding results in Gdansk because the quality of the UEFA EURO2012 event had a clear effect, as assumed, on the both customer types' levels of recommendations. The importance of the quality of the UEFA EURO2012 event can be considered significant especially among the detractors because they rated the quality of the event with an average of 3.97 and the correlation coefficient was the second highest, 0.23. Thus, as assumed, a better success of UEFA EURO2012 event would have had a positive effect on the willingness to recommend the whole city. Another remarkable issue is that the quality of city sightseeing had was significant for both the customer types. The detractors rated the quality of the city sightseeing with an average 2.75 and with the highest correlation coefficient, 0.37 and the promoters/passives held it as the second most important recommendation factor with a correlation coefficient of 0.27.

Thus, both the customer types in Lviv reacted as expected. The quality of the UEFA EURO2012 event was a significant factor but so were the "regular ones" too.

5.4.4 Correlation coefficient of UEFA EURO2012 – detractors vs. passives&promoters

Gdansk

According to the detractors in Gdansk, the quality of the following city activities affected to their level of recommendation most: safety in the fan zone, written information in the city about EURO2012, safety on the stadium, safety in the city and at-

mosphere on the stadium. Promoters/passives in Gdansk valued: possibility to get information about EURO2012, safety in the city, possibility to get information about EURO2012 in foreign language, comfort in the fan zone and comfort at the stadium.

The research data and hypothesis matched perfectly with the detractors in Gdansk. The detractors highly valued safety in UEFA EURO2012, and written information was also in top 5. The promoters/passives held comfort in a higher value than the detractors. However, safety in the city was also important to their level of recommendation. The written information missing in top 5 made the hypothesis incomplete with the promoters/passives in Gdansk.

Lviv

The detractors in Lviv valued the most: safety on the stadium, comfort in the fan zone, comfort on the stadium, safety in the fan zone and atmosphere at the stadium. The promoters/passives considered: safety on the stadium, written information in the city about EURO2012, a possibility to get information about the EURO2012 in a foreign language, comfort at the stadium and safety in the city as the most important recommendation factors.

The detractors and the promoters/passives found safety at the stadium as the most important value when it comes to recommending the city. Thus, the respondents felt safe when watching games at the stadium in Lviv because the satisfaction averages were high in both segments (the detractors 4.00, the promoters/passives 4.57). Other values in top 5 differed completely. The research material followed the hypothesis closely with the passives/promoters. However, the detractors did not meet the standards in the hypothesis.

5.4.5 Future research

In the future, this research can be exploited by event organizers when there is need to study important aspects for sport fans. The study pinpoints the effect that single event and the city activities have on to the willingness to recommend the host cities.

The future research should be similar with minor improvements. The respondents should be given an better opportunity to give proposals for improvements: rather than asking the most negative/positive things in the city, question: "what factors should be improved and how?" could be asked in the open-ended-section. The reason for this development proposal is that open-ended-section in this research mostly included answers such as: "cheap beer", "beautiful women" and "bad weather". Furthermore, it would be interesting to study sport fans opinion about the improvement of the events during the years.

The future research could increase the stability of the study if the results are alike with this study. However, exactly similar research cannot be done, because the nature of the UEFA EURO Football Championships (organized every fourth year, different host cities).

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APPENDICE

Appendix 1. Questionnaire in UEFA EURO2012

UEFA EURO 2012™ Spectator Questionnaire Gdansk

Dear spectator,

This survey aims to collect data to evaluate the touristic and economic impacts of the UEFA EURO 2012™. Your PERSONAL opinion is very important to us! Please note that all answers will be kept confidential and presented anonymously and scientifically.

Thank you for your participation!

1a. Where are you from?

- | | |
|----------------------------------|--|
| <input type="radio"/> Albania | <input type="radio"/> Andorra |
| <input type="radio"/> Armenia | <input type="radio"/> Austria |
| <input type="radio"/> Azerbaijan | <input type="radio"/> Belarus |
| <input type="radio"/> Belgium | <input type="radio"/> Bosnia & Herzegovina |
| <input type="radio"/> Bulgaria | <input type="radio"/> Croatia |
| <input type="radio"/> Cyprus | <input type="radio"/> Czech Republic |
| <input type="radio"/> Denmark | <input type="radio"/> Estonia |
| <input type="radio"/> Finland | <input type="radio"/> France |
| <input type="radio"/> Georgia | <input type="radio"/> Germany |
| <input type="radio"/> Greece | <input type="radio"/> Hungary |
| <input type="radio"/> Iceland | <input type="radio"/> Ireland |
| <input type="radio"/> Italy | <input type="radio"/> Kosovo |

- | | |
|--------------------------------------|--|
| <input type="radio"/> Latvia | <input type="radio"/> Liechtenstein |
| <input type="radio"/> Lithuania | <input type="radio"/> Luxembourg |
| <input type="radio"/> Macedonia | <input type="radio"/> Malta |
| <input type="radio"/> Moldova | <input type="radio"/> Monaco |
| <input type="radio"/> Montenegro | <input type="radio"/> The Netherlands |
| <input type="radio"/> Norway | <input type="radio"/> Poland, which city? _____ |
| <input type="radio"/> Portugal | <input type="radio"/> Romania |
| <input type="radio"/> Russia | <input type="radio"/> San Marino |
| <input type="radio"/> Serbia | <input type="radio"/> Slovakia |
| <input type="radio"/> Slovenia | <input type="radio"/> Spain |
| <input type="radio"/> Sweden | <input type="radio"/> Switzerland |
| <input type="radio"/> Turkey | <input type="radio"/> Ukraine |
| <input type="radio"/> United Kingdom | <input type="radio"/> Other country, what? _____ |

1b. If other than Poland, which city:

2a. If you are from Gdansk, are you hosting any relatives or friends in your home during the EURO 2012?

- ☐ No
☐ Yes

2b. If yes, how many persons and nights?

Person(s) _____

Night(s) _____

3a. For Poles only: Did you skip a vacation (trip) outside the country in order to attend the EURO 2012?

- ☐ No
☐ Yes

3b. If no, did you shift your vacation in order to attend the EURO 2012?

- ☐ No
☐ Yes

4a. How many nights in total will you stay **in Poland** during the entire EURO 2012?

The maximum amount of nights is 23.

_____ night(s) in total

4b. If one or more nights, where and how long will you stay in Poland during the EURO 2012?

- ☐ Gdansk
☐ Warsaw
☐ Poznan
☐ Wroclaw
☐ Other: _____

_____	nights in Gdansk
_____	nights in Warsaw
_____	nights in Poznan
_____	nights in Wroclaw
_____	nights in other cities

4c. Please describe your lodging accommodations in Poland during the EURO 2012.

- ☐ Hotel
☐ Apartment / flat
☐ Camping
☐ Pension / bed & breakfast
☐ Private residence
☐ Other: _____

5. How many visitors are there in your immediate travel group?

Please report the total amount of visitors including yourself!

_____ visitors

6. Where and how many times are you going to visit a Fan Park / public viewing zone in Poland during EURO 2012?	_____	times in Gdansk (quantity)
<input type="checkbox"/> Gdansk	_____	times in Warsaw (quantity)
<input type="checkbox"/> Warsaw	_____	times in Poznan (quantity)
<input type="checkbox"/> Poznan	_____	times in Wroclaw (quantity)
<input type="checkbox"/> Wroclaw	_____	times in other Polish cities (quantity)
<input type="checkbox"/> Others in Poland	_____	

7a. Approximately how much money will you spend in Gdansk during the entire EURO 2012?

Please use: "0" = no expenditure "x" = I do not know. Please indicate the expenditure in PLN (zloty)!

Food / beverages	_____
Tickets (stadium)	_____
Transportation to (to the stadium, fan zone)	_____
Accommodation (per night)	_____
Football souvenirs	_____
Shopping	_____
Other (entertainment, etc.)	_____

7b. Please indicate how many people are included in these expenditures?

- ☐ only myself
- ☐ the total amount of people;

8. Please answer "yes" or "no" to the following statements (tick each row).

	Yes	No
I have a relative or a close friend competing in the EURO 2012.	<input type="checkbox"/>	<input type="checkbox"/>
I extended my vacation to see this match.	<input type="checkbox"/>	<input type="checkbox"/>
I attended EURO 2008 Austria-Switzerland.	<input type="checkbox"/>	<input type="checkbox"/>
I attended 2010 FIFA World Cup in South Africa	<input type="checkbox"/>	<input type="checkbox"/>

9a. Please respond to the following questions (tick each row).

	No	Unlikely	I don't know	Likely	Yes
Do you intend to visit Gdansk again in the next 12 months?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would you recommend Gdansk as a holiday destination to others?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9b. In case you chose the alternative "Yes" or "No" in question 9a, please comment below.

☐ If Yes, why? _____

☐ If No, why? _____

10a. Would you be willing to respond to an e-mail survey about the EURO Cup next month?

☐ No

☐ Yes

10b. If Yes, please enter your contact information below

Name _____

E-mail _____

11. Which statement describes most correctly your interest in football / soccer as a spectator?

☐ I am a passionate fan of football, and always try to attend the matches or watch them on TV.

☐ I am interested in football and watch it when I can.

☐ I am not particularly interested in football, but might enjoy seeing a match live somewhere.

☐ I am not interested in football but sometimes attend or watch it because my family or friends are interested.

12. Highest level of education completed.

- ☐ Basic school (10 years or less)
- ☐ Basic school (more than 10 years)
- ☐ School diploma / university entrance diploma
- ☐ Studies in University or University of applied sciences
- ☐ University or University of applied sciences degree

13. Gender

- ☐ male
- ☐ female

14. How old are you?

_____ years

15. Your net monthly income (after the deduction of taxes and social security).

- ☐ < 500 €
- ☐ 500 - 999 €
- ☐ 1000 - 1499 €
- ☐ 1500 - 2249 €
- ☐ 2250 - 2999 €
- ☐ 3000 - 4499 €
- ☐ > 4500 €

16. Travelling to Gdansk?

- ☐ By plane
- ☐ By car
- ☐ By train
- ☐ By ship
- ☐ Other, what? _____

17. Your opinion about...?

SCALE: 1 = POOR... 5 = EXCELLENT

	1	2	3	4	5	Don't know
Gdansk airport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roads to Gdansk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gdansk railway station	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The port of Gdansk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. Means of transportation in Gdansk?

Please report the quantity of one way trips per week!

Car / motorcycle	_____
Taxi	_____
Public busses	_____
Tram	_____
Metropolitan trains (SKM)	_____
Bicycle	_____

19. Activities in Gdansk?

SCALE: 1 = NOT INTERESTED AT ALL... 5 = VERY INTERESTED

	1	2	3	4	5
Football EURO 2012	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City sightseeing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting relatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gastronomy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relaxation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other, what? _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comfort on the stadium	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
Comfort in the fan zone	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
Possibility to get information about EURO 2012	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
Possibility to get information about EURO 2012 in foreign language	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
Written information in the city about EURO 2012 (tables, signs)	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
Level of satisfaction regarding the organization of UEFA EURO 2012™ in Gdansk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>

22. The most positive things in Gdansk?

23. The most negative things in Gdansk?

24. Would you recommend visiting Gdansk to your friends?

1 2 3 4 5
 Not at all ☐ ☐ ☐ ☐ ☐ Yes, definitely