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Institution Name  
TBS Education



Country  
France



Research Area  
Marketing



Thematic Focus  
Relationships between brands and consumers



Stakeholders involved  
Sport industry, gaming industry, consumers, gamers



Research Phase  
Finalised

## RESEARCH ASSET

The sports industry seems to be embedded in the global culture to such a degree that many activities positioning themselves or using sports elements seem to emerge every day, such as e-sports, or the practice of competitive video games. At the same time, other activities with the legal status of sport, such as chess, are mostly not considered sports by consumers. A paradox therefore seems to exist between the classification of an activity as a sport and the mental categorization and representation that consumers have of it. Based on this observation, this research work has as its first objectives the understanding, but also the measurement of the elements influencing the perception of leisure activities as sporting by consumers. This measure, called perceived sportsmanship, is carried out through an initial historical and sociological review of the concept of sport. We go back to its origin and analyze its evolution to understand its components and influences. Then, based on a series of qualitative and quantitative studies, we develop a measuring instrument to measure this perception and categorization of sport by consumers. This measurement instrument has 8 items making up two dimensions called physicality (5 items) and equipment (3 items). Once this instrument for measuring perceived sportsmanship has been produced and validated from a convergent, discriminating point of view, but also within a nomological network, we propose to test it in two contexts. First, we test the effects of perceived sportsmanship when a field study on an e-sports competition dedicated to one of the most played and watched games in the world: League of

### *Perceived sportiness of experiential activities: Conceptualization, measurement, and effects on the relationships between brands and consumers*

Legends. In this field study, we test and confirm the effects of perceived sportsmanship on brand perception, namely brand personality, brand identification, and perceived brand legitimacy. Finally, we also measure and confirm the influence of brand perception on 3 variables: consumer engagement, perceived value, and purchase intention. These results are then replicated during an experiment where the two dimensions of sportsmanship are manipulated via visual and textual stimuli.

## POTENTIAL VALORISATION AREAS

- **Joint Research** - with researchers/scientist from other fields (multidisciplinary approach to topic);
- **Collaboration with industry** – any company or brand that has interest into sponsoring research and helping create and implement activities that have focus on increasing health rates, particularly among youth in France;
- **Collaboration with government** - in the domain of actions, project and policies addressing health rate issues among French population



*Valorisation of my research can offer a solution to low health rates among French population. It would also help extend my research scope, and increase collaboration in academia and industry, and ensure a chance to be a creator of outputs that came out of my intellectual efforts not solely recognized through publications.*

## DESCRIPTION OF VALORISATION POTENTIAL

- **New research**
- **New publications**
- **New research models and perspective** (e.g., involving the logic behind video games into creating sport activities that consumers will like as much as they like video games)
- **Actual involvement in the application of research together in collaboration with government and business stakeholders**
- **Creating sport activities to increase health rates** that can be replicated all around the France and internationally (e.g., sport events for youth)
- **Creating safe ecosystem sport activities**, where negative sides of sport such as commercialization will be addressed and where the focus will be health not solely money

## VALORISATION TARGETS/POTENTIAL FUTURE COLLABORATORS

### Non-government stakeholders:

- any company in leisure services, tourism, and health
- any brand that has association with sport
- any business who sees value in the research
- Students and citizens interested in sport

### Governmental stakeholders:

- French Ministry of Education
- French Ministry of Sport
- French Ministry of Health