

American football in Portugal and its teams' communication strategies

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Abstract

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Sports are not static; they change in many aspects, in their rules, in their playing styles and also evolve being played by nationalities. There are sports that are still not much globalized and most of their activity is concentrated in one country. One example of this is American football, which in the United States is one of the most famous sports, while it is much less known in Europe and even less in Portugal.

This paper covers the development of American football in Europe, more specifically in Portugal. It will describe the birth and development of the American Football Portuguese League as well as its teams and its communications strategies and activities. It will also explore António’s point of view; He is a young adult passionate for American football with an entrepreneurial spirit. He wants to help develop the sport’s popularity in Portugal, more specifically through its recently born team, the Lisboa Devils. He will analyze the teams’ communication strategies and activities conducted during matches in order to develop a more effective way of transforming this sport into an attractive alternative to regular football, the main practiced sport in Portugal.

Resumo

Título da dissertação: “O futebol Americano em Portugal, e as estratégias de comunicação das suas equipas”

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O desporto não é algo estático. O desporto está em constante evolução, as suas regras mudam, alteram-se filosofias de jogo e mudam-se também as nacionalidades com que é, e onde é praticado. Existem ainda alguns desportos que não foram grandemente afectados pela globalização, estando a sua actividade concentrada maioritariamente num país. Um exemplo é o futebol americano. Como o próprio nome indica, este desporto concentra-se principalmente nos Estados Unidos da América, onde é um dos desportos mais populares; o mesmo não acontece na Europa, e ainda menos em Portugal.

Esta tese cobre o desenvolvimento do futebol Americano na Europa focando-se em Portugal. O nascimento e desenvolvimento da Liga Portuguesa de Futebol Americano irão ser descritos, tal como as suas equipas, as suas respectivas estratégias e actividades de comunicação.

Este estudo irá também explorar a perspectiva do António, um jovem adulto com espírito empreendedor e apaixonado por futebol americano que deseja ajudar o desporto a aumentar a sua popularidade em Portugal, no seu caso, através da nova equipa, os Lisboa Devils. Para tal ele irá estudar as estratégias de comunicação das equipas da liga com o objectivo de tornar o futebol Americano numa alternativa atractiva ao futebol “normal” em Portugal.

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1. Introduction

The United States of America are the birthplace of American football. This sport attracts millions of spectators to stadiums. Fortunes are spent in advertising, merchandising, and salaries. The National Football League (NFL) final match (Superbowl) is the most viewed sports event in the U.S. It occurs annually by the end of January. This year (2015) the game was watched by 114.4 million people in the United States. The average ticket price was 10,352 dollars and 30 seconds of television advertising cost 4.5 million dollars.

However, in the rest of the world the numbers do not come anywhere near the American ones. In Europe there aren't any stadiums filled with tens of thousands of spectators to watch American football games. Only a small number of games are televised and no companies pay millions for its advertisement space. Very few teams have the capacity to pay their players and coaches, most of the teams rely on a driven staff that is passionate for the sport and is willing to work and play for free.

Portugal is even further from the American reality. The first team ever founded in Europe was the Frankfurt Lions in 1977. In Portugal that only happened in 2005 when Porto Renegades were founded. Four years later, the first edition of the Portuguese American Football league (LPFA) with 5 teams was created. In 2013, and with the objective of entering in the league just a few months later, the Lisboa Devils were founded. The majority of its players were completely new to this sport except for a few ones who came from other teams around Lisbon. In this case I will describe the LPFA but will give special attention to the Lisboa Devils.

The key research questions will be the following:

- **(KRQ1) What are the communication strategies of the teams in the LPFA?**
- **(KRQ2) What can be the potential consumer segments of American Football in Portugal?**
- **(KRQ3) How can the interest and awareness of American football be increased in order to capture more followers and fans to the sport?**

2. Methodology

In order to conduct this study, I intend to gather both primary and secondary sources of information. My secondary sources will be the information that the Lisboa Devils will provide me, such as information regarding their Facebook page statistics, annual income, expenses values and attendance per game. This will help me to better understand what are the main issues and needs of the team in order to address them more efficiently.

For my primary data, I will do a survey with the objective of inferring what is the brand awareness regarding American football in Portugal and is its target what is their habits, knowing better where to communicate and making sure that American football has more touch points with the target audience. I want to have at least 200 answered surveys with the objective of having outcome conclusions from *SPSS* with a high degree of confidence.

3. Literature Review

The review of previous literature was conducted mainly on two main topics. First a broad topic, brand equity and its components and how they affect companies, and then, focusing more on sports and on how brand communities strategies can help sports teams to develop and create a loyal fan base. The main used keywords were: *American football; Sports marketing; Branding; Brand equity; Communication in sports; Brand community; Brand awareness and Brand image.*

3.1.Brand Equity and its components

Both Aaker (1991) and Keller (1993) define brand equity as a consumers' subjective evaluation of a brand. The value of a brand depends on the perceptions held by consumers. If the perception of a consumer regarding a brand is positive, there is a higher probability of loyalty causing repetitive purchase, (Oliver 1999). Brand equity was also defined as "the value attached to a functional product or service by associating with the brand name" (Aaker and Biel 1993). For Aaker (1991) there are five different dimensions of assets and/or liabilities in brand equity: brand awareness, brand associations, perceived quality, brand loyalty and other proprietary assets. Lee, Lee, and Wu (2011) also found different factors contributing to brand equity. They say that when a brand with a weak image acquires a brand with a good image, then, it creates the perception of better quality and higher equity among consumers. Other definition, Keller (1993), says that brand equity, is the "differential effect of brand knowledge on consumer response to the marketing of the brand". According to the same author, brand knowledge is divided into two categories: brand awareness and brand image. Further, brand awareness can be divided in brand recall and brand recognition. Brand recall refers to one's ability to remember a specific brand when given its product category. Brand recognition measures previous exposure to a brand and, the ability of the consumer to recognize the brand when given a cue (Keller 1993).

Aaker (1991) said that brand equity could be examined as an indicator of brand strength. "It refers to positive and/or negative aspects that positively and/or negatively influence the value of a brand".

According to the same author, high levels of equity are associated to a brand when customers' awareness about the brand is high, being an easily recognizable brand. A high level of equity happens, when perceptions towards the brand are high, when

customers have positive thoughts and emotions, and when the brand has loyal customers.

3.2. Brand Awareness definitions and its implications

According to Aaker (1991), brand awareness takes place when a consumer recognizes a brand. A brand that is easily recognized is more likely to establish a positive brand image and, consequently, have a positive effect on the consumer's purchase intention (Esch et al. 2006). Another author, Keller (2008), defines brand awareness as the consumers' ability to recall, recognize or, simply, the knowledge they possess about a brand. Brand awareness precedes brand equity; consumers link the brand knowledge they have with the brand name, constituting brand equity (Aaker 1991; Keller 1993).

Brand awareness may be used as a purchase decision heuristic, thus, it can increase brand market performance (MacDonald and Sharp 2000). Yaseen et al. (2011) studied the relation between purchase intention and profitability. They concluded that high brand awareness contributes to profitability.

Advertising can be used to create and increase brand awareness (Aaker 1991; Keller 1993; Yoo et al. 2000). A brand's likelihood of being included in the consumers' consideration set can be increased through advertising, improving the market performance of the brand (Krishnan and Chakravarti 1993). Yoo et al. (2000), demonstrated evidence showing that there is a positive relationship between advertising expenditure and brand awareness. Keller (2008), even says that anything causing exposure of the brand to the consumer, has a positive effect on brand awareness. Regarding brand awareness and brand experience, Huang and Sarigöllü (2012), in their research, found that brand usage experience has a higher contribution to brand awareness than the opposite. "Experience precedes awareness in some cases". This is an interesting finding for this study as brand experience for sports clubs is quite important.

3.3. Brand Image and its components

Brand image is defined as all the perceptions of the brand held in the consumers' minds, those perceptions being a consequence of the consumers' brand associations, (Keller, 1993). Marconi (2000), defines brand image as the "impression of a brand's total personality in a consumer's mind. Brand image can also be defined as "the sum of beliefs, attitudes, and impressions that a person or group has of an object. The object may be a company, product, brand, place, or person. The impressions may be true or

false, real or imagined. Right or wrong images guide and shape behavior" (Barich and Kotler 1991). Consumer purchasing choices are often made based on the image they have of the brand (Schüler 2004). The perceptions that a consumer has towards a brand is considered brand image, those perceptions are based on brand associations held in the consumers memory, (Keller 1998).

Aaker (1991) and Keller (1993), defined brand associations as all the emotions, feelings and thoughts that come to mind when thinking about a brand. It is all those associations that make it easier for a consumer to divide a brand into different categories. Their aim is to distinguish a brand from its competition (Aaker 1991). It is important to brands that consumers capture unique associations about them, because, by doing so, they can suggest brand superiority and have a unique and differentiated selling proposition, (Keller 1993).

Sondoh et al. (2007) assessed the relation between brand image and brand satisfaction. They found that some brand image benefits (functional, experimental, social and appearance benefits), can have a positive influence on brand satisfaction, meaning that customers are more satisfied if they perceive the brand as having functional, experimental, social or appearance benefits. The authors concluded that a positive brand image will lead to brand satisfaction.

Keller (1993), mentioned that when "the consumer has a high level of awareness and familiarity with the brand and holds some strong, favorable, and unique brand associations in memory", there is customer-based brand equity. The same author in 1998, found one variable that strengthens brand associations: the degree of personal relevance with information related to a brand. Consumers that are highly related to a brand are more likely to view brand related information as personally relevant, "processing it deeply, relating it to existing brand knowledge, resulting in strengthened brand associations."

Cleff, Lin and Walter (2014), conducted a study that revealed a positive impact of brand experience on brand awareness and brand image. They say that senses, like sight, sound, taste and smell, have an impact on brand awareness and image, showing that experiences with sensory stimulation help to create brand equity. They have also shown that experiences appealing to customers' feelings and emotions influence brand recognition, but also influence the associations a customer has with the brand, thus

influencing its brand image. A definition of customer-based brand equity is that the power of a brand resides in its consumers' minds, as a result of all the experiences consumers had with the brand (Elliott and Wattanasuwan 1998). Aaker (1998) argues, "a differentiation strategy must add value to the customer, and the added value must be perceived by the customer". Gwin and Gwin (2003), also say that marketers cannot only consider how their brands can distinguish themselves from the competition, but also if those differences will be enjoyed and relevant to their target market and if they are being communicated effectively.

3.4.Brand Emotional Value

The benefit that comes from the feelings generated by a brand is the definition used for brand emotional value by Sweeney and Soutar (2001). This means that consumers can have a brand in a high regard due only to the emotions it rouses in them. According to Kumar et al. (2007), "a sense of pleasure and happiness can develop in consumers upon using certain brands." But there is also the other side: a brand can not only create positive emotion in the consumers' minds but also create negative brand emotion that leads to brand dissatisfaction (Rockwell 2008). Matthews, Son and Watchraveringkan (2014), say that just because a consumer has knowledge of a brand, it does not mean that he will have any emotional connection to that brand. The same authors also claim that there is a positive impact of brand emotional value on brand satisfaction. The authors advise retailers to invest in social networking as a tool to develop brand emotional value and give the example of advertising with nostalgic appeals. They even say that this strategy may help to develop brand communities, and that brand emotional value has a direct impact on brand loyalty. Past studies have shown that when there is an emotional identification of a consumer to a brand, the consumer may become loyal to the brand and the probability of defection will be lower (Lam et al. 2010).

3.5.Brand Satisfaction and its relation with the customer

"Satisfaction is defined as the consumer's fulfillment response based upon a judgment that a product or service feature has provided a pleasurable level of consumption" (Oliver 1997). When consumers reach a certain threshold of satisfaction with a brand, product or service, they will start repeatedly purchasing a product or service (Aaker 1991). There is a direct relationship between brand satisfaction and brand loyalty (Mittal and Lassar 1998). In order for brand loyalty to exist, there has to be first brand satisfaction (Bloemer and De Ruyter 1998; Jones and Suh 2000).

Madrigal and Boush (2008) and Sen and Bhattacharya (2001) studies, have shown that brands that are socially responsible through purchase are the ones that consumers reward. Making this type of additional information about the brand available to the consumer would develop increasing emotional sentiment. According to Matthews, Son and Watchraveringkan (2014), there is not a relationship between brand awareness and brand satisfaction. In relation to retailers they say that not only having a well-known brand is important, as it is also essential that the brand meets the functional and non-functional needs of the customers.

3.6.Sports Marketing and Brand Community building in sports

Sports marketing is defined by Schlossberg (1996) as the way sports organizations use the emotional bond fans have with their team and its heroes, in order to favorably place themselves to sell more of their products and services and also to increase awareness with the objective of bringing more fans to their team.

Most of the spectators attend sports events because they identify themselves with the teams' values. But, according to Wann and Branscombe (1993), some fans attend sports events due to identification to a specific player and not because of the team.

One of the biggest problems of new sports teams is not having any history and traditions (Grant, Heere and Dickson 2011). According to Lock, Darcy and Taylor (2009), as history, tradition and team experiences grow, so does team identification. It means that new sports teams, at their beginning, do not possess high identification values. Passikoff (1997) identified team/league history and tradition as one key driver of fan loyalty, continuity and growth.

Nevertheless, one strategy can be employed by new and small sports teams to fight these problems, and that is using brand communities strategies.

According to Bagozzi and Dholakia (2006), brand communities are sites where brand loyalty is expressed and fostered and where consumers develop emotional connections towards a brand. Sports are typically characterized by high levels of consumer commitment and emotional involvement (Sutton et al. 1997), to then relate brand community to sports management is something that makes sense. By creating an emotional connection with the audience a strong bond can be established; this is achieved when brands reflect customers' core values. It is important to "capture and communicate values that customers hold dear" (Berry 2000, p. 134.).

Rozanski, Baum and Woflsen (1999) said that one path to emotional loyalty is the formation of a strong user community around the brand. Grant, Heere and Dickson (2011) say that new teams “have an inferior product compared to their more established competitors.” By developing and making brand community their main marketing strategy, the team’s performance and results become less important, as the sense of belonging and being part of the team and of a community has a bigger role. “Once fans perceive themselves as community members they become more loyal to the brand (e.g. more resistant to bad performances), they create their own narrative surrounding the brand, in which mere play-off wins are celebrated as championships (e.g. South Korea and their semi-final performance during World Cup 2002).” (Grant, Heere and Dickson 2011).

In order to make fans disregard any poor performances that may occur, a sports’ team can create experiences before and after the game aiming to make fans more involved with the community. Brand communities creation and preservation in the professional sports environment can offer social interaction. (Grant, Heere and Dickson 2011). Melnick (1993) says, “Sports spectating is clearly a mechanism for the development of social relationships”. One of the main purposes of creating a brand community is to transform fans into sellers of the brand, advocating and evangelizing the brand in their network (Schau, Muñiz and Arnould 2009). It has been seen that the sense of community from a fan in a sports’ team impacts his consumer behavior patterns, such as attendance, media consumption, merchandise sales, and loyalty (Gwinner and Swanson 2003; Madrigal 2000). Brand communities have a strong effect on consumer behavior (Homburg, Wieseke and Hoyer 2009).

Underwood, Bond and Baer (2001) were the first to associate brand community with the sports environment and the first to apply the mechanisms of brand community to sports. They proposed four strategies for teams to build brand communities and social identity amongst their fans:

(1) **Group experiences**, as mentioned before, can be achieved by activities before, during, and after the events. The authors suggest that there are probably very few other consumer experiences where consumer bonding, interaction and affiliation is as strong as within the sports environment. All these experiences make fans feel an intense kinship with their fellow fans.

(2) **History** of the organization is very important when building brand community. Some teams show to their fans its past achievements and former glories with the purpose of creating emotion and identification with them. (Underwood, Bond and Baer 2001). Research has shown that teams' history have a positive effect on revenues for professional sports teams (O'Reilly & Nadeau 2006). Newly developed teams have the problem of not possessing any relevant history yet (Heere and James 2007), what sports managers then do is to develop a communication strategy based on the wider sports' or region's history (Haimes 2005).

(3) **Rituals and traditions.** Muniz and O'Guinn (2001) and Underwood, Bond and Baer (2001) stated the importance of rituals and traditions to the improvement of customer brand equity and to brand community building. Rituals enable sports teams to better develop the desired in-game ambience, enhancing the event as a valued experience for the spectator (Richelieu 2003). Vincent (2002) said that when some sort of consumer ritual is built based on a brand, a culture may form around that respective brand. Mead (1973) states that rituals represent patterns of human behavior which are social in nature. Rituals involve relationships between people that share things and values, in this case being a fan of a sports team. Mead sates that the behavior/ritual needs to be almost automatic but, at the same time, its participants need to know that they are taking part in a meaningful ritual.

(4) **Physical facility** is the last component of brand community building in sports that was proposed, according to Underwood, Bond and Baer (2001). The sports facility is the "most tangible and visual representation of the sports brand, and acts as a distinctive brand attribute." The development of brand identity is affected by the facilities of the sports team. The same authors also said that facilities play an important role in defining customers' perceptions of the service or product. For various brands (e.g. McDonald's and Apple), their physical facility is a very important brand association for them. "Core brand associations are those which come to characterize all products in the product line and with which consumers have the strongest associations" (Keller 1998). Facilities are used not only to reflect brand values, but also its customer values, Underwood, Bond and Baer (2001).

Algesheimer, Dholakia and Herrmann (2005) suggest that brand communities are a fresh, effective and vital approach when building brands in the present marketing environment.

In order to develop brand communities, marketers need to change their focus from an act of a transaction, and all the processes surrounding it, to focusing more on relationships with their customers (Webster 1992). According to Brenner (1997) and McDonald and Milne (1997), this change is not only happening in the general market place but also in the area of sports marketing.

Relationship marketing can be defined as the attraction, maintenance and enhancement customer relationships (Berry 1995). Its purpose is doing business with the goal of keeping and improving existing customer relationships, (Zeithaml and Bitner 1996).

Thrassou et al. (2012) also talk about this but more in an experience perspective, and they say that “there is a shift of focus of marketing communications from the products and their attributes to the product experience, the product tangibles, and, in essence, product higher-order value additions. The theme of experience consumption is also explored by Holbrook and Hirschman (1982), saying that are new types of consumption, consumption seeking fun, amusement and fantasy. They say that besides the rational side of consumption, there is also an experiential dimension. Regarding this, Schmitt (1999) says that “experiences provide sensory, emotional, cognitive, behavioral and relational values that replace the functional values.” With consumption now being used for experiences, feelings and fun, companies are now forced to give what customers demand, they now have to “entertain, stimulate and emotionally affect consumers through experiences”, wrote Schmitt in 1999. Pine and Gilmore (1998), claim that the transition from companies selling services to selling experiences, which they call “experience economy”, “is an equally great economic shift as from the industrial to the service economy.”

4. Case Study

António watches American football since he was a little boy. For him, it is only called football, and football is called soccer. Due to his father's work, he lived in the U.S. for some years, more specifically in New York. American football is something he grew up with. His father would sometimes take him to the stadium to see live games of his favorite team, the New York Giants. He loved not only the game but also to see the fans outfits, as they would dress and paint themselves with the team's colors. He loved to hang around with his father and his friends talking about the players and the plays of the game. He really liked to see the cheerleaders, always dancing and cheering for the team. The entrance of the players in the pitch along with a lot of music and seeing them preparing for the game, were scenes that he also really treasured.

Today, António lives in Portugal and he is finishing his Master in Marketing Communications. His passion for American football still endures and he is now responsible for the communication of a Facebook page called FA Portugal, where all the information in Portugal about American football is published. He is also a player and founding member of the Lisboa Devils, a recently created American football sports team.

4.1. American football background

American football, is a sport that derived from rugby, although it still has some similarities. For example, in both sports the goal is to conquer adversary's territory, the ball can be kicked between the opponent's goalposts or ran into the opponent's goal area with the objective of scoring points. The first game of American football was held on November 6, 1869, between Rutgers and Princeton. Back then the game was very different from now, the ball could not be passed, there was no snap (the backwards pass at the start of a new play) and the game did not stop and did not functioned with separated plays; it was much more similar to rugby. Over the years, as the game was played more and more, new rules were introduced. By 1922 the National Football League (NFL) had established itself as the first professional football league. Nowadays, American Football is an industry that has millions of viewers, followers and fans, where players are superstars earning millions of dollars and where a lot of money is spent in advertising.

The NFL has two conferences, the National Football Conference (NFC) and the American Football Conference (AFC). Each conference has four divisions and each division has four teams. (**Figure 1.**)

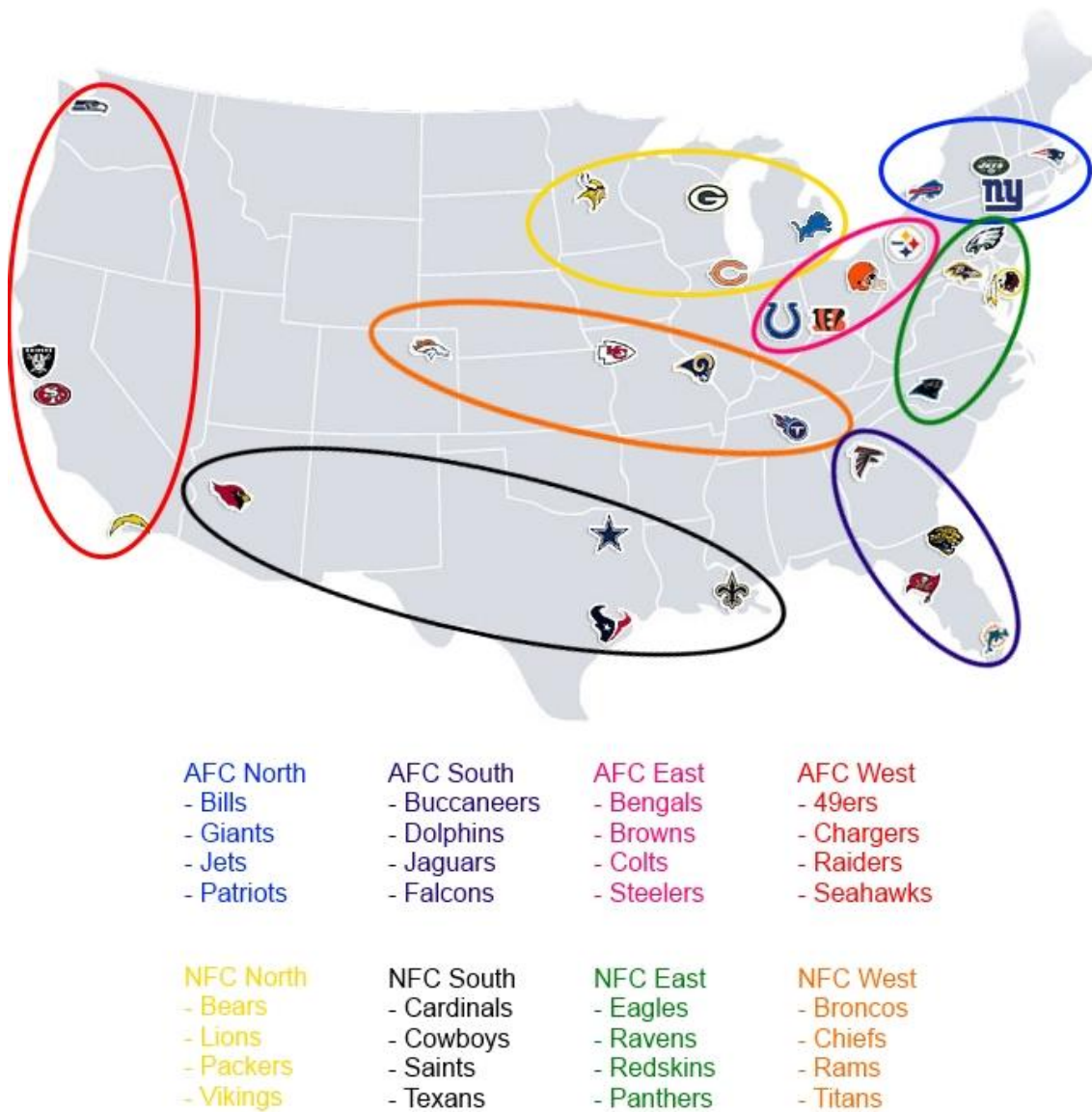


Figure 1. – NFL teams geographical distribution and its respective divisions.

Source: www.reddit.com

Every year the champion of the NFC and the champion of the AFC compete in a major final to decide who will be the national champion of that respective year. This major final is called the Superbowl, a huge event in the U.S. In February 1st 2015, the game was viewed by 114.4 million Americans. The average ticket price was 10,352 thousand dollars and 30 seconds of television advertising was charged at the price of 4.5 million dollars. In America, this sports' event is seen as a big national occasion embodying all

its nation patriotic values. National anthem is sung by famous musicians, air force jets fly over the stadium leaving behind the colors of the U.S. flag hanging in the sky with smoke-colored puffs, while on the field, an army's marching band plays along. During half-time, long anticipated TV commercials, specially made with movie-like quality for the event, are shown. There is also a half-time show where a major music superstar is invited to play a 10 to 15 minutes show for the audience and the viewers at home.

4.2.American Football in Europe

In Europe, American football exists for some years, but it has nowhere near the same impact on society as in the U.S. The first American football game in Europe was played after the WWI in 1919 by American soldiers that stayed in France. Only after WWII American football was played once more in Europe, again by American soldiers that were stationed in Germany. Friendly games were held between different military bases as a leisure activity. Later, the United States Air Forces in Europe (USAFE) promoted the creation of the USAFE Football League which had some success.

In the sixties, a military Superbowl was created and held at Wembley Stadium in England. Some games were even broadcasted on television. Some NFL players even participated in this military league while they were serving in the army during the sixties and the seventies. The cold war ending and the subsequent decrease of the American military presence in Europe marked a decline of this league; the last game was held in 1993.

The USAFE Football League was responsible for the introduction of this sport in Europe, leaving, with its disappearance, a small but faithful community of fans. After this disappearance, the NFL tried to "conquer" Europe by creating the World League of American Football, a name that later was changed to NFL Europe. This league was dismantled in 2007 as it did not have much success. This NFL Europe was not the only form of American football competition in Europe; several national leagues were created in different countries like Germany, Austria, Italy, England and other countries. Although they are only amateur or semi-professional leagues, they have been growing through the years. American players and coaches who are not accepted in the NFL normally come to Europe to try their luck, teach and show their skills. Although teams are still small when compared to American teams, some of them already have

cheerleader groups, fireworks during games, TV broadcasted matches with commercials and, more importantly, spectators in the stadiums.

There are three main countries in Europe regarding American football; Germany, Austria and Italy. These three countries combined have attended 73% of the Euro Bowl finals, the European equivalent to the Superbowl. This bowl is the BIG6 European Football League Tournament final match. This competition works with an invitational format like some American college football tournaments. To be invited to this Tournament, one of the requirements is to have obtained the title of Champion or Vice-champion in one of the seventeen EFAF leagues or, champion of a recognized international competition. The teams that participate in this elite competition do not vary much and only a total of eight different countries have been represented in the final. In later years the Euro Bowl has been gaining a little more recognition and awareness in Europe, with its final having a few thousands of fans attending the match and some Austrian TV channels broadcasting the game, but still nowhere near the American reality.

One of the biggest leagues in Europe is the German Football League (GFL), which started in 1979 influenced by the American military bases, especially in Berlin during the Cold War, and its participation in American football matches. The GFL had six teams, and the first German Bowl was won by the Frankfurter Löwen. The American Football Verband Deutschland (AFVD), the German Federation, represents 270 American Football clubs and has 41,000 thousand individual members, a great increase in fifteen years, since in 2000 it had only 18,875 members. This increase is mainly due to the improvement of the teams' youth program. In the past, only a few teams had a youth program, whereas today almost all of them have one. The GFL is now divided into two confederations, with each conference having seven and eight teams respectively. The biggest German team, when analyzing the number of appearances and wins in the German Bowl is the New Yorker Lions, who went fourteen times to the German Bowl and won nine of those times. The record attendance in this league occurred in September 2008 when the German Bowl XXX was played at the Frankfurt's Commerzbank Arena that had been built for the 2006 FIFA World Cup, where 30,400 thousand people attended the final match. A game where the New Yorker Lions defended and won the German Championship. The German Bowl is every year broadcasted live on Eurosport or Eurosport 2.

But Germany has been victorious also at international level. German teams, alongside with Austrian teams, are the most successful countries in the Euro Bowl, having both won it eight times. The German national team also has won some titles like the 2005 World Games and the European championship in 2001 and 2010.

4.3.American football in Portugal

In Portugal, the scenario is completely different. The Portuguese American Football League (LPFA) was born only in 2009. Throughout the years new sports teams have emerged. Clearly, in Portugal, American football is still in its adolescence phase, not many people knows the sport, only some “aficionados” who follow the NFL are interested in the LPFA. António was one of them, but he wanted to turn the sport in a product for the masses. When he would play with his team in the LPFA, not much people would be watching, only a maximum of 150 individuals in a good game, with nice weather. Having into account that each team can bring to the game almost 50 players, 150 individuals is not much, only family and friends. He wished he could have the same ambience and environment present in an NFL match. He knew that that was a very distant possibility but nevertheless he wanted to help promoting American football in Portugal. Although he was not sure about the best way to do it, as a good Marketing Communication student António first decided to study and analyze what the teams competing in the LPFA had been doing in the past and see what kind of results were accomplished.

This was not the first time António wanted to help American football in Portugal. In 2011 he created with a friend the “FA Portugal Facebook page” with the aim of spreading and communicating all the information related to American football in Portugal. Nowadays it is the best established Facebook page promoting the sport in Portugal and has more than 6.500 “likes”. It is the online reference for information about the LPFA, where all type of information regarding the teams, the competition and its results are published. António felt that something more had to be done. Promoting the sport through Facebook was not enough anymore; the growth of American football in Portugal was hitting a plateau. The increase of “likes” of FA Portugal, for example, was growing at a very slow pace. He thought that other types of communication were needed in order to raise awareness for the sport, with the purpose of bringing more athletes to a sport that he felt was suited for a wide range of individuals. But he also thought that more people should follow the league and the teams. Teams needed to have

a bigger fan base, not constituted only by the players' family and friends. He considered that the only way sponsors would be more easily available to fund and invest in teams would be if more people showed interest in American football and attended Portuguese league games regularly.

4.4. The American Football Portuguese League

The oldest team in Portugal is the Porto Renegades, born in 2005 in the city of Porto. Its first years were composed by flag football matches, a sport deriving from American football that does not have contact and where the ball is always passed through the air. The first time the Renegades competed was in 2008 when they entered the Liga Nacional de Fútbol Americano 2 (LNFA2), the second division of American football in Spain. The Renegades competed for two years in this league until 2009, when they took part in the first edition of the LPFA. Another team who also participated in the LNFA2 was the Lisboa Navigators. They participated in the 2008 and 2009 editions, reaching the semi-finals in 2009.

By the end of 2009 in November, the LPFA started its competition with four Portuguese teams (Lisboa Navigators, Porto Renegades, Crusaders Futebol Americano and Paredes Lumberjacks), and one Spanish team, the Galiza Black Towers. This first edition had, as undefeated champions, the Navigators that won the final held in Lisbon against Paredes Lumberjacks with a final result of 38 – 27.

In the following league editions, until present day, Lisboa Navigators continued being the major force in the Portuguese American football, winning all five editions and having lost only one game against Crusaders by 32 – 44 during the league's fourth edition.

Over these five years several teams were created and then dismantled, participating only in one season. On the second edition, the Braga Warriors, then the Maximinos Warriors, joined the competition. The third year, another team joined the competition, the Candal Kings, from the north of Portugal, but only participated in this league's edition. The league's fourth edition, in 2013, had several changes: the Candal Kings and the Galiza Black Towers got out of the competition but, at the same time, a great number of new teams joined. They were the Algarve Pirates, the first team from the south of Portugal, the Santa Iria Wolves, a team from the Lisbon suburbs, the Caniledo Celtics, from the suburbs of Porto, and a Spanish team from Santiago de Compostela, the Black Ravens

American Football. Additionally to all of these changes, the structure of the league was altered; the LPFA IV was the first edition with a division between North and South Conferences.

Currently the league is composed by ten teams divided into the South and North Conference. The North Conference has the Porto Mutts, Porto Renegades, the Paredes Lumberjacks, Braga Warriors and the Maia Mustangs, a young team that is only competing for the second Year. The South conference members are the Lisboa Navigators, Crusaders Futebol Americano, Algarve Pirates, Lisboa Devils and the Algarve Sharks. This last ones competing for the first time (see **Figure 2**).

The competition starts in January. Each team has to play paired games (as hosts and then as visitors) against all the teams within its conference. If the team manages to classify itself in fourth place or higher, moves on to the playoffs, where both conferences meet each other. The team in the fourth place plays against the first place of the opposing conference and the third place plays against the second. The teams move forward through these eliminatory rounds until they reach the Portuguese Bowl, the final match that decides who will be the Portuguese champion, usually held in the beginning of summer.



Figure 2.¹ – National teams’ geographical distribution and its two conferences.

Source: www.faportugal.pt

4.5. Communication strategies of American football in Portugal

Most Portuguese League teams mainly focus their communication activities online, more specifically in Facebook. Every team has a Facebook page, but some of them seldom publish on their pages or only post information about upcoming games, having consequently less “likes” on their Facebook pages. Most of the teams do not employ much effort in improving the consumers/fans experience during game days. Some teams have music being played before the game and during half-time. Paredes Lumberjacks are one of the teams that make the biggest effort, by having a small journal called “Lenhadores” (Lumberjacks) that is distributed amongst the spectators. This magazine has some information about how the sport is played and about the Lumberjacks team.

¹ Although this image is from the LPFA VI (2015), the name and logo of the Porto Renegades are still the old ones, as well as the name of the Braga Warriors.

Paredes Lumberjacks also have flag football demonstrations during half-time, in order to keep spectators entertained. They are currently thinking of including, next year, the spectators in these demonstrations. This idea is being considered with the purpose of igniting the interest in American football amongst the audience. Both Paredes Lumberjacks and the Porto Renegades have teams of underage players competing in a flag football league that also has two other teams dedicated only to this sport. This helps “cooking up” teenagers’ interest in American football, raising awareness for the sport, their team, and developing future players. Both teams go sometimes to schools to demonstrate the sport trying to attract young players to their teams.

Porto Renegades used to have dancing shows, but not anymore. They sometimes would go to some places in their city and distribute flyers trying to gather more players. The Renegades were also invited by a big Portuguese newspaper company to participate in a photo-shoot session that was later displayed online in the newspaper’s website (Público). The Algarve Pirates have a small stand selling some food and merchandising for the audience, they also had music but not anymore due to “all the material that was necessary and due to all the logistic involved” said their Facebook page manager.

The five times champions, the Navigators, are the first and still the only team in Portugal that has a cheerleader group. These cheerleaders contribute to the game-day experience by having supporting dances and songs for their team. This is the only thing that the Navigators do that other teams are not doing on game-days. Their cheerleader team also has a Facebook page where they publish information about activities they participated and, photos of their in-game performances.

Also related to fans’ experience, but not the ones attending the game, is the live streaming shows that the Lisboa Devils and the Porto Renegades developed. The Renegades created the Renegades TV, where they streamed their home games and also made some interviews, though this activity is not being done anymore. The Devils’ TV was created during the fifth edition of the league; this streaming project has the purpose of transmitting all of the Devils’ games, not just the home ones. It allows fans that could not attend the game to watch it live through the internet.

The best stream the Devils ever had so far was of 1200 individuals watching the Crusaders Futebol Americano playing against the Lisboa Devils, at the Devils’ stadium

in Olivais, Lisboa. This was a much higher number than the average 150 persons attending a Devils game.

After seeing this streaming statistics for his team, António started thinking and wondering why there is only, on average, 150 people watching the game in the stadium. He did not believe that in those 1200 viewers were just people that could not attend the game. This numbers made him think that maybe, there is a percentage of viewers that could go and attend a live match but it does not bring them much added value when compared with a live stream. They prefer to stay at home and watch the game online instead. This made António wonder that probably the in-game environment and the experience of attending an American football game would need improvements.

4.6.Lisboa Devils

António founded the Lisboa Devils with some friends that used to play in another team. Together they idealized a team that would embody the forthcoming of American football in Portugal. They wanted to build a team for the future, with the objective of bringing more competition to the league by conquering the “throne”, long occupied by the Navigators. They also wanted to develop a semi-professional team where knowledge about the sport would be taught and created.

Eventually the first try-outs started in September 2013. More than 100 players-to-be showed up wanting to be part of this new project. This great affluence numbers were due to advertisement conducted via Facebook. Around 60 players stayed and the team started preparing their first season that would begin in January 2014. In this first season, the Devils reached the first round of the playoffs losing the away match against the Crusaders.

In the LPFA IV, the second year of the Lisboa Devils, the team ended in third place of the South Conference and traveled to Braga in the playoffs quarter-finals to play against the Braga Warriors. The Devils ended their season with the semi-finals game, against the Navigators.

4.7. Lisboa Devils’ communication activities

Regarding their communication in the first year, the Lisboa Devils’ focus was, as the other teams, their Facebook page. Here they were fairly active posting contents about the team, its games and practices. The number of publications would get more intense

on game days posting photos of the game and giving live updates. Merchandising was also sold. T-shirts and some hoods were made with the team's logo. Some players were invited to participate in a fashion photo-shoot session fully equipped with the club's equipment reaching to new public. The team was also invited to star in some advertising videos made for an advertising film festival. Finally, the team invested in a photo-shoot session with some players with the objective of having quality photos to improve their Facebook page.

At the beginning of the season, and because no sponsors were found, the team's board decided to occupy the free space in the game-shirts with a fast growing NGO called Refood, a non-profit organization that fights against food waste. At every Devils' match, Refood has a small stand where fans and players donate food.

To celebrate the end of the first season, the Lisboa Devils organized the Refood Tournament, where they invited the Algarve Pirates and a newly formed team from Alentejo, the Évora Longhorns. This tournament had some activities during breaks between matches like inviting the public to kick the ball to the posts. The person that kicked the ball more times between the posts got a Devils' t-shirt.

For this tournament, the Devils invited the U.S Ambassador, Robert Sherman and his family to attend the tournament and also, at the end, to hand over the trophy to the tournament's winner. The end of the season tournament was a well-received event, the Devils came out as winners and, there was media covering the entire event and making some interviews to the teams' coaches and to the U.S. Ambassador for the dinner time news show of one of the biggest TV channels in Portugal (SIC).

During their second year of existence, the team had a stronger presence in the media. The President, the head coach and one player of the team were invited to a radio show where they were interviewed. Also the team ran a crowd-funding campaign with the purpose of acquiring more training material and went to a TV show to promote it. There, they invited the show host, João Paulo Sousa, to attend a team practice. He accepted the invitation and went to practice with the team followed by a camera crew. João Paulo Sousa published a video in his Facebook page where he tagged the team's page, a publicity move that made them gain some more "likes".

New merchandise was produced for this new season, as well as the live stream shows of the team's matches that were previously mentioned. These shows were made with the purpose of giving the possibility of fans that could not attend the match to watch it online. A small TV commercial was made involving a Portuguese bank and the Devils for the half-time of the first streamed game. Also, in April 2015, the Devils website was launched. In this website it is possible to consult information about the players and staff, the board, information about team's practices, images and videos, read some articles about the Devils' games; there is also a section for selling merchandise.

4.8. The challenge

Clearly, American football in Portugal is still at an embryonic stage. Mirroring the sport and its players, team management chairs are also ran in a very amateurish way. António could not find any clear communication strategies amongst teams, although some are consistent with their image and communication. They are mainly focused only on their Facebook pages, and even there their communication is primarily concerned with promoting their games; not much else is published. There is no concern in creating a connection with their page followers. Communication outside Facebook and internet is very rare. The budget available to teams is also very small and very much dependent on the fees that players pay to play. Merchandise is only sold to players, their family and friends so very little profit comes from there. In the Devils, 80% of the revenues come from monthly fees paid by the players. The increase of those fees in order to get more cash is not an option as it may create some obstacles to the admission of new players. António thought that some effort had to be employed to improve the positive experience that the spectators have when attending a game and the general relationship they have with their team. He had to find inspiration in his past experiences when he attended matches with his father in the U.S. to develop new ideas and activities for his team, attract more spectators and expand merchandise sales to new fans and, maybe in the future, start charging for tickets.

In order to better decide what kind of activities he could develop, it was quite important to understand the characteristics of the Portuguese consumer of American football. He had to make sure that the developed activities would meet the consumers and fans values and tastes. So he did some market research before starting to build a brand community strategy for its team. António believed that in the long run this approach

would turn Lisboa Devils into a more solid and skillful team, capable of being the best American football team inside and outside the field.

5. Market Research

5.1. Methodology

An online survey was conducted with the aim of gathering consumer data from a large sample of individuals, in order to be statistically analyzed. The author chose to conduct an online survey because of its quickness of distribution, the possibility of reaching wider targets, and also because it could benefit from several American football Facebook pages that were available to spread the survey.

Regarding the target population, the survey was aimed at the general population and at American football aficionados. It was to be answered by individuals living in Portugal, as it was mainly focused in the American Football Portuguese League.

A convenience sample objective of 200 responses was set, but this number was largely exceeded as this survey had 404 replies. This large number of answers was probably due to the quick availability of many different Portuguese pages of American football to publish the survey and also to the replier's possible registration for a raffle where two vouchers were offered. This may have helped to motivate the will to answer the survey.

Concerning the questionnaire design (**Exhibit 1**), it had 24 questions that were segmented to each type of person that would answer it, such as someone that have never heard about American football or a player from the LPFA.

Question 1 had a photograph of a National Football League (NFL) game as a screening question that was created in order to separate the respondents that could identify the sport and the ones that could not.

The second question, asked the respondent if he knew the NFL and question 3 asked if the respondent had a favorite NFL team and, if so, which one (Q4).

The fifth question enquired to what extent the person followed the NFL; this was done with the purpose of understanding the level of interest in the sport. The following question asked who this year's Superbowl champion was, in order to confirm their interest for the sport.

The following questions were all relative to the American Football Portuguese League. They started by asking if the respondent knew about the league. If he didn't, the survey would skip directly to the next block of questions.

Question 8 was done with the objective of understanding how the sport was reaching the population, by word of mouth or through Facebook, for example.

Question 9 intended to separate anyone related to American football in Portugal, like players, coaches, or personnel inside teams' organizations.

The following questions (Q10, Q11), as used before for the NFL, asked how often the respondents attended games and if they had a favorite team in the Portuguese league. This question was followed by a Likert scale used to measure the level of kinship towards their favorite team (Q13).

There were also two questions just for respondents that had previously answered that their favorite team was the Lisboa Devils, inquiring about how they had found the team and how many times they had been to a Devils game.

Two questions were posed to the respondents concerning what they liked the best and what they liked the least when attending an American football match (Q17, Q18).

Finally, the last question of this block was made to infer the respondents' willingness to learn and experience several different activities around American football (Q19).

The last set of questions had the purpose of making a demographical segmentation within the respondents such as by gender, age, and education. The survey also had one psychographic question measuring the persons personality by asking to rate in a Likert scale several different needs and wants.

The data was analyzed with SPSS software, where the first step was data cleaning by deleting 53 incomplete surveys. The analysis was conducted by doing several crosstabs, frequencies, ANOVAS, mean values and percentages (all with a 95% confidence interval).

5.2. Sample analysis

In this survey, 82.4% of the respondents were 30 years old or less. The sample was quite young; the major segment had between 18 and 25 years old, representing 57.9% of the sample (**Exhibit 27**). The large majority was male (83.2%) (**Exhibit 28**), had a bachelor degree (41.8%) (**Exhibit 29**) and lived in the Lisbon district (50%) (**Exhibit**

30). 48.7% of the respondents were connected to an American football team, as they were either players (43.8%) or individuals from the coaching team or the team's administrative staff (4.9%) (**Exhibit 31**).

5.3.Results' Analysis

The questions regarding the sport awareness in Portugal revealed values that probably do not correspond to reality, 94.1% of the respondents said they knew the NFL (**Exhibit 2**). This is probably due to the fact that the survey was distributed in several Portuguese American football teams. Of those who knew the NFL, only 13.9% said they did not follow at all the league. The vast majority, 42.1%, just watched some games, while 13% followed every game of the NFL (**Exhibit 3**). This means that the aggregate value of watching every game, plus watching just some, is 55.2%. These respondents are considered American football fans.

Men are more interested in the NFL than women: 14% of men and 5% of women watch every match. For those that do not watch the NFL at all, men have a percentage of 10.7 and women a much higher value of 40% (**Exhibit 4**). Out of curiosity, the top two favorite NFL teams amongst respondents were the Seattle Seahawks and the New England Patriots that were exactly the last two teams competing in the Superbowl (**Exhibit 5**). This may show that people supporting NFL teams in Portugal are recent fans, as they may have chosen one of these two teams just because they were competing at the final.

Concerning the American Football Portuguese League, there is a lower number of individuals knowing about its existence but the percentage is still quite high (89.3%) (**Exhibit 6**). Again, this may be due to the fact that the distribution of the survey was conducted via American football teams' Facebook pages. For both NFL and LPFA, men are the ones with the highest awareness, 99% and 95.2% respectively, with a significance of 0.00. Here, women had 75% and 57.4% (**Exhibit 7**). Concerning age, and regarding the LPFA, with the exception of individuals 55 years or older, the segments of underage individuals and of 18 to 25 years, are the ones with the lowest awareness (sig. 0.001) (**Exhibit 8**). For LPFA, a total of 34.3% of the individuals stated they do not follow the league and only 8.3% answered they go and watch a live game every time they can (**Exhibit 9**). For this, 9.3% of men attend every game they can, contrasting with only 3.3% of women. The negative answer had higher values: 31.1% of

men and 50% of women do not follow the Portuguese league at all (sig. 0.025) (**Exhibit 10**).

For those who had a favorite team, their “addictiveness” was graded in a scale from one to seven, with one being someone that does not follow the team’s performances at all and seven being someone that is a total fan going to every game he can; the average value was 4.275 (**Exhibit 11**). For the 18 Devils fans answering the survey, excluding players and staff from the administrative and coaching team, there was a lower value for their level of likeness towards the team, an average of just 3.5, but there is a possibility that this value may be too low because of a very small sample (**Exhibit 12**).

Regarding communication channels, 56.4% of the inquired individuals said they discovered the LPFA via word-of-mouth. 21.5% said they went searching on the internet and only 9.5% said they discovered the league because of Facebook advertising (**Exhibit 13**). When comparing with the Devils communication channels, the last ones are more effective in Facebook advertising, having a percentage of 29.7%, more 20.2% than the Portuguese League value. Word-of-mouth values for the Lisboa Devils are very much similar to the league (56.3%), so the increased percentage of Facebook advertisement comes from other channels (**Exhibit 14**).

When the Lisboa Devils fans were asked how often they attended a home game (**Exhibit 15**), 55.6% of the respondents said they have never went to one. Only 16.4% alleged that, since they became fans of the team, went to every home game, so there are a lot of Devils fans that have yet to try the experience of attending an American football match.

The last questions of this block asked respondents to choose on a 4 options scale from “Nothing” to “Completely Agree”, concerning several different activities regarding American football with a growing involvement with the sport. The activities ranged from “Discover how this sport functions” to “Go to an American football practice”. The activity with the highest mean was “Go see a live match” (3.19), followed by “Discover how this sport functions” and “Watch a game on TV/internet” with means of 3.02 and 3.00 respectively. The activity that had the lowest mean, probably because it is the one that involves the highest effort and involvement was “Go to an American football practice” (2.63) (**Exhibit 16**).

The author also analyzed this question combined with some demographics, using ANOVA analysis. Concerning gender, and as seen in previous *SPSS* analysis, men have higher values than women in all activities with a significance not higher than 0.001. The activity that had the highest result for both genders was, “Go see a live match” with a mean of 3.33 and 2.81 respectively (**Exhibit 17**). When respondents were separated by age, the segment with the highest mean was respondents under 18 years old, which had a combined mean of all activities of 3.6. Curiously, the age segment with the lowest combined mean was the segment of respondents between 18 and 25 years old, with a mean of 2.8 (**Exhibit 18**). When combining the activities with education, it is possible to observe a tendency across all activities. With a significance not higher than 0.001; in all activities, the higher the education level, the lower the interest to participate in the activities. For respondents with just basic education, their average value across all activities was 4, representing, “Completely agree” so, there is total willingness to participate in those activities, requiring either low effort or high effort (**Exhibit 19**).

To the respondents that said they had already participated or attended a game of the Portuguese League of American Football, the author asked what were the aspects the respondents liked the most and the least about the game.

The characteristic respondents liked the most, being chosen 27.7% of the times, was “The game itself”. This was an expected result, and almost a truism, because when someone is attending an American football game, he most probably is someone who is interested in the game. The second and third characteristic most often chosen were “Being able to see an uncommon sport in Portugal” and “Being able to meet and to be around people that share my interest for American football” with a percentage of 21.5 and 20.5 per cent (**Exhibit 20**). These two factors concern two different types of consumers. The first, relates to curious consumers that are no experts in this sport but may want to get to know it better. The second is related to consumers that already know the sport but, as this is still a niche sport in Portugal, do not have many friends with whom they can talk about it; by attending a game from the LPFA they have the opportunity to meet new people with the same interest.

As for the characteristics that the respondents liked the least when attending a game, the most selected one was: “Do not quite understand the decisions of the referees” with 21.3%. In the United States, the referees have a microphone, making them easier to

listen as their voice comes out of the big stadium speakers. In Portugal this has been done most of the times in Devils home games but no other team does it and sometimes it is hard to understand what and why a foul or flag, in American football terms, has been called. The second and third characteristic liked the least were, “This is a sport with a lot of idle times” and the option “Other”, with 17.3 and 16.6 per cent (**Exhibit 21**). For the first, this is clearly a gap that needs to be filled by the teams. An American football game has a great deal of pauses due to several reasons such as the change of teams, the several timeouts a team is allowed and the time the referees take to discuss some decisions. Among some of the other things the respondent wrote, the most frequent was “Lack of quality of the referees”, “Not having much people attending the games” and “Not having a placard with the score information”.

Nine psychographic questions were made concerning feeling and emotions, with a nine values scale, with 1 representing “Very little importance” and 9 representing “Very much important”. The feeling with the highest value was the “Feeling of accomplishment” with a mean of 8.1 and, the one with the lowest was “Sense of belonging” with a mean of 6.52 (**Exhibit 22**). After running ANOVA analysis with demographics, for gender, only two feelings showed a significance lower than 0.05, “Excitement” (sig. 0.029) and “Fun and enjoyment of life” (sig. 0.004). For these two feelings, men give more importance to them, with 6.85 and 7.91 respectively. Women had lower values of 6.38 and 7.35 also respectively (**Exhibit 23**). When divided by age, with the exception of “Sense of belonging” which had a significance value of 0.054, which is almost inside the established significance value threshold, all feelings had a significance lower than 0.003 (**Exhibit 24**). The segment of under aged kids had the highest values for “Excitement”, “Strong Relationships with others” and “Fun and enjoyment of life”. The highest observed values were of 8.33 of the individuals with ages between 56 and 65 years, for the feelings of “Sense of accomplishment”, “Security” and “To be respected”, (**Exhibit 25**). When analyzed with education, only three out of nine feelings had a statistically significant difference. They were “To be respected” with the highest value of 7.92 for high school respondents, and the lowest value for doctorate respondents that had a mean of 5.5. From high school to a doctorate degree, the mean value is decreasing between every level, so it is possible to say that the higher the level of education the less the need of being respected. The second feeling was, “Fun and enjoyment of life”. Here the highest and the lowest values were also for

high school and doctorate respondents, with a mean of 8.02 and 6 respectively. For this feeling, the same tendency of the mean being lower the higher the level of education is also observed, as for the previous feeling. The last one with a significance lower than 0.05, was “Self-esteem”. Again, the different education means for this feeling show the same tendency as the other two feelings but it is the one with the lowest difference between high school (7.87) and doctorate degree (7) (**Exhibit 26**). **On average, the higher the education, the lower the need for these three feelings, when compared to an individual with a lower education.**

After observing these results it is possible to say that a good segment to be targeted by American football teams in Portugal would be **male individuals under the age of 18, and, consequently, with low education levels that have a great need for fun and excitement but at the same time, want to have strong bonds with others.**

6. Teaching Notes

This chapter serves as a guide for instructors to use the case study. The chapter will start by presenting a synopsis of the case study, followed by its main objectives and finally a teaching plan for a class.

6.1.Synopsis

This case study regards American football sport. First, it explains its origins and its development, followed by an explanation of how it developed in Europe.

The case study then focuses on the story of António, a young adult passionate for American football. He wishes to develop the sport's and his team's awareness, the Lisboa Devils. In order to do that, António studies the communication activities that have been made by the league and its teams during the past.

The LPFA birth is then told, as well as its constitution nowadays. The communication activities conducted by the teams are described. Lisboa Devils are then introduced and its short history is told. Then their communication strategy and activities are described.

The case study ends with António realizing that the experience of a spectator has to be improved in order to the teams and sport to grow.

6.2. Teaching objectives

This case addresses communication problems and activities conducted in the development of a new sport. It explores the importance of enhancing the consumers experience when attending an American football game by developing brand community strategies. To better resolve the following questions and to better understand the case, the author advises the reading of two articles; Underwood, Bond and Baer (2001) where the concept of brand community is for the first time explored in the industry of sports, and Grant, Heere and Dickson (2011) that used the theory developed by Underwood, Bond and Baer (2001) with real sports teams from New Zealand.

The case is suitable for both Undergraduate and Master degrees that address this topics. The case will be a good fit for courses like Introduction to Marketing, Marketing Communications, Brand Management and Sports Management. By analyzing this case study, students will have the opportunity to:

1. Understand how American football was born.
2. Get to know the magnitude it has in the United States.
3. Learn how the sport has grown in Europe.
4. Learn about the main competitions in Europe.
5. Analyze the sport development in Portugal.
6. Analyze the constitution of the American Football Portuguese League.
7. Learn about communication activities that have been conducted by American football teams in Portugal.
8. Get a deeper understanding of how the Lisboa Devils were born.
9. Learn about the communication strategy and activities that were conducted by the Devils.
10. Get an introduction to the concept of brand community.

6.3. Teaching plan

What should the Devils marketing objectives be?

The main objective of the Devils should be to raise awareness. This should be done with the aim of bringing more players to the team, more fans to the games and sponsors to fund the team development and growth. But to do this money is needed, and the Devils do not have enough to invest in marketing. Because of this the creation of a strategy that should not involve much money is needed. Here, the students should come to the conclusion that the most logical way to raise awareness without spending money should

be through word-of-mouth, and a way to increase promotion through this process is by developing a relationship between the team and its current fans. This is a strategy focused in the long-term but, it is viably done without many costs. By doing some simple activities involving the fans they can feel more related to the team and hopefully they will willingly be advertisers among their families and friends, sharing their genuine enthusiasm about the sports and the team. This strategy takes time but an advice from a friend has much more value than one that comes from the brand itself.

Do you agree with António? Do you think the Lisboa Devils should focus in brand community development? (I.e. improve the experience and the relation a fan has with the team). What alternatives do you suggest?

This question has the purpose of generating some discussion amongst the class by having students arguing for and against a brand community building strategy and presenting other alternatives to this strategy. Arguments for and against and other alternatives may be the following:

For
Low costs
Develops a fan base
Builds brand community
Increases game attendance
Increases fan loyalty
Helps increase merchandise sales
Against
Long-term results
Word-of-mouth is hard to quantify and to measure
Development of awareness is not the main purpose of brand community development
Alternative
Investment in Facebook paid promotion
Guerrilla marketing - street activities
Public relations development
Print advertisement

Table 1. – For and against arguments for Brand community building, and some alternatives

To develop a brand community, much investment may be involved, but it is also possible to do it with fewer resources. By doing it the numbers of fans will grow along

with their loyalty to the team. The more loyal and happy fans are, the more promptly they will buy team merchandise, thus increasing its revenues. Building a community is of course something that takes time. In the short-term this strategy will not present great results. Moreover, measuring word-of-mouth achievements is not easily done, therefore it may be difficult to evaluate the brand's awareness impact that this strategy will produce. The presented table only has some arguments and alternatives examples; there are many more issues that can and should be presented by the students during discussion.

What are the components of brand community in sports? What would you say is the most important one?

This question is strongly based in the literature review. There are four main parts that brand community building can be divided into:

1. **Group experiences**, where several individuals with a common interest participate together in activities related to their common interests, having the same experiences, creating a sense of belonging to a whole community.
2. **History**. For a recently created team it is difficult to invest in this part of brand community. Nevertheless, sports team history is not only composed by the titles and awards that the team might have won; other minor achievements can also be cherished and seen as part of a construction for a greater future. Achievements like the first official game, the first victory or even the first touchdown, in the case of Lisboa Devils. These are small achievements but, at the same time, they have great importance for the team because they represent milestones in its growth and development.
3. **Rituals and Traditions** are also very important. Their creation amongst fans, and in home games, is very helpful to improve group experience and to create a feeling of belonging to a community. By watching his / her team and knowing that something is going to happen every time he/she takes part, improve the feeling of being "at home" and belonging to the team. An example of rituals and traditions are the chants /hymns that fans sing together to support their team.

4. **Physical facility.** As Underwood, Bond and Baer (2001) stated, the sports facility is the “most tangible and visual representation of the sports brand, and acts as a distinctive brand attribute.” The stadium is the home of the team and it has to represent its values and the values of its fans. It has to embody the teams’ spirit and it has to make its fans feel comfortable being there. According to the same authors, the club facilities shape fans perceptions towards the team, so it is important to invest in the club physical facilities.

One could argue that some of these four topics may be more crucial to build a brand community around a sports team. For example, group experience and rituals and traditions are possibly the two factors that may cause more impact when joining a new community, but the club history and its facilities are also important, as they have an influence on the fan experience and its team perceptions. Consequently the last part of this question has no right or wrong answers, as all four parts of brand community building in sports influence in different ways the experience of being a fan.

What activities do you think Lisboa Devils should do to improve their relationship with fans and improve home games’ attendance and experience?

This question has the objective of making students use their creativity in service of the Lisboa Devils, portraying a marketer from the sports team. Below are some possible activities that could be done:

Facebook challenges, making people engage with the team and the sports, for example by doing a photo contest where fans would need to publish a photo of themselves playing American football. The picture with more likes winning a prize could be a good option. Other possible challenge could be asking questions regarding the team history. The prize delivery ceremony could then happen during a game halftime, making it more appealing for people to attend the game and providing at the same time entertainment during halftime. This activity would certainly improve the relationship strength between team and fans.

There are other several things that could be done during home games, and some are already being done, like having music before and after the game and during halftime, the referee having a microphone to be heard, having a streaming channel for fans that

could not attend the game and also the Refood stand collecting food for charity (page 25). Aside from the charity stand, the other activities do not involve the fans; they have always a very passive posture. To counter that, the Lisboa Devils could try to implement amongst its fans a song embodying its values and ambitions. That could happen, for example, by having a poll in its Facebook page where the fans could vote to elect a song to be played during the entrance of the players on the pitch, to create a sense of ritual and tradition. A cheerleader team creation would also help to improve the game experience.

The Devils could also do special holidays challenges like a game occurring during carnival time, the person attending the game with the best costume would gain a Devils t-shirt; this challenge could also involve voting in their Facebook page. All these events are thought to include online voting because it enhances fans participation making them an active part in the process.

7. Conclusions

After writing this case study, where I needed to study the teams communication strategies, communication activities, develop and analyze a survey. I am able to address the research questions that I posed in the beginning of this thesis.

The first research question had the objective of analyzing the communication strategies of the Portuguese American football teams. Almost every team communicates through their Facebook page without much effort employed. Many of the teams only use some simple posts before and on game days, with scarce information.

There is no intention, from most teams, of creating a bond, an interaction and a strong relationship with their fans. Nowadays there isn't a clear communication strategy in any of the teams. They do not possess a clear long-term communication objective or a well-defined *modus operandi*.

The second key research question intended to characterize the main segments consuming American football in Portugal. After developing and analyzing the survey, the conclusions regarding segments were as follow:

Two types of segments were found, the current segment and a potential segment. The current segment is composed by men aged between 26 and 30 years. This is the segment

with the highest awareness of the LPFA, 98.6% of the individuals in this segment already knew the league. This is also the segment that has the highest percentage of LPFA followers and it is also the segment with the highest value for the question “Have you ever attended or participated in an American football match”.

The potential segment is characterized by under aged males (less than 18) with consequently low education levels. This age segment had one of the lowest levels of awareness for the Portuguese league but, at the same time, it was the segment that showed the most interest in participating in the survey’s proposed activities. They value the need of excitement, fun and strong relationships with others. These are characteristics that have to be taken into account when developing a communication strategy or when an activity is being developed directed to this segment. These are feelings that can be easily addressed if a brand community building strategy is put together. It may be interesting to create a sub-18 team, or even a flag football team, to enhance even more their interest for the sport and, in the long-term, to have better players in the main team.

Finally, the last question asked how teams could increase their awareness and the interest of their fans for their activities as well as how they could get new fans for their team and for the sport. My answer for this question was mainly based on the literature review, more specifically on the article of Underwood, Bond and Baer (2001) that states about the building of brand communities in sports. The creation of communities around the teams, where there is an investment and a commitment in developing the four factors influencing them, as mentioned in the article, is the base for a strong community and an increment of the team awareness. This leads to the improvement of the relationship between the fan and its team, as well as the experience he/she has when attending his/her team matches. Furthermore these are the key factors to create a strong and loyal group around a sports team and it is a predecessor to the improvement of the team awareness and also to the number of people interested in following the team and the sport.

With the survey’s help, it was possible to infer some things that could be improved in a live LPFA match, such as referee quality, as they have little experience, like the entire league. In addition to that, many respondents declared that it was difficult to hear the referees decisions as in most games they do not have a microphone. Another main

complaint was the fact that American football is a game with a great deal of dead time during the game, during which nothing happens, and this is a gap and an opportunity to create activities and entertainments that will enhance the fan experience. Another way of helping this sport to grow would be to arrange an affiliation with a major soccer team as it is the main sport in Portugal and because they possess the resources and a large fan base that would help American football to grow.

In conclusion, this study helps to understand how American football in Portugal is composed and to characterize its consumers. It may be helpful for teams participating in the LPFA that may wish to develop a community around them but, it may be also helpful to new teams from other different sports, as they may use this study in a comparative way with their sports and with their communication activities.

8. Limitations and future research

This study has one main limitation. The sample from the survey was composed almost exclusively by individuals that were familiar with either the sport or with the Portuguese league; consequently it was difficult to develop a truthful awareness study regarding the sport in Portugal. This happened mainly due to the fact that the survey was almost entirely distributed through the Facebook pages of teams competing in the league.

In future research it might be interesting to study a real application of brand community building strategies in a Portuguese American football team, to study its effects and see if it has a real impact in the team awareness and in its fans loyalty and relationship.

It may also be interesting to deepen the study of underage kids and their interest for American football, to segment even further in order to develop activities and strategies that suites them better.

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10. Annexes

Exhibit 1 - Survey

Questionnaire made in Portuguese because it was targeted were Portuguese people.

O meu nome é José Guilherme Costa e sou aluno da Católica Lisbon School of Business and Economics. Estou neste momento, a desenvolver a minha tese de mestrado sobre um desporto pouco conhecido em Portugal

Peço-lhe que responda a este questionário que, tem uma duração de apenas 5 minutos e que, ajudar-me-á a estudar o conhecimento geral deste desporto em Portugal.<div>
 <p>Muito obrigado.

Q1 Sabe que desporto é este?

- Futebol Australiano
- Futebol Americano
- Baseball
- Rugby
- Rugby Australiano



Q2 Conhece a NFL (National Football League)?

- Sim
- Não

Q3 Há alguma equipa da NFL pela qual tem mais afinidade?

- Sim
- Não

Q4 Qual?

- Arizona Cardinals
- Atlanta Falcons
- Baltimore Ravens
- Buffalo Bills
- Carolina Panthers
- Chicago Bears
- Cincinnati Bengals
- Cleveland Browns
- Dallas Cowboys
- Denver Broncos
- Detroit Lions
- Green Bay Packers
- Houston Texans
- Indianapolis Colts
- Jacksonville Jaguars
- Kansas City Chiefs
- Miami Dolphins
- Minnesota Vikings
- New England Patriots
- New Orleans Saints
- New York Giants
- New York Jets
- Oakland Raiders
- Philadelphia Eagles
- Pittsburgh Steelers
- San Diego Chargers
- San Francisco 49ers
- Seattle Seahawks
- St. Louis Rams
- Tampa Bay Buccaneers
- Tennessee Titans
- Washington Redskins

Q5 Acompanha os jogos da NFL (National Football League)?

- Sim, vejo todos os jogos
- Sim, mas só vejo alguns jogos
- Sim, mas só da minha equipa favorita
- Sim, mas só os Playoffs e o Superbowl
- Só vejo o Superbowl
- Sim, mas só vejo os resultados finais
- Não

Q6 Qual destas equipas ganhou o Superbowl em 2015?

- Oakland Raiders
- Seattle Seahawks
- New England Patriots
- Pittsburg Steelers

Existe uma liga de Futebol Americano em Portugal desde 2009, onde participam 10 equipas espalhadas de norte a sul do país. Estas, estão divididas entre o Grupo Norte e o Grupo Sul, tendo cada grupo, 5 equipas.

Q7 Tinha conhecimento da existência de uma Liga Portuguesa de Futebol Americano?

- Sim
- Não

Q8 Como descobriu o Futebol Americano em Portugal?

- Procurei na internet
- Através de um amigo/familiar
- Através da televisão
- Através de publicidade online (ex. Facebook)
- Outro _____

Q9 Está actualmente ligado a alguma equipa da Liga Portuguesa de Futebol Americano?

- Sim, sou jogador de uma equipa
- Sim, faço parte da equipa técnica ou administrativa de uma equipa
- Faço parte de uma equipa de Cheerleaders
- Não, mas faço parte da equipa de arbitragem
- Não
- Outro _____

Q10 Acompanha a Liga Portuguesa de Futebol Americano?

- Sim, vou a todos os jogos que posso e vejo todos os highlights publicados online
- Sim, mas só assisto aos jogos da minha equipa favorita
- Sim, mas só através dos highlights publicados online
- Sim, mas só os highlights publicados online dos jogos da minha equipa favorita
- Sim, mas só vejo os resultados finais
- Não, só acompanho a partir dos playoffs
- Não, só acompanho a final
- Não

Q11 Há alguma equipa na Liga Portuguesa de Futebol Americano pela qual sinta mais afinidade?

- Sim
- Não

Q12 Qual?

- Algarve Pirates
- Algarve Sharks
- Crusaders FA
- Lisboa Devils
- Lisboa Navigators
- Braga Warriors
- Maia Mustangs
- Paredes Lumberjacks
- Porto Mutts
- Porto Renegades

Q13 Qual o seu nível de afinidade com a sua equipa favorita?

- 1
- 2
- 3
- 4
- 5
- 6
- 7

Q14 Como descobriu os Lisboa Devils?

- Através de um amigo/familiar
- Pesquisei na internet
- Através do facebook
- Através da televisão
- Através da rádio
- Outro _____

Q15 Já assistiu a algum jogo dos Lisboa Devils em casa?

- Não
- 1 Jogo
- Entre 2 e 4 Jogos
- Mais de 4 Jogos
- Todos os jogos desde que descobri a equipa

Q16 Já alguma vez assistiu ou participou num jogo da Liga Portuguesa de Futebol Americano?

- Sim
- Não

Q17 Do que é que MAIS gostou quando foi assistir a um jogo?

- Do convívio com família/amigos
- Poder ver ao vivo um desporto pouco comum em Portugal
- Conhecer e conviver com pessoas que partilham o meu gosto pelo futebol americano
- Aprender em maior pormenor as regras deste desporto
- Do jogo em si
- Outro _____

Q18 Do que é que MENOS gostou quando foi assistir a um jogo?

- Não saber bem as regras do jogo
- Não perceber bem quais as decisões dos árbitros
- Ser um jogo com muitos tempos mortos
- Ser um jogo que demora muito tempo para acabar
- Outro _____

A resposta correta era Futebol Americano. O Futebol Americano é um desporto onde o objectivo principal é conquistar terreno com a bola através de jogadas pré-concebidas com o propósito chegar ao fim do campo de forma a pontuar. O avanço no terreno pode ser feito

através de corrida com a bola ou através de passes. (As pessoas que não responderam correctamente à primeira pergunta foram reencaminhadas para este texto).

Q19 Relativamente às seguintes perguntas, diga o quão interessado está:

	Nada interessado	Pouco interessado	Interessado	Totalmente interessado
Descobrir como funciona este desporto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Descobrir mais sobre este desporto nos Estados Unidos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Descobrir mais sobre este desporto em Portugal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ver um jogo na televisão/internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ir assistir a um jogo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ir experimentar um treino de Futebol Americano	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q20 A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor classifique a seguinte lista no quão importante são na sua vida diária, onde 1 = Muito Pouco Importante e 9 = Muito Importante

	Muito Pouco Importante 1	2	3	4	5	6	7	8	Muito Importante 9
Sensação de pertença	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Excitação	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fortes relações com outros	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Auto-realização	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ser respeitado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diversão e gozo da vida	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Segurança	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Auto-estima	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sentir-se realizado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q21 Idade?

- < 18
- 18 - 25
- 26 - 30
- 31 - 40
- 41 - 55
- 56 - 65
- > 65

Q22 Género?

- Masculino
- Feminino

Q23 Educação?

- Ensino Básico
- Ensino Secundário
- Licenciatura
- Mestrado
- Doutoramento

Q24 Distrito de residência?

- Lisboa
- Porto
- Faro
- Coimbra
- Beja
- Braga
- Viana do Castelo
- Setúbal
- Vila Real
- Bragança
- Viseu
- Aveiro
- Guarda
- Castelo Branco
- Santarem
- Portalegre
- Évora
- Leiria
- Açores
- Madeira

Obrigado por ter preenchido a este questionário. Se quiser habilitar-se a ganhar um de dois vouchers de 20€ da Fnac, por favor escreva em baixo o seu email. Caso seja um dos sorteados será contactado através do email disponibilizado.

Exhibit 2

Conhece a NFL (National Football League)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sim	368	91,1	94,1	94,1
	Não	23	5,7	5,9	100,0
	Total	391	96,8	100,0	
Missing	System	13	3,2		
Total		404	100,0		

Exhibit 3

Acompanha os jogos da NFL (National Football League)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sim, vejo todos os jogos	48	11,9	13,0	13,0
	Sim, mas só vejo alguns jogos	155	38,4	42,1	55,2
	Sim, mas só da minha equipa favorita	32	7,9	8,7	63,9
	Sim, mas só os Playoffs e o Superbowl	24	5,9	6,5	70,4
	Só vejo o Superbowl	51	12,6	13,9	84,2
	Sim, mas só vejo os resultados finais	7	1,7	1,9	86,1
	Não	51	12,6	13,9	100,0
	Total	368	91,1	100,0	
Missing	System	36	8,9		
Total		404	100,0		

Exhibit 4

Crosstab

			Género?		Total
			Masculino	Feminino	
Acompanha os jogos da NFL (National Football League)?	Sim, vejo todos os jogos	Count	46	2	48
		% within Acompanha os jogos da NFL (National Football League)?	95,8%	4,2%	100,0%
		% within Género?	14,0%	5,0%	13,0%
		% of Total	12,5%	0,5%	13,0%
	Sim, mas só vejo alguns jogos	Count	148	7	155
		% within Acompanha os jogos da NFL (National Football League)?	95,5%	4,5%	100,0%
		% within Género?	45,1%	17,5%	42,1%
		% of Total	40,2%	1,9%	42,1%
	Sim, mas só da minha equipa favorita	Count	31	1	32
		% within Acompanha os jogos da NFL (National Football League)?	96,9%	3,1%	100,0%
		% within Género?	9,5%	2,5%	8,7%
		% of Total	8,4%	0,3%	8,7%
	Sim, mas só os Playoffs e o Superbowl	Count	22	2	24
		% within Acompanha os jogos da NFL (National Football League)?	91,7%	8,3%	100,0%
		% within Género?	6,7%	5,0%	6,5%
		% of Total	6,0%	0,5%	6,5%
	Só vejo o Superbowl	Count	40	11	51
		% within Acompanha os jogos da NFL (National Football League)?	78,4%	21,6%	100,0%
		% within Género?	12,2%	27,5%	13,9%
		% of Total	10,9%	3,0%	13,9%
Sim, mas só vejo os resultados finais	Count	6	1	7	
	% within Acompanha os jogos da NFL (National Football League)?	85,7%	14,3%	100,0%	
	% within Género?	1,8%	2,5%	1,9%	
	% of Total	1,6%	0,3%	1,9%	
Não	Count	35	16	51	
	% within Acompanha os jogos da NFL (National Football League)?	68,6%	31,4%	100,0%	
	% within Género?	10,7%	40,0%	13,9%	
	% of Total	9,5%	4,3%	13,9%	
Total	Count	328	40	368	
	% within Acompanha os jogos da NFL (National Football League)?	89,1%	10,9%	100,0%	
	% within Género?	100,0%	100,0%	100,0%	
	% of Total	89,1%	10,9%	100,0%	

Exhibit 5

Qual?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Arizona Cardinals	1	,2	,4	,4
	Atlanta Falcons	2	,5	,7	1,1
	Baltimore Ravens	16	4,0	5,6	6,7
	Buffalo Bills	1	,2	,4	7,0
	Carolina Panthers	2	,5	,7	7,7
	Chicago Bears	5	1,2	1,8	9,5
	Cincinnati Bengals	6	1,5	2,1	11,6
	Cleveland Browns	1	,2	,4	12,0
	Dallas Cowboys	7	1,7	2,5	14,4
	Denver Broncos	16	4,0	5,6	20,1
	Detroit Lions	3	,7	1,1	21,1
	Green Bay Packers	22	5,4	7,7	28,9
	Houston Texans	6	1,5	2,1	31,0
	Indianapolis Colts	5	1,2	1,8	32,7
	Jacksonville Jaguars	1	,2	,4	33,1
	Kansas City Chiefs	2	,5	,7	33,8
	Miami Dolphins	1	,2	,4	34,2
	Minnesota Vikings	4	1,0	1,4	35,6
	New England Patriots	54	13,4	19,0	54,6
	New Orleans Saints	12	3,0	4,2	58,8
	New York Giants	13	3,2	4,6	63,4
	New York Jets	6	1,5	2,1	65,5
	Oakland Raiders	6	1,5	2,1	67,6
	Philadelphia Eagles	11	2,7	3,9	71,5
	Pittsburgh Steelers	13	3,2	4,6	76,1
	San Diego Chargers	2	,5	,7	76,8
	San Francisco 49ers	20	5,0	7,0	83,8
Seattle Seahawks	43	10,6	15,1	98,9	
Tampa Bay Buccaneers	1	,2	,4	99,3	
Washington Redskins	2	,5	,7	100,0	
	Total	284	70,3	100,0	
Missing	System	120	29,7		
Total		404	100,0		

Exhibit 6

Tinha conhecimento da existência de uma Liga Portuguesa de Futebol Americano?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sim	349	86,4	89,3	89,3
	Não	42	10,4	10,7	100,0
	Total	391	96,8	100,0	
Missing	System	13	3,2		
Total		404	100,0		

Exhibit 7

Crosstab

			Género?		Total
			Masculino	Feminino	
Conhece a NFL (National Football League)?	Sim	Count	146	24	170
		% within Conhece a NFL (National Football League)?	85,9%	14,1%	100,0%
		% within Género?	99,3%	75,0%	95,0%
		% of Total	81,6%	13,4%	95,0%
	Não	Count	1	8	9
		% within Conhece a NFL (National Football League)?	11,1%	88,9%	100,0%
		% within Género?	0,7%	25,0%	5,0%
		% of Total	0,6%	4,5%	5,0%
Total	Count	147	32	179	
	% within Conhece a NFL (National Football League)?	82,1%	17,9%	100,0%	
	% within Género?	100,0%	100,0%	100,0%	
	% of Total	82,1%	17,9%	100,0%	

Exhibit 7 continued

Crosstab

			Género?		Total
			Masculino	Feminino	
Tinha conhecimento da existência de uma Liga Portuguesa de Futebol Americano?	Sim	Count	314	35	349
		% within Tinha conhecimento da existência de uma Liga Portuguesa de Futebol Americano?	90,0%	10,0%	100,0%
		% within Género?	95,2%	57,4%	89,3%
		% of Total	80,3%	9,0%	89,3%
	Não	Count	16	26	42
		% within Tinha conhecimento da existência de uma Liga Portuguesa de Futebol Americano?	38,1%	61,9%	100,0%
		% within Género?	4,8%	42,6%	10,7%
		% of Total	4,1%	6,6%	10,7%
Total	Count	330	61	391	
	% within Tinha conhecimento da existência de uma Liga Portuguesa de Futebol Americano?	84,4%	15,6%	100,0%	
	% within Género?	100,0%	100,0%	100,0%	
	% of Total	84,4%	15,6%	100,0%	

Exhibit 8

Crosstab

			Idade?						Total
			< 18	18 - 25	26 - 30	31 - 40	41 - 55	56 - 65	
Tinha conhecimento da existência de uma Liga Portuguesa de Futebol Americano?	Sim	Count	23	194	68	47	16	1	349
		% within Tinha conhecimento da existência de uma Liga Portuguesa de Futebol Americano?	6,6%	55,6%	19,5%	13,5%	4,6%	0,3%	100,0%
		% within Idade?	88,5%	85,8%	98,6%	95,9%	88,9%	33,3%	89,3%
		% of Total	5,9%	49,6%	17,4%	12,0%	4,1%	0,3%	89,3%
	Não	Count	3	32	1	2	2	2	42
		% within Tinha conhecimento da existência de uma Liga Portuguesa de Futebol Americano?	7,1%	76,2%	2,4%	4,8%	4,8%	4,8%	100,0%
		% within Idade?	11,5%	14,2%	1,4%	4,1%	11,1%	66,7%	10,7%
		% of Total	0,8%	8,2%	0,3%	0,5%	0,5%	0,5%	10,7%
Total	Count	26	226	69	49	18	3	391	
	% within Tinha conhecimento da existência de uma Liga Portuguesa de Futebol Americano?	6,6%	57,8%	17,6%	12,5%	4,6%	0,8%	100,0%	
	% within Idade?	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	
	% of Total	6,6%	57,8%	17,6%	12,5%	4,6%	0,8%	100,0%	

Exhibit 8 continued

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21,040 ^a	5	,001
Likelihood Ratio	20,240	5	,001
Linear-by-Linear Association	1,033	1	,309
N of Valid Cases	391		

a. 4 cells (33,3%) have expected count less than 5. The minimum expected count is ,32.

Exhibit 9

Acompanha a Liga Portuguesa de Futebol Americano?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sim, vou a todos os jogos que posso e vejo todos os highlights publicados online	15	3,7	8,3	8,3
	Sim, mas só assisto aos jogos da minha equipa favorita	26	6,4	14,4	22,7
	Sim, mas só através dos highlights publicados online	33	8,2	18,2	40,9
	Sim, mas só os highlights publicados online dos jogos da minha equipa favorita	8	2,0	4,4	45,3
	Sim, mas só vejo os resultados finais	31	7,7	17,1	62,4
	Não, só acompanho a partir dos playoffs	2	,5	1,1	63,5
	Não, só acompanho a final	4	1,0	2,2	65,7
	Não	62	15,3	34,3	100,0
	Total	181	44,8	100,0	
Missing	System	223	55,2		
Total		404	100,0		

Exhibit 10

Crosstab

			Género?		Total
			Masculino	Feminino	
Acompanha a Liga Portuguesa de Futebol Americano?	Sim, vou a todos os jogos que posso e vejo todos os highlights publicados online	Count	14	1	15
		% within Acompanha a Liga Portuguesa de Futebol Americano?	93,3%	6,7%	100,0%
		% within Género?	9,3%	3,3%	8,3%
		% of Total	7,7%	0,6%	8,3%
	Sim, mas só assisto aos jogos da minha equipa favorita	Count	17	9	26
		% within Acompanha a Liga Portuguesa de Futebol Americano?	65,4%	34,6%	100,0%
		% within Género?	11,3%	30,0%	14,4%
		% of Total	9,4%	5,0%	14,4%
	Sim, mas só através dos highlights publicados online	Count	31	2	33
		% within Acompanha a Liga Portuguesa de Futebol Americano?	93,9%	6,1%	100,0%
		% within Género?	20,5%	6,7%	18,2%
		% of Total	17,1%	1,1%	18,2%
	Sim, mas só os highlights publicados online dos jogos da minha equipa favorita	Count	7	1	8
		% within Acompanha a Liga Portuguesa de Futebol Americano?	87,5%	12,5%	100,0%
		% within Género?	4,6%	3,3%	4,4%
		% of Total	3,9%	0,6%	4,4%
	Sim, mas só vejo os resultados finais	Count	29	2	31
		% within Acompanha a Liga Portuguesa de Futebol Americano?	93,5%	6,5%	100,0%
		% within Género?	19,2%	6,7%	17,1%
		% of Total	16,0%	1,1%	17,1%
Não, só acompanho a partir dos playoffs	Count	2	0	2	
	% within Acompanha a Liga Portuguesa de Futebol Americano?	100,0%	0,0%	100,0%	
	% within Género?	1,3%	0,0%	1,1%	
	% of Total	1,1%	0,0%	1,1%	
Não, só acompanho a final	Count	4	0	4	
	% within Acompanha a Liga Portuguesa de Futebol Americano?	100,0%	0,0%	100,0%	
	% within Género?	2,6%	0,0%	2,2%	
	% of Total	2,2%	0,0%	2,2%	
Não	Count	47	15	62	
	% within Acompanha a Liga Portuguesa de Futebol Americano?	75,8%	24,2%	100,0%	
	% within Género?	31,1%	50,0%	34,3%	
	% of Total	26,0%	8,3%	34,3%	
Total	Count	151	30	181	
	% within Acompanha a Liga Portuguesa de Futebol Americano?	83,4%	16,6%	100,0%	
	% within Género?	100,0%	100,0%	100,0%	
	% of Total	83,4%	16,6%	100,0%	

Exhibit 11

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Qual o seu nível de afinidade com a sua equipa favorita?-	120	1,00	7,00	4,2750	1,72458
Valid N (listwise)	120				

Exhibit 12

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Qual o seu nível de afinidade com a sua equipa favorita?-	18	1,00	7,00	3,5000	2,00734
Valid N (listwise)	18				

Exhibit 13

Como descobriu o Futebol Americano em Portugal?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Procurei na internet	75	18,6	21,5	21,5
	Através de um amigo/familiar	197	48,8	56,4	77,9
	Através da televisão	24	5,9	6,9	84,8
	Através de publicidade online (ex. Facebook)	33	8,2	9,5	94,3
	Outro	20	5,0	5,7	100,0
	Total	349	86,4	100,0	
Missing	System	55	13,6		
Total		404	100,0		

Exhibit 14

Como descobriu os Lisboa Devils?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Através de um amigo/familiar	36	8,9	56,3	56,3
	Através do facebook	19	4,7	29,7	85,9
	Outro	6	1,5	9,4	95,3
	Pesquisei na internet	3	,7	4,7	100,0
	Total	64	15,8	100,0	
Missing	System	340	84,2		
Total		404	100,0		

Exhibit 15

Já assistiu a algum jogo dos Lisboa Devils em casa?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Não	10	2,5	55,6	55,6
	1 Jogo	2	,5	11,1	66,7
	Entre 2 e 4 Jogos	3	,7	16,7	83,3
	Todos os jogos desde que descobri a equipa	3	,7	16,7	100,0
	Total	18	4,5	100,0	
Missing	System	386	95,5		
Total		404	100,0		

Exhibit 16

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Relativamente às seguintes perguntas, diga o quão interessado está:-Descobrir como funciona este desporto	236	1	4	3,02	,887
Relativamente às seguintes perguntas, diga o quão interessado está:-Descobrir mais sobre este desporto nos Estados Unidos	236	1	4	2,86	,967
Relativamente às seguintes perguntas, diga o quão interessado está:-Descobrir mais sobre este desporto em Portugal	236	1	4	2,97	,922
Relativamente às seguintes perguntas, diga o quão interessado está:-Ver um jogo na televisão/internet	236	1	4	3,00	,991
Relativamente às seguintes perguntas, diga o quão interessado está:-Ir assistir a um jogo	236	1	4	3,19	,881
Relativamente às seguintes perguntas, diga o quão interessado está:-Ir experimentar um treino de Futebol Americano	236	1	4	2,63	1,154
Valid N (listwise)	236				

Exhibit 17

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Relativamente às seguintes perguntas, diga o quão interessado está:-Descobrir como funciona este desporto	Masculino	173	3,19	,845	,064	3,06	3,32	1	4
	Feminino	63	2,56	,838	,106	2,34	2,77	1	4
	Total	236	3,02	,887	,058	2,91	3,13	1	4
Relativamente às seguintes perguntas, diga o quão interessado está:-Descobrir mais sobre este desporto nos Estados Unidos	Masculino	173	3,07	,931	,071	2,93	3,21	1	4
	Feminino	63	2,30	,835	,105	2,09	2,51	1	4
	Total	236	2,86	,967	,063	2,74	2,99	1	4
Relativamente às seguintes perguntas, diga o quão interessado está:-Descobrir mais sobre este desporto em Portugal	Masculino	173	3,10	,900	,068	2,96	3,23	1	4
	Feminino	63	2,63	,903	,114	2,41	2,86	1	4
	Total	236	2,97	,922	,060	2,86	3,09	1	4
Relativamente às seguintes perguntas, diga o quão interessado está:-Ver um jogo na televisão/internet	Masculino	173	3,23	,917	,070	3,09	3,37	1	4
	Feminino	63	2,38	,923	,116	2,15	2,61	1	4
	Total	236	3,00	,991	,065	2,88	3,13	1	4
Relativamente às seguintes perguntas, diga o quão interessado está:-Ir assistir a um jogo	Masculino	173	3,33	,836	,064	3,20	3,45	1	4
	Feminino	63	2,81	,895	,113	2,58	3,04	1	4
	Total	236	3,19	,881	,057	3,08	3,30	1	4
Relativamente às seguintes perguntas, diga o quão interessado está:-Ir experimentar um treino de Futebol Americano	Masculino	173	2,88	1,122	,085	2,71	3,05	1	4
	Feminino	63	1,94	,948	,119	1,70	2,18	1	4
	Total	236	2,63	1,154	,075	2,48	2,78	1	4

Exhibit 18

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
Relativamente às seguintes perguntas, diga o quão interessado está-Descobrir como funciona este desporto	< 18	19	3,74	,452	,104	3,52	3,95	3	4
	18 - 25	137	2,85	,915	,078	2,69	3,00	1	4
	26 - 30	36	3,31	,856	,143	3,02	3,60	1	4
	31 - 40	29	3,17	,658	,122	2,92	3,42	2	4
	41 - 55	12	2,92	,793	,229	2,41	3,42	1	4
	56 - 65	2	2,50	,707	,500	-3,85	8,85	2	3
	> 65	1	1,00	1	1
	Total	236	3,02	,887	,058	2,91	3,13	1	4
Relativamente às seguintes perguntas, diga o quão interessado está-Descobrir mais sobre este desporto nos Estados Unidos	< 18	19	3,74	,562	,129	3,47	4,01	2	4
	18 - 25	137	2,68	1,007	,086	2,51	2,85	1	4
	26 - 30	36	2,97	,941	,157	2,65	3,29	1	4
	31 - 40	29	3,10	,673	,125	2,85	3,36	1	4
	41 - 55	12	2,92	,793	,229	2,41	3,42	2	4
	56 - 65	2	2,50	,707	,500	-3,85	8,85	2	3
	> 65	1	1,00	1	1
	Total	236	2,86	,967	,063	2,74	2,99	1	4
Relativamente às seguintes perguntas, diga o quão interessado está-Descobrir mais sobre este desporto em Portugal	< 18	19	3,58	,607	,139	3,29	3,87	2	4
	18 - 25	137	2,76	,959	,082	2,60	2,92	1	4
	26 - 30	36	3,25	,806	,134	2,98	3,52	1	4
	31 - 40	29	3,24	,689	,128	2,98	3,50	2	4
	41 - 55	12	3,33	,651	,188	2,92	3,75	2	4
	56 - 65	2	2,00	1,414	1,000	-10,71	14,71	1	3
	> 65	1	1,00	1	1
	Total	236	2,97	,922	,060	2,86	3,09	1	4
Relativamente às seguintes perguntas, diga o quão interessado está-Ver um jogo na televisão/internet	< 18	19	3,47	,905	,208	3,04	3,91	1	4
	18 - 25	137	2,80	1,030	,088	2,62	2,97	1	4
	26 - 30	36	3,28	,882	,147	2,98	3,58	1	4
	31 - 40	29	3,41	,628	,117	3,18	3,65	2	4
	41 - 55	12	3,08	,996	,288	2,45	3,72	1	4
	56 - 65	2	2,50	,707	,500	-3,85	8,85	2	3
	> 65	1	1,00	1	1
	Total	236	3,00	,991	,065	2,88	3,13	1	4
Relativamente às seguintes perguntas, diga o quão interessado está-Ir assistir a um jogo	< 18	19	3,74	,562	,129	3,47	4,01	2	4
	18 - 25	137	3,07	,933	,080	2,91	3,22	1	4
	26 - 30	36	3,31	,856	,143	3,02	3,60	1	4
	31 - 40	29	3,45	,572	,106	3,23	3,67	2	4
	41 - 55	12	3,08	,793	,229	2,58	3,59	2	4
	56 - 65	2	2,50	,707	,500	-3,85	8,85	2	3
	> 65	1	1,00	1	1
	Total	236	3,19	,881	,057	3,08	3,30	1	4
Relativamente às seguintes perguntas, diga o quão interessado está-Ir experimentar um treino de Futebol Americano	< 18	19	3,32	1,003	,230	2,83	3,80	1	4
	18 - 25	137	2,61	1,133	,097	2,41	2,80	1	4
	26 - 30	36	2,89	1,166	,194	2,49	3,28	1	4
	31 - 40	29	2,41	1,086	,202	2,00	2,83	1	4
	41 - 55	12	1,92	1,084	,313	1,23	2,61	1	4
	56 - 65	2	1,00	,000	,000	1,00	1,00	1	1
	> 65	1	1,00	1	1
	Total	236	2,63	1,154	,075	2,48	2,78	1	4

Exhibit 19

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Relativamente às seguintes perguntas, diga o quão interessado está:-Descobrir como funciona este desporto	Ensino Básico	5	4,00	,000	,000	4,00	4,00	4	4
	Ensino Secundário	69	3,20	,867	,104	2,99	3,41	1	4
	Licenciatura	104	3,04	,823	,081	2,88	3,20	1	4
	Mestrado	55	2,71	,936	,126	2,46	2,96	1	4
	Doutoramento	3	2,33	1,155	,667	-,54	5,20	1	3
	Total	236	3,02	,887	,058	2,91	3,13	1	4
Relativamente às seguintes perguntas, diga o quão interessado está:-Descobrir mais sobre este desporto nos Estados Unidos	Ensino Básico	5	4,00	,000	,000	4,00	4,00	4	4
	Ensino Secundário	69	3,12	,948	,114	2,89	3,34	1	4
	Licenciatura	104	2,84	,925	,091	2,66	3,02	1	4
	Mestrado	55	2,53	,959	,129	2,27	2,79	1	4
	Doutoramento	3	2,33	1,155	,667	-,54	5,20	1	3
	Total	236	2,86	,967	,063	2,74	2,99	1	4
Relativamente às seguintes perguntas, diga o quão interessado está:-Descobrir mais sobre este desporto em Portugal	Ensino Básico	5	4,00	,000	,000	4,00	4,00	4	4
	Ensino Secundário	69	3,25	,830	,100	3,05	3,45	1	4
	Licenciatura	104	3,08	,797	,078	2,92	3,23	1	4
	Mestrado	55	2,38	,991	,134	2,11	2,65	1	4
	Doutoramento	3	2,33	1,155	,667	-,54	5,20	1	3
	Total	236	2,97	,922	,060	2,86	3,09	1	4
Relativamente às seguintes perguntas, diga o quão interessado está:-Ver um jogo na televisão/internet	Ensino Básico	5	4,00	,000	,000	4,00	4,00	4	4
	Ensino Secundário	69	3,23	,894	,108	3,02	3,45	1	4
	Licenciatura	104	3,11	,891	,087	2,93	3,28	1	4
	Mestrado	55	2,47	1,103	,149	2,17	2,77	1	4
	Doutoramento	3	2,33	1,155	,667	-,54	5,20	1	3
	Total	236	3,00	,991	,065	2,88	3,13	1	4
Relativamente às seguintes perguntas, diga o quão interessado está:-Ir assistir a um jogo	Ensino Básico	5	4,00	,000	,000	4,00	4,00	4	4
	Ensino Secundário	69	3,35	,801	,096	3,16	3,54	1	4
	Licenciatura	104	3,30	,799	,078	3,14	3,45	1	4
	Mestrado	55	2,75	,966	,130	2,48	3,01	1	4
	Doutoramento	3	2,67	1,528	,882	-1,13	6,46	1	4
	Total	236	3,19	,881	,057	3,08	3,30	1	4
Relativamente às seguintes perguntas, diga o quão interessado está:-Ir experimentar um treino de Futebol Americano	Ensino Básico	5	4,00	,000	,000	4,00	4,00	4	4
	Ensino Secundário	69	2,81	1,128	,136	2,54	3,08	1	4
	Licenciatura	104	2,70	1,131	,111	2,48	2,92	1	4
	Mestrado	55	2,20	1,112	,150	1,90	2,50	1	4
	Doutoramento	3	1,33	,577	,333	-,10	2,77	1	2
	Total	236	2,63	1,154	,075	2,48	2,78	1	4

Exhibit 19 continued

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
Relativamente às seguintes perguntas, diga o quão interessado está-Descobrir como funciona este desporto	< 18	19	3,74	,452	,104	3,52	3,95	3	4
	18 - 25	137	2,85	,915	,078	2,69	3,00	1	4
	26 - 30	36	3,31	,856	,143	3,02	3,60	1	4
	31 - 40	29	3,17	,658	,122	2,92	3,42	2	4
	41 - 55	12	2,92	,793	,229	2,41	3,42	1	4
	56 - 65	2	2,50	,707	,500	-3,85	8,85	2	3
	> 65	1	1,00	1	1
	Total	236	3,02	,887	,058	2,91	3,13	1	4
Relativamente às seguintes perguntas, diga o quão interessado está-Descobrir mais sobre este desporto nos Estados Unidos	< 18	19	3,74	,562	,129	3,47	4,01	2	4
	18 - 25	137	2,68	1,007	,086	2,51	2,85	1	4
	26 - 30	36	2,97	,941	,157	2,65	3,29	1	4
	31 - 40	29	3,10	,673	,125	2,85	3,36	1	4
	41 - 55	12	2,92	,793	,229	2,41	3,42	2	4
	56 - 65	2	2,50	,707	,500	-3,85	8,85	2	3
	> 65	1	1,00	1	1
	Total	236	2,86	,967	,063	2,74	2,99	1	4
Relativamente às seguintes perguntas, diga o quão interessado está-Descobrir mais sobre este desporto em Portugal	< 18	19	3,58	,607	,139	3,29	3,87	2	4
	18 - 25	137	2,76	,959	,082	2,60	2,92	1	4
	26 - 30	36	3,25	,806	,134	2,98	3,52	1	4
	31 - 40	29	3,24	,689	,128	2,98	3,50	2	4
	41 - 55	12	3,33	,651	,188	2,92	3,75	2	4
	56 - 65	2	2,00	1,414	1,000	-10,71	14,71	1	3
	> 65	1	1,00	1	1
	Total	236	2,97	,922	,060	2,86	3,09	1	4
Relativamente às seguintes perguntas, diga o quão interessado está-Ver um jogo na televisão/internet	< 18	19	3,47	,905	,208	3,04	3,91	1	4
	18 - 25	137	2,80	1,030	,088	2,62	2,97	1	4
	26 - 30	36	3,28	,882	,147	2,98	3,58	1	4
	31 - 40	29	3,41	,628	,117	3,18	3,65	2	4
	41 - 55	12	3,08	,996	,288	2,45	3,72	1	4
	56 - 65	2	2,50	,707	,500	-3,85	8,85	2	3
	> 65	1	1,00	1	1
	Total	236	3,00	,991	,065	2,88	3,13	1	4
Relativamente às seguintes perguntas, diga o quão interessado está-Ir assistir a um jogo	< 18	19	3,74	,562	,129	3,47	4,01	2	4
	18 - 25	137	3,07	,933	,080	2,91	3,22	1	4
	26 - 30	36	3,31	,856	,143	3,02	3,60	1	4
	31 - 40	29	3,45	,572	,106	3,23	3,67	2	4
	41 - 55	12	3,08	,793	,229	2,58	3,59	2	4
	56 - 65	2	2,50	,707	,500	-3,85	8,85	2	3
	> 65	1	1,00	1	1
	Total	236	3,19	,881	,057	3,08	3,30	1	4
Relativamente às seguintes perguntas, diga o quão interessado está-Ir experimentar um treino de Futebol Americano	< 18	19	3,32	1,003	,230	2,83	3,80	1	4
	18 - 25	137	2,61	1,133	,097	2,41	2,80	1	4
	26 - 30	36	2,89	1,166	,194	2,49	3,28	1	4
	31 - 40	29	2,41	1,086	,202	2,00	2,83	1	4
	41 - 55	12	1,92	1,084	,313	1,23	2,61	1	4
	56 - 65	2	1,00	,000	,000	1,00	1,00	1	1
	> 65	1	1,00	1	1
	Total	236	2,63	1,154	,075	2,48	2,78	1	4

Exhibit 20

Do que é que MAIS gostou quando foi assistir a um jogo?-Do jogo em si

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	112	27,7	100,0	100,0
Missing System	292	72,3		
Total	404	100,0		

Do que é que MAIS gostou quando foi assistir a um jogo?-Poder ver ao vivo um desporto pouco comum em Portugal

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	87	21,5	100,0	100,0
Missing	System	317	78,5		
Total		404	100,0		

Do que é que MAIS gostou quando foi assistir a um jogo?-Conhecer e conviver com pessoas que partilham o meu gosto pelo futebol americano

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	83	20,5	100,0	100,0
Missing	System	321	79,5		
Total		404	100,0		

Exhibit 21

Do que é que MENOS gostou quando foi assistir a um jogo?-Não perceber bem quais as decisões dos árbitros

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	86	21,3	100,0	100,0
Missing	System	318	78,7		
Total		404	100,0		

Do que é que MENOS gostou quando foi assistir a um jogo?-Ser um jogo com muitos tempos mortos

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	70	17,3	100,0	100,0
Missing	System	334	82,7		
Total		404	100,0		

Do que é que MENOS gostou quando foi assistir a um jogo?-Outro

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	67	16,6	100,0	100,0
Missing	System	337	83,4		
Total		404	100,0		

Exhibit 22

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Sensação de pertença	404	1	9	6,52	1,880
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Excitação	404	1	9	6,77	1,611
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Fortes relações com outros	404	1	9	7,48	1,446
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Auto-realização	404	1	9	7,90	1,477
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Ser respeitado	404	1	9	7,72	1,583
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Diversão e gozo da vida	404	1	9	7,82	1,462
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Segurança	404	1	9	7,41	1,677
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Auto-estima	404	1	9	7,71	1,524
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Sentir-se realizado	404	1	9	8,10	1,379
Valid N (listwise)	404				

Exhibit 23

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...Sensação de pertença	Masculino	336	6,54	1,849	,101	6,34	6,74	1	9
	Feminino	68	6,41	2,039	,247	5,92	6,91	1	9
	Total	404	6,52	1,880	,094	6,33	6,70	1	9
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...Excitação	Masculino	336	6,85	1,587	,087	6,68	7,02	1	9
	Feminino	68	6,38	1,684	,204	5,97	6,79	1	9
	Total	404	6,77	1,611	,080	6,61	6,93	1	9
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...Fortes relações com outros	Masculino	336	7,53	1,375	,075	7,39	7,68	1	9
	Feminino	68	7,24	1,746	,212	6,81	7,66	1	9
	Total	404	7,48	1,446	,072	7,34	7,62	1	9
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...Auto-realização	Masculino	336	7,88	1,416	,077	7,73	8,03	1	9
	Feminino	68	8,00	1,753	,213	7,58	8,42	1	9
	Total	404	7,90	1,477	,073	7,75	8,04	1	9
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...Ser respeitado	Masculino	336	7,71	1,508	,082	7,54	7,87	1	9
	Feminino	68	7,79	1,921	,233	7,33	8,26	1	9
	Total	404	7,72	1,583	,079	7,57	7,88	1	9
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...Diversão e gozo da vida	Masculino	336	7,91	1,343	,073	7,77	8,06	1	9
	Feminino	68	7,35	1,891	,229	6,90	7,81	1	9
	Total	404	7,82	1,462	,073	7,68	7,96	1	9
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...Segurança	Masculino	336	7,35	1,648	,090	7,17	7,52	1	9
	Feminino	68	7,72	1,794	,218	7,29	8,15	1	9
	Total	404	7,41	1,677	,083	7,24	7,57	1	9
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...Auto-estima	Masculino	336	7,69	1,482	,081	7,53	7,85	1	9
	Feminino	68	7,76	1,729	,210	7,35	8,18	1	9
	Total	404	7,71	1,524	,076	7,56	7,85	1	9
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...Sentir-se realizado	Masculino	336	8,11	1,306	,071	7,97	8,25	1	9
	Feminino	68	8,03	1,701	,206	7,62	8,44	1	9
	Total	404	8,10	1,379	,069	7,96	8,23	1	9

Exhibit 23 continued

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Sensação de pertença	Between Groups	,911	1	,911	,257	,612
	Within Groups	1423,968	402	3,542		
	Total	1424,879	403			
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Excitação	Between Groups	12,274	1	12,274	4,775	,029
	Within Groups	1033,318	402	2,570		
	Total	1045,592	403			
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Fortes relações com outros	Between Groups	5,004	1	5,004	2,401	,122
	Within Groups	837,875	402	2,084		
	Total	842,879	403			
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Auto-realização	Between Groups	,842	1	,842	,386	,535
	Within Groups	877,997	402	2,184		
	Total	878,839	403			
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Ser respeitado	Between Groups	,446	1	,446	,178	,674
	Within Groups	1008,948	402	2,510		
	Total	1009,394	403			
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Diversão e gozo da vida	Between Groups	17,783	1	17,783	8,470	,004
	Within Groups	844,026	402	2,100		
	Total	861,809	403			
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Segurança	Between Groups	7,968	1	7,968	2,846	,092
	Within Groups	1125,644	402	2,800		
	Total	1133,611	403			
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Auto-estima	Between Groups	,287	1	,287	,123	,726
	Within Groups	935,661	402	2,328		
	Total	935,948	403			
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Sentir-se realizado	Between Groups	,396	1	,396	,208	,649
	Within Groups	765,644	402	1,905		
	Total	766,040	403			

Exhibit 24

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Sensação de pertença	Between Groups	43,592	6	7,265	2,088	,054
	Within Groups	1381,287	397	3,479		
	Total	1424,879	403			
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Excitação	Between Groups	52,952	6	8,825	3,530	,002
	Within Groups	992,640	397	2,500		
	Total	1045,592	403			
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Fortes relações com outros	Between Groups	51,910	6	8,652	4,342	,000
	Within Groups	790,969	397	1,992		
	Total	842,879	403			
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Auto-realização	Between Groups	55,450	6	9,242	4,456	,000
	Within Groups	823,389	397	2,074		
	Total	878,839	403			
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Ser respeitado	Between Groups	55,766	6	9,294	3,869	,001
	Within Groups	953,627	397	2,402		
	Total	1009,394	403			
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Diversão e gozo da vida	Between Groups	65,164	6	10,861	5,412	,000
	Within Groups	796,645	397	2,007		
	Total	861,809	403			
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Segurança	Between Groups	54,926	6	9,154	3,369	,003
	Within Groups	1078,685	397	2,717		
	Total	1133,611	403			
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Auto-estima	Between Groups	51,590	6	8,598	3,860	,001
	Within Groups	884,358	397	2,228		
	Total	935,948	403			
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Sentir-se realizado	Between Groups	54,796	6	9,133	5,098	,000
	Within Groups	711,243	397	1,792		
	Total	766,040	403			

Exhibit 25

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Sensação de pertença	< 18	27	6,96	1,629	,313	6,32	7,61	3	9
	18 - 25	234	6,48	1,876	,123	6,24	6,72	1	9
	26 - 30	72	6,61	1,983	,234	6,15	7,08	1	9
	31 - 40	49	6,59	1,719	,246	6,10	7,09	3	9
	41 - 55	18	5,94	1,830	,431	5,03	6,85	2	9
	56 - 65	3	7,00	2,646	1,528	,43	13,57	4	9
	> 65	1	1,00	1	1
Total	404	6,52	1,880	,094	6,33	6,70	1	9	
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Excitação	< 18	27	7,26	1,403	,270	6,70	7,81	5	9
	18 - 25	234	6,76	1,593	,104	6,55	6,96	1	9
	26 - 30	72	6,92	1,581	,186	6,55	7,29	2	9
	31 - 40	49	6,76	1,548	,221	6,31	7,20	3	9
	41 - 55	18	6,22	1,833	,432	5,31	7,13	2	8
	56 - 65	3	5,33	,577	,333	3,90	6,77	5	6
	> 65	1	1,00	1	1
Total	404	6,77	1,611	,080	6,61	6,93	1	9	
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Fortes relações com outros	< 18	27	7,96	1,091	,210	7,53	8,39	5	9
	18 - 25	234	7,44	1,479	,097	7,25	7,63	1	9
	26 - 30	72	7,61	1,430	,168	7,28	7,95	2	9
	31 - 40	49	7,51	1,063	,152	7,20	7,82	4	9
	41 - 55	18	7,22	1,700	,401	6,38	8,07	3	9
	56 - 65	3	7,00	1,000	,577	4,52	9,48	6	8
	> 65	1	1,00	1	1
Total	404	7,48	1,446	,072	7,34	7,62	1	9	
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Auto-realização	< 18	27	7,78	1,423	,274	7,21	8,34	4	9
	18 - 25	234	7,94	1,477	,097	7,75	8,13	1	9
	26 - 30	72	7,83	1,414	,167	7,50	8,17	2	9
	31 - 40	49	8,14	1,190	,170	7,80	8,48	4	9
	41 - 55	18	7,44	1,723	,406	6,59	8,30	3	9
	56 - 65	3	8,00	1,000	,577	5,52	10,48	7	9
	> 65	1	1,00	1	1
Total	404	7,90	1,477	,073	7,75	8,04	1	9	
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Ser respeitado	< 18	27	7,78	1,601	,308	7,14	8,41	2	9
	18 - 25	234	7,74	1,563	,102	7,54	7,94	1	9
	26 - 30	72	7,76	1,496	,176	7,41	8,12	2	9
	31 - 40	49	7,88	1,495	,214	7,45	8,31	3	9
	41 - 55	18	7,06	1,731	,408	6,19	7,92	2	9
	56 - 65	3	8,33	,577	,333	6,90	9,77	8	9
	> 65	1	1,00	1	1
Total	404	7,72	1,583	,079	7,57	7,88	1	9	
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Diversão e gozo da vida	< 18	27	8,26	,859	,165	7,92	8,60	6	9
	18 - 25	234	7,78	1,529	,100	7,58	7,97	1	9
	26 - 30	72	7,93	1,325	,156	7,62	8,24	2	9
	31 - 40	49	8,04	1,060	,151	7,74	8,35	5	9
	41 - 55	18	7,11	1,779	,419	6,23	8,00	3	9
	56 - 65	3	7,33	,577	,333	5,90	8,77	7	8
	> 65	1	1,00	1	1
Total	404	7,82	1,462	,073	7,68	7,96	1	9	
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Segurança	< 18	27	7,74	1,678	,323	7,08	8,40	2	9
	18 - 25	234	7,30	1,695	,111	7,08	7,52	1	9
	26 - 30	72	7,47	1,661	,196	7,08	7,86	2	9
	31 - 40	49	7,73	1,351	,193	7,35	8,12	4	9
	41 - 55	18	7,39	1,720	,405	6,53	8,24	3	9
	56 - 65	3	8,33	1,155	,667	5,46	11,20	7	9
	> 65	1	1,00	1	1
Total	404	7,41	1,677	,083	7,24	7,57	1	9	
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Auto-estima	< 18	27	7,56	2,100	,404	6,72	8,39	1	9
	18 - 25	234	7,68	1,478	,097	7,48	7,87	1	9
	26 - 30	72	7,79	1,363	,161	7,47	8,11	2	9
	31 - 40	49	8,00	1,242	,177	7,64	8,36	4	9
	41 - 55	18	7,50	1,757	,414	6,63	8,37	3	9
	56 - 65	3	8,00	1,000	,577	5,52	10,48	7	9
	> 65	1	1,00	1	1
Total	404	7,71	1,524	,076	7,56	7,85	1	9	
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Sentir-se realizado	< 18	27	8,22	,892	,172	7,87	8,57	6	9
	18 - 25	234	8,09	1,425	,093	7,91	8,27	1	9
	26 - 30	72	8,18	1,271	,150	7,88	8,48	2	9
	31 - 40	49	8,22	,941	,134	7,95	8,49	5	9
	41 - 55	18	7,72	1,841	,434	6,81	8,64	2	9
	56 - 65	3	8,33	1,155	,667	5,46	11,20	7	9
	> 65	1	1,00	1	1
Total	404	8,10	1,379	,069	7,96	8,23	1	9	

Exhibit 26

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Sensação de pertença	Ensino Básico	7	6,71	2,059	,778	4,81	8,62	3	9
	Ensino Secundário	138	6,55	2,015	,172	6,21	6,89	1	9
	Licenciatura	169	6,64	1,678	,129	6,38	6,89	2	9
	Mestrado	86	6,24	1,952	,210	5,83	6,66	1	9
	Doutoramento	4	5,75	3,403	1,702	,33	11,17	1	9
	Total	404	6,52	1,880	,094	6,33	6,70	1	9
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Excitação	Ensino Básico	7	6,57	2,070	,782	4,66	8,49	3	9
	Ensino Secundário	138	6,88	1,617	,138	6,61	7,16	1	9
	Licenciatura	169	6,85	1,431	,110	6,63	7,06	2	9
	Mestrado	86	6,55	1,780	,192	6,16	6,93	1	9
	Doutoramento	4	4,75	2,872	1,436	,18	9,32	1	8
	Total	404	6,77	1,611	,080	6,61	6,93	1	9
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Fortes relações com outros	Ensino Básico	7	7,71	2,215	,837	5,67	9,76	3	9
	Ensino Secundário	138	7,68	1,362	,116	7,45	7,91	2	9
	Licenciatura	169	7,38	1,309	,101	7,19	7,58	2	9
	Mestrado	86	7,36	1,586	,171	7,02	7,70	1	9
	Doutoramento	4	7,00	4,000	2,000	,64	13,36	1	9
	Total	404	7,48	1,446	,072	7,34	7,62	1	9
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Auto-realização	Ensino Básico	7	6,71	2,563	,969	4,34	9,09	2	9
	Ensino Secundário	138	7,98	1,321	,112	7,76	8,20	2	9
	Licenciatura	169	7,96	1,291	,099	7,77	8,16	1	9
	Mestrado	86	7,78	1,738	,187	7,41	8,15	1	9
	Doutoramento	4	7,00	4,000	2,000	,64	13,36	1	9
	Total	404	7,90	1,477	,073	7,75	8,04	1	9
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Ser respeitado	Ensino Básico	7	7,43	2,637	,997	4,99	9,87	2	9
	Ensino Secundário	138	7,92	1,495	,127	7,67	8,17	1	9
	Licenciatura	169	7,70	1,446	,111	7,48	7,92	1	9
	Mestrado	86	7,56	1,705	,184	7,19	7,92	1	9
	Doutoramento	4	5,50	3,416	1,708	,06	10,94	1	9
	Total	404	7,72	1,583	,079	7,57	7,88	1	9
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Diversão e gozo da vida	Ensino Básico	7	7,71	2,563	,969	5,34	10,09	2	9
	Ensino Secundário	138	8,02	1,258	,107	7,81	8,23	2	9
	Licenciatura	169	7,87	1,280	,098	7,68	8,06	2	9
	Mestrado	86	7,49	1,740	,188	7,12	7,86	1	9
	Doutoramento	4	6,00	3,830	1,915	-,09	12,09	1	9
	Total	404	7,82	1,462	,073	7,68	7,96	1	9
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Segurança	Ensino Básico	7	7,43	2,149	,812	5,44	9,42	3	9
	Ensino Secundário	138	7,52	1,679	,143	7,24	7,80	2	9
	Licenciatura	169	7,49	1,559	,120	7,25	7,72	1	9
	Mestrado	86	7,12	1,738	,187	6,74	7,49	1	9
	Doutoramento	4	6,50	3,697	1,848	,62	12,38	1	9
	Total	404	7,41	1,677	,083	7,24	7,57	1	9
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Auto-estima	Ensino Básico	7	6,43	2,820	1,066	3,82	9,04	2	9
	Ensino Secundário	138	7,87	1,479	,126	7,62	8,12	1	9
	Licenciatura	169	7,80	1,284	,099	7,60	7,99	1	9
	Mestrado	86	7,40	1,668	,180	7,04	7,75	1	9
	Doutoramento	4	7,00	4,000	2,000	,64	13,36	1	9
	Total	404	7,71	1,524	,076	7,56	7,85	1	9
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Sentir-se realizado	Ensino Básico	7	7,43	2,225	,841	5,37	9,49	3	9
	Ensino Secundário	138	8,30	1,123	,096	8,11	8,49	2	9
	Licenciatura	169	8,09	1,221	,094	7,91	8,28	1	9
	Mestrado	86	7,90	1,708	,184	7,53	8,26	1	9
	Doutoramento	4	7,00	4,000	2,000	,64	13,36	1	9
	Total	404	8,10	1,379	,069	7,96	8,23	1	9

Exhibit 26 continued

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Sensação de pertença	Between Groups	11,701	4	2,925	,826	,509
	Within Groups	1413,178	399	3,542		
	Total	1424,879	403			
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Excitação	Between Groups	23,668	4	5,917	2,310	,057
	Within Groups	1021,923	399	2,561		
	Total	1045,592	403			
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Fortes relações com outros	Between Groups	9,654	4	2,413	1,156	,330
	Within Groups	833,225	399	2,088		
	Total	842,879	403			
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Auto-realização	Between Groups	15,886	4	3,972	1,836	,121
	Within Groups	862,953	399	2,163		
	Total	878,839	403			
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Ser respeitado	Between Groups	28,140	4	7,035	2,861	,023
	Within Groups	981,254	399	2,459		
	Total	1009,394	403			
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Diversão e gozo da vida	Between Groups	28,822	4	7,205	3,451	,009
	Within Groups	832,988	399	2,088		
	Total	861,809	403			
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Segurança	Between Groups	13,412	4	3,353	1,194	,313
	Within Groups	1120,199	399	2,808		
	Total	1133,611	403			
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Auto-estima	Between Groups	26,864	4	6,716	2,948	,020
	Within Groups	909,084	399	2,278		
	Total	935,948	403			
A seguinte tabela é uma lista de coisas que as pessoas procuram ou desejam na vida. Por favor cla...-Sentir-se realizado	Between Groups	16,963	4	4,241	2,259	,062
	Within Groups	749,076	399	1,877		
	Total	766,040	403			

Exhibit 27

Idade?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 18	27	6,7	6,7	6,7
	18 - 25	234	57,9	57,9	64,6
	26 - 30	72	17,8	17,8	82,4
	31 - 40	49	12,1	12,1	94,6
	41 - 55	18	4,5	4,5	99,0
	56 - 65	3	,7	,7	99,8
	> 65	1	,2	,2	100,0
	Total	404	100,0	100,0	

Exhibit 28

Género?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Masculino	336	83,2	83,2	83,2
	Feminino	68	16,8	16,8	100,0
	Total	404	100,0	100,0	

Exhibit 29

Educação?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ensino Básico	7	1,7	1,7	1,7
	Ensino Secundário	138	34,2	34,2	35,9
	Licenciatura	169	41,8	41,8	77,7
	Mestrado	86	21,3	21,3	99,0
	Doutoramento	4	1,0	1,0	100,0
	Total	404	100,0	100,0	

Exhibit 30

Distrito de residência?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lisboa	202	50,0	50,0	50,0
	Porto	96	23,8	23,8	73,8
	Faro	10	2,5	2,5	76,2
	Coimbra	4	1,0	1,0	77,2
	Beja	1	,2	,2	77,5
	Braga	40	9,9	9,9	87,4
	Viana do Castelo	4	1,0	1,0	88,4
	Setúbal	26	6,4	6,4	94,8
	Vila Real	1	,2	,2	95,0
	Viseu	3	,7	,7	95,8
	Aveiro	6	1,5	1,5	97,3
	Castelo Branco	3	,7	,7	98,0
	Santarem	4	1,0	1,0	99,0
	Évora	2	,5	,5	99,5
	Leiria	2	,5	,5	100,0
	Total	404	100,0	100,0	

Exhibit 31

Está actualmente ligado a alguma equipa da Liga Portuguesa de Futebol Americano?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sim, sou jogador de uma equipa	153	37,9	43,8	43,8
	Sim, faço parte da equipa técnica ou administrativa de uma equipa	17	4,2	4,9	48,7
	Não	174	43,1	49,9	98,6
	Outro	3	,7	,9	99,4
	Faço parte de uma equipa de Cheerleaders	2	,5	,6	100,0
	Total	349	86,4	100,0	
Missing	System	55	13,6		
Total		404	100,0		