

STUDY ON THE ATHLETES' PERCEPTION REGARDING THEIR DEMANDS AND NEEDS IN RELATION TO THE IMPORTANCE OF THE PROMOTION OF THE EVENTS THEY PARTICIPATE IN

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Abstract

In team games, communication and public relations must not have an important function just during the press conferences after the matches, but also in the relation with the public in promoting the events, the players, and the beauty of movement. These help popularize the sport. Considering these aspects, this author thought that by obtaining concrete information regarding the satisfaction level of several foreign handball players regarding communication strategies and public relations, one could highlight the need to implement the PR function in Romanian clubs. This study was conducted at the Balonmano Club of Elche, Spain, a club with very good national and international result. It must be said that the club has teams of level III, II, I children, level III, II, I juniors, and seniors, which has made easier the application of a sufficiently large number of questionnaires that would be statistically significant for the city of Elche, in relation to its number of inhabitants. This author would like to conduct such a study also on Romanian club teams, in order to compare the two countries.

Key words: promotion, strategy, team

1. Introduction

Over the course of time, it has been noted an increasing involvement of the complex scientific management teams, an involvement of several factors that until not so long ago, one would consider them outside the sports' field of research. Thus, if at the beginning of the eighties, for instance, the complex team attached to the sports team consisted only of a few people, today the technical staff of a professional team comprises a larger number of persons than the actual team. International-level teams have a physical trainer for each player, multiple physicians or nutritionists, a psychologist, a sociologist, and, not in the least, PR specialists (Voicu, A. , 1998).

The importance of PR is perceived abroad at the same level with the factors directly involved in top performance, the PR departments being meant primarily to raise funds for that sport, the finances being vital for success in any sports branch (Acqui, E., Copos, E., Szabo, M., 2013). This study wanted initially to be for students practicing track and field, but unfortunately, there were not enough subjects for that, because in Elche, only handball is a sport with tradition. The study aims to be extended also to athletes playing individual sports, because it would be interesting to see whether PR could solve part of the serious situation the Romanian sports are currently in, by bringing together and involving as many members of the community and decision-makers in the sports activity.

2. Aim, hypothesis, and research methods

This paper presents an inquiry regarding how the Spanish handball players perceive the PR strategies of their club. The Balonmano Club of Elche was chosen because in March 2016, this author was a teacher at the Elche University; thus, the questionnaires were applied with the help of coach Juan Pedro Espinosa and graduate student Alina Ababei, who was an intern at the club.

Considering its aim, this research started from the following working hypothesis
highlighting the importance of promoting sports events could lead to an increase in the number of practitioners and supporters of professional sports.

The main research method for this study was the inquiry method, while the sociological questionnaire was used as a working instrument (Șt. Pruteanu, B. Anastasiei, T. Jijie, 2002). Because the professional literature does not contain any questionnaire that would help in getting the desired information, the author of this study has conceived one that was initially tested on a small number of respondents, to see whether the questions are correctly understood by the subjects. After this first stage, small modifications were made to the questions, after which they were applied. In addition to this method, the study also used the statistical method of data analysis, the documentation method, and the graphical representation method.

3. Development of the research

The research was conducted in March 2016, at the Balonmano Club of Elche, on 149 handball players. They received a questionnaire that aimed to assess the handball players' perception regarding their demands and needs, in parallel with the importance of promoting their events/games. The questionnaires were applied directly, during the handball teams' training. The questionnaire comprised:

- a) identification questions;
 - b) factual questions (which show behavioral elements of the subjects);
 - c) knowledge questions (which identify the subjects' knowledge regarding a particular issue);
 - d) opinion questions;
- verification questions (to verify the accuracy of the questions) (D. R. Lehmann, S. Gupta, J. H. Steckel, 1998). For this paper there were selected and presented the recorded data, analyzed through the SPSS software, for the following group of questions in the questionnaire:

How IMPORTANT are for you the following aspects?

1. How IMPORTANT is for you to play handball?

Not at all important	Much less important	Less important	Largely important	Very important
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2. How IMPORTANT is for you the family's support for you to play handball?

Not at all important	Much less important	Less important	Largely important	Very important
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3. How IMPORTANT is for you to know that there is at least one person in the public who watches your game and supports you?

Not at all important	Much less important	Less important	Largely important	Very important
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4. How IMPORTANT is your team's victory for you?

Not at all important	Much less important	Less important	Largely important	Very important
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5. How IMPORTANT is for you to have a good/very good performance?

Not at all important Much less important Less important Largely important Very important

6. How IMPORTANT do consider to be the team's supporters wearing or buying promotional materials?

Not at all important Much less important Less important Largely important Very important

7. How IMPORTANT is for you the presence of a large number of people at a game?

Not at all important Much less important Less important Largely important Very important

8. How IMPORTANT would be for you the reason why you would stop playing?

Not at all important Much less important Less important Largely important Very important

9. How IMPORTANT is for you the team having good results?

Not at all important Much less important Less important Largely important Very important

10. How IMPORTANT is for you the person who sets the objective?

Not at all important Much less important Less important Largely important Very important

4. Results of the research

The results of the research are presented in tables 1-10. For the question, **How important is for you to play handball?** the results were centralized in table 1. As one can see, for 81 players, representing 54.4% of the subjects, said that it is *very important*, while 38.3% of them said it was just *important*.

Table 1. Answers to the question: How important is for you to play handball?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much less important	2	1.3	1.4	1.4
	Less important	8	5.4	5.4	6.8
	Largely important	57	38.3	38.5	45.3
	Very important	81	54.4	54.7	100.0
	Total	148	99.3	100.0	
Missing	99.00	1	.7		
Total		149	100.0		

For question 2, the results are presented in table 2.

Table 2. Answers to the question: How important is for you the family's support for you to play handball?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not at all important	4	2.7	2.7	2.7
Much less important	6	4.0	4.0	6.7
Less important	10	6.7	6.7	13.4
Largely important	74	49.7	49.7	63.1
Very important	55	36.9	36.9	100.0
Total	149	100.0	100.0	

For the question, **How important is for you the family's support for you to play handball?** the results were centralized in table 2. As one can see, for 74 players, representing 49.7% of the subjects, said that it is *largely important*, while 55 players said it was *very important*.

For question 3, the results are presented in table 3.

Table 3. Answers to the question: How important is for you to know that there is at least one person in the public who watches your game and supports you?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not at all important	7	4.7	4.7	4.7
Much less important	3	2.0	2.0	6.7
Less important	15	10.1	10.1	16.8
Largely important	76	51.0	51.0	67.8
Very important	48	32.2	32.2	100.0
Total	149	100.0	100.0	

For the question, **How important is for you to know that there is at least one person in the public who watches your game and supports you?** the results were centralized in table 3. As one can see, for 76 players, representing 51 % of the subjects, said that it is *largely important*, while 48 players said it was *very important*.

For question 4, the results are presented in table 4.

Table 4. Answers to the question: How important is your team's victory for you?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not at all important	1	.7	.7	.7
Less important	6	4.0	4.1	4.8
Largely important	77	51.7	52.4	57.1
Very important	63	42.3	42.9	100.0
Total	147	98.7	100.0	
Missing 99.00	2	1.3		
Total	149	100.0		

For the question, **How important is your team's victory for you?** the results were centralized in table 4. In this case, 77 players, representing 51.7 % of the subjects, said that it is *largely important*, while 63 players, representing 42.3%, said it was *very important*.

For question 5, the results are presented in table 5.

Table 5. Answers to the question: How important is for you to have a very good performance?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	2	1.3	1.4	1.4
	Much less important	2	1.3	1.4	2.7
	Less important	7	4.7	4.7	7.4
	Largely important	57	38.3	38.5	45.9
	Very important	80	53.7	54.1	100.0
	Total	148	99.3	100.0	
Missing	99.00	1	.7		
Total		149	100.0		

For the question, **How important is for you to have a very good performance?** the results were centralized in table 5. In this case, 80 players, representing 53.7 % of the subjects, said that it is *very important*, while 57 players, representing 38.3%, said it was *largely important*.

For question 6, the results are presented in table 6.

Table 6. Answers to the question: How important do consider to be the team's supporters wearing or buying promotional materials?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	8	5.4	5.4	5.4
	Much less important	22	14.8	14.8	20.1
	Less important	59	39.6	39.6	59.7
	Largely important	54	36.2	36.2	96.0
	Very important	6	4.0	4.0	100.0
Total		149	100.0	100.0	

For the question, **How important do consider to be the team's supporters wearing or buying promotional materials?** the results were centralized in table 6. In this case, 59 players, representing 39.6 % of the subjects, said that it is *less important*, while 54 players, representing 36.2%, said it was *largely important*.

For question 7, the results are presented in table 7.

Table 7. Answers to the question: How important is for you the presence of a large number of people at a game?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	2	1.3	1.4	1.4
	Much less important	7	4.7	4.7	6.1
	Less important	26	17.4	17.6	23.6

	Largely important	90	60.4	60.8	84.5
	Very important	23	15.4	15.5	100.0
	Total	148	99.3	100.0	
Missing	99.00	1	.7		
Total		149	100.0		

For the question, **How important is for you the presence of a large number of people at a game?** the results were centralized in table 7. In this case, 90 players, representing 60.4 % of the subjects, said that it is *largely important*, while 23 players, representing 15.4 %, said it was *very important*.

For question 8, the results are presented in table 8.

Table 8. Answers to the question: How important would be for you the reason why you would stop playing?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	1	.7	.7	.7
	Much less important	3	2.0	2.0	2.7
	Less important	3	2.0	2.0	4.8
	Largely important	45	30.2	30.6	35.4
	Very important	95	63.8	64.6	100.0
	Total	147	98.7	100.0	
Missing	99.00	2	1.3		
Total		149	100.0		

For the question, **How important would be for you the reason why you would stop playing?** the results were centralized in table 8. In this case, 95 players, representing 63.8 % of the subjects, said that it is *very important*, while 45 players, representing 30.2 %, said it was *largely important*.

For question 9, the results are presented in table 9.

Table 9. Answers to the question: How important is for you the team having good results?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	1	.7	.7	.7
	Much less important	1	.7	.7	1.3
	Less important	8	5.4	5.4	6.7
	Largely important	77	51.7	51.7	58.4
	Very important	62	41.6	41.6	100.0
	Total	149	100.0	100.0	

For the question, **How important is for you the team having good results?** the results were centralized in table 9. In this case, 77 players, representing 51.7 % of the subjects, said that it is *largely important*, while 62 players, representing 41.6 %, said it was *very important*.

For question 10, the results are presented in table 10.

Table 10. Answers to the question: How important is for you the person who sets the objective?

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Not at all important	3	2.0	2.0	2.0
	Much less important	3	2.0	2.0	4.0
	Less important	20	13.4	13.4	17.4
	Largely important	84	56.4	56.4	73.8
	Very important	38	25.5	25.5	99.3
	Total	149	100.0	100.0	

For the question, **How important is for you the person who sets the objective?** the results were centralized in table 10. In this case, 84 players, representing 56.4 % of the subjects, said that it is *largely important*, while 38 players, representing 25.5%, said it was *very important*.

Conclusions

The study highlighted the fact that the existence of a public relations department in a sports club is more than necessary. Most answers were in the "largely important" and "very important" categories. It must be said that in the Elche club there is the position of PR specialist. This author would like to conduct such a study also on Romanian club teams, in order to see whether the same aspects are as important for the Romanian athletes. The author of this paper believes that in order to have a increase in the number of practitioners of professional sports, and of people supporting it, one needs a real-time exact information of the members of the community in regards to the activity of the sports clubs.

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LEVEL EVALUATION OF GENERAL MOTRIC CAPACITIES AT MEDICAL PROFILE STUDENTS

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Abstract: