

THE IMPORTANCE OF USING DIFFERENT MEDIA TYPES FOR PROMOTING AN ATHLETE'S BRAND

assoc. prof. dr. Inga Staskeviciute-Butiene, prof. dr. Irena Valantine, Lithuanian sports university

Purpose. The personal brand of the athlete has various influencing features, such as appearance, personality, behavior, values, lifestyle, skills, abilities, attitudes, education, sports results and achievements (Arai et al, 2013; Carlson et al., 2009; Carlson and Donovan, 2013). Different types of media form a certain image of an athlete and provide different options that help to uncover and develop a personal brand. By using different types of social networks and blogs athletes can manage and disseminate information about themselves providing more objective and accurate information, so that the consumers can form a unified opinion.

The aim of the research was to identify which kind of media is the most suitable to promote athlete's personal brand.

Methods. A questionnaire of 20 questions was designed and used in the research. 399 (age of 18-29) respondents from Lithuania participated in the study.

Results. Athletes' personal brand helps to form an opinion about athletes (81.3%), sport (74.8%) and country (75.5%), advertised products (83.3%), club and the team (69.2%), represented by the athlete. The results showed that the athlete's personal brand is formed by sports achievements (56%), behavior in competitions (46%) and in a public space (43%), athlete's skills and abilities (38%), and the athlete's personality (33%).

The results showed that the social sites and the websites reveal the athletes' personal brand attributes: if respondents reads the athlete's blog, social networks or the press, it is likely that they read about sports in websites (ranges from 0.525 to 0.644, $p < 0.01$).

Conclusions. The athletes have to select information very carefully which has to be provided to the users of social media. Moreover, during the sporting events or other mass media meetings athlete should act becomingly and show only characteristics, which corresponds to their personal brand.

References

- Arai, A., Jae Ko, Y., Kaplanidou, K. (2013). Athlete brand image: scale development and model test. *European Sport Management Quarterly*, 13 (4), 383-403.
- Carlson, D. B., Donovan, T. (2013). Human Brands in Sport: Athlete Brand Personality and Identification. *Journal of Sport Management*, 27, 193-206.
- Carlson, D. B., Donovan, T., Cumiskey, K. J. (2009). Consumer-brand relationships in sport: brand personality and identification. *International Journal of Retail & Distribution Management*, 37 (4), 370-384.

Biography of the presenting author:

Dr. Inga Staskeviciute Butiene, acting associate Professor at the Sport Management, Economics and Sociology Department, Lithuanian Sports University. She works in a strategic research area "Management and economics of sports industry" and is a member of a group of scientists "Research on value added resulting from the activities of sports organizations". The main research interests are business Intelligence, leadership, entrepreneurship and the personal brand.