

Perceived Value by Laddering Technique: An Analysis of Amateur Runners

Dr. Wagner Júnior Ladeira

Professor na Universidade Vale do Rio dos Sinos (UNISINOS)
wjladeira@gmail.com

Me. Rafael Mendes Lübeck

Professor e Pesquisador na Faculdades Senac-RS
rafael.lubeck@gmail.com

Me. Fernando de Oliveira Santini

Doutorando em Administração pela Pontifícia Universidade Católica do Rio Grande do Sul (PUCRS) e Universidade de Caxias do Sul (UCS)
Professor na Faculdades Senac-RS e Faculdade da Serra Gaúcha (FSG)
santiniconsultores@terra.com.br

Esp. Pedro Lessa

Iniciação científica, Faculdades Senac-RS

Abstract

The segment of running is growing in number of customers and in sales volume. Understand of the relationship attributes and values that lead to the consumption in this segment becomes important. Based on studies that relate attributes and values this article aims to identify the perceived value of amateur runners with respect to the consumption of sports products and services. For this, conducted an exploratory qualitative research, with the method of data collection and analysis of laddering technique. The research was developed with amateur runners in the city of Porto Alegre-RS. It was found in this study that the market strategies to increase sales and achieve market share of sports industry must pass necessarily by investments focused on providing experiences for the public in the study. Experiences that address these personal values such as joy, friendship, self-esteem, wellbeing, discipline, fun, balance, leisure, freedom, pleasure, quality of life and health.

Keywords: Sport Marketing, Laddering, Attributes, Consequences and Value.