

Inside the Game: Understanding Motivations and Constraints in Sports4All

Pedro Dionísio

ISCTE - Instituto Universitário de Lisboa

Ana Brochado

ISCTE-Instituto Universitário de Lisboa, DINAMIA'CET Centro de Estudos sobre a Mudança Socioeconómica e o Território

Maria do Carmo Leal

Universidade Europeia

Adrien Bouchet

University of Central Florida

Cite as:

Dionísio Pedro, Brochado Ana, Leal Maria do Carmo, Bouchet Adrien (2024), Inside the Game: Understanding Motivations and Constraints in Sports4All. *Proceedings of the European Marketing Academy*, (122639)

Paper from EMAC Regional Conference, Lisbon, Portugal, September 25-27, 2024



Inside the Game: Understanding Motivations and Constraints in Sports4All

Abstract

This research aims at examining the motivations and constraints of experimentation and retention in sports practice by people with disabilities. Data were collected with two focus groups joining 30 stakeholders, including clubs, gyms, associations, and federations. Using content analysis by the Leximancer software, the study identified the key motivations and constraints in sports4all practice based on the interview transcripts. The results of this study provide a foundation for strategic thinking to enhance sports conditions for individuals with disabilities and to promote inclusivity in sports.

Subject Areas: *Consumer Behavior*