Trust in Us

A measure of credibility in sports organizations
"A collective judgment of one group that another group will be honest, meet commitments, and will not take advantage of others" 

Bradach & Eccles, 1989
Beyond Winning

What drives consumer trust?
Dimensions of Trust in Sport

1. Consumer: What do they value?
2. Organization: How do you build and maintain
Trust in the Balance
Daryl Morey
@dmorey

FIGHT FOR FREEDOM
STAND WITH HONG KONG
Trust Dynamic Influences

- Social Media
- WIIFY
- Source Credibility
81%

To trust brand to do what's right to make purchase (Edelman Trust Barometer, 2019)
80%
Trust in a Sport Organization is important to being a fan (Horn, 2019)
51% Fans Who Believe Sport Organizations are concerned with building trust (Horn, 2019)
Factors leading to fan trust, ranked on importance - US Sports Fans (Horn 2019)

- Integrity: 55
- Value: 50
- Transparency: 27
- Pricing: 26
- Ethical Stand: 25
- Community: 18
Potential damage factors to fan trust - US Sports Fans (Horn 2019)

- Lack of integrity: 64
- Inconsistency: 58
- Lack of Value: 55
- Weak Ethics: 55
- Opaque: 54
- Not Engaging: 51
Well! Would you believe it!
Damage to Trust

Factors to create distrust in an organization
Most likely factors to damage trust, US Sports Fans (Horn 2019)

- Off-field: 42%
- Sportsman-like behavior: 38%
- Deceitful: 30%
- Doping: 27%
- Unethical: 26%
- Political: 22%
- Insensitive: 15%
Potential factors to damage trust, US Sports Fans (Horn, 2019)
WIIFY

What's in it for you? (think like a consumer)
Takeaways

- Organization Integrity
- On/Off-field Conduct
- Ethical Business Practice