

**Objectives:**

- To define the sports consumer
- To explain market segmentation
- To identify sports products
- To explain the differences between sports goods and services
- To differentiate between the product line and product mix



**Terms:**

Sports consumer – a person who may play, officiate, watch, or listen to sports, or read, use, purchase, and/or collect items related to sports

Market segmentation – a way of analyzing a market by specific characteristics to create a target market for example, age, gender, location

Sports products – goods, services or ideas, or a combination of those things related to sports that provide satisfaction for a consumer

Tangible products – physical goods that offer benefits to the consumer

Intangible products – a non-physical service, such as tennis lessons, personal training, sports camps

Product line – a group of closely related products manufactured and/or sold by a company

Product mix – the total assortment of products that a company makes and/or sells

**Questions:**

1. What are the 4 characteristics needed to analyze the market segmentation of sports consumers?

Geographics   Demographics   Psychographics   Product Benefits

2. How is a purchase by the sports consumer similar to a vote?

The purchase equals a decision of approval by the customer.

3. Give an example of a product mix for a sports organization.

Since a product mix is the assortment of products that a sports organization makes or sells, examples include jerseys, caps, mugs, balls, sweatshirts