

# Chapter 4: Sports Products

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Sports and Entertainment Marketing

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# Objectives

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- ❑ Define the sports consumer
- ❑ Explain market segmentation
- ❑ Identify sports products
- ❑ Explain differences between sports goods and services
- ❑ Differentiate between product line and product mix
- ❑ Explain economic impact of sports marketing



# Why is this important?

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- Understanding the sports consumer, who uses sports products offered by sports businesses and organizations, helps marketers to create effective marketing plans.
- Sports consumer is a person who may play, officiate, watch, or listen to sports, or read, use, purchase, and/or collect items related to sports.

# Consumer Decision Factors

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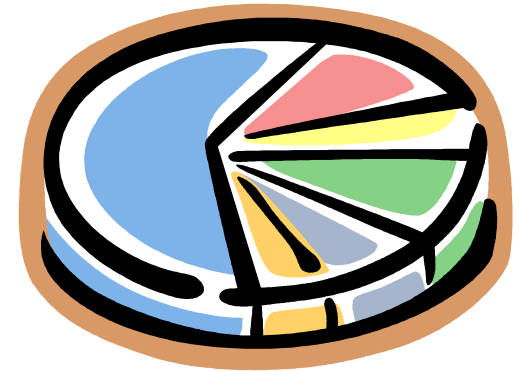
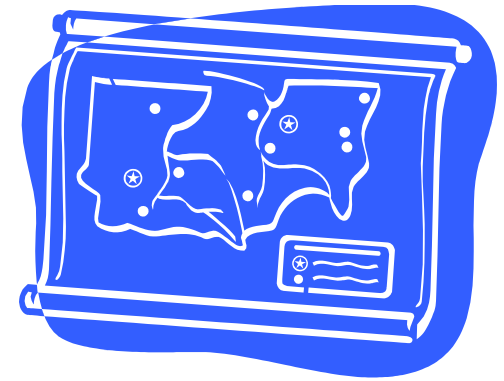
- Environmental factors include family and friends, society's attitudes and values, cultural differences related to class, race and gender; climate and region, and commercials
- Individual factors include self-concept or self-image; self-development or stage of life; money and physical characteristics required to play a sport, ability to learn, motivation and attitude.



# Market Segmentation

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- Market segmentation is a way of analyzing a market by specific characteristics of a target market:
  - Geographics (where live)
  - Demographics (gender, race, religion, earnings)
  - Psychographics (attitudes or opinions)
  - Product benefits (needs and wants)



# Market Segmentation Shifts

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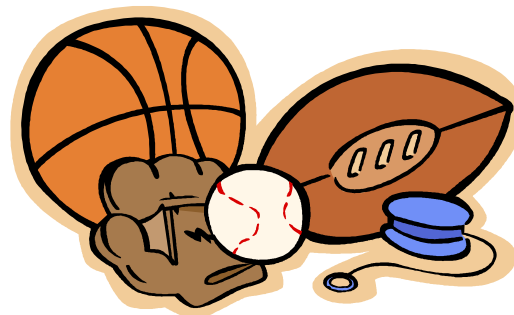
- Golf: 20 years ago the market was men, ages 30-60, income of \$50,000 – 175,000.
- Tiger Woods attracted the teen market, shifting the market segment to focus on teenagers, also.



# Sports Products

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- ❑ Goods, services, ideas or combination of those things related to sports that provide satisfaction to the consumer.
- ❑ Tangible products are physical goods
- ❑ Intangible products are non-physical service such as lessons, personal training and sports camps



# Types of Sports Products

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- Sporting Events
- Sports Information
- Sports Training
- Sporting Goods
  - Quality of goods ask 2 questions:
    - Does the product conform to design specifications in the manufacturing process?
    - How well does the product perform its function in the opinion of the consumers, or end users?



# Quality of Sports Services

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- Reliability – ability to perform promised services dependably and accurately
- Assurance – knowledge and courtesy of employees and their ability to convey trust and confidence
- Empathy – caring, individualized attention provided by the sports franchise
- Responsiveness – willingness to help customers and provide prompt service
- Tangibles – appearance of equipment, personnel materials and venue

# Product Classifications

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- ❑ Product mix is the total assortment of products that a company makes and/or sells.
- ❑ Product Line is a group of closely related products manufactured and/or sold by a company
- ❑ Baseball line product mix includes bats, bags, baseballs, gloves, mitts, protective equipment, uniforms, and accessories.



# Economic Impact of Sports Marketing

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- Opportunity cost is the loss of the opportunity that is passed up in order to receive something in exchange
- For a day at a ballpark each of your decisions keeps people employed – ticket agent, parking attendant, food and merchandise vendors, sanitation attendant; tax dollars spent for roads, arena construction, public transportation and police.



# Infrastructure

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- The physical development of an area, including major public systems, services and facilities needed
  - Power supplies
  - water supplies
  - Public transportation
  - Telecommunications
  - Roads
  - Schools



# Sports Franchise

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- ❑ A hometown of a Sports Organization with an agreement or contract for the sports organization to sell a parent company's good or service in a given area.  
NBA, NHL, MLB
- ❑ Name our local sports franchises . . .



# Some marketing and economic challenges

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- Exposure in the media
- Awareness of team requires different marketing strategies
- Grassroots marketing refers to marketing at a local, community level, such as through charity or fundraising events. A car wash will help the local high school team be more visible to the community.

