

***Sports Marketing (Fetchko)***

**Chapter 2 Sports Entertainment Consumption**

1) Sports entertainment brands possess a unique advantage over brands in other product categories—the ability to create emotional responses and intense relationships.

Answer: TRUE

Diff: 1

Objective: 2-1

Classification: Conceptual

2) Consumption motives can be divided into two categories: utilitarian consumption motives and hedonic consumption motives.

Answer: TRUE

Diff: 1

Objective: 2-1

Classification: Conceptual

3) After taking two exams at college yesterday, Daniel has decided he is going to spend all of today watching football games on television, no school work at all. This is an example of the psychological motive of escape for sports consumption.

Answer: FALSE

Diff: 3

Objective: 2-2

Classification: Application

4) Cognitive involvement pertains to the personal relevance of a sports object's functional performance.

Answer: TRUE

Diff: 1

Objective: 2-3

Classification: Conceptual

5) Cognitive involvement is the personal relevance a sports object holds based on its ability to allow a person to express his or her ideal self-image to the world.

Answer: FALSE

Diff: 1

Objective: 2-3

Classification: Conceptual

6) Situation-based and geographic-based fans have connections with sports that are based on high involvement.

Answer: FALSE

Diff: 2

Objective: 2-3

Classification: Conceptual

7) A corporate sponsorship that develops a relationship between a local sports team and the community is an effective method for attracting fans with situation-based identification.

Answer: FALSE

Diff: 2

Objective: 2-3

Classification: Conceptual

8) The relationship between high-involvement fans and sports objects requires a close geographic connection.

Answer: FALSE

Diff: 2

Objective: 2-3

Classification: Conceptual

9) Fans with emotion-based involvement often express their identification with a sports team by purchasing branded products and communicating with other fans through social networking websites.

Answer: TRUE

Diff: 2

Objective: 2-3

Classification: Conceptual

10) Using star players to market a team is risky due to high player turnover rates, inconsistent athletic performances, and unacceptable player attitudes.

Answer: TRUE

Diff: 3

Objective: 2-4

Classification: Conceptual

11) Sports facilities are a potential source of star power that a sports property can use to encourage fan identification with the team.

Answer: TRUE

Diff: 3

Objective: 2-4

Classification: Conceptual

12) The decision to follow a sports team or player can be inspired by other fans.

Answer: TRUE

Diff: 1

Objective: 2-4

Classification: Conceptual

13) Spending time with friends and family is an important factor in the decision to attend sporting events.

Answer: TRUE

Diff: 1

Objective: 2-4

Classification: Conceptual

14) It is easier for a large city like Chicago to develop identification with sports teams in the city through community fan identification than a smaller town such as Nashville that has fewer sports teams and a smaller population.

Answer: FALSE

Diff: 3

Objective: 2-4

Classification: Critical Thinking

15) Direct consumption of sports is when a person makes the decision to watch a live sporting event as it happens instead of recording to watch later.

Answer: FALSE

Diff: 1

Objective: 2-5

Classification: Conceptual

16) Indirect consumption of sports is done by watching games on television, listening to a broadcast on the radio, or viewing a game on the Internet.

Answer: FALSE

Diff: 1

Objective: 2-5

Classification: Conceptual

17) The Theory of Personal Investment is a framework to identify influences on direct sports consumption.

Answer: TRUE

Diff: 2

Objective: 2-6

Classification: Conceptual

18) Ryan is trying to decide whether he should purchase a five-game ticket package for the Tampa Bay Rays or purchase a new pair of shoes. This is an example of opportunity costs.

Answer: TRUE

Diff: 2

Objective: 2-6

Classification: Application

19) Based on the principle of future availability of perceived options, a college football team with 6 home games would feel less pressure to sell tickets than the college baseball team with 32 home games.

Answer: TRUE

Diff: 2

Objective: 2-6

Classification: Application

20) Sports entertainment is a discretionary expenditure that consumers make, which means people who experience financial stress can eliminate or reduce sports-related spending.

Answer: TRUE

Diff: 2

Objective: 2-6

Classification: Critical Thinking

21) While parking availability is not always under the control of a sports property, the parking fees charged are always under their control.

Answer: FALSE

Diff: 2

Objective: 2-6

Classification: Conceptual

22) The greatest opportunity cost of providing indirect consumption of sporting events is the loss of advertising revenue at the sports facility.

Answer: FALSE

Diff: 2

Objective: 2-6

Classification: Conceptual

23) Team identification as a factor affecting sporting event attendance is impacted by the extent to which a person views attending games as an expression of personal identity.

Answer: TRUE

Diff: 2

Objective: 2-6

Classification: Conceptual

24) Two areas in which social personal incentives to attend sporting events drive marketing efforts are group ticket sales and event marketing.

Answer: TRUE

Diff: 2

Objective: 2-6

Classification: Conceptual

25) Group ticket sales promote a sporting event as a place to bring together groups for the purpose of socializing in a different setting. For group ticket sales programs to succeed, the groups being marketed should have a strong interest in that particular sport.

Answer: FALSE

Diff: 2

Objective: 2-6

Classification: Conceptual

26) Marketing communications is one of the greatest influences on the decision to attend sporting events.

Answer: FALSE

Diff: 2

Objective: 2-6

Classification: Conceptual

27) Two elements of the physical environment of a sports facility that can influence attendance are aesthetics and weather.

Answer: FALSE

Diff: 1

Objective: 2-6

Classification: Conceptual

28) A consumer's desire to achieve some functional benefit from using a good or service is a(n)

- A) hedonic consumption motive
- B) utilitarian consumption motive
- C) psychological consumption motive
- D) functional consumption motive

Answer: B

Diff: 1

Objective: 2-1

Classification: Conceptual

29) A desire to have a sensory experience that elicits pleasure, fun, or excitement is a(n)

- A) hedonic consumption motive
- B) utilitarian consumption motive
- C) psychological consumption motive
- D) group affiliation consumption motive

Answer: A

Diff: 1

Objective: 2-1

Classification: Conceptual

30) Which of the following purchases by Christopher most likely indicates a utilitarian consumption motive?

- A) music download
- B) season pass to a water park
- C) ticket to see a new movie at the theater
- D) new washing machine

Answer: D

Diff: 2

Objective: 2-1

Classification: Application

31) Which of the following purchases by Matthew most likely represents a hedonic consumption motive?

- A) Atlanta Braves baseball game
- B) meal at a dine-in restaurant
- C) new pair of shoes
- D) new backpack to carry books

Answer: A

Diff: 2

Objective: 2-1

Classification: Application

32) Social motives that influence sports consumption include

- A) self-esteem and escape
- B) family and group affiliation
- C) aesthetic and economic
- D) entertainment and sensory stimulation

Answer: B

Diff: 2

Objective: 2-2

Classification: Conceptual

33) Psychological motives that influence sports consumption include

- A) self-esteem and escape
- B) entertainment and sensory stimulation
- C) aesthetic and economic
- D) family and group affiliation

Answer: A

Diff: 2

Objective: 2-2

Classification: Conceptual

34) Personal motives that influence sports consumption include the following except

- A) escape
- B) entertainment
- C) aesthetic
- D) economic

Answer: A

Diff: 2

Objective: 2-2

Classification: Conceptual

35) Brittany decided to go to the football game because her friends were going. This is most likely an example of a(n)

- A) escape motive
- B) psychological motive
- C) personal motive
- D) social motive

Answer: D

Diff: 2

Objective: 2-2

Classification: Application

36) Amanda's family travels to one of the NASCAR races every year. This is an example of a(n) \_\_\_\_\_ influencing the sports consumption decision.

- A) personal motive
- B) psychological motive
- C) social motive
- D) escape motive

Answer: C

Diff: 2

Objective: 2-2

Classification: Application

37) Josh lives in Houston and is constantly telling his friends, "We won the World Series" in reference to the Houston Astros baseball team winning the World Series. This is an example of the psychological motive of

- A) escape
- B) self-esteem
- C) group affiliation
- D) sensory stimulation

Answer: B

Diff: 2

Objective: 2-2

Classification: Application

38) After spending a long week at work, Andrew enjoys going to a sporting event over the weekend. In fact, he will often attend two or three events if possible. This is an example of the psychological motive of

- A) escape
- B) self-esteem
- C) group affiliation
- D) sensory stimulation

Answer: A

Diff: 2

Objective: 2-2

Classification: Application

39) Aesthetic motives for sports consumption attract individuals to follow a team or sport for the following reasons except

- A) style of play
- B) performance of the team
- C) individuals on the team
- D) in-game promotions

Answer: D

Diff: 3

Objective: 2-2

Classification: Conceptual

40) Samantha loves attending minor league baseball games because of the special pre-game, in-game, and post-game activities and events. She also likes the giveaways and promotions the team has. This is an example of which personal motive for sports consumption?

- A) aesthetic
- B) sensory stimulation
- C) economic
- D) entertainment

Answer: D

Diff: 2

Objective: 2-2

Classification: Application

41) Will enjoys NASCAR, especially Talladega. He goes to races as often as he can. He likes the high speeds of the cars and the chance of a multiple-car wreck. This is an example of which personal motive for sports consumption?

- A) aesthetic
- B) sensory stimulation
- C) economic
- D) entertainment

Answer: A

Diff: 2

Objective: 2-2

Classification: Application



42) James has become heavily involved in fantasy football. While it requires some financial investment, he almost always wins more than he pays to play. This is most likely an example of which personal motive for sports consumption?

- A) aesthetic
- B) sensory stimulation
- C) entertainment
- D) economic

Answer: D

Diff: 2

Objective: 2-2

Classification: Application

43) A low-involvement fan segment would be

- A) situation-based
- B) self-concept based
- C) cognitive based
- D) emotion-based

Answer: A

Diff: 2

Objective: 2-3

Classification: Conceptual

44) A high-involvement fan segment would be

- A) emotion-based
- B) geographic-based
- C) cognitive based
- D) situation-based

Answer: A

Diff: 2

Objective: 2-3

Classification: Conceptual

45) The primary challenge for marketers in regard to low-involvement fan segments is how to

- A) reduce fans' level of involvement
- B) harness fans' emotions to generate revenue for the team
- C) escalate the involvement and relationship of these fans
- D) boost sales of team identification products among social media fans

Answer: C

Diff: 3

Objective: 2-3

Classification: Critical Thinking

46) Stephanie hardly ever watches football, but she will watch the Super Bowl every year. This is an example of \_\_\_\_\_ involvement.

- A) emotion-based
- B) self-concept
- C) geographic-based
- D) situation-based

Answer: C

Diff: 2

Objective: 2-3

Classification: Application

47) David supports the local high school football team by attending every game, even though he does not have any child playing on the team. He seldom watches any football games on TV and has never attended a professional football game. This is most likely an example of \_\_\_\_\_ involvement.

- A) emotion-based
- B) self-concept
- C) situation-based
- D) geographic-based

Answer: D

Diff: 2

Objective: 2-3

Classification: Application

48) A marketing implication of the \_\_\_\_\_ fan segment is that community involvement and engagement should be part of a sport organization's business model.

- A) geographic -based
- B) self-concept
- C) situation-based
- D) emotion-based

Answer: A

Diff: 2

Objective: 2-3

Classification: Critical Thinking

49) An effective marketing strategy to reach geographic-based fans would most likely be to

- A) support local causes and involvement in the local community
- B) offer financial incentives that encourage game attendance
- C) use social media to engage these fans with the players on the team
- D) offer special activities at the game/event, such as autograph sessions

Answer: A

Diff: 3

Objective: 2-3

Classification: Critical Thinking

50) The relationship between a high-involvement fan segment and a sports team is most likely based on

- A) long-term civic pride
- B) emotion and self-concept
- C) individual player performance
- D) time and economic status

Answer: B

Diff: 3

Objective: 2-3

Classification: Conceptual

51) Louise is a die-hard Chelsea FC fan. She follows the team online, on her smartphone, and attends several matches a year. She supports the club regardless of their record any given year. Louise displays \_\_\_\_\_ involvement.

- A) geographic-based
- B) self-concept
- C) situation-based
- D) emotion-based

Answer: D

Diff: 2

Objective: 2-3

Classification: Application

52) When Joe attends the Pittsburgh Steelers football game, he paints his face in team colors and wears team-branded clothes. There is no doubt he is a die-hard Steeler fan. Joe displays the \_\_\_\_\_ involvement segment.

- A) self-concept-based
- B) emotion-based
- C) situation-based
- D) geographic-based

Answer: A

Diff: 2

Objective: 2-3

Classification: Application

53) Paths to fan identification with a sports brand include the following except

- A) star power
- B) family
- C) community
- D) sponsorship

Answer: D

Diff: 2

Objective: 2-4

Classification: Conceptual

54) Liz almost idolizes one of the players on her favorite hockey team. She has posters in her room of him and follows him on Instagram, Facebook, and Twitter. Liz's path to identification with the hockey team is based on

- A) star power
- B) family
- C) socialization
- D) community

Answer: A

Diff: 1

Objective: 2-4

Classification: Application

55) Which of the following is most likely an example of marketing players' star power?

- A) selling promotional products online
- B) hosting a meet the team event for fans
- C) sponsoring local youth sports teams
- D) placing logos on players' uniforms

Answer: B

Diff: 3

Objective: 2-4

Classification: Conceptual

56) What has the greatest impact on the sport and team an individual follows?

- A) social media
- B) team success
- C) family members
- D) star power

Answer: C

Diff: 1

Objective: 2-4

Classification: Conceptual

57) According to research, which of the following has the greatest influence on the creation of professional sports team fans?

- A) fathers
- B) coaches
- C) media
- D) star players

Answer: A

Diff: 2

Objective: 2-4

Classification: Conceptual

58) Based on research, the most frequently cited age in which a person becomes a fan of a professional sports team is between the ages of

- A) 6 and 10
- B) 11 and 15
- C) 16 and 20
- D) 21 and 25

Answer: A

Diff: 2

Objective: 2-4

Classification: Conceptual

59) John has become a fan of soccer because many of his friends are soccer fans. This is an example of a \_\_\_\_\_ path to fan identification with a sport.

- A) socialization
- B) star power
- C) community
- D) participation

Answer: A

Diff: 1

Objective: 2-4

Classification: Application

60) After Hurricane Katrina devastated New Orleans, many residents of the city became fans of the New Orleans Saints. The team became a symbol of the city's spirit. This is an example of a \_\_\_\_\_ path to fan identification with a sport.

- A) star power
- B) socialization
- C) community
- D) participation

Answer: C

Diff: 1

Objective: 2-4

Classification: Application

61) Brianna started playing basketball when she was 8 years old. As a result, she became an avid fan of women's professional basketball. This is an example of \_\_\_\_\_ path to fan identification with a sport.

- A) star power
- B) participation
- C) community
- D) socialization

Answer: B

Diff: 1

Objective: 2-4

Classification: Application

62) A number of professional hockey teams have become involved in developing youth hockey leagues. This is an example of using the \_\_\_\_\_ path to build fan identification with hockey and with the local team.

- A) star power
- B) socialization
- C) community
- D) participation

Answer: D

Diff: 2

Objective: 2-4

Classification: Application

63) Influences on direct sports consumption developed by Daniel Winn and colleagues include the following except

- A) perceived options
- B) participation in sports
- C) team or sport identification
- D) personal incentives

Answer: B

Diff: 2

Objective: 2-6

Classification: Conceptual

64) Variables that represent perceived options for sports consumers include the following except

- A) future availability
- B) convenience
- C) financial requirements
- D) escape

Answer: D

Diff: 2

Objective: 2-6

Classification: Conceptual

65) Megan is weighing a decision to attend either a professional football game or a baseball game in San Francisco. She knows there are more opportunities to attend a baseball game than a football game. In terms of perceived options, this situation illustrates

- A) future availability
- B) team identification
- C) financial requirements
- D) personal incentives

Answer: A

Diff: 2

Objective: 2-6

Classification: Application

66) All of the following are limitations of using Fan Cost Index (FCI) statistics to compare costs between different markets within a particular sport except

- A) cost of living differences
- B) team quality and success
- C) ticket demand
- D) ticket price averages

Answer: D

Diff: 2

Objective: 2-6

Classification: Conceptual

67) If the FCI shows that the average cost of attending a Memphis Grizzlies basketball game is below the NBA average, a good marketing strategy would most likely be to

- A) increase the prices to generate higher profits
- B) advertise the value of attending games
- C) offer promotions, such as multi-game packages
- D) offer free incentives, such as free parking, with the purchase of multiple tickets

Answer: B

Diff: 3

Objective: 2-6

Classification: Critical Thinking

68) According to the FCI statistics for major sports, which of the following has the highest average league costs?

- A) Major League Baseball
- B) National Hockey League
- C) National Basketball Association
- D) National Football League

Answer: D

Diff: 3

Objective: 2-6

Classification: Conceptual

69) Convenience and comfort factors that influence perceived options for direct consumption of a sporting event include the following except

- A) an individual's personal finances
- B) parking availability
- C) day and time of event
- D) weather conditions

Answer: A

Diff: 2

Objective: 2-6

Classification: Conceptual

70) Of the following convenience and comfort factors, the one a sports property has the most influence over would be

- A) day and time of event
- B) parking availability
- C) driving distance and time to the event
- D) availability of indirect consumption

Answer: A

Diff: 2

Objective: 2-6

Classification: Conceptual

71) What is the most likely benefit of broadcasting a college football game on a non-traditional day for football, such as a Wednesday?

- A) charging premium costs for box seats
- B) offering better seating options for ticket holders
- C) gaining network exposure without competition from other teams
- D) paying lower costs for local advertising time during the game

Answer: D

Diff: 3

Objective: 2-6

Classification: Critical Thinking

72) Of the following convenience and comfort factors, the one that a sports property has some influence over would be

- A) weather conditions
- B) parking availability
- C) driving distance and time to the event
- D) availability of indirect consumption

Answer: D

Diff: 1

Objective: 2-6

Classification: Conceptual

73) Many new sports venues have been built in downtown areas. Which convenience and comfort factor could this decision impact?

- A) weather conditions
- B) driving distance and time to the event
- C) day and time of event
- D) availability of indirect consumption

Answer: B

Diff: 2

Objective: 2-6

Classification: Conceptual

74) Since the football game will be on ESPN, Nicholas has decided to watch the game at the



local sport bar rather than drive to the stadium. This is an example of which convenience and comfort factor of perceived options for direct sports consumption?

- A) weather conditions
- B) availability of indirect consumption
- C) driving distance and time to the event
- D) parking availability

Answer: B

Diff: 2

Objective: 2-6

Classification: Application

75) Providing the indirect consumption of games through television broadcasts offers the following benefits except

- A) attract new sponsors
- B) generate interest in attending games
- C) create positive exposure for the team
- D) promote ticket sales for future games

Answer: A

Diff: 3

Objective: 2-6

Classification: Conceptual

76) To combat the loss of revenue created by indirect consumption of sporting events, teams have used the following strategies except

- A) offering fewer events for broadcast to reduce indirect consumption
- B) imposing restrictions on TV and online broadcasts of games
- C) selling subscription services to watch broadcasted games
- D) offering packages that include streaming video of games

Answer: A

Diff: 3

Objective: 2-6

Classification: Conceptual

77) The psychological factor that has the greatest impact on sporting event attendance is

- A) discretionary income
- B) family and friends
- C) convenience and comfort
- D) team identification

Answer: D

Diff: 2

Objective: 2-6

Classification: Conceptual

78) Kayla views attending her favorite basketball team's games as a way of expressing her personal identity. This is an example of which factor influencing direct consumption?

- A) personal options

- B) marketing incentives
- C) personal incentives
- D) team identification

Answer: D

Diff: 2

Objective: 2-6

Classification: Application

79) In Cleveland, the "Dawg Pound" is a section of enthusiastic fans located in one of the end sections. This is an example of which factor influencing direct consumption?

- A) personal options
- B) team identification
- C) personal incentives
- D) marketing incentives

Answer: B

Diff: 2

Objective: 2-6

Classification: Application

80) Individuals who attend football games because they enjoy the strategy of the game and the physical contact of the sport are most likely displaying \_\_\_\_\_.

- A) task incentives
- B) social incentives
- C) future availability
- D) team identification

Answer: A

Diff: 2

Objective: 2-6

Classification: Conceptual

81) Roberta is not really a big fan of gymnastics, but she regularly attends gymnastic events at the university because she enjoys the grace and skill of the participants. This illustrates the concept of \_\_\_\_\_.

- A) psychological motivation
- B) task incentives
- C) social incentives
- D) team identification

Answer: B

Diff: 3

Objective: 2-6

Classification: Application

82) Lauren is not a big fan of hockey, but she really enjoys interacting with the guys who attend. This illustrates the concept of \_\_\_\_\_.

- A) psychological motivation
- B) social incentives

- C) task incentives
- D) team identification

Answer: B

Diff: 3

Objective: 2-6

Classification: Application

83) Robert is the marketing manager for a minor league baseball team. He has noticed a large group of individuals who attend games to interact with each other. They don't pay much attention to the game itself. To attract these types of individuals to more games, Robert should most likely offer

- A) group ticket packages
- B) branded merchandise promotions
- C) free access to streaming videos of games
- D) recognition by the announcer at the game

Answer: A

Diff: 2

Objective: 2-6

Classification: Critical Thinking

84) Justin is not really a football fan, but he really enjoys the tailgating that takes place before the game. This illustrates the concept of \_\_\_\_\_.

- A) future availability
- B) team identification
- C) task incentives
- D) social incentives

Answer: D

Diff: 3

Objective: 2-6

Classification: Application

85) Marketing influences on sporting event attendance include the following except

- A) marketing communications
- B) promotions
- C) social environment
- D) physical environment

Answer: C

Diff: 1

Objective: 2-6

Classification: Conceptual

86) In terms of the impact of marketing communications on sporting event attendance, marketers most likely realize that

- A) the effects of advertising are cumulative, and repeated exposure creates a more positive impression
- B) individuals with a low level of interest in a team can be persuaded to attend with the right message

- C) the mass channels of communication are more effective and less costly than social media venues
- D) the right advertisement at the right time can significantly influence consumption behavior

Answer: D

Diff: 3

Objective: 2-6

Classification: Conceptual

87) Promotional incentives to attend a sporting event can be all of the following except

- A) price-based
- B) benefit-based
- C) reward-based
- D) society-based

Answer: C

Diff: 2

Objective: 2-6

Classification: Conceptual

88) Price-based incentives to encourage fan attendance at games should most likely be used

- A) when demand is high
- B) when demand is low
- C) for special events, like fireworks night
- D) with other promotional offers

Answer: B

Diff: 2

Objective: 2-6

Classification: Conceptual

89) Justin and Rachel decided to attend a local basketball game when the team offered special "all-you-can-eat" seats. This is an example of using a \_\_\_\_\_ incentive.

- A) price-based
- B) benefit-based
- C) society-based
- D) reward-based

Answer: B

Diff: 3

Objective: 2-6

Classification: Application

90) Brandon and Nicole decided to attend a local minor league baseball game when the team advertised a special fireworks display and a local rock band concert after the game. This is an example of using a \_\_\_\_\_ incentive.

- A) price-based
- B) benefit-based
- C) society-based
- D) reward-based

Answer: D

Diff: 3

Objective: 2-6

Classification: Application

91) Aesthetic aspects of a sports property's physical environment most likely include all of the following except

- A) cleanliness of facility
- B) external appearance
- C) seating area comfort
- D) scoreboard technology

Answer: C

Diff: 2

Objective: 2-6

Classification: Conceptual

92) Spatial layout aspects of a sports property's physical environment can include the following except

- A) scoreboard and signage
- B) spacious concourses and aisles
- C) location of restrooms
- D) ease of entry and exit

Answer: A

Diff: 2

Objective: 2-6

Classification: Conceptual

93) Tyler likes going to live events of professional sports teams because of the high-definition scoreboards and screens that can be used for game stats and to entertain fans. Tyler is most likely interested in

- A) marketing communications
- B) benefit-based promotional efforts
- C) aesthetic components of the physical environment
- D) spatial layout components of the physical environment

Answer: C

Diff: 2

Objective: 2-6

Classification: Application

94) Amber really enjoys attending the game at the new basketball arena because of the spacious walkways, large restrooms, and location of the concessions. Amber is most likely interested in

- A) marketing communications
- B) benefit-based promotional efforts
- C) aesthetic components of the physical environment
- D) spatial layout components of the physical environment

Answer: D

Diff: 2

Objective: 2-6

Classification: Application

95) Discuss the importance of family on fan identification with players, teams, and sports. How can marketers use this knowledge in marketing?

Answer: Families have the most influence on a person's identification, especially the father. The most frequently cited age in which this identification occurs is between 6 and 10. Marketers should market to parents, but also include activities for kids—such as kids clubs, family ticket packages, and a kid's zone at the stadium or event.

Diff: 2

Objective: 2-4

Classification: Conceptual

96) Describe and give an example of each of the eight motives that influence sports consumption and categorize each motive as social, psychological, or personal.

Answer: Social motives are family and group affiliation. Psychological motives are self-esteem and escape. Personal motives are aesthetic, entertainment, sensory stimulation, and economic.

Diff: 2 Objective: 2-2

Classification: Synthesis

97) Compare and contrast social motives and psychological motives for attending a Green Bay Packers football game.

Answer: Social motives would be family influence and tradition and the desire to be with others, group affiliation. Psychological motives would be to enhance self-esteem or to escape from routines or enjoy a hedonic experience.

Diff: 2 Objective: 2-2

Classification: Critical Thinking

98) Explain the difference between cognitive involvement and affective involvement.

Answer: Cognitive involvement, or thinking-based involvement, pertains to the relevance of a sports object's functional performance. Affective involvement is the personal relevance a sports object holds based on its ability to allow a person to express his or her ideal self-image to the world.

Diff: 2

Objective: 2-3

Classification: Conceptual

99) Distinguish between low-involvement and high-involvement fan segments. Describe the nature and identification basis of each fan segment. What marketing strategies are effective with each of the fan segments?

Answer: Low-involvement fans are either situation-based or geographic-based. Situation-based become involved in sports only during special occasions. Geographic-based involvement is based on civic pride and the local presence of the team. For situation-based fans the marketing strategy is to encourage and provide incentives beyond the special event. For geographic-based fans the best strategies are local community involvement and sponsorships by local businesses. High-involvement fans are either emotion-based or self-concept based. Emotion-based are engaged with a team, win or lose. They are prime markets for team-branded products. They also will participate in events at the games and would provide positive WOM. Self-concept fans are

radical about their team. Marketing strategies should revolve around supporting this segment and using them to draw others into the group.

Diff: 3

Objective: 2-3

Classification: Synthesis

100) Discuss various ways that teams use star power to market a team. What are the benefits and potential pitfalls of using star power in sports marketing?

Answer: Star power can include players, coaches, managers, broadcasters, and announcers.

Using these individuals can create positive associations with the team, especially if the person is popular with fans. Teams are using these stars in various ways to encourage attendance and increase revenue. The pitfalls include the person being traded or signing with another team, poor performance on the field, and negative personal behavior.

Diff: 3

Objective: 2-4

Classification: Synthesis

101) Explain the difference between direct and indirect consumption. Discuss why each is important to a sports property.

Answer: Direct consumption is when a person attends a live event. Direct consumption is important because it generates not only ticket revenue but also additional revenue in parking, concessions, and branded merchandise. Direct consumers also tend to be more engaged and follow the team in social media. They also often encourage others to attend games. Indirect consumption involves following the team through TV, radio, the newspaper, and on the Internet. Indirect consumption allows fans to maintain allegiance to a team when they cannot make a game. It also generates advertising revenue and broadcast rights revenue.

Diff: 2

Objective: 2-5

Classification: Synthesis

102) What are three factors that represent perceived options for sports consumers? How does each factor affect an individual's decision regarding attendance at a sporting event?

Answer: Perceived option factors include future availability, financial requirements, convenience and comfort. If a person has future options, it is easier to postpone a decision. Since sports consumption is based on discretionary income, attendance at events depends on a person's financial situation at the time. Convenience and comfort factors include day and time of the event, parking availability, weather, driving distance and time to event, and availability of indirect consumption.

Diff: 3

Objective: 2-6

Classification: Synthesis

103) Identify and discuss the impact the various convenience and comfort factors have on direct sports consumption. Which ones can marketers control or have some control over?

Answer: Convenience and comfort factors include day and time of the event, parking availability, weather, driving distance and time to the event, and availability of indirect consumption. Marketers have no control over weather, distance, and time to an event. They do

have almost complete control over time and day of events. They may or may not have control over parking. They have some control over indirect consumption options.

Diff: 2

Objective: 2-6

Classification: Conceptual

104) Describe the three types of promotional incentives used by sports brands to drive attendance at events. Give an example of each.

Answer: Incentives include price-based, benefit-based, and reward-based. Price-based could be a reduced ticket price. Benefit-based could be a bundle package at a special price. Reward-based could be a giveaway or an event, such as fireworks or concert.

Diff: 2

Objective: 2-6

Classification: Conceptual

105) Describe the two primary elements of the physical environment at a sports facility. How does each element influence attendance at sporting events?

Answer: Aesthetics and spatial layout are the two main elements of the physical environment. Aesthetics involve architectural design, cleanliness, external appearance, and scoreboard. Spatial layout refers to ease of entry and exit, spaciousness of concourses, comfort of seating, location of restrooms, and traffic flow. The physical environment is important because it impacts satisfaction with the sports product and, in turn, influences feature purchase decisions.

Diff: 2

Objective: 2-6

Classification: Synthesis