

Sports Marketing (Fetchko)

Chapter 2 Examining 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 Page Ref: 28

Objective: 2-1

Classification: Conceptual

2) Consumption motives can be divided into two categories: utilitarian consumption motives and passion-filled consumption motives.

Answer: FALSE

Diff: 1 Page Ref: 29

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 social motive of escape for sports consumption.

Answer: FALSE

Diff: 3 Page Ref: 31

Objective: 2-2

AACSB: Analytical Skills

Classification: Application

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

Answer: TRUE

Diff: 1 Page Ref: 31

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 Page Ref: 31

Objective: 2-3

Classification: Conceptual

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

Answer: TRUE

Diff: 2 Page Ref: 32

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 Page Ref: 33

Objective: 2-3

Classification: Conceptual

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

Answer: FALSE

Diff: 2 Page Ref: 33

Objective: 2-3

Classification: Conceptual

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

Answer: TRUE

Diff: 2 Page Ref: 33

Objective: 2-3

AACSB: Use of Information Technology

Classification: Conceptual

10) Using sports stars to market a team is rare due to high player turnover rates, inconsistent athletic performances, and unacceptable player attitudes.

Answer: FALSE

Diff: 3 Page Ref: 36

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 Page Ref: 36

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 Page Ref: 37

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 Page Ref: 37

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 Page Ref: 37

Objective: 2-4

AACSB: Reflective Thinking Skills

Classification: Critical Thinking

15) Direct consumption of sports is when a person makes the decision to attend a live sporting event.

Answer: TRUE

Diff: 1 Page Ref: 38

Objective: 2-5

Classification: Conceptual

16) Direct 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 Page Ref: 38

Objective: 2-5

Classification: Conceptual

17) A framework to identify influences on direct sports consumption was developed by Daniel Winn and his colleagues based on the Theory of Personal Investment.

Answer: TRUE

Diff: 2 Page Ref: 38

Objective: 2-6

Classification: Conceptual

18) Ryan is trying to decide whether he should purchase a 5-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 Page Ref: 39

Objective: 2-6

AACSB: Analytical Skills

Classification: Application

19) Based on the principle of future availability of perceived options, a college football team with 8 home games would feel less pressure to sell tickets than the college baseball team with 40 home games.

Answer: TRUE

Diff: 2 Page Ref: 39

Objective: 2-6

AACSB: Analytical Skills

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 Page Ref: 39

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 Page Ref: 42

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 Page Ref: 43

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 Page Ref: 43

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 Page Ref: 44

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 Page Ref: 44

Objective: 2-6

Classification: Conceptual

26) The power of marketing communications to drive attendance at sporting events is debatable.

Answer: TRUE

Diff: 2 Page Ref: 45

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 Page Ref: 47

Objective: 2-6

Classification: Conceptual

28) The industry expert for Chapter 2 is Chris Eames, vice-president for Customer Marketing and Sales for

A) ESPN

B) Coca-Cola

C) Tampa Bay Rays

D) GNC

Answer: A

Diff: 1 Page Ref: 27

Objective: 2-1

Classification: Conceptual

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

A) utilitarian consumption motive

B) hedonic consumption motive

C) psychological consumption motive

D) functional consumption motive

Answer: A

Diff: 1 Page Ref: 29

Objective: 2-1

Classification: Conceptual

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

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

Answer: B

Diff: 1 Page Ref: 29

Objective: 2-1

Classification: Conceptual

31) 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) new washing machine
- D) ticket to see a new movie at the theater

Answer: C

Diff: 2 Page Ref: 29

Objective: 2-1

AACSB: Analytical Skills

Classification: Application

32) 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 Page Ref: 29

Objective: 2-1

AACSB: Analytical Skills

Classification: Application

33) Social 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: D

Diff: 2 Page Ref: 30

Objective: 2-2

Classification: Conceptual

34) 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 Page Ref: 30

Objective: 2-2

Classification: Conceptual

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

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

Answer: B

Diff: 2 Page Ref: 30

Objective: 2-2

Classification: Conceptual

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

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

Answer: A

Diff: 2 Page Ref: 30

Objective: 2-2

AACSB: Analytical Skills

Classification: Application

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

Answer: A

Diff: 2 Page Ref: 30

Objective: 2-2

AACSB: Analytical Skills

Classification: Application

38) Josh lives in St. Louis and is constantly telling his friends, "We won the World Series" in reference to the St. Louis Cardinals 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 Page Ref: 30

Objective: 2-2

AACSB: Analytical Skills

Classification: Application

39) 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 Page Ref: 31

Objective: 2-2

AACSB: Analytical Skills

Classification: Application

40) 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) in-game promotions
- D) individuals on the team

Answer: C

Diff: 3 Page Ref: 31

Objective: 2-2

Classification: Conceptual

41) Samantha loves attending minor league baseball games because of the special pre-game, in-game, and postgame 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 Page Ref: 31

Objective: 2-2

AACSB: Analytical Skills

Classification: Application

42) Sarah enjoys NASCAR, especially Talladega. She goes to races as often as she can. She 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: B

Diff: 2 Page Ref: 31

Objective: 2-2

AACSB: Analytical Skills

Classification: Application

43) 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) economic
- D) entertainment

Answer: C

Diff: 2 Page Ref: 31

Objective: 2-2

AACSB: Analytical Skills

Classification: Application

44) A low-involvement fan segment would be

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

Answer: D

Diff: 2 Page Ref: 32

Objective: 2-3

Classification: Conceptual

45) A high-involvement fan segment would be

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

Answer: A

Diff: 2 Page Ref: 32

Objective: 2-3

Classification: Conceptual

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

- A) reduce fans' level of involvement
- B) encourage fans to attend sporting events
- C) harness fans' emotions to generate revenue for the team
- D) boost sales of team identification products among social media fans

Answer: B

Diff: 3 Page Ref: 32

Objective: 2-3

Classification: Critical Thinking

47) 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) situation-based
- D) geographic-based

Answer: C

Diff: 2 Page Ref: 32

Objective: 2-3

AACSB: Analytical Skills

Classification: Application

48) 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 Page Ref: 32

Objective: 2-3

AACSB: Analytical Skills

Classification: Application

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

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

Answer: D

Diff: 2 Page Ref: 33

Objective: 2-3

Classification: Critical Thinking

50) 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 Page Ref: 33

Objective: 2-3

Classification: Critical Thinking

51) 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

52) Jennifer is a die-hard Chicago Cubs baseball fan. She follows the team online, on her smartphone, and attends 20 to 25 games a year. It doesn't matter that the team has not won a World Series in over 100 years. Jennifer displays _____ involvement.

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

Answer: A

Diff: 2 Page Ref: 33

Objective: 2-3

AACSB: Reflective Thinking Skills

Classification: Application

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

Answer: B

Diff: 2 Page Ref: 34

Objective: 2-3

AACSB: Reflective Thinking Skills

Classification: Application

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

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

Answer: C

Diff: 2 Page Ref: 35

Objective: 2-4

Classification: Conceptual

55) Liz almost idolizes one of the players on the local hockey team. She has posters in her room of him and follows him on Facebook, Twitter, and on the team's website. 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 Page Ref: 35

Objective: 2-4

AACSB: Analytical Skills

Classification: Application

56) 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 Page Ref: 35

Objective: 2-4

Classification: Conceptual

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

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

Answer: D

Diff: 1 Page Ref: 36

Objective: 2-4

Classification: Conceptual

58) 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 Page Ref: 36

Objective: 2-4

Classification: Conceptual

59) 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 Page Ref: 37

Objective: 2-4

Classification: Conceptual

60) John has become a fan of hockey because many of his friends are hockey fans. This is an example of a _____ path to fan identification with a sport.

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

Answer: B

Diff: 1 Page Ref: 37

Objective: 2-4

AACSB: Analytical Skills

Classification: Application

61) 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 Page Ref: 37

Objective: 2-4

AACSB: Analytical Skills

Classification: Application

62) Emily started playing basketball when she was 8 years old. As a result, she became an avid fan of the local women's professional basketball team. This is an example of _____ path to fan identification with a sport.

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

Answer: D

Diff: 1 Page Ref: 37

Objective: 2-4

AACSB: Analytical Skills

Classification: Application

63) 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 Page Ref: 38

Objective: 2-4

AACSB: Analytical Skills

Classification: Application

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

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

Answer: A

Diff: 2 Page Ref: 39

Objective: 2-6

Classification: Conceptual

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

- A) future availability
- B) star power
- C) financial requirements
- D) convenience

Answer: B

Diff: 2 Page Ref: 39

Objective: 2-6

Classification: Conceptual

66) 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 the baseball game than the football game. In terms of perceived options, this situation illustrates

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

Answer: C

Diff: 2 Page Ref: 39

Objective: 2-6

AACSB: Analytical Skills

Classification: Application

67) All of the following are limitations of using 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 Page Ref: 40

Objective: 2-6

Classification: Conceptual

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

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

Answer: A

Diff: 3 Page Ref: 40

Objective: 2-6

Classification: Critical Thinking

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

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

Answer: B

Diff: 3 Page Ref: 41

Objective: 2-6

Classification: Conceptual

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

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

Answer: C

Diff: 2 Page Ref: 41

Objective: 2-6

Classification: Conceptual

71) 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 Page Ref: 41

Objective: 2-6

Classification: Conceptual

72) What is the most likely benefit of broadcasting a college football game on a nontraditional day for football, such as a Wednesday?

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

Answer: D

Diff: 3 Page Ref: 41

Objective: 2-6

Classification: Critical Thinking

73) 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 Page Ref: 42

Objective: 2-6

Classification: Conceptual

74) Many of the new stadiums have been built in downtown areas. Which convenience and comfort factor could this decision impact?

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

Answer: C

Diff: 2 Page Ref: 42

Objective: 2-6

Classification: Conceptual

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

Answer: D

Diff: 2 Page Ref: 42

Objective: 2-6

AACSB: Analytical Skills

Classification: Application

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

- A) generating interest in attending games
- B) increasing levels of sponsorship support
- C) creating positive exposure for the team
- D) promoting ticket sales for future games

Answer: B

Diff: 3 Page Ref: 43

Objective: 2-6

Classification: Conceptual

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

- A) charging television stations higher rights fees to broadcast games
- 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 Page Ref: 43

Objective: 2-6

Classification: Conceptual

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

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

Answer: B

Diff: 2 Page Ref: 43

Objective: 2-6

Classification: Conceptual

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

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

Answer: B

Diff: 2 Page Ref: 43

Objective: 2-6

AACSB: Reflective Thinking Skills

Classification: Application

80) 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 Page Ref: 44

Objective: 2-6

AACSB: Reflective Thinking Skills

Classification: Application

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

Answer: C

Diff: 2 Page Ref: 44

Objective: 2-6

Classification: Conceptual

82) 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) social incentives
- C) task incentives
- D) team identification

Answer: C

Diff: 3 Page Ref: 44

Objective: 2-6

AACSB: Reflective Thinking Skills

Classification: Application

83) 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 Page Ref: 44

Objective: 2-6

AACSB: Reflective Thinking Skills

Classification: Application

84) 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 Page Ref: 44

Objective: 2-6

AACSB: Analytical Skills

Classification: Critical Thinking

85) 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) social incentives
- C) task incentives
- D) team identification

Answer: B

Diff: 3 Page Ref: 44

Objective: 2-6

AACSB: Analytical Skills

Classification: Application

86) 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 Page Ref: 45

Objective: 2-6

Classification: Conceptual

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

- A) the right advertisement at the right time can significantly influence consumption behavior
- 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 effects of advertising are cumulative, and repeated exposure creates a more positive impression

Answer: D

Diff: 3 Page Ref: 45

Objective: 2-6

Classification: Conceptual

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

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

Answer: C

Diff: 2 Page Ref: 46

Objective: 2-6

Classification: Conceptual

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

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

Answer: A

Diff: 2 Page Ref: 46

Objective: 2-6

Classification: Conceptual

90) 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 Page Ref: 46

Objective: 2-6

AACSB: Analytical Skills

Classification: Application

91) 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 Page Ref: 46

Objective: 2-6

AACSB: Analytical Skills

Classification: Application

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

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

Answer: B

Diff: 2 Page Ref: 47

Objective: 2-6

Classification: Conceptual

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

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

Answer: D

Diff: 2 Page Ref: 47

Objective: 2-6

Classification: Conceptual

94) 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 Page Ref: 47

Objective: 2-6

AACSB: Analytical Skills

Classification: Application

95) Amber really enjoys attending the game at the new hockey 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 Page Ref: 47

Objective: 2-6

AACSB: Analytical Skills

Classification: Application

96) 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 Page Ref: 37

Objective: 2-4

AACSB: Reflective Thinking Skills

Classification: Conceptual

97) 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 Page Ref: 30

Objective: 2-2

AACSB: Reflective Thinking Skills

Classification: Synthesis

98) 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 Page Ref: 30

Objective: 2-2

AACSB: Reflective Thinking Skills

Classification: Critical Thinking

99) 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 Page Ref: 31

Objective: 2-3

AACSB: Analytical Skills

Classification: Conceptual

100) 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 Page Ref: 32

Objective: 2-3

AACSB: Reflective Thinking Skills

Classification: Synthesis

101) 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 Page Ref: 35

Objective: 2-4

AACSB: Reflective Thinking Skills

Classification: Synthesis

102) 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 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 Page Ref: 38

Objective: 2-5

AACSB: Reflective Thinking Skills

Classification: Synthesis

103) 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 Page Ref: 39

Objective: 2-6

AACSB: Reflective Thinking Skills

Classification: Synthesis

104) 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 Page Ref: 41

Objective: 2-6

AACSB: Reflective Thinking Skills

Classification: Conceptual

105) 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 Page Ref: 46

Objective: 2-6

AACSB: Analytical Skills

Classification: Conceptual

106) 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 Page Ref: 47

Objective: 2-6

AACSB: Reflective Thinking Skills

Classification: Synthesis