

**Unit 2****Lesson 2.3 – Understanding Customer Loyalty**
What is Sports & Entertainment Marketing**INTERNET ACTIVITY****Instructions**

Customer loyalty is a customer decision to become a repeat consumer of a particular product or brand. One possible indicator of an individual sports franchise's level of customer loyalty levels is to evaluate merchandise sales statistics. Using the Internet, research a professional sports team's attendance figures. Next, research the sale of licensed merchandise relating to those teams. Using the data uncovered through your research, determine whether a correlation exists between a team's overall attendance and merchandise sales. Explain whether you think either figure provides an accurate reflection of the team's customer loyalty levels.

- 1) List the team you selected and the league in which they are a member.

- 2) List the team's most recent attendance figures.

- 3) List the team's most recent figures for sales of licensed goods.

- 4) What, if any, correlation exists?

- 5) In your opinion, do these figures provide an accurate portrayal of customer loyalty for the team? Explain your answer.