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.