

CUSTOMER LOYALTY PROJECT

Project Description

How do sports or entertainment organizations determine customer loyalty? A number of factors contribute to the ways marketers could measure loyalty. Possible indicators could include:

- Attendance
- Ticket sales
- Viewer ratings
- Merchandise sales
- Visits to organization Web site
- Participation levels in organization-related promotions
- Subscriber base for organization publications and newsletters
- Fan Club, Kids Club, Booster Club, Fan Loyalty Program membership levels

For this project, you must research levels of customer loyalty for five teams, later comparing and contrasting the data uncovered through your research. Select five teams from the same league (NFL, NCAA, NBA etc.).

Select five specific variables for which you will gather data for each team and later compare results to determine levels of customer loyalty. You may select from the criteria in the list above or choose your own.

Using the Internet, industry journals, periodicals, newspapers, e-mail or telephone interviews, engage in market research to determine the values that represent each variable. Be sure to record your results for each respective team. It is important to carefully organize your data in order to effectively analyze and communicate the results of your studies.

After you have gathered all relevant information, organize your information in a manner that allows for easy analysis of the figures and represent your findings to the class. Prepare a description of how you perceive the information as a reflection of customer loyalty to each specific franchise.

Be sure to rank the levels of customer loyalty for each team with one being the organization with the highest levels of fan loyalty. Explain how you came to those conclusions.