Recreational Soccer Participants as Potential Consumers of Professional Soccer Games: Segmenting based on General Characteristics

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Market segmentation is essential to create specialized and effective marketing plans. Sport participants represent a consumer group ripe with potential spectators which have been relatively untouched with respect to sport marketing research. A number of spectator sport organizations desire to increase their fan base by effectively tapping into the participatory market. While professional sport organizations have attempted to attract members of the participant base of their given sport, they have done so with no empirical guidance from sport marketing research. Therefore, the present study examined the demographic and soccer background of soccer participants to determine differences in those participants psychological commitment to watching professional soccer. The current study revealed that males and players with higher level playing experience (i.e., collegiate or professional) were more committed to watching soccer games. Thus, these consumer segments may be most receptive to professional soccer team/league marketing efforts.

Journal: Journal of Contemporary Athletics, 8(1)
Year: 2013

Key Words: Soccer Consumers; Soccer Commitment; Segmentation; Major League Soccer