

Journal article review for business marketing

[Business](#), [Marketing](#)



The research used Trail and Sesame's (2001) Motivation Scale for Sport Consumption (MASC.) to judge motives of spectators to watch when their team was not playing. The MASC. method concluded that participants in the study viewed drama, skill, and social as the key factors in deciding if they will watch a game/event when their favorite team is not participating.

Analysis: The article's conclusions identify drama, skill, and social as the most important factors in attracting viewers of non-affiliated fans of the teams participating.

This influences the relationship between sports leagues/teams, television networks, and advertisers. Looking at it from the perspective of a professional league/team, these 3 factors are important as they would like to create a fan base that's independent of what team is playing and follows the league in general. The NBA has accomplished this by marketing around the skill level of their players. Through external analysis of their customer base, they are able to identify their customer's needs and wants. Over the last 30 years, the NBA has been able to market their superstars to attract outwork TV deals and advertisers.

For example, in the 1980's the NBA revolved around Magic Johnson and Larry Bird. In the late 80's and through the 90's, the league shifted to Michael Jordan as their center piece and enjoyed the most success they've ever had. In the early part of the 80's, there was a lack of compelling super stars and the league suffered in popularity. Additionally the overall behavior of marquee players was a problem which labeled the league as full of thugs and criminals. This can be perceived as a weakness in the NBA marketing strategy as its dependent on the character of their super stars.

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Recently though, the NAB has been revived with an influx of young, talented, well behaved " good guys" led by Lebanon James, Deanne Wade, Carmela Anthony, and many others. The most successful example of sports marketing to customer needs is the NFG. As the article stated it is the benchmark for sports marketing. Even more than the NAB, they have been able to appeal to consumers, and by extension advertisers, by offering an unmatched dramatic, skillful, and social experience. Top NFG players such as Peyton Manning round the game such that everyone, regardless of who's playing, is looking forward to their annual super bowl party.

The business to business implications are greater for the NFG than any other league, and this is exemplified in the insane cost for a 30 second ad spot during the super bowl. Additionally, as the article states, business's have weekly partnerships set up with the NFG so they can be part of the game for the entire season (" Feted Air and Ground Players of The Week"). A competitive analysis for Feted would show that their customers, whether they are business or consumer customers, can be reached through NFG advertising.

Article Review 2 Publication: Journal of Marketing Title: " Don't Think Twice, It's All Right: Music Piracy and Pricing in a DRUM-Free Environment" Authors: RAJAH K. SINAI, FERNANDO S. MOCHA, & COOLING SALESMAN Link: <http://tiny.c/Brush> (click on the View This Content link) This article investigates the impact of Digital Rights Management (DRUM) on the digital music download industry. DRUM is a method of limiting a user's ability to copy and distribute downloaded music content. The Recording Industry

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Association of America (ARIA) claims that their recent loss in revenue is due to illegal downloads of copyrighted content, or piracy.

Since DRUM limits access to content it also limits the market for music that are DRUM encoded. The author's study how DRUM affects the market for downloaded music. By surveying over 2000 college students they were able to conclude that, while the ARIA supports DRUM use to limit pirating of copyrighted content, it has an overall negative impact on the market for downloaded music. While this article focuses mainly on the consumer marketing implication, there is a cuisines to business marketing aspect as well. As a business entity, the ARIA has a hand in licensing music to retailers such as tunes, music, Amazon, and others.

The ARIA likely defines these customers as distributors and does not consider the effects on the consumer. The authors of this article use complex mathematical models to conclude what many consumers feel; without DRUM, consumers have a reasonable willingness to pay (WET) a price that would allow all parties involved to be profitable. Therefore DRUM may have a negative impact on their bottom line as many music pirates" prefer legal content without restrictions. Article Review 3 " Dealer-carmaker relationship: the theories of the duality of trust and of power- dependence" Authors: Nadia, Canonical Link: <http://tiny. C/Dyads> This article discusses the relationships between an automotive manufacturer and its independent distribution network, namely car dealers. A large portion of the vehicle manufacturing cost is taken on by the dealers, so a strong working business relationship is required between the MOM and the dealer as they are the

main distributed of vehicles. The author concludes that the essential positive factors in reading this relationship are trust and fairness between the auto maker and the dealer.

While the MOM/dealer relationship is most negatively affected by power and conflict. Trust & fairness in the relationship will enhance collaboration with the dealers, allowing the MOM to implement new policies which require national or global compliance from their dealer network. Finally, the author concludes that to create a atmosphere of cooperation from their dealer network, investment in non-coercive and fair policy is a must. This article highlights how dependent automotive Memos are on their dealer striation network.

For car makers their dealer network may be more important than for other Memo's of consumer products as consumer products have many retail outlets to distribute their product. The relationship model outlined in the article suggests that trust and fairness are keys to bringing the dealer on board. Dictating policy by request and recommendation is much more likely to get results than through threats and legal action. While this study was done in the Italian marketplace, this hypothesis is being proved out in the current trouble TOYOTA is having with their safety and quality robbers.

Of course there are many other factors involved as this is a hugely complex situation, but TOYOTA dealers are standing behind the company and they are able to coordinate a large recall efficiently (considering the circumstances and bad PR). This type of dealer commitment is bred by trust and fairness that TOYOTA employs when interacting with their dealer

network. Additionally to trust and fairness, the influence of power completes the carmaker-dealer relationship. An authoritative stance is necessary and useful at times to gain compliance from dealers.