ФІЗИЧНЕ ВИХОВАННЯ, СПОРТ ТА ЗДОРОВ'Я ЛЮДИНИ: ДОСВІД, ПРОБЛЕМИ, ПЕРСПЕКТИВИ (у циклі Анохінських читань)
Матеріали Всеукраїнської науково-практичної конференції
17 березня 2017 року
м. Київ

УДК 796.011.1:316.3 (082)
ББК 75я43
Ф50

© Авторські публікації, 2017
© Київський університет імені Бориса Гринченка, 2017
Research methods
In order to achieve the aim of the research mentioned above the following research methods were used: analysis of the literature on sports marketing, analysis of information on the Internet.

Results of the research
In order to understand what the sport product or service is, first of all scientific definitions of these concepts should be considered. Philip Kotler in his book "Marketing Essentials" defines product as "everything that can satisfy needs and demands, and is offered to the market in order to attract attention, to be acquired, used or consumed. It may be tangible products, services, places, organizations, ideas etc." [3, 284].

According to D. Jobber, product is "something that allows to meet needs of consumers" [2, 60]. The difference between tangible product and service is often associated with their physical tangibility. Sport product can be tangible like a baseball bat or a Formula One race car, but it might be also a service like a baseball game or watching a race. Tangible sport products should be distinguished from intangible services because they are purchased and consumed in different ways.

Tangible products have the following features:
- Other tangible goods are used for their production.
- For example: Running shoes are made of leather.
- The process of production is separated from the process of consumption.
- For example: Running shoes can be made in China but sold in Europe.
- Products are standardized.
- For example: Each pair of running shoes has a certain size.
- Consumers usually get a product through a variety of distribution channels (shops, Internet, etc.).
- The ownership is transferred to the consumer at the moment of purchase.

By taking the decision to purchase, consumers see a product in terms of its ability to meet any of their needs. This decision is usually influenced by price, brand image, prestige of the product, recommendations of celebrities and functionality of the product.

According to the marketing theory, consumers benefit from three components of the product:
- core product;
- actual product;
- extended product [4; 6].
Core product is a product that satisfies some need in a broad sense. For example, a car satisfies the need in the vehicle, and a golf club meets the need to drive a small ball through a huge field.

Actual product (e.g. ball made of leather and plastic) is tangible embodiment of a core product. It has certain features that consumers can see, touch, taste etc. Furthermore, it has such features as brand name, package, quality and technical characteristics.

Extended product is an actual product in combination with additional services that satisfy some specific needs of consumer. It is also a special feature of a product that differs it from the products of other brands. So a client might choose a particular golf club because its package includes services such as free shipping or classes with professional athletes.

The separation of the product into three levels is based on the premise that consumers buy and consume a tangible product. As it has been mentioned above sport product can also be an intangible service. In order to understand the difference between sport service and tangible sport product it is important to consider what a service is and what the features of a service are.

In simple terms, service is something that a person can do for (instead) the other person. For example, to cut our hair we go to a barber. In this regard, J. Rathall defines a service as “action, performance or focused effort” [7]. Action is something that we do for the others (e.g. Restaurant chef prepares meals for visitors) and performance is, for example, a theatre play or a football match. Focused effort is an effort focused on delivering of a service to a consumer (e.g. coaching of an elite athlete). Although this definition reflects the essence of service, it does not take into account the features of different types of services and tangible components of their production and consumption. Here are two definitions by C. Lovelock and J. Wirtz that reflect the comprehensive nature of a service [5, 9].

Service is an action or performance which one party offers to another. Service can have tangible components, but in general it has intangible nature and does not assume any ownership of production factors. Service is a form of economic activity, the purpose of which is to create cost and provide benefits to customers at a particular time and place by taking actions instead or on behalf of consumer.

The definitions that have been given above indicate two important points:
1. For understanding the process of production and consumption of a service it is necessary to understand the features of that service.
2. The purpose of providing a service is usually to gain a profit.

Service differs from the tangible product in four features:
1) intangible nature;
2) heterogeneity;
3) inseparability of production and consumption;
4) impossibility to store.

The intangible nature of a service means that service cannot be seen, touched, tasted or smelled before it is provided. In other words, the essence of service is that it has tangible nature only at the time of its providing. L. Shostack extends this concept to all products and services by grouping them according to the level of their tangibility. On one hand, there are purely tangible products (e.g. salt). On the other hand, service (e.g. advice of a doctor) may have no tangible component at all. Between these two extremes are the products and services that combine tangible and intangible components. For example, car is a product that consists mainly from tangible components (steel, plastic etc) that is usually sold with warranty (service) and installment plan (service) [8]. This concept is applicable to sport products and services.

Such classification of services is very important for marketers, because it allows identifying those elements of a product whose efforts should be concentrated on. Concerning purely tangible products, their longevity and delivery time are at the main importance. In terms of intangible services (e.g. sport broadcasts or TV shows), comfortable viewing might be very important (slow motion, replays, various scenes etc.).

One of the problems associated with intangible character of a service is that consumers may find it difficult to assess its quality. Another problem with intangibility of a service concerns ownership of the product and its transfer to a client. Tangible product becomes property of a client at the moment of purchase, but service is another case. Production factors belong to organization, but result of production is what customers consume. For example, physiotherapist is a production factor, but treatment is a service. What consumers buy is not the mean of production but service, and since service is tangible, there is nothing to own. It makes difficult to assess benefits from purchasing services [1]. Inseparability of production and consumption means that service is produced and consumed at the same time. An athlete who has got an injury cannot be treated by therapist at a distance. In order for service to be provided and consumed, producer and consumer must be at the same place. Moreover, consumer is a part of production process. During the process of producing (providing) a service, producer and consumer come into direct contact. Other consumers can affect the experience of consuming a service, and that effect might be positive or negative. The pleasure (fun) of such events as horse racing, track and
field competitions or basketball match might be much higher if there are other spectators at the stadium. On the other hand, it may happen that fans at the stadium will behave like hooligans which can ruin the impression of the game. That is why before any event planning starts, mutual influence of consumers should be taken into account.

The impossibility to store means that service cannot be produced and then stored for future use. Therefore, producer must ensure that offer meets demands of consumers. For example, at the stadium offer is determined by the number of seats on tribunes. If the place is not sold, the stadium will lose money. At the same time, possible ways to increase an offer might be limited. Let’s suppose that some venue will host the final match of some popular sport. In this case it might not be able to accommodate everyone due to its limited capacity, and fans will not be satisfied.

There are some tools that allow controlling the amount of offer and demand. Selling of season cards can help to predict the number of fans and reduce the risk of financial loss. Also it is possible to reduce demand by increasing the price of tickets. Finally, a provider of sports services may increase an offer by building new infrastructure.

Heterogeneity of a service means that while service is being provided it is also being constantly changed which makes it difficult to standardize. Some sport services can only benefit from that because an unpredictable outcome makes any sport event more interesting and exciting. Concerning other sport services the impossibility of their standardization causes a lot of problems.

The unpredictable outcome of sport results is unavoidable because of the actions of certain people, teams, animals, and also because of the environment (weather conditions, altitude, time etc.). In order for athletes to show their best results, sports clubs hire managers, coaches, medical stuff, buy the best players and spend a lot of time and effort for their preparation. But even all this does not guarantee any success. The best athlete might catch cold before the most important game of a season. A good football team might yield to a weak opponent feeling fatigue due to the number of matches they have played before. Although fans want to see their team or athlete only at the first place, the unpredictable outcome makes sport event much more exiting which helps to attract more fans [1].

Conclusions

The relationships between providers of sport products and consumers are much more complicated than relationships between consumers and providers of “common” customer products. These relationships depend on the ability of consumers to assess the benefits of buying and consuming the sport products.

In terms of tangible products related to sport, it is more appropriate to use marketing strategies designed for a “common” customer products since such products are less dependent on the success of an athlete or a team. But situation changes when it comes to intangible part of the sport product. As it has been shown above the main differences between sport service and tangible product are: 1) intangible nature; 2) heterogeneity; 3) inseparability of production and consumption; 4) impossibility to store. These features cause differences between marketing of sport products or services and marketing of “common” customer products.

For sport fans, the game itself is only a small part of a product. For them, the product is also endless discussions with other fans about the tactics of the game, referees’ decisions, favorite players etc. Since there is a strong connection between the results of a team or an athlete and consumers’ loyalty to the product, the marketing of sport products should be organized differently than marketing of other market segments.

REFERENCES

Дослідження ціннісно-смислової сфери особистості спортсменів

Ціннісні орієнтації, які є одним із центральних особистісних новоутворень, виражають свійське ставлення людини до соціальної діяльності і в цій своєї якості визначають широку мотиваційну поведінку та її стилістичне впливання на всю сферу соціальний діяльності. До того ж ціннісно-смислову сферу особистості визначено складовою успішності спортивної діяльності, оскільки вона об'єднує різні мотиваційні утворення: життєві установки і позиції, соціальні та емоційні переконання, цілі, ідеї і все те, що пов'язане з поняттями цінності та смислів суб'єкта спортивної діяльності.

Ключові слова: життєві цінності, особистість спортсмена, мотивація.

Постановка та обґрунтування проблеми. Одним із підходів до вивчення життєвих цінностей є розуміння цінності як специфічної форми прояву взаємодії між суб'єктом і об'єктом щодо задоволення потреб і інтересів суб'єкта, тобто цінність є моментом практичної взаємодії існуючої цінності, яка відноситься до того, що можна цінити, оцінювати, приймати або відхиляти, перетворювати на мотив в мету поведінки [4, 78–79].

Інший підхід у розумінні цінностей характеризується особливістю розуміння того, що цінність — це специфічні утворення свідомості. У структурі суспільної та індивідуальної свідомості вони є ідеалами, узагальненнями уявленнями про блага, яким віддається перевага, і прийняті способи їх забуття, також вони є ідеальними критеріями оцінки й орієнтації особистості і суспільства. Таке формулювання вка-
Антонина на Педагогическом съезде Киевского учебного округа (1916), приведены резолюции Съезда по вопросам физического воспитания учащейся и студенческой молодежи

Ключевые слова: физическое воспитание, педагогические съезды, А.К. Антонина.

The article highlights the main points of speech by outstanding advocate for "corporal education" by Oleksandr Anokhin at the Teachers Congress of Kyiv Academic District (1916), presents the resolutions of the congress on issues of physical education of pupils and students.

125Physical education, teachers congresses, Oleksandr Anokhin.