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Sport: Tangible Outcomes Introduction

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Sport

SPORT: TANGIBLE OUTCOMES

INTRODUCTION

To understand the nature of sports as a tangible activity, the consumer and his attraction to the activity must be well understood. There has been much discussion about such topics as fan violence and impact of sport on youth. The basic issue is one of understanding the popularity of these activities and their motivational value. This does not suggest that those activities that are popular do not have other dimensions. The question focuses upon tangibility and how consumers relate to this dimension upon a perceptual basis. Many assumptions are made about the simplicity of these perceptual relationships, especially those dimensions that relate to the concept of good vs. evil. This section is only composed of one article because of the diversity of opinions that exist. Who represents the views of the public? A noted research sociologist was invited to comment on the nature of sports to obtain a less bias perspective.
