



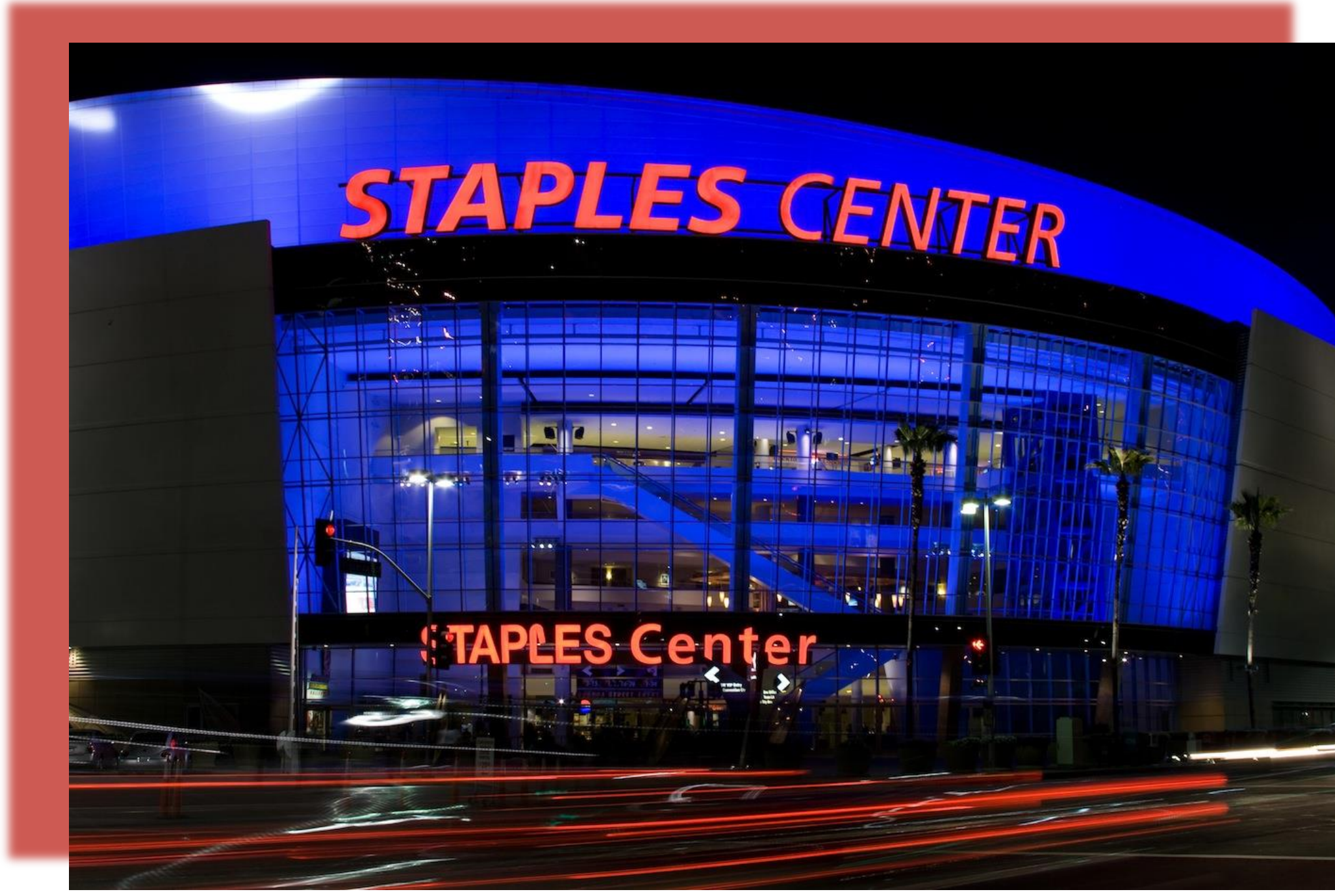
Clippers and Lakers Fan Behavior Analysis



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Kellogg Honors College Capstone 2011



Introduction: The Lakers and Clippers share the same venue, fan base, sell identical styles of apparel, and play the same sport in the same league. The Lakers are a multi championship winning team and the Clippers historically have had much less success. This project examines the differences in the buying behaviors, purchasing tendencies, fan attitudes toward each team, the effect of having two NBA teams share a venue and the competition it creates for recruiting fans.

Methods of research:

- Literary Research on Sports Marketing, Co-Branding, Buyer Behavior, and Fan Mentality
- Interview with AEG Merchandising Manager
- Survey of 49 Attendees at a Clippers game
- Survey of 52 Southern California Residents

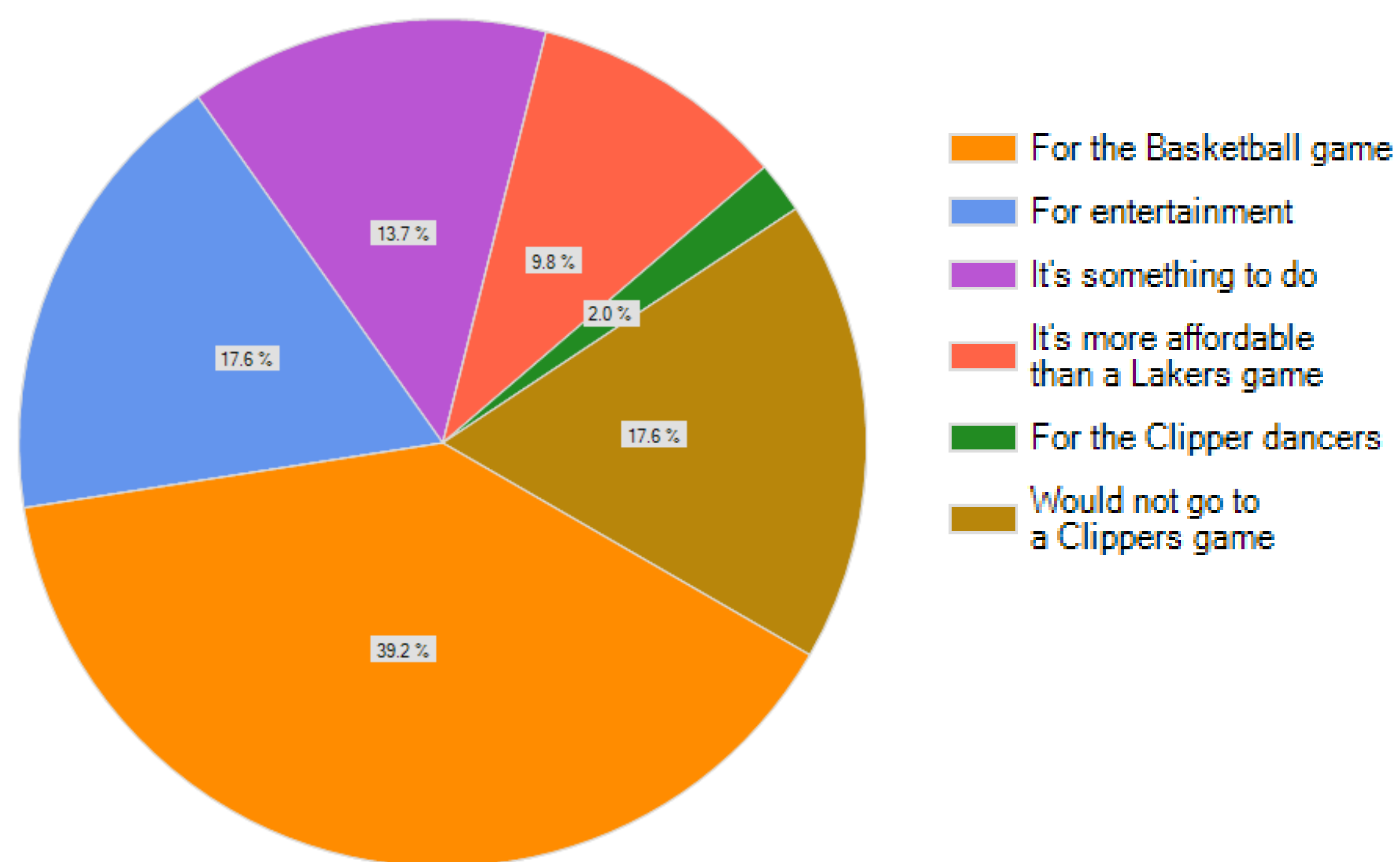
Retail merchandise sales for the NBA were \$3 billion in 2006 (Wilensky, 2007)

Results and Analysis

Survey results showed: Even while at a Clippers game, a majority of the people were actually Lakers Fans.

56% of Clippers game attendee's stated that their favorite NBA team was the Lakers. Only **32%** said that the Clippers were their favorite team.

Reasons People Would Attend a Clippers Game



Fan Loyalty Drivers:

- 1) Pure entertainment value
 - 2) Authenticity
 - 3) Fan Bonding
 - 4) Team or Leagues history and traditions
- "The NBA scored highest overall in Sports Loyalty Index. The NBA was also way ahead in other sports in terms of **Fan Bonding** and **Pure Entertainment.**" (Passikoff)

54% of Laker fans stated that they are Lakers fans because they grew up as Lakers fan or their family was fans. The Lakers have a well established team history. (Fan Driver #4)

"Purchasing licensed apparel connects fans to the team and creates some sort of social identity, thus they want to be associated with the team." (Kwon and Armstrong, Social Identity Theory and BIRG-ing Theory)

Do people want to be associated with the Clippers?

Survey results showed that **17.3%** of people would NOT wear a Clippers t-shirt even if they received it for free. In addition, only **17.3%** said they would wear it in public, the rest would wear it at home, or to work out in.

Do people want to be associated with the Lakers?

67% of people said that they would wear Lakers apparel even if it was not to a game or was a game day.

I tested the theory: "When their (fans) attitude toward a sport team is set constant, their attitude toward a co-branded licensed apparel will follow the order of their attitude toward manufacturers." (Kwon, Kim, Mondello)

-Results showed that this was FALSE. The official licensor of the NBA is **adidas**, yet both surveys showed that fans favorite and preferred brand was **Nike**. If this statement held true more fans would have picked adidas

28% of respondents planned to purchase Lakers apparel at during a Clippers game in the TEAM LA Store.



3.8% of people would pay over \$90 for a Clippers Jersey



15% of people would pay over \$90 for a Lakers Jersey

Would there be more Clippers fans without the Lakers?

50% of people said they would most likely be Clippers fans if they were the only LA team.

Update: With the Clippers recent successful season, merchandise and ticket sales increased. Sales of all merchandise featuring Blake Griffith increased tremendously. (Clippers and Lakers Merchandiser) This exhibits the BIRG-ing phenomenon because of the change in people who want to be associated with the Clippers, since they started to exhibit success.