

The Consumption of Limited Edition Products in Soccer Clubs of Southern Brazil

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Abstract : Among the sporting modalities, soccer stands out as the one that reached the world's largest spray today, moving large monetary sums. However, the modality presents potential to be explored by the agents inserted in it. New advertising campaigns have overwhelmed the media and the consumption of sports goods, especially soccer, has increased over the years by having experts increase their marketing projects linked to this specific area. However, little is studied about consumer behavior regarding the purchase of specific products linked to the club. In this sense, the research aims to understand the reasons that lead the fans of two rival clubs in southern Brazil to consume limited edition products from their respective soccer clubs. The method used was an in-depth exploratory survey with thirty memberships and non-memberships. The results showed that in the group of memberships the main motivations are emotional, of historical rescue from memories and feelings that arouse in the fan when they remember their idols and the titles conquered by the club. In the group of non-memberships, a more rational and objective view was perceived, involving aspects such as promotion, utility and extra benefits. Finally, it is realized that fans generally do not value the products to be limited edition. It is believed that this is due to the fact that the products are usually marketed at a higher price when compared to similar products offered on a regular basis.

Keywords : consumer behavior, limited edition, soccer, sports marketing

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