



Types, Features and Strategies of the Market of Physical Culture and Sports Services

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Annotation: This article provides information about the types, features of the physical culture and sports services market, as well as marketing strategies specific to this market.

Key words: Service, service industry management, service market, income, consumer budget, expensive services, additional

The strategy of socio-economic reform, which has unfolded in our country, inevitably affects the system of physical culture. Under the conditions of market relations establishment, competitive struggle becomes an integral part of the culture of business activity of domestic physical culture and sports organizations.

In the most general terms, competition is understood as rivalry between market entities engaged in the same type of activity and interested in achieving the same goals. From a marketing point of view, **competition** is a struggle for the client (for the buyer's money by satisfying his needs).

There are several types of competitive relations and competing organizations entering into them on the market of physical culture and sports services.

Intersectoral competition for physical culture and sports organizations is primarily made up of organizations producing other (not physical culture and sports) social and cultural services. This role is played by music and art schools, theater studios, schools of folk crafts, scientific circles, etc., which allow satisfying the same higher needs as physical exercises and sports (for example, the needs for communication, achievements, success, respect, self-expression, etc.). These organizations do not directly enter the market of physical culture and sports services, but by claiming free time and the budget of the consumer, their success significantly reduces the demand for these services.

At the *intra-industry level*, physical culture and sports organizations act as competitors, for example, sports complexes, sports and recreation centers, sports palaces, fitness clubs, youth clubs for physical training, etc. There are three types of competition between the listed organizations: functional, specific and marketing.

Functional competition is a consequence of the fact that any need can in principle be satisfied in various ways. Thus, the need for movement, health promotion or physical improvement can be satisfied through classes in a fitness club, swimming pool, ice palace, waterpark, sports and fitness center, tennis club, etc. These organizations act as functional competitors and compete among themselves in order to attract more customers.

Specific competition characterizes the presence of services of the same purpose and close to each other in many respects, but differing in some essential property or properties. Specific



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competitors are: firstly, various physical culture and sports organizations (such as Olympic training centers, youth sports schools, sports clubs, sections operating in educational institutions and enterprises, etc.) that provide services for the same sport, for example, football, and, secondly, identical sports organizations (for example, Youth Sports School) providing services in different sports. Signs that allow us to consider these organizations as specific competitors may be differences in programs and methods of education and training, in the availability of highly qualified coaches, the quantity and quality of sports facilities, equipment, inventory, etc.

Marketing competition arises in the case of minor differences between the services provided by various physical culture and sports organizations, or when the services are completely identical. One can note the manifestation of marketing competition between similar sports complexes located in different parts of the city, cultivating the same sports and using identical or largely similar programs, teaching and training methods, equipment and attracting specialists of the same qualification.

The concept of competitiveness is inextricably linked with competition. From the point of view of marketing, **the competitiveness of physical culture and sports services** should be interpreted as a combination of their quality (non-price) and cost characteristics that ensure the satisfaction of the specific needs of sports organizations' clients.

Competitiveness is revealed through a system of indicators, which include those properties and characteristics of the product that, on the one hand, make the product attractive to the consumer and, on the other hand, contribute to the purchase act.

Taking into account the lack of research in this direction, performed on the material of the domestic market of the "Physical Culture and Sports" industry, we considered it necessary to conduct our own research in order to identify indicators of the competitiveness of physical culture and sports services.

According to E. V. Pesotskaya, the image is defined as "... the totality of all ideas, knowledge, experience, desires, feelings associated with a certain object (phenomenon). Its difference from the concept of "representation", which also consists of informational, emotional and motivational components, lies in the holistic perception of the object. The image combines all the ideas that are the most significant in relation to the chosen sport in a particular physical culture and sports organization.

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