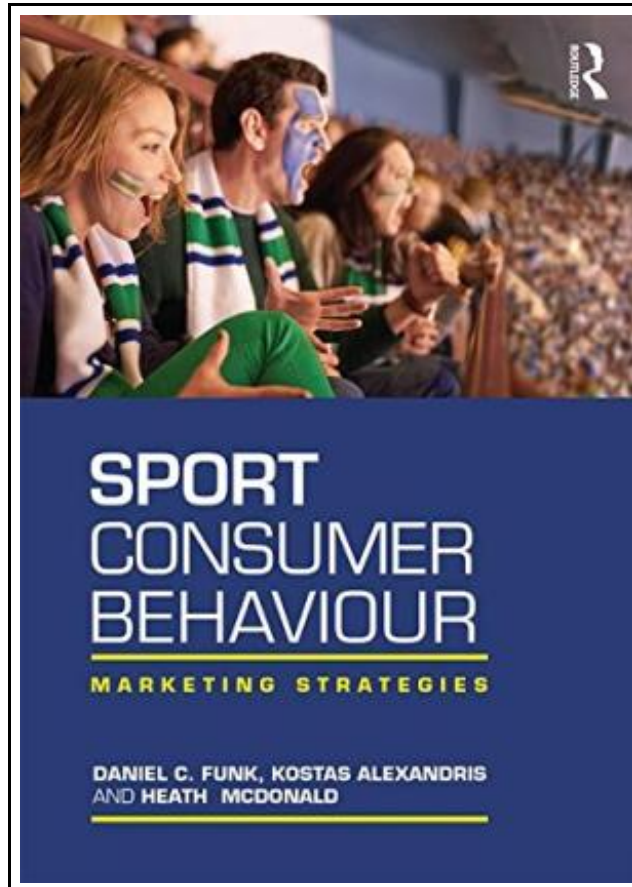


## Sport Consumer Behaviour: Marketing Strategies



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Taylor Francis Ltd, United Kingdom, 2016. Paperback. Book Condition: New. Reprint. 246 x 174 mm. Language: English . Brand New Book. All successful marketing strategies in sport or events must take into account the complex behaviour of consumers. This book offers a complete introduction to consumer behaviour in sport and events, combining theory and cutting-edge research with practical guidance and advice to enable students and industry professionals to become more effective practitioners. Written by three of the world s leading sports marketing academics, it covers a wide range of areas including: \* social media and digital marketing \* the segmentation of the sport consumer market \* service quality and customer satisfaction \* sport consumer personalities and attitudes \* the external and environmental factors that influence sport consumer behaviour. These chapters are followed by a selection of international case studies on topics such as female sport fans, college sports, marathons and community engagement. The book s companion website also provides additional resources exclusively for instructors and students, including test banks, slides and useful web links. As the only up-to-date textbook to focus on consumer behaviour in sport and events, Sport Consumer Behaviour: Marketing Strategies offers a truly global perspective on this rapidly-growing subject. This book is an invaluable resource for anyone involved in the sport and events industries, from students and academics to professional marketers.



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