# Consumer Behaviour in Sport and Events: Marketing Action (Paperback)

By Daniel C. Funk, Kostas Alexandris, Heath McDonald

Taylor Francis Ltd, United Kingdom, 2008. Paperback. Book Condition: New. 228 x 152 mm. Language: English . Brand New Book. Consumer Behaviour in Sport and Events emphasises the role of consumer behaviour in sport marketing. Given the social, economic, and environmental benefits of sport events, the challenge for marketers is to understand the complexity of sport and event participation. Through a heightened understanding of consumer behaviour, marketers are able to develop communication strategies to enhance the experience, while identifying key elements of the consumer s decision-making process. This book provides students and industry professionals with the knowledge and skills necessary to meet the current marketing challenges facing professionals working in the sport and event industries. This comprehensive text covers a wide range of determinants that influence both active recreation and passive spectator participation, and offers the reader: * A detailed understanding of the personal, psychological and environmental factors that influence sport and event related consumer behaviour * A basis for the development of marketing actions useful in sport and related business, community and government sectors * A comprehensive understanding of how individuals associate themselves with sport and event products and services * A quick and simple segmentation tool to guide...

READ ONLINE
[ 9.68 MB ]

## Reviews

*The ebook is fantastic and great. I am quite late in start reading this one, but better then never. I am just pleased to inform you that this is the greatest book i have got study inside my personal daily life and could be he best pdf for at any time.*
*-- Miss Shany Tillman*

*A fresh e book with a new viewpoint. It is among the most awesome ebook we have read through. Once you begin to read the book, it is extremely difficult to leave it before concluding.*
*-- Prof. Christelle Stark III*