



# Sport Consumer Behavior: Marketing Strategies

*Daniel Funk, Kostas Alexandris, Heath McDonald*

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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, research and practical guidance to enable students and industry professionals to become more effective practitioners. Now in a fully revised and updated new edition, the book includes extended coverage of digital marketing, market segmentation, attitudes and personality, customer satisfaction, and external and environmental influences on behaviour. Each section now contains extended, real-world case studies, and a companion website with additional resources for instructors.

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