

Customer insight research in sport marketing
Analysis of target spectator segments as basis for effective marketing policies in a professional football club

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Nowadays football professional clubs face huge problems rising from media customers that consider football game just as entertainment product that has to perform media requirements and timing. Since sport club managers shift their attention to financial aspects linked to TV rights contracts season ticket holders feel penalized.

In economic terms this new context on one side allows sport marketing *virtuous circle*, on the other hand it reduces loyalty on the part of fans and makes it more difficult to sustain positive company image with fans and subscribers.

For this reason, the analysis focuses on fans and mainly on subscribers to understand their expectations and needs on which to implement an effective marketing strategy. Pure merchandising activity is not effective in itself to develop empathic insight into what motivates fans and subscribers..

Cluster analysis will allow us to define a segment typology of season ticket holder in an Italian professional football club that over recent years experienced major changes either at company ownership and structure as well as the competitive level of teams.

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