

Chapter 17

Leisure Time Marketing in the Context of the Entertainment Industry

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ABSTRACT

Leisure time marketing is a big concern and an effective field of study in today's business environment due to the fact that emerging trends and applications may be applied. In this chapter, the concept of leisure time marketing is being revealed as well as its importance to marketers. Evidence from literature is included in this manner. In addition, several initiatives and implications have been debated by the putting the main focus on theory and practice of leisure time activities. Emerging marketing aspects and strategies are introduced as a means to satisfy the need of the target market in this field of study. Competitive dimensions of leisure time marketing are also noted in an attempt to meet the goal of exceeding the expectations of the market and its dynamics. Finally, a leisure time marketing categorization model is discussed.

INTRODUCTION

Leisure time marketing is an important aspect of marketing. As it can be interpreted from the term of leisure time marketing, it is the study of dealing with the consumer's leisure time activities as an attempt to meet the expectations of the target market. So, it can be said that leisure time marketing is an emerging trend in the context of marketing field. Surely, services marketing strate-

gies of general marketing strategies may highly apply to the concept of leisure time marketing since the terminology is highly interrelated with the emergence and transmission of services industry in general. Most importantly, as consumers tend to have more leisure time in their lives, this industry started to be of great interest on behalf of the marketing management experts. In this sense, leisure time marketing is expected to be a part of many consumer groups as it is expected

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to grow tremendously in the next decades. However, it should be pointed out that the key focus should be on how the products or services may be differentiated from each other as a means to set the guidelines and meet the criterion of the target consumer groups in this perspective. As it can be noted, there are different modes and types of marketing depending on who may be your potential market and the needs associated with the market conditions. So, in brief terms, as the world's need for leisure is on the rise, it can be said that there will be high profits generated with the aid of implementing the emerging trends and strategies in the leisure time marketing aspects. It is also important to understand different factors in leisure time marketing such as people, process, and physical evidence (Booms and Bitner, 1981, p.48).

BACKGROUND

Based on the comments of Horner and Swarbrooke, leisure time marketing has been an issue of interest in the last one thousand years. This may imply that leisure time marketing has been the oldest field of study in the general marketing perspective. This may be cited as true since everyone of us has leisure time in their lives. As leisure time per person is on the increase, there is more potential for the growth of the market. The authors also state that the services industry is likely to grow faster when compared to the growth of production and manufacturing industry (Horner and Swarbrooke, 2005, p.22). This may arise due to the fact that every community and consumer group needs services even though there is a good amount of production and manufacturing. In this globe, it should be noted that products, in that sense manufacturing, must be accompanied with the emergence and transmittance of services.

Michael Morgan, on the other side, states that there are key priorities of how a leisure time marketing strategy can be carried out (Morgan and Pritchard, 2001, p.7) and (Morgan, 1996,

p.3). He states that the four aspects of leisure time marketing process should be monitored and implemented as means to target the niche aspects of how the strategy can be utilized. In this context, the author focuses on some of the vital concerns in regards to the successful implementation of the marketing programs that should and would be sponsored as a tool to reach success in social media and classical media activities. The author, in this approach, claims that there are four distinct characteristics of leisure time marketing. It should be clarified that all these mentioned aspects of leisure time marketing has direct collaboration with the existence of services marketing aspects of the marketing trends. In other terms, leisure time marketing setting in many industries is highly correlated with the acceptance and interrelation with the services industry features and the growth within the services industries are known to highly arise and occur from the existing services marketing strategies that have already been implemented in certain industries. The next section of this chapter will highly deal with such attempts in more detail, so that an effective leisure time marketing strategy can be utilized in an attempt to reach company profitability while utilizing maximum satisfaction and loyalty in the eyes of the consumers and the public audience. Besides, the leisure time devoted to the consumers is on the rise.

LEISURE TIME INITIATIVES AND IMPLICATIONS

From the contributions of Michael Morgan to the literature of leisure time marketing, it can be said that there are four points of interest that should carefully be studied by the marketing experts and academicians who would like to gain expertise in this field of study. The four characteristics are listed as; no requirement (people are free to decide on their leisure time marketing activities), the follow up process of personal satisfaction, the importance of games, and the social aspects

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