"Nobody Beats Our Price": Examining Current Pricing Theory and Strategy within the Sport Industry [Abstract]

Jason D. Reese  
*Stephen F Austin State University, Department of Management, Marketing, And International Business*, reesejd1@sfasu.edu  
Stephen Shapiro  
Joris Drayer  
Daniel Rascher  
Jim Alexander

See next page for additional authors

Follow this and additional works at: [https://scholarworks.sfasu.edu/management_facultypubs](https://scholarworks.sfasu.edu/management_facultypubs)

Part of the Business Commons

Tell us how this article helped you.

Repository Citation  
Reese, Jason D.; Shapiro, Stephen; Drayer, Joris; Rascher, Daniel; Alexander, Jim; and DeSchriver, Timothy, ""Nobody Beats Our Price": Examining Current Pricing Theory and Strategy within the Sport Industry [Abstract]" (2014). *Faculty Publications*. 10.  
[https://scholarworks.sfasu.edu/management_facultypubs/10](https://scholarworks.sfasu.edu/management_facultypubs/10)

This Abstract is brought to you for free and open access by the Management and Marketing at SFA ScholarWorks. It has been accepted for inclusion in Faculty Publications by an authorized administrator of SFA ScholarWorks. For more information, please contact cdsscholarworks@sfasu.edu.
Authors
Jason D. Reese, Stephen Shapiro, Joris Drayer, Daniel Rascher, Jim Alexander, and Timothy DeSchriver

This abstract is available at SFA ScholarWorks: https://scholarworks.sfasu.edu/management_facultypubs/10
“Nobody Beats Our Price”: Examining Current Pricing Theory and Strategy within the Sport Industry

[Abstract]

The concept of price is a foundational component of competitive strategy and a key ingredient in the marketing mix (Rao, 2009). Pricing optimally can have a significant effect on organizational profitability. As little as a 1% improvement in price efficiency can lead to significant increases in profit margin (Dolan, 1995). Additionally, price has been shown to influence consumer attitudes and purchase behaviors (Zeithaml, 1988). However, the literature on pricing within the context of sport is limited from both a financial and marketing perspective (Drayer & Rascher, 2013). Recent technological advancement have made the development and implementation of pricing strategies less challenging, as organizations can use technological innovations to analyze large datasets and respond to internal and external factors that impact consumer value of the sport product. Due to these advancements, there has been a fundamental shift in sport pricing strategy (Drayer & Rascher, 2013). An understanding of the current sport pricing environment and the corresponding literature will help advance the knowledge of pricing and its impact on organizational effectiveness within the sport industry.