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Relationship Marketing in the Theatre Market – Theoretical and Empirical Aspects

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ABSTRACT

Theatre management is undergoing changes connected with the implementation of a marketing approach in this sphere, which is directed at building and deepening relationships with the surroundings, and especially with the theatre audience. The concept of relationship marketing and the instruments related with it are applicable in this sphere. The purpose of this article is to present how relationship marketing is perceived by theatre managers and the role attributed to it, as well as the impact of related marketing communication activities on the significance of the theatre offer for theatre-goers. This article was based on a literature study and an analysis of qualitative and quantitative empirical research. The quantitative research covered 502 theatre-goers. In the scope of qualitative research, 5 in-depth individual interviews were conducted with the representatives of managerial staff of the selected theatres in Poland. Empirical research indicates that there is a need for the application of relationship marketing in theatres, whose assumption is the creation of long-term bonds between a cultural institution and the recipients of its offer. This involves creating value bundles which are attractive for those participating in cultural events and theatres improving their offer.

KEY WORDS

Theatre management, theatre market, marketing concepts, relationship marketing, theatre-goer

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