

# **DECODING VALUE CO-CREATION IN THE DIGITAL AGE: UNDERSTANDING LUXURIOUS VALUE EXPERIENCES TO GLOBAL SPORTS CONSUMERS. AN EXAMINATION INTO FORMULA 1 AND THE BRISBANE OLYMPICS 2032**

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My research examines how online marketing for international sporting events can be tailored to suit the personal values of sports fans/consumers to inspire deeper, reciprocal co-creation contributions online (e.g. social media engagement and voluntary content creation).

Data will be collected from two global sports, examining the preparations 'key sporting event' from the Brisbane 2032 Olympics and International Formula One Racing which hosts events globally. Specifically, the research explores how personal values of sports fans internationally may impact on individuals' motivational intention to travel to and attend sporting events in person as well as contribute online (e.g. via Social media).

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