

South Dakota State University

Open PRAIRIE: Open Public Research Access Institutional Repository and Information Exchange

Electronic Theses and Dissertations

2018

Baseball in the Background: Season Ticket Holder Retention in Summer Collegiate Baseball

Susan Wallrich

South Dakota State University

Follow this and additional works at: <https://openprairie.sdstate.edu/etd>



Part of the [Sports Sciences Commons](#), and the [Sports Studies Commons](#)

Recommended Citation

Wallrich, Susan, "Baseball in the Background: Season Ticket Holder Retention in Summer Collegiate Baseball" (2018). *Electronic Theses and Dissertations*. 2462.

<https://openprairie.sdstate.edu/etd/2462>

This Thesis - Open Access is brought to you for free and open access by Open PRAIRIE: Open Public Research Access Institutional Repository and Information Exchange. It has been accepted for inclusion in Electronic Theses and Dissertations by an authorized administrator of Open PRAIRIE: Open Public Research Access Institutional Repository and Information Exchange. For more information, please contact michael.biondo@sdstate.edu.

BASEBALL IN THE BACKGROUND: SEASON TICKET HOLDER RETENTION IN
SUMMER COLLEGIATE BASEBALL

BY
SUSAN WALLRICH

A thesis submitted in partial fulfillment of the requirements for the
Master of Science
Major in Sport and Recreation Studies
South Dakota State University

2018

BASEBALL IN THE BACKGROUND: SEASON TICKET HOLDER RETENTION IN
SUMMER COLLEGIATE BASEBALL

SUSAN WALLRICH

This thesis is approved as a creditable and independent investigation by a candidate for the Master of Science degree in Sport and Recreation Studies and is acceptable for meeting the thesis requirements for this degree. Acceptance of this thesis does not imply that the conclusions reached by the candidate are necessarily the conclusions of the major department.

~~Bryan~~ Romsa, Ed.D.
Thesis Advisor

Date

~~Kendra~~ Kattelmann, Ph. D.
Department Head, Health and
Nutritional Sciences

Date

~~Dean~~, Graduate School

Date

ACKNOWLEDGEMENTS

This work would not have been possible without the support and encouragement of the South Dakota State Athletic Department. I am grateful and blessed for the opportunities they have given me. I would also like to acknowledge my advisor, Dr. Bryan Romsa, and committee members, Dr. Matt Vukovich and Dr. Sharon Clay for taking time to review my thesis. Most importantly, I would like to share my sincerest gratitude to my loving parents Dianne Wallrich and Bill Malsam for supporting me in my wild journey to earning my Master's Degree.

CONTENTS

LIST OF TABLES.....	v
ABSTRACT.....	vi
INTRODUCTION.....	1
LITERATURE REVIEW.....	2
METHODOLOGY.....	8
RESULTS.....	10
DISCUSSION AND CONCLUSION.....	14
REFERENCES.....	17
APPENDIX.....	21

LIST OF TABLES

Table 1. Top 10 Sport Motivation Factors.....	16
Table 2. Bottom 10 Sport Motivation Factors.....	17
Table 3. Significant Gender Difference.....	18
Table 4. Significant Age Difference.....	19

ABSTRACT

BASEBALL IN THE BACKGROUND: SEASON TICKET HOLDER RETENTION IN
SUMMER COLLEGIATE BASEBALL

SUSAN WALLRICH

2018

Purpose: The purpose of this study was to investigate season ticket purchasing motives in summer collegiate baseball, specifically in the Northwoods League. The Sport Fan Motivation Scale (Wann, Schrader, & Wilson, 1999) was used in this study to determine fan attendance motives at summer collegiate baseball games. The literature review examines fan motivation, sports as entertainment, and season-ticket holder retention. The results from this study were obtained by administering a modified version of the Sport Fan Motivation Scale (Wann et al., 1999), a 20-question, 5 point, Likert scale survey to season ticket holders of a Northwoods League team. The outcome of this research revealed that sport marketers may want to focus a majority of their attention to entertainment, considering the top three sport motivation factors were entertainment related: 1) I enjoy summer collegiate baseball because of the entertainment value; 2) I enjoy watching, reading, and/or discussing summer collegiate baseball; 3) to me, summer collegiate baseball spectating is simply a form of recreation.

Baseball in the Background: Season Ticket Holder Retention in Summer Collegiate
Baseball

Introduction

Baseball is known as America's favorite past time, but is attending baseball games to see only the game, past its time? There is a noteworthy amount of research done on sport fan motivation over the years (Bernthal & Graham, 2003; Boyd & Krehbiel 2003; Lee, 2009; McDonald & Rascher, 2000; Robinson, Trail, Dick, & Gillentine, 2005; Sloan, 1989; Wann et al., 1999; Wiid & Cant, 2015). While there is also a considerable amount of research done on National Collegiate Athletic Association (NCAA) baseball fan motivation and minor league baseball fan motivation (Bernthal & Graham, 2003; Lachowetz, 2009; Lee, 2002; Paul, Toma, & Weinbach, 2008), summer collegiate baseball league fan motivation is one area that remains relatively unexplored.

Summer collegiate baseball leagues are designed to further develop the best athletes in college baseball to enhance their skills and prepare them for the major leagues. There are several summer collegiate leagues across the United States with most beginning their seasons early June and go on through the middle of August. These leagues prepare players to develop the stamina of playing long seasons similar to the major leagues and utilizing wood bats as opposed to aluminum bats used in the NCAA. A significant number of Major League Baseball players have gone through the summer collegiate system ("Summer Baseball Grooms Players for Majors," 2017).

The summer collegiate baseball league researched in this study is the Northwoods League. The league is comprised of 20 teams from the upper-Midwest including Iowa, Minnesota, Michigan, North Dakota, and Wisconsin with more than 185 players that

have advanced to Major League Baseball since its establishment in 1993 (“About the NWL,” 2017). Sport marketers have the opportunity to explore prior research on fan attendance motivation, and gain a broader understanding of the reasons fans attend baseball games. Sport marketers could also increase their attendance by focusing on the specific level of play in which the marketer’s team operates (Bernthal & Graham, 2003). For this study, the researcher focused strictly on summer collegiate baseball fan attendance.

The purpose of this study was to investigate season ticket purchasing motives in summer collegiate baseball, specifically in the Northwoods League. The Sport Fan Motivation Scale (Wann et al., 1999) was used in this study to determine the motives behind fan attendance at summer collegiate baseball games. The information gathered from this study may assist other summer collegiate baseball teams and leagues with their marketing strategies to increase game attendance and season ticket sales as well as fan retention. Additionally, it may reveal a deeper understanding of consumer behavior and the motives for attending sporting events.

Literature Review

Fan Motivation

To established sport fan motivation, it is important to identify the definition and distinction between a fan and a spectator. Fans can be defined as spectators, but not all spectators are defined as fans (Lee, 2009). In addition, fans are more devoted, resistant to change, consistent, and more committed in regards to time and money, whereas spectators may be considered “fair-weather fans,” social attendees, or are less committed (Lee, 2009). Wann (1995) defines spectators as people who observe a sporting event, but are less likely to become actively involved in sharing their excitement and energy on the

sport. Wann (1995) also identifies sport fans as people who are enthusiastic about a specific sport or athlete.

There are a number of factors that influence fans to attend sporting events. Sloan (1989) suggested that nearly all sport fan motives could be categorized into one of five theories: achievement seeking, stress and stimulation, catharsis and aggression, salubrious effects, and entertainment. These sport motives fulfill social and psychological needs that reinforce the idea that sports provide pleasurable characteristics to the spectator. Wann (1995) used similar ideas, but re-categorized the eight sport fan motive theories into eustress, self-esteem, escape, entertainment, economic, aesthetic, group affiliation, and family. Eustress is the positive form of stress that stimulates spectators during sporting events. Wann (1995) and Sloan (1989) both suggested that some fans are motivated by enhancing their self-esteem and escaping their life troubles through sports. Additionally, some fans become economically invested in sports because of the opportunity to gamble on events. Both researchers also agreed on the aesthetic value of sporting events; fans are entertained by the beauty and grace found in sports. The high level of competence and skill achieved by athletes and teams also falls under the aesthetic variable (Agas, Georgakarak, Mylonakis, & Panagiotis, 2012). The group affiliation and family characteristics reflect a fan's need for belongingness and a desire to be with other people. Wasserberg (2009) explained that these fans strengthen and maintain social groups through the shared experiences of attending sporting events. Wann (1995) created the Sport Fan Motivation Scale (SFMS), a 23-item, Likert scale instrument that accurately reflected the eight hypothesized sport fan motives.

Wann et al. (1999) utilized the SFMS to examine the differences in the eight sport fan motivation characteristics in fans of different sport types, more specifically between fans of team sports versus fans of individual sports, and fans of aggressive sports versus nonaggressive sports. They found that individual sport fans had higher levels of aesthetic motivation versus team sport fans that were more motivated by self-esteem enhancement and eustress. They also found that fans of non-aggressive sports were also motivated by aesthetics versus fans of aggressive sports whom were found to be more motivated by economic concerns. Thus, this study revealed that fans could have different motives based on the specific sport as well as the sport type (Wann et al., 1999).

Bernthal and Graham (2003) also utilized the SFMS to determine sport fan attendance motivation of minor league baseball fans versus collegiate baseball fans. The results found that minor league baseball fans were significantly more motivated by added entertainment (in-game contests, mascots, sound effects) than college baseball fans. Minor league baseball fans were also more motivated by value and overall cost of attending a game over colligate baseball fans, though the cost to attend either was not significantly different. Collegiate baseball fans considered items related to the game of baseball (quality of play, rivalries, allegiance to home team) to be relatively more important than minor league baseball fans.

Wiid and Cant (2015) applied the SFMS in their research on differences in rugby and soccer fans' motivation. They found that rugby and soccer fans share similar motives, and that sport spectators in general attend sporting events to gain something, whether it is to escape from a busy lifestyle, release stress, spend time with their families,

or to be entertained. Similar to minor league and collegiate baseball, fans of rugby and soccer are motivated by entertainment.

Sports as Entertainment

Promotions have become an extremely popular staple in the sport industry, thanks to the sport marketing guru, Bill Veeck who began offering giveaways, post-game fireworks, and in-game entertainment at baseball games in the 1940's (Veeck, 1962). Veeck developed a concept that the game environment can be a form of entertainment, so fans can have a positive experience, despite the final score of the game. The main objective for sport marketers is to increase game attendance; unsold seats result in revenue loss from parking services, concessions, and merchandise sales (McDonald & Rascher, 2000). Added-value entertainment, such as fireworks, giveaways, and mascot performances create an attractive factor to the game that have repeatedly been found to positively impact attendance. Since sports are no longer just about the game, teams must include promotions and entertainment to encourage fan engagement and align with the sport's subculture (Weed, 2015). With the added entertainment, teams can promote more than just the game, but also the fun and excitement associated with the promotions to broaden the game appeal (Wood, 2009).

With the popularity of social network sites, mobile devices, and the Internet, the current marketing environment is fragmented with media overflow and information overload. Marketers are now challenged to brainstorm beyond the traditional advertising and promotion strategies. The Red Bull Company took this into consideration, and can now be considered as one of the "best practices" for a new wave of sport-related entertainment. Red Bull utilizes attractive content that involves extreme sports that fills

consumers need to be entertained when spectating sports (Kunz, Elsasser, & Santomier 2016).

Minor league baseball has taken full advantage of the benefits that promotional and in-game entertainment has to offer. The game of baseball has almost become a sideshow to the off-the-wall promotional antics that take place in minor league baseball stadiums. A study conducted with a minor league baseball team from the South Atlantic League examined the determinants of fan attendance (Paul, 2008). The study included variables such as: team geographic, time and day of game, economic factors, win percentages, average runs scored, double-header games, and promotions. However, Paul (2008) proved that the biggest impact on attendance was driven by promotions and other forms of entertainment during the game or following the game, such as fireworks, concerts, and giveaways.

Another study on minor league baseball, in the International League, examined the most effective promotions in relations to increasing attendance (Howell, Klenosky, McEvoy, 2015). This study observed attendance when internal variables were controlled such as: low value giveaways, high value giveaways, special events, fireworks, and ticket prices. Once again, high value promotions, giveaways, and fireworks increased attendance the most.

Season-Ticket Holder Retention

The most dependable customer for a sport organization is the season-ticket holder. The season ticket holders also represent the most active and behaviorally committed group of sports consumers (McDonald, Karg, & Vocino, 2012). Season ticket holders evaluate and consume products differently than single game purchasers, so it is important

to examine and identify them differently for marketing and sales purposes. Sport organizations that focus strongly on game day attendance place greater emphasis on season ticket holder sales (Reese & Bennett, 2013).

Pan (1997) focused on five constructs of perceived motives in renewing season ticket packages for DI NCAA Men's basketball. The five variables were identified as 1) athletic event, 2) economic factors, 3) social factors, 4) schedule, and 5) team success. Among the five variables, economic factors were identified to have the most important role in the decision of purchasing season tickets followed by athletic event and team success. Pan (1997) also found that fans under the age of 40 viewed social factors viable when purchasing season tickets.

A similar study by Pan and Baker (2005) investigated season-ticket renewal in NCAA D1 football with a nearly identical theoretical framework and method as his previous study on DI NCAA Men's Basketball. The motive variables changed slightly, and were identified as 1) team performance, 2) economic factors, 3) game competitiveness, 4) athletic event, 5) social factors. The results revealed team success to be the most important factor when renewing season tickets, followed by game competitiveness and social factors respectively. The differing results in these similar studies suggest each sport has different motives when purchasing or renewing season tickets.

Reese and Bennett (2013) focused their study on sport fan satisfaction of the season ticket holder sales strategy, purchasing process, pricing, utilization programs that increase product consumption, and variables affecting repurchase intentions in minor league baseball. They also researched the satisfaction of the season ticket holders and

non-season ticket holders based on the previously mentioned variables. Reese and Bennett's results found it is important for marketers to aim for and maintain high levels of season ticket holder satisfaction. Variables such as: timeliness of service, satisfying needs, experience relative to other options, knowledge of representative, and value all affect a season ticket holder's intention to retain tickets. The demographics in this study were notable, because season ticket holders had a greater annual household income (\$87,000), over non-season ticket holders (\$57,000). However, this could be attributed to age as season ticket holders were on average 45.5 and non-season ticket holders averaged 33 years old. Household income and age are two of many factors that sport marketers should consider when developing strategies to increase season ticket renewals.

McDonald, Karg, and Leckie (2014) researched the major barriers to retaining current season ticket holders and knowing who is most at risk of opting out of season tickets. They surveyed over 10,000 season ticket holders from five professional teams in the Australian Football League, and found the most predictive variables for not renewing were: usage, self-assessment, tenure and satisfaction. They found that the sport season ticket holder that fell in the usage variable for non-renewal resulted from uncontrollable factors such as changes of work or housing relocation that led the customer to search for alternate forms of entertainment.

Methodology

This study investigated season ticket holder retention in summer collegiate baseball. The results from this study were obtained by administering a modified version of The Sport Fan Motivation Scale (Wann et al., 1999), a 20-question, 5 point, Likert scale survey to season ticket holders of a Northwoods League team. Prior to dispensing

the surveys, the researcher obtained approval from the IRB regarding the research on season ticket holder retention in a summer collegiate baseball league.

Participants

The participants of this study were season ticket holders and multi-game pack purchasers of the St. Cloud Rox baseball organization, a summer collegiate baseball team in the Northwood's League, during the 2017 season. There were 36 home games during the season, not including playoff games, and a multi-game pack purchaser acquired tickets to 10 or more of those games. The subjects were chosen to gain an understanding of their motives for purchasing season tickets to a collegiate baseball league team, which is the focus of this study.

The age range with the most responding participants was 55-64 years old with 20 participants; only 5 participants were 25-34 years old, 17 were 35-44 years old, 18 were 45-54 years old, 6 were 65-74 years old, and 4 participants did not disclose. All of the participants that responded were white/Caucasian. Fifty of the 70 participants were from Minnesota, the state where the study occurred. Thirty-eight of the participants were male, 27 were female, and 5 chose not to respond.

Procedure

With the permission of the St. Cloud Rox general manager, the researcher e-mailed 150 season ticket holders and multi-game pack purchasers an invitation to participate in a five-minute online survey on season ticket holder retention. The researcher explained the purpose of the study and emphasized participation is voluntary. The researcher assured the participants that their identity would remain anonymous. The survey was viewed by 120 people, and was fully completed by 70 individuals for a 58%

response rate. Of the 89 participants who started taking the survey, 19 individuals dropped out, and were removed from the final results.

Instrument

The modified Sport Fan Motivation Scale (SFMS), a 20-question, 5 point, Likert scale survey, was utilized to assess factors motivating season ticket holders to renew their tickets (Wann et al., 1999). The SFMS was chosen because it demonstrated adequate reliability and validity. The internal consistency (Cronbach's alpha) of the SFMS was .96. Nunnally and Bernstein's (1994) recommended alpha value of .70 was used to assess the internal consistency of the instrument. The scale was slightly modified in the economic variable for the purpose of this study due to the legality of gambling on collegiate athletes. After the demographic questions were answered, participants were asked to select their agreement to each of the 20 statements from the SFMS on a 5-point Likert scale (Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, and Strongly Disagree).

Statistical Analysis

Descriptive statistics (percentages, means, ranges, and standard deviations) were utilized to describe the demographic characteristics of the participants. Means and standard deviations were also utilized to compare variables influencing sport fan motives. T-tests were also conducted to determine significant differences in sport fan motives by gender and age.

Results

A total of 70 completed surveys were used for data analysis for a return rate of 58%. As shown in Table 1, the top five sports motivation factors for collegiate summer

baseball are 1). I enjoy summer collegiate baseball because of the entertainment value ($M = 4.43, SD = .56$), 2). I enjoy watching, reading, and/or discussing summer collegiate baseball ($M = 4.35, SD = .88$), 3). To me, summer collegiate baseball spectating is simply a form of recreation ($M = 4.13, SD = .52$), 4). I like to watch, read, and/or discuss summer collegiate baseball because doing so gives me an opportunity to be with my family ($M = 4.05, SD = .74$), 5). One of the main reasons that I watch, read, and/or discuss summer collegiate baseball is that doing so makes me feel good when my team wins ($M = 4.00, SD = .78$). Of these five motivational factors, the top three are directly related to entertainment.

Table 1. *Top 10 Sport Motivation Factors
Means and Standard Deviations of Sport Fan Motivation*

Motivations	M	SD
I enjoy summer collegiate baseball because of the entertainment value.	4.43	.56
I enjoy watching, reading, and/or discussing summer collegiate baseball simply because it is a good time.	4.35	.88
To me, summer collegiate baseball spectating is simply a form of recreation.	4.13	.52
I like to watch, read, and/or discuss summer collegiate baseball because doing so gives me an opportunity to be with my family.	4.05	.74
One of the main reasons that I watch, read, and/or discuss summer collegiate baseball is that doing so makes me feel good when my team wins.	4.00	.78
One of the main reasons that I watch, read, and/or discuss summer collegiate baseball is that I enjoy the beauty and grace of the sport.	3.91	.81
One of the main reasons that I watch, read, and/or discuss summer collegiate baseball is that I get pumped up when I am watching my favorite teams.	3.85	.80
I like to watch, read, and/or discuss summer collegiate baseball because doing so gives me an opportunity to be with my spouse or significant other.	3.83	.74
One of the main reasons that I watch, read, and/or discuss summer collegiate baseball is I am the kind of person who likes to be with other people.	3.48	1.01
I like the stimulation I get from watching summer collegiate baseball.	3.48	.85

As shown in Table 2, the bottom five sport motivation factors for summer collegiate baseball were 1) I enjoy watching summer collegiate baseball because it increases my self-esteem ($M = 2.5$, $SD = .88$), 2) To me, my favorite summer collegiate baseball team's successes are my successes and their losses are my losses ($M = 2.65$, $SD = .93$), 3) One of the main reasons that I watch, read, and/or discuss summer collegiate baseball because most of my friends are fans ($M = 2.89$, $SD = .96$), 4) One of the main reasons that I watch, read, and/or discuss summer collegiate baseball is that doing so gives me the opportunity to temporarily escape life's problems ($M = 3.07$, $SD = 1.08$), 5). One of the main reasons that I watch, read, and/or discuss summer collegiate baseball is for the artistic value ($M = 3.09$, $SD = .90$). Of these bottom five motivational factors, the bottom two are directly related to self-esteem.

Table 2. *Bottom 10 Sport Motivation Factors Means and Standard Deviations of Sport Fan Motivation*

Motivations	M	SD
I enjoy watching summer collegiate baseball games because to me the sport is a form of art.	3.31	1.06
One of the main reasons that I watch, read, and/or discuss summer collegiate baseball is that I enjoy being physiologically around by the competition.	3.28	.91
I enjoy watching summer collegiate baseball more when I am with a large group of people.	3.24	.96
To me, watching, reading, and/or discussing summer collegiate baseball is like daydreaming because it takes me away from life's hassles.	3.20	1.04
One of the main reasons that I watch, read, and/or discuss summer collegiate baseball is that doing so allows me to forget about my problems.	3.12	1.05
One of the main reasons that I watch, read, and/or discuss summer collegiate baseball is for the artistic value.	3.09	.90
One of the main reasons that I watch, read, and/or discuss summer collegiate baseball is that doing so gives me the opportunity to temporarily escape life's problems.	3.07	1.08
One of the main reasons that I watch, read, and/or discuss summer collegiate baseball is because most of my friends are fans.	2.89	.96
To me, my favorite summer collegiate baseball team's successes are my successes and their losses are my losses.	2.65	.93

I enjoy watching summer collegiate baseball because it increases my self-esteem.	2.45	.88
--	------	-----

Of the 20 Sport Fan Motivation factors, T-test results showed that there is a statistically significant difference between gender on one factor: To me, summer collegiate baseball spectating is simply a form of recreation. As shown in Table 3, the mean score of female fans (M=4.46, SD=0.49) was significantly higher than the mean score of male fans (M=3.97, SD=0.49); $t = -3.05$, $p < 0.05$.

**Table 3. Significant Gender Difference
t-test Results of Sport Fan Motivation**

	Male		Female		t
	M	SD	M	SD	
To me, summer collegiate baseball spectating is simply a form of recreation.	3.97	.49	4.36	.49	-3.05*

* $p < 0.05$.

Of the 20 Sport Fan Motivation factors, T-test results showed that there is a statistically significant difference between age on one factor: I like to watch, read, and/or discuss summer collegiate baseball because doing so gives me an opportunity to be with my family. As shown in Table 4, the mean score of under 45-year-old fans (M=4.64, SD=0.49) was significantly higher than the mean score of the over 45-year-old fans (M=3.74, SD=0.66); $t = 5.60$, $p < 0.05$.

**Table 4. Significant Age Difference
t-test Results of Sport Fan Motivation**

	Age: under 45		Age: over 45		t
	M	SD	M	SD	
I like to watch, read, and/or discuss summer collegiate baseball because doing so gives me an opportunity to be with my family.	4.64	.49	3.74	.66	5.60*

* $p < 0.05$.

Discussion and Conclusion

The results from this study indicate that the most important factor when spectating collegiate summer baseball is entertainment. Similar studies have also shown entertainment as the highest motivational factor when attending other sporting events (Graham 2003; Paul 2008; Howell et al., 2015). It may be considered that the importance of entertainment at sporting events has never been greater. Consumers now have the opportunity to spend their entertainment dollars at more places than ever before, so creating the desired atmosphere for fans at summer collegiate baseball games is vital.

The distinctive findings of this study present both insight and contrast to previous research. Interestingly, the findings from a previous study on Minor League Baseball found that being with family was the highest motivating factor for attending games compared to entertainment being the highest motivating factor in this study (Lachowetz, 2009). The findings indicated their target markets are families with parents between the ages of 20-40 with young children. The results suggested capitalizing on family-fun atmospheres, and family targeted prices. Since, "I like to watch, read, and/or discuss summer collegiate baseball because doing so gives me an opportunity to be with my family," was still a top-5 motivational factor for this study, it is important for sport marketers to be aware of the importance of families attending games. The findings from another study on sport fan motivation also presented insight and contrasting information. While the results from Ross & James (2004) also indicate entertainment as the highest motivating factor for attending baseball, their family variable fell to the third least important motivating factor for attending baseball games.

The results of this study reveal gender differences in sport fan motives. Female fans rated the entertainment motive: to me, summer collegiate baseball spectating is simply a form of recreation, higher than male fans, and it was the largest gender differentiated response. Previous research has suggested female fans may share a different sport attendance motive than the male fan such as the enjoyment of sport consumption with others (peers, family, friends) (Koch & Wann, 2016). The results from both of these studies suggest female fans place a greater emphasis on the entertainment and family aspects of attending sporting events.

After analyzing the results from the study, sport marketers should be aware of creating marketing plans based on a team's performances. Team win percentages have been shown to not have a significant effect on attendance for individual teams (Paul, 2008). Fans of minor league teams and summer collegiate teams do not appear to attend more games when they are successful or refrain from attending when they are unsuccessful. In this study, the second least important motivating factor when attending summer collegiate baseball was: To me, my favorite summer collegiate baseball team's successes are my successes and their losses are my losses.

The results from this study reveal that sport marketers may want to consider focusing a majority of their attention on the entertainment factors since the top three sport motivation factors were entertainment related: 1) I enjoy summer collegiate baseball because of the entertainment value; 2) I enjoy watching, reading, and/or discussing summer collegiate baseball; 3) to me, summer collegiate baseball spectating is simply a form of recreation.

There are countless opportunities to entertain fans at games through on field promotions, giveaways, fireworks, etc. Although fireworks and giveaways are costly promotions, the increase in paid attendance at these games may make the cost of the promotion worthwhile. The results from this study also reveal the importance of spending time with family at summer collegiate baseball games. Fans enjoy attending baseball games with people they share a common interest in or with family members. Sport marketers can also utilize these results to focus their promotions around family oriented entertainment or family discount nights to create a positive effect on attendance.

Limitations and Future Recommendations

A limitation of this study was that it only examined the fans of one team in the Northwoods League. Despite this limitation, this study provides some useful findings and recommendations for future investigations. The first recommendation is that more quantitative studies are needed to uncover motivational factors of other teams in the Northwoods League. Another limitation of this study was that there were only 70 respondents to the survey. With the limited number of season ticket holders in the Northwoods League, a fan motive study on non-season ticket holders could have generated more responses.

References

- About the nwl. (2017, October). Retrieved from <https://northwoodsleague.com/about-nwl/about/>
- Agas, K., Georgakarakou, C., Mylonakis, J., & Panagiotis, A. (2012). Traveling abroad internal and external motives toward different sports fan types. *International Journal of Business and Management*, 7(3), 111-126.
- Bernthal, M. J., & Graham, P. J. (2003). The effect of sport setting on fan attendance motivation: The case of minor league vs. collegiate baseball. *Journal of Sport Behavior*, 26(3), 223.
- Boyd, T. C., & Krehbiel, T. C. (2003). Promotion timing in major league baseball and the stacking effects of factors that increase game attractiveness. *Sport Marketing Quarterly*, 12, 173-183.
- Howell, S. M., Klenosky, D. B., & McEvoy, C. D. (2015). Weather, Timing, and Promotions in Minor League Baseball. *Journal of Applied Sport Management*, 7(2), 1-19.
- Koch, K. & Wann, D. (2016). Team identification and sport fandom: Gender differences in relationship-based and recognition-based perceived antecedents. *Journal of Sport Behavior*. 39, 278-300.
- Lachowetz, T. (2009). Savannah sand gnats: Macro strategies for using identity to increase attendance in minor league baseball. *Sport Marketing quarterly*.18, 222-227.

- Lee, D. (2009). Differences in motives and points of attachment by season ticket status: a case study of ACHA. *International Journal of Sport Management and Marketing*, 5, 132-150.
- Lee, S. (2002). A study of psychological, sociological, environmental motivation, and loyalty of major and minor league baseball fans. Thesis. Retrieved from ProQuest.
- McDonald, H., Karg, A. J., & Vocino, A. (2012). Measuring season ticket holder satisfaction: Rationale, scale development and longitudinal validation. *Sport Management Review*, 16, 41-53.
- McDonald, H., Karg, A. J., & Leckie, C. (2014). Predicting which season ticket holders will renew and which will not. *European Sport Management Quarterly*, 14(5), 503-520.
- McDonald, M., & Rascher, D. A. (2000). Does bat day make cents? The effect of promotions on the demand for major league baseball. *Journal of Sport Management*, 14, 8-27.
- Pan, D. W. (1997). Factors and differential demographic effects on purchases of season tickets for intercollegiate basketball games. *Journal of Sport Behavior*, 20(4), 447-464.
- Pan, D. W., & Baker, J. A. (2005). Factors, differential market effects, and marketing strategies in the renewal of season tickets for intercollegiate football games. *Journal of Sport Behavior*, 28(4), 351-377.
- Paul, R., Toma, M., & Weinbach, A. (2008). The minor league experience: What drives attendance at South Atlantic League baseball games? *The Coastal Business Journal*, 8(1), 70-84.

- Kunz, R. E., Elsasser, F., & Santomier, J. (2016). Sport-related branded entertainment: the red bull phenomenon. *Sport, Business and Management*, 6(5), 520-541.
- Robinson, M. J., Trail, G. T., Dick, R. J., & Gillentine, A. J. (2005). Fans vs. spectators: An analysis of those who attend intercollegiate football. *Sport Marketing Quarterly*, 14, 43-53.
- Reese, J. D., & Bennett, G. (2013). Satisfaction with the season ticket sales process. *Journal of Contemporary Athletics*, 7(2), 103-117.
- Sloan, L. R. (1989). The motives of sports fans. In J. H. Goldstein (Ed.), *Sports, games, and play: Social & psychological viewpoints* (2nd ed., pp. 175-240). Hillsdale, NJ: Lawrence Erlbaum Associates.
- Summer baseball grooms players for majors. (2017, October). Retrieved from <https://www.voanews.com/a/cape-cod-baseball-league-grooms-players-for-big-time/1456391.html>
- Veeck, B. (1962). *Veeck... as in wreck. The autobiography of Bill Veeck*. New York: G.P. Putnam' Sons.
- Wann, D. L. (1995). Preliminary validation of the sport fan motivation scale. *Journal of Sport and Social Issues*, 19(1), 337-396.
- Wann, D.L., Schrader, M.P., & Wilson, A.M. (1999). Sport fan motivation: Questionnaire validation, comparison by sport, and relationship to athletic motivation. *Journal of Sport Behavior*, 22(1). 114-139.

- Wasserberg, M. (2009). Understanding sports spectator's motives for attending live events: a study of darts fans in the UK. *Birkerbeck Sport Business Centre Research Paper Series*, 2(3), 2-79.
- Weed, A. (2015). *The effect of game-day promotions on increasing game attendance and fan engagement for major league baseball teams*. "Master's Thesis". Retrieved from ProQuest.
- Wiid, J. A., & Cant, M. C. (2015). Sport fan motivation: are you going to the game? *International Journal of Academic Research in Business and Social Sciences*. 5(1). 383-398.
- Wood, E. H. (2009). Evaluating event marketing: experience or outcome? *Journal of Promotion Management*. 15, 247-268.

APPENDIX A



Office of Research Assurance
and Sponsored Programs

Box 2201, SAD 200
SDSU
Brookings, SD 57007-1998
Phone: 605-688-5051
FAX: 605-688-5530

Dianne.Nagy@sdstate.edu

To: Susan Wallrich, Department of Health and Nutritional Science

Date: June 12, 2017

Project Title: Season Ticket Holder Retention in a Summer Collegiate Baseball League

Approval #: IRB-1706001-EXM

Thank you for bringing your project to the Human Subjects Committee. Your project is approved as exempt from the Common Rule because it fits the following category (from 45 CFR 46.101 (b)):

(2) Research involving the use of educational tests (cognitive, diagnostic, aptitude, achievement), survey procedures, interview procedures or observation of public behavior, unless:
(i) information obtained is recorded in such a manner that human subjects can be identified, directly or through identifiers linked to the subjects; and (ii) any disclosure of the human subjects' responses outside the research could reasonably place the subjects at risk of criminal or civil liability or be damaging to the subjects' financial standing, employability, or reputation.

If there are any unanticipated problems involving risks to subjects or others or changes in procedures during the study, please contact the SDSU Research Compliance Coordinator. At the end of the project please inform the committee that your project is complete.

If I can be of any assistance, don't hesitate to let me know.

Sincerely,

Dianne Nagy
Acting IRB Coordinator

APPENDIX B

Sport Fan Motivational Scale Survey

1. One of the main reasons that I watch, read, and/or discuss summer collegiate baseball is that doing so gives me the opportunity to temporarily escape life's problems.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

2. One of the main reasons that I watch, read, and/or discuss summer collegiate baseball is that I get pumped up when I am watching my favorite teams.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

3. One of the main reasons that I watch, read, and/or discuss summer collegiate baseball is for the artistic value.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

4. One of the main reasons that I watch, read, and/or discuss summer collegiate baseball is that I enjoy the beauty and grace of the sport.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

5. One of the main reasons that I watch, read, and/or discuss summer collegiate baseball is that I enjoy being physiologically aroused by the competition.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

6. One of the main reasons that I watch, read, and/or discuss summer collegiate baseball is that doing so makes me feel good when my team wins.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

7. One of the main reasons that I watch, read, and/or discuss summer collegiate baseball is that doing so allows me to forget about my problems.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

8. One of the main reasons that I watch, read, and/or discuss summer collegiate baseball is because most of my friends are fans.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

9. I enjoy watching summer collegiate baseball games because to me the sport is a form of art.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

10. To me, watching, reading, and/or discussing summer collegiate baseball is like daydreaming because it takes me away from life's hassles.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

11. One of the main reasons that I watch, read, and/or discuss summer collegiate baseball is I am the kind of person who likes to be with other people.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

12. I enjoy summer collegiate baseball because of the entertainment value.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

13. I enjoy watching summer collegiate baseball more when I am with a large group of people.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

14. I enjoy watching summer collegiate baseball because it increases my self-esteem.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

15. I like the stimulation I get from watching summer collegiate baseball.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

16. I enjoy watching, reading, and/or discussing summer collegiate baseball simply because it is a good time.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree

Strongly Agree

17. To me, summer collegiate baseball spectating is simply a form of recreation.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

18. To me, my favorite summer collegiate baseball team's successes are my successes and their losses are my losses.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

19. I like to watch, read, and/or discuss summer collegiate baseball because doing so gives me an opportunity to be with my spouse or significant other.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

20. I like to watch, read, and/or discuss summer collegiate baseball because doing so gives me an opportunity to be with my family.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree