Assessing the Marketing of Central Coast Summer Collegiate Baseball Teams and the Relation to Fan Attendance

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Alex Biller

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ABSTRACT

ASSESSING THE MARKETING OF CENTRAL COAST SUMMER COLLEGIATE BASEBALL TEAMS AND THE RELATION TO FAN ATTENDANCE

ALEX BILLER

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The purpose of this study was to assess the marketing of selected Central Coast summer collegiate baseball teams and their relation to fan attendance. Sport marketing plays a vital role in industry because of the quantity of resources that are allocated to it. Sport spectator psychology was investigated to determine spectator attendance trends. Trends in sport marketing were examined to determine the current state of the industry. The data were collected from the Santa Barbara Foresters, San Luis Obispo Blues, and San Luis Obispo Rattlers. Each of the team's general managers were interviewed, and self-administered questionnaires were distributed to spectators at the teams' home games. The findings showed that each of the teams appeared to have a fairly equal distribution of male and female spectators and a good mix of younger and older spectators. Spectators participating in this study indicated that a family friendly atmosphere was the most important aspect to them when determining if they would like to attend a game, and the financial focus (i.e., for-profit versus non-profit) of the organization did not appear to dramatically affect fan attendance.

<u>Keywords:</u> sport marketing, spectators, attendance, collegiate baseball, sport psychology, advertising

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Chapter 1

INTRODUCTION AND REVIEW OF LITERATURE

Background of the Study

The commercialization of sport took off with the 1984 Los Angeles Olympic Games. Shannon (1999) stated that these games were "the first Olympics which depended entirely on private money, primarily major sponsorships, and not on public money" (para. 8). Since these Olympic Games, marketing in all sectors of professional sports has become much more commercialized. Today, professional sports teams have numerous corporate sponsors and large television and radio contracts that make money and promote the teams.

Sports are a vital industry in the United States. Plunkett (2008) stated, "Spectator sport is a major part of the sport industry worth \$28 billion and it is estimated that U.S. consumers spend almost \$17.1 billion dollars a year on tickets to sporting events" (p. 7). Since sports rely so heavily on spectators, it is important to understand why spectators act and behave the way they do and to continue appealing to them.

There are many different types of sport marketing that are utilized today to appeal to different types of spectators. Knowing which form or combination of forms of sport marketing to use is extremely important in appealing to the desired spectators. One of the newer forms of sport marketing that is growing in popularity is internet marketing.

Internet marketing can include: utilizing the team's website(s), advertising for the team on websites relevant to the team or sponsor's websites and/or those websites appealing to the fan base, and being active through social networking websites. Social networking

websites such as Facebook, Myspace, and Twitter, are aimed at the technology savvy sport fan and attempt to create a more inclusive sport experience. Other common forms of sport marketing are television and radio ads. These types of sport marketing strategies are aimed at reaching a larger number of sports fans through a more convenient form of advertising. Sport marketing can also be done directly to people. This approach is the most personable but also is very limiting in the number of people who can be reached at one time. Each different form of advertising has its costs and benefits. It is important for sports organizations to utilize many forms of marketing to appeal to and reach the greatest number of sports fans.

The researcher assessed selected Central Coast summer collegiate baseball teams' forms of sport marketing. The research looked at the forms of advertising that each of the three (San Luis Obispo Rattlers, San Luis Obispo Blues and Santa Barbara Forresters) teams utilize and then analyzed the success of these forms of advertising. This assessment was intended to help the summer collegiate baseball teams determine the effectiveness of their advertising and to determine which aspects were most important to fans.

Review of Literature

The literature review was conducted primarily through resources at California Polytechnic State University, San Luis Obispo's Robert E. Kennedy Library. Articles were retrieved using a number of databases, including: SPORTdiscus, Hospitality & Tourism Complete, Academic Search Elite and Google Scholar. The literature review is organized into two topics, the psychology of sport spectators and sport marketing. The

psychology of sport spectator section examines the motivation of sport spectators and their identity in relation to sports. The sport marketing section looks at the importance of sport marketing, the future of sport marketing, and current marketing principles in minor league baseball.

Psychology of sport spectators. Without spectators sports would not have the same success that they have experienced to this point. Estimates show that spectators purchase nearly \$17.1 billion worth of tickets to sporting events annually in the United States (Plunkett, 2008, p.7). Since sports rely so heavily on spectators, it is important to try and understand why they behave the way they do. Two components of this are spectator motives and how spectators identify themselves.

Two of the most common motives of sport spectators are fan and leisure motivation (Snelgrove, Taks, Chalip, & Green, 2008). Fan motivation changes based on the identification of the spectator to the team or sport, while leisure motivation depends more on the leisure preferences of the spectator and their other leisure options. Spectator motives in both cases are also influenced by past experiences and the people they are with. Wann (1995) identified eight motives for sport fan motivation, which include "eustress, self-esteem enhancement, escape, entertainment, economic motivation, aesthetic value, group affiliation/need for belongingness, and desire for family socialization" (p. 377).

Crawford and Godbey (1987) suggested three leisure constraints that limit sport spectators attendance at games. These constraints include intrapersonal, interpersonal and structural constraints. Intrapersonal constraints are based on spectators' mental states and include prior experiences with leisure activities, availability of other leisurely

activities and stress level (p. 119). Crawford and Godbey determined interpersonal constraints as those involving relationships with others, such as not having someone to attend the game with. The final constraint they identified was structural, which involves environmental or physical barriers to spectator attendance to games, such as available finances or weather. Yu Kyoum and Trail (2010) identified four constraints that influenced spectator attendance in their study (p. 196). Those constraints were lack of knowledge, lack of success, lack of someone to attend with and no interest from others. All of these constraints can affect how many spectators attend a sporting event and why each spectator may attend the event.

Bernthal and Graham (2003) developed a study to determine the variance of fan's motivation to attend different events of the same sport (p. 224). Their study compared a Single A minor league baseball team and a NCAA Division I collegiate baseball team. They chose these levels because the teams in the study were from the same city and market, were close to the same in expected quality and skill of the games and had different levels available to study (p. 227). Bernthal and Graham determined that minor league fans were motivated by the in-game entertainment, promotions, price/value, and community aspects of the games. Collegiate fans were more motivated by the community aspect and the game itself. When marketing for sports teams it is very important to know what motivates the spectators in attending each of the different levels so that you can adjust the marketing plan to appeal to the most likely spectators.

Fans often identify themselves with a particular team, sometimes tying their emotions to the outcome of a game. These fans may experience Cutting-Off-Reflected-Failure (CORFing) or Basking-In-Reflected-Glory (BIRGing) based on the team's

success or failure (Campbell, Aiken & Kent, 2004). CORFing refers to fans that no longer identify with a team they once did because that team is losing. BIRGing happens when fans that identify with a team become happy or "show-off" when the team they identify themselves with wins or has success. Campbell et al. also identified two new forms of spectator identification to go along with BIRGing and CORFing. These identifications are Basking-In-spite-of-Reflected-Failure (BIRFing) and Cutting-Off-Reflected-Success (COFSing). Spectators that participate in BIRFing tend to be seen as "loyalists" or "die-hard fans." Campbell et al. believe that BIRFing occurs because spectators need a sense of camaraderie or individualism. They theorize that spectators that participate in BIRFing may have a stronger sense of bonding socially with other fans. COFSing tends to happen when fans want to be associated with the same team but from a different time period. This is usually because of management changes or feeling a need to root for the underdog (rooting for them when they were bad). Knowing spectators' feelings on BIRFing, COFSing, BIRGing and CORFing is important because organizations can have marketing plans tailored to gain more fans or prevent from losing fans.

Cialdini, Borden, Thorne, Walker, and Freeman (1976) reported instances of BIRGing and CORFing at the University level following football games. The study showed that after the school's team won, students were much more likely to wear the University's apparel than after a loss. The study also showed that in instances of the team's winning students referred to themselves as part of the team, saying "we won" but after losses, "they lost" was much more likely (pp. 367-368). Understanding spectator

motives and behavior can help determine the best means to market to the population or to interact with the spectators.

Snelgrove, Taks, Chalip & Green (2008) identified two common measurements of spectator sport identification. Their identification is looked at through self-identification and social-identification. Identification with a sport or a team is tied in with spectator motives and satisfaction. It is often hard to quantify but can be helpful in looking into spectator's motives and behaviors. Due to this, many sport teams try to improve the way that fans identify with their team. Lavarie & Arnett (2000) define salient identities as those "that are an important part of who we are and ones we display routinely" (p. 228). Teams try to make fan's identity more salient, likely to result in increased attendance and more loyalty to the team. A more salient fan identity is also more likely to increase the satisfaction of the spectators and as Hawkins, Best, and Coney (1997) state "maintaining current customers is often less expensive than gaining new ones" (as cited in Lavarie and Arnett, 2000 p. 232). Sports marketers need to help fans develop a more salient fan identity in order to keep fans satisfied and keep customers coming back for more.

Sport marketing. One event that is often pinpointed as a major event in the history of sport marketing in the U.S. was the 1984 Los Angeles Olympic Games. While these Olympics were a significant event, sport marketing's roots can be traced long before this. Ukman (1984) stated that sport marketing can be traced back to the early Roman gladiator games that were sponsored by Roman patriarchs (p. 21). Marketing in sports since these events has become much more commercialized. Today, professional sports teams have numerous corporate sponsors and large television and radio contracts that generate revenue and promote the teams.

Sport marketing is important because it helps sport organizations expand the product or service that they can offer and to whom they can offer it. By being able to appeal to a larger fan base, there are more sources that money can be drawn from and this is extremely important in today's tough economic times. In an interview with several prominent sport's marketing professionals, Kurt Schwartzkopf (Chief Marketing Officer, Denver Nuggets & Colorado Avalanche), stated that "people have to do business with people/products that they like and trust, and this doesn't change because there is a recession" (Kadlecek, 2010, para. 21). Schwartzkopf highlights the importance of marketing as a means to promote the quality and trustworthiness of the sporting organizations. During times of recession, it is especially important to market the product in order to keep fan commitment and continue to succeed in tough economic times.

Knowing the target demographic for a sporting event is also important.

Understanding a target population will affect the types and forms of marketing to maximize effectiveness. Schlossberg (1992) stated that the men's professional tennis tour is sponsored by Volvo because the supporters of the tour fit very well with the car company's desired target market (p. 120). Schlossberg continued by stating that Volvo found that it generates seven times as much value per dollar spent on sport sponsorships than their original marketing investment. Since Volvo and the men's professional tennis league know their targeted demographics, they were able to both build a successful relationship with both their demographics and with one another. Schlossberg later stated:

...what fans want is simple—something back from the athletes of teams they diligently follow. The corporate sponsors who take advantage of those opportunities to get their names, services and products out in front of the fans are

the ones who are more effectively breaking through the clutter in today's advertising. (p. 121)

Sport organizations and their sponsors, need to know their target demographic and what the demographic wants. If they are able to do that and do it effectively then they will see success in their sport marketing.

Sport marketing has come a long way from its infancy, but it will continue growing and changing. Based on Kadlecek's previously mentioned interviews with prominent sport marketing professionals, the general consensus is that marketing will continue to be driven by technology (Kadlecek, 2010). One of these professionals, Nancy Hill (President & CEO, American Association of Advertising Agencies), believes that the future of sport marketing is utilizing the Internet, more specifically social networking websites. She said:

As cliché as it sounds, social media is the future. Sports fans have an emotional connection to their teams and how successful they are. Fans want to feel as close as possible to the action; why not create an online community for them.

(Kadeleck, para. 8)

Fans often have a strong commitment to teams, and this trend is likely to continue. It is important for sporting organizations to keep up with this trend by utilizing the future of marketing and right now, that future appears to be social networking.

Major league baseball is structured in a way that allows the professional baseball teams to compile a system of minor league teams. These minor league teams utilize players drafted and signed by their professional team affiliate to fill their teams' rosters. The minor league teams develop these players to prepare them to play for the

professional teams. Minor league baseball teams are not owned by the same people as their professional baseball team affiliates; because of this, minor league baseball developed its own marketing strategy to continue their success and further their profit without the giant corporate sponsors of the professional affiliates. Williams (2001) cites the success of minor league baseball: the new state-of-the-art stadiums, the nearly \$30 million in merchandise sales, increased organization worth and the fact that from 1981-2000, minor league attendance rates grew from the previous year 16 times (p. 21). Why has minor league baseball seen so much success? Jubenville, Gross, and Ledford (2004) stated that minor league baseball has successfully navigated the challenges stemming from changing media and marketing by "offering fans unparalleled accessibility, adoptability, affordability and individuality" (para. 1). Jubenville et al. later identified minor league baseball's seven marketing principles: (1) molding the mission, (2) implementing grassroots MIS (management information systems), (3) making fans from citizens, (4) entertaining the customer, (5) taking the game home, (6) linking ownership and loyalty and, (7) improving the quality of life (pp. 55-57).

A major factor in the success of these minor league teams is the team's ability to successfully integrate into the community. Minor league teams often offer their package as entertainment rather than as a game (Jubenville et al., 2004). Jubenville et al. identify the fan friendly stadiums, the events that the minor league teams participate in, and the minor league teams focus on "customer-centered outcomes" rather than just playing games, as evidence of the entertainment packaging. Due to this, Minor league baseball's fan base is not made up entirely of baseball fans but often includes families and members of the community seeking entertainment. Stein (personal communication, cited in

Jubenville, Gross, and Ledford, 2004) found that minor league baseball spectators were interested in returning to another game, even if they did not know the winner of the game they attended. These results showcase the fact that attendance at games is not necessarily based on the result of the game but rather the attendees having fun and being entertained. Delpy (1999) stated, "The purpose of including entertainment in sports is to attract more people and sponsors to sports events and to keep ahead of market demand" (p. 8). It is up to the sport organizations to provide this entertainment and opportunities for sponsors and fans when they want it.

Summary. The review of literature covered two topic areas: psychology of sport spectators and sport marketing. Spectator psychology can be broken down into two categories: spectator motivation and spectator identities. Collegiate baseball fans seem more motivated by the community and the game while minor league baseball fans prefer promotions and in-game entertainment. Fans may tie their emotions into teams in which they identify with and as a result could change their identification level based on the happenings of the team by BIRGing, BIRFing, COSFing and CORFing. Sport marketing has become increasingly more commercialized since its orgins. The future of sport management appears to be technology. Sport marketing should follow the successful structure of minor league baseball and create more of a sense of community in order to gain returning, loyal fans.

Purpose of the Study

The purpose of this study was to assess the marketing of selected Central Coast summer collegiate baseball teams and its relation to spectator attendance.

Research Questions

This study attempted to answer the following research questions:

- 1. Are spectator decisions to attend a game being affected by the team's organizational status?
- 2. Is there a relationship between the types of marketing and attendance at the team's games?
- 3. What aspects of the games are most important to all spectators when deciding to attend?
- 4. Which aspects are most important to returning spectators?
- 5. Does age or gender play a role in the amount of games attended?

Delimitations

The study was delimited to the following parameters:

- 1. Information on marketing strategies and attendance rates was gathered from the spectators at selected Central Coast summer collegiate baseball games.
- 2. Marketing strategies, fan attendance rates, and opinions of fans in attendance at the team's home games were analyzed.

- 3. The data were collected in San Luis Obispo and Santa Barbara during the summer of 2010.
- 4. Information for this study was gathered using self-administered questionnaires and person-to-person interviews.

Limitations

This study was limited by the following factors:

- 1. The instrument used in this study was not tested for validity or reliability.
- 2. The sample may not have been representative due to self selection bias.
- 3. Respondents may not have been truthful in answering questions and may have responded in a manner they deemed socially acceptable.

Assumptions

This study was based on the following assumptions:

- 1. Respondents would respond honestly and to the best of their knowledge.
- 2. Respondents were not too intoxicated to answer correctly or appropriately.

Definition of Terms

The following terms are defined as used in this study:

BIRFing. Basking-In-spite-of-Reflected-Failure occurs when a "fan remains loyal to the team (as a branded product) regardless of team failures" (Campbell et al., 2004)

<u>BIRGing</u>. Basking-In-Reflected-Glory occurs when the "psychological nature of fanship and the premise of vicarious achievement" or feeling success when the team wins (Campbell et al.)

<u>Constraint</u>. "factors that impede or inhibit an individual from attending a sporting event" (Yu Kyoum & Trail, 2010)

<u>CORFing</u>. Cutting-Off-Reflected-Failure occurs when "the team is unsuccessful and fan associations are correspondingly negative" (Campbell et al.)

<u>CORSing</u>. Cutting-Off-Reflected-Success occurs when a "team might have a winning record, a fan may dissociate themselves from the team" (Campbell et al.)

Sport Marketing. "the specific application of marketing principles and processes to sport products (e.g., teams, leagues, events, etc.) and the marketing of non-sports products (e.g., cigarettes, beer, long-distance phone service, etc.) through associations with sports" ("What is sport marketing?", n.d.)

Sport Spectator. someone who attends in person and/or watches sporting events on media devices

Chapter 2

METHODS AND PROCEDURES

The purpose of this study was to assess the marketing practices of selected

Central Coast summer collegiate baseball teams and its relation to spectator attendance.

This chapter includes the following sections: description of subjects, description of instrument, description of procedures, and method of data analysis.

Description of Subjects

The data were collected from attendees at selected Central Coast summer collegiate baseball teams' home games. The teams chosen for the study were: San Luis Obispo Rattlers, San Luis Obispo Blues, and Santa Barbara Foresters. The selection of these three Central Coast summer collegiate baseball teams was based on convenience and how well the teams fit criteria for the study. The criteria for selection in the study included: a large county size (over 250,000) where they played their home games, teams had to be in the California Collegiate League (CCL), two teams had to be from the same location (San Luis Obispo), and two teams had to be non-profit (Santa Barbara Foresters and San Luis Obispo Rattlers).

Interviews were conducted with general managers of the selected Central Coast summer collegiate baseball teams. The general managers interviewed were males between the ages of 40 and 60 and were residents of the Central Coast (Santa Barbara and San Luis Obispo counties). There were a total of three general managers interviewed, one from each of the selected summer collegiate baseball teams.

The subjects who completed the questionnaires were attendees above the age of 18. The goal of the researcher was to obtain completed questionnaires from at least 30 attendees per game that the questionnaires were administered. These subjects were chosen based on voluntary sampling and games chosen using convenience sampling.

Description of Instrument

The interviews with the general managers (GM) of the baseball teams were conducted using a five question interview designed by the researcher. The researcher read the five questions to the general managers and then the researcher recorded their answers on the interview sheets. The interview was developed to supplement the findings from the spectator questionnaires and to help answer the research questions. The questions related to the teams' marketing types, the focus of their marketing, the entertainment offered inside the stadium, the attendance rates, and their target market.

The questionnaire distributed to spectators at the selected Central Coast summer collegiate baseball teams' games was updated and changed to fit the study from a previous questionnaire developed by the researcher for another class study. The questionnaire consisted of six questions and utilized a variety of different question types. Closed ended questions were used for demographic questions, a question about the teams' organizational status, and a question about the spectators attendance rates. Partially open-ended questions were utilized for the question about the types of marketing, and a rating scale was used to determine the importance of different entertainment aspects to the spectators' attendance. The questionnaires administered were the same for each of the teams except they featured the home team's logo (team that

was playing their home game the day that questionnaire was administered). The teams from San Luis Obispo (Rattlers and Blues) had the same options for how the spectators heard about the game, while the Foresters spectators did not have the Farmer's Market option. The teams that were non-profit, the Rattlers' and the Foresters' questionnaires, also differed from the Blues' questionnaire because they read "non-profit" while "for profit" was included for the Blues' attendees' questionnaires.

Both the interview questions and the spectator questionnaires were reviewed and approved by Cal Poly's Human Subject Committee. The instruments are included in the Appendixes section (see Appendix A for the interview questions, Appendix B for the Rattlers questionnaire, Appendix C for the Blues questionnaire, and Appendix D for the Foresters questionnaire).

The interview and questionnaires both featured a different informed consent cover letter specific to that instrument. These informed consent letters were submitted to and approved by Cal Poly's Human Subject Committee with the instruments. These two informed consent letters are included as Appendixes as well (see Appendix E for the interview informed consent letter and Appendix F for the questionnaire informed consent letter).

<u>Description of Procedures</u>

After the teams were chosen the general manager of each team was contacted to request approval to administer questionnaires at their respective team's home games and to set up an interview. The general managers were given and signed an informed consent letter prior to the beginning of interviews. The interview questions were read to the

general managers by the researcher who also recorded their answers on the same paper as the questions. The interviews were conducted one hour prior to a home game for each team on the following dates: Friday, June 25th at 4:05pm with the Santa Barbara Foresters, Friday, July 2nd at 5:05pm with the San Luis Obispo Blues, and Friday, July 16th at 5:05pm with the San Luis Obispo Rattlers. The interviews followed the attached interview questionnaires and the informed consent letter followed the attached version as well.

The researcher administered the spectator questionnaire at a table set up next to the entrance at each stadium on the selected day of that team's home game. The researcher was there for one hour, 30 minutes before the start time until 30 minutes after the start time of the game. When the attendees entered the stadium they were asked to take a quick two minute questionnaire and if they said yes, they were offered the informed consent letter and given the questionnaire with a pen. The completed questionnaires were then put into a manila envelope by the individuals that chose to participate in the study. Only attendees ages 18 and over were asked to participate. The questionnaires were administered on three different days, one at each teams' home games. The Foresters' attendees were given the questionnaire on Friday, June 25th from 4:30pm until 5:30pm; the Blues' on Friday, July 2nd from 5:30pm until 6:30pm; and the Rattlers' on Friday, July 16th from 5:30pm until 6:30pm. The questionnaires were administered the same way for all the teams' attendees.

Method of Data Analysis

The questionnaire results were entered into a Microsoft Excel spreadsheet and the results were analyzed to answer the research questions. The first research question looked at the teams' organizational status (i.e., profit or non-profit) and whether that affected fan attendance. The questionnaire helped to answer this question by asking if the teams' organizational status affected the spectators' attendance and the GMs gave the researcher the average attendance rates during the interviews. The frequencies and percentages were tabulated and compared to the average attendance for each team in an attempt to show how the team's organizational status affected the fan's motivation to attend. Another research question looked at the relationship between marketing types and attendance rates. The effective marketing types for the samples of spectators were gathered from the questionnaires, from the question asking how the spectators heard about the game. Frequencies and percentages were calculated for the marketing types and compared against the average attendance figures, to show the most effective ways that spectators found out about the game compared to the amount that showed up to that game.

The next research question looked at the most important aspects to the team's spectators. The questionnaire utilized a rating scale to look at several different aspects involved in the team's games. The means and standard deviations were established for each aspect to determine which aspects were most important to the spectators. The following research question looked at the importance of the same aspects and their relation to returning attendees. The returning attendees were determined based on their answers to the amount of games attended portion of the spectators' questionnaires. The

means and standard deviations of each aspect were calculated and then the correlation coefficient was determined to see if the correlation was significant at the alpha .05 level. This test was run to see if returning spectators had certain aspects that were most important to them that keep them coming back. The final research question tried to determine if there was a correlation between gender or age and returning customers. The demographic questions on the questionnaires were utilized to determine these demographic characteristics about the spectators. The frequencies and percentages for these questions were calculated to determine if certain demographic groups were more likely to return for more games.

Chapter 3

PRESENTATION OF THE RESULTS

The purpose of this study was to assess the marketing of selected Central Coast summer collegiate baseball teams and its relation to spectator attendance. This study consisted of an interview with the general managers and a self-administered questionnaire distributed to spectators at one home game for each of the following teams: Santa Barbara Foresters, San Luis Obispo Blues, and San Luis Obispo Rattlers. A total of 128 surveys were completed at the three games. Thirty-four (26.56%) spectators completed the survey at the Foresters' game, 48 (37.50%) at the Blues' game, and 46 (35.94%) at the Rattlers' game.

Subject Demographics

Limited demographic data (i.e., age and gender) were collected from participants. Of the 128 spectators surveyed, 67 were male (52.34%) and 61 were female (47.66%). The age groups of participants consisted of the following: ages 18 to 23 (n = 17, 13.28%), ages 24 to 30 (n = 6, 4.69%), ages 31 to 40 (n = 22, 17.19%), ages 41 to 50 (n = 32, 25%), ages 51 to 60 (n = 32, 25%), and age 61 or older (n = 19, 14.84%).

General Manager Interview Results

Each general manager of the three teams in the study was interviewed. The results that follow are summaries of the information provided by these general managers. It

should be noted that the average attendance reported by the general managers are estimates and not official attendance totals.

The general manager of the Santa Barbara Foresters indicated that the team utilizes the Internet, printed materials, discounted rates for seniors and kids, the radio, and television for the teams' marketing. The focus of the teams' marketing centers around the family friendly atmosphere, supporting local organizations and sponsors, the teams' status as a non-profit and the teams' recent success. The average attendance for the Foresters home games is 250, and their target attendance is 400. The target demographic is families with children and the in-game entertainment they offer to fans includes: concessions, children's games (hula hoop, water proof, etc.), a chipping contest for an adult, giveaways, a 50/50 raffle, promotional nights (ladies night- women free), merchandise and a beer batter (player from other team, that if struck out, the adults earn a free beer).

The San Luis Obispo Blues general manager indicated that the team uses the following marketing strategies: a banner downtown, a booth at the Farmer's Market, television, internet, radio, discounted attendance rates for children, signs, phone calls to Chamber businesses, partnerships with groups (groups sell tickets to a Blues game and get to keep \$2 of the profit), and talks from the general manager to other non-profit groups. The team's promotional schedule posters for this year focused on the history of the team, but the marketing also promotes the family/entertainment that is offered at the games and the support of local organizations and sponsors. The Blues average 200 people for most home games but 1500-2000 on firework nights, but they would like to fill up all 936 seats nightly. The teams' target demographics include other non-profits,

locals, college students and families. The in-game entertainment offered by the team includes: concessions, giveaways, raffles, kids games, a bounce house, merchandise and fireworks three times per season.

The San Luis Obispo Rattlers general manager stated that the team's marketing consists of a booth at the Farmer's Market, signage, promotional nights, free attendance for kids, the Internet (largely social networking), and word of mouth. The marketing focus is on the family friendly atmosphere, supporting local organizations and sponsors, and the organization's status as a non-profit. The Rattlers average 250 people per game and would like to average 500. The team's target demographic is families with children. The entertainment offered during the game includes: concessions, kids games, raffles, giveaways, merchandise, a bounce house, and "great baseball."

Organizational Status and Spectator Attendance

The interviews with the General Managers identified the organizational status of the teams as either for-profit or non-profit. The effect of the organizational status was determined from a question on the surveys distributed to the spectators at the teams' home games. The results indicated that none of the for-profit Blues' spectators were affected by the organizational status of the team. Only six of the spectators of the non-profit Foresters and five of the non-profit Rattlers' spectators indicated that they were affected by the teams' organizational status in deciding whether or not to attend games.

Marketing and Spectator Attendance

The interviews with the general managers indicated the types of marketing the teams used, and the surveys distributed showed the marketing that informed the spectators of the teams' games. The Foresters' spectators indicated that the majority heard about the game through word of mouth and the Internet. For a complete presentation of the results, see Table 1 below.

Table 1 Foresters' Spectators Informed About Game, According to Frequency & Percentage

Heard About Game	f	%
Word of Mouth	16	47.06
Internet	9	26.47
Signage	0	0.00
Television	0	0.00
Radio	1	2.94
Farmer's Market	0	0.00
Host Family	2	5.88
Newspaper	3	8.82
Player	6	17.65

Note. Due to spectators indicating more than one form of marketing, percentages may be more than 100%

The survey distributed to the Blues' spectators indicated a similar result, that the majority of the spectators were informed of the game by word of mouth, but the second highest form of marketing was through the newspaper as indicated in Table 2.

Table 2

Blues' Spectators Informed About Game, According to Frequency & Percentage

Heard About Game	f	%
Word of Mouth	35	72.92
Internet	4	8.33
Signage	2	4.17
Television	3	6.25
Radio	4	8.33
Farmer's Market	1	2.08
Host Family	0	0.00
Newspaper	7	14.58
Player	1	2.08

Note. Due to spectators indicating more than one form of marketing, percentages may be more than 100%

The Rattlers' spectators also indicated that most of them heard about the game through word of mouth and second was through the Internet, like the Foresters. The Rattlers' also had a large amount of spectators that heard about the game through players, which was different from the other teams. These full results can be seen in Table 3.

Table 3
Rattlers' Spectators Informed About Game, According to Frequency & Percentage

Heard About Game	F	%
Word of Mouth	20	43.48
Internet	14	30.43
Signage	2	4.35
Television	0	0.00
Radio	0	0.00
Farmer's Market	2	4.35
Host Family	0	0.00
Newspaper	4	8.70
Player	10	21.74

Note. Due to spectators indicating more than one form of marketing, percentages may be more than 100%

Aspects Important to Spectators' Attendance

Spectators were asked to rate the importance of certain aspects of the baseball game experience. The results indicated that the Foresters' spectators found a family friendly atmosphere the most important when choosing to attend, and they indicated that games, giveaways, & entertainment were the least important aspect of their attendance. For a complete presentation of the results, see Table 4 below.

Table 2 <u>Importance of Aspects to Foresters' Spectators According to Mean & Standard Deviation</u>

Event Elements	Mean	SD
Quality of play	3.74	1.05
Family friendly atmosphere	4.24	0.92
History of team	3.24	1.42
Cost	3.35	1.25
Games, giveaways & entertainment	2.53	1.44
Social aspects	3.38	1.28

The Blues' spectators also indicated that the family friendly atmosphere was the most important aspect in determining their attendance, and the history of the team was the least important aspect for their attendance (See Table 5).

Table 5
<u>Importance of Aspects to Blues' Spectators According to Mean & Standard Deviation</u>

Event Elements	Mean	SD
Quality of play	3.1	1.19
Family friendly atmosphere	4.4	0.89
History of team	2.52	1.3
Cost	3.46	1.15
Games, giveaways & entertainment	3.13	1.07
Social aspects	3.73	0.94

As shown in Table 6, the Rattlers' spectators also indicated that a family friendly atmosphere was the most important aspect in their attendance and that the games, giveaways, & entertainment were the least important factor. The Rattlers' spectators also indicated, unlike the other teams, there were two other factors that were less than moderately important to them, which were history of the team and cost.

Table 6
<u>Importance of Aspects to Rattlers' Spectators According to Mean & Standard Deviation</u>

Event Elements	Mean	SD
Quality of play	3.22	1.23
Family friendly atmosphere	4.07	1.08
History of team	2.52	1.49
Cost	2.78	1.19
Games, giveaways & entertainment	2.46	1.24
Social aspects	3.48	1.33

After determining returning spectators (attendants to three or more games), the researcher took the previously determined important aspects for only these returning spectators. All the organizations saw similar importance numbers for the returning spectators when compared to all spectators. All of the organizations did see an increased importance rating for family friendly atmosphere when only the returning spectators were examined.

Attendance Rate According to Age and Gender

Spectators were asked to estimate the amount of games they will attend, and these data were cross tabulated with age and gender to determine whether a certain demographic was more likely to attend more or less games. The Foresters' spectators had a fairly even split of males to females. Of the females surveyed, they were more likely

than their male counterparts to return for the highest category of 7+ games. These results can be seen in Table 7.

Table 3
<u>Foresters' Spectators by Gender & Games Attended According to Frequency & Percentage</u>

		Ge	ender	
		Male		Female
Games Attended	f	%	f	%
1-2	4	21.05	1	6.67
3-4	6	31.58	4	26.67
5-6	3	15.79	0	0.00
7+	6	31.58	9	60.00
Unsure	0	0.00	1	6.67
Total	19	100.00	15	100.00

The Foresters' spectators were spread across most of the age groups, with the exception being only one spectator in the 24-30 age group. The 18-23 age group indicated the highest likelihood to attend 7 or more games (See Table 8).

Table 8
<u>Foresters' Spectators by Age & Games Attended According to Frequency & Percentage</u>

	Age											
	18-23 24-30 31-40 41-50 51-60 61+									61+		
Games												
Attended	f	%	f	%	f	%	f	%	f	%	f	%
1-2	1	14.29	0	0.00	0	0.00	1	16.67	1	16.67	2	22.22
3-4	1	14.29	0	0.00	3	60.00	1	16.67	3	50.00	2	22.22
5-6	0	0.00	1	100.00	0	0.00	0	0.00	0	0.00	2	22.22
7+	5	71.43	0	0.00	2	40.00	4	66.67	1	16.67	3	33.33
Unsure	0	0.00	0	0.00	0	0.00	0	0.00	1	16.67	0	0.00
Total	7	100.00	1	100.00	5	100.00	6	100.00	6	100.00	9	100.00

The Blues attendees were also evenly split between males and females, but females indicated more of a likelihood to attend two games or less than their male counterparts.

These results can be seen in Table 9.

Table 9
Blues' Spectators by Gender & Games Attended According to Frequency & Percentage

	Gender			
	Male		Female	
Games Attended	f	%	f	%
1-2	5	22.73	13	50.00
3-4	11	50.00	5	19.23
5-6	5	22.73	1	3.85
7+	1	4.55	5	19.23
Unsure	0	0.00	2	7.69
Total	22	100.00	26	100.00

The Blues' spectators were more of a middle-aged group with the vast majority of those surveyed being between 31 and 60 years of age. The 51-60 age group indicated a likelihood to attend 3-4 games, whereas the 31-40 age group were most likely to attend 2 games or less. These results can be seen in Table 10.

Table 10
Blues' Spectators by Age & Games Attended According to Frequency & Percentage

	Age											
		18-23		24-30	3	31-40	4	1-50	5	51-60		61+
Games												
Attended	f	%	f	%	f	%	f	%	f	%	f	%
1-2	0	0.00	1	50.00	6	54.55	7	38.89	2	18.18	2	40.00
3-4	1	100.00	1	50.00	0	0.00	5	27.78	7	63.64	2	40.00
5-6	0	0.00	0	0.00	2	18.18	3	16.67	1	9.09	0	0.00
7+	0	0.00	0	0.00	2	18.18	3	16.67	0	0.00	1	20.00
Unsure	0	0.00	0	0.00	1	9.09	0	0.00	1	9.09	0	0.00
Total	1	100.00	2	100.00	11	100.00	18	100.00	11	100.00	5	100.00

The Rattlers' returning spectators were also evenly split between male and females. Both genders appeared likely to attend multiple games, with a nearly identical likelihood breakdown across the various attendance categories (See Table 11).

Table 41
Rattlers' Spectators by Gender & Games Attended According to Frequency & Percentage

	Gender					
		Male		Female		
Games Attended	f	%	f	%		
1-2	4	15.38	3	15.00		
3-4	4	15.38	4	20.00		
5-6	5	19.23	3	15.00		
7+	9	34.62	9	45.00		
Unsure	4	15.38	1	5.00		
Total	26	100.00	20	100.00		

The Rattlers' spectators that were surveyed were spread out in age groups with a higher percentage of those surveyed being in the youngest group (18-23) when compared to the Foresters or Blues. The highest percentage of spectators self reported as between the ages of 41 and 60. All of the age groups indicated likelihood to attend more than two games. These results are presented in Table 12.

Table 12

Rattlers' Spectators by Age & Games Attended According to Frequency & Percentage

		Age										
		18-23		24-30	3	31-40	4	1-50	5	51-60		61+
Games												
Attended	f	%	f	%	f	%	f	%	f	%	f	%
1-2	0	0.00	1	33.33	0	0.00	0	0.00	4	26.67	2	40.00
3-4	2	22.22	0	0.00	2	33.33	3	37.50	1	6.67	0	0.00
5-6	2	22.22	0	0.00	1	16.67	2	25.00	1	6.67	2	40.00
7+	5	55.56	2	66.66	0	0.00	3	37.50	7	46.67	1	20.00
Unsure	0	0.00	0	0.00	3	50.00	0	0.00	2	13.33	0	0.00
Total	9	100.00	3	100.00	6	100.00	8	100.00	15	100.00	5	100.00

Summary

Need an opening sentence to summary. The organizations' financial status did not have a significant impact on spectator attendance, although a limited number of spectators from the two non-profit organizations in the study indicated non-profit status played a role in their decision to support the team. Most of the spectators found out about each teams' game through word of mouth, and the average rating by the spectators of ballpark aspects showed a family friendly atmosphere as being the most important when deciding to attend. Returning spectators also indicated that a family friendly atmosphere was the most important aspect in their attendance. All teams had a relatively even distribution of males and females, and the Foresters' spectators were the most evenly split distribution for age groups.

The results presented in this chapter indicate that changes should be made to improve the marketing for each of the teams. A detailed summary and a discussion of the findings will follow in Chapter 4.

Chapter 4

DISCUSSION AND CONCLUSIONS

The research has helped to identify some issues with the marketing of the three Central Coast summer collegiate baseball teams. This concluding chapter will include the following: summary of the study, a discussion of the findings including limitations, conclusions based on research questions, and recommendations for the organizations and future research.

Summary

The purpose of this study was to assess the marketing of selected Central Coast summer collegiate baseball teams and their relation to fan attendance. Marketing of sports was analyzed because of its continued rise and the fact that sport marketing is now a vital part of industry. Sport spectator psychology was investigated to determine spectator attendance trends. The sport spectator motives and the identity of spectators as they relate to sport were both investigated to better understand sport spectator psychology. Trends in sport marketing were examined to determine the current state of the industry. The importance and future of sport marketing, along with minor league baseball's current marketing principles were investigated to identify sport marketing trends.

Information on the marketing and attendance of spectators from three Central

Coast summer collegiate baseball teams was gathered from person-to-person interviews

with the general managers and through self-administered questionnaires distributed to

spectators at home baseball games. The data were collected in Santa Barbara and San Luis Obispo during the summer of 2010, and 128 spectators completed surveys.

The results indicated that each of the Central Coast summer collegiate baseball teams could improve their marketing. The findings also showed that each of the teams appeared to have a fairly equal distribution of male and female spectators and a good mix of younger and older spectators with several noticeable demographic features for each team related to age, gender, and attendance rates. A team's financial status did not appear to have a significant bearing on the attendance decisions of spectators. Spectators in this study indicated that a family friendly atmosphere was the most important aspect to them when determining if they would like to attend a ball game, whereas history of the team and games, giveaways and entertainment were shown to be of the least importance.

Discussion

The findings in this study revealed that a family friendly atmosphere is the most important aspect to both new and returning spectators when deciding to attend a baseball game. The results also indicated a nearly even split between males and females and a relatively even split across the age groups, with the highest percentage being 41-50 years and 51-60 years, which together represented half of the sample of spectators. One age group noticeably missing was the 24-30 demographic with a very small percentage of spectators in that age group. The most common form of marketing that informed the spectators about the games was word of mouth, and most fans were not affected by the organization's financial status as a for-profit or a non-profit franchise.

The findings in this study showed similar motives and constraints to the ones identified from the previous research. Entertainment, eustress, socialization, aesthetic value, and group affiliation were all present in the results from the spectators, while the lack of socialization and financial constraints also appeared to be present. The spectators at these games also appeared to be more closely aligned with the collegiate baseball fan, as described by Bernthal and Graham (2003). Most of the previously discussed forms of sport marketing were present with these teams. However, two of the teams appeared to be utilizing the Internet as the future of sport marketing, but the Blues had more fans hear about the game through the newspaper. The summer collegiate baseball teams appeared to be following minor league baseballs' structure by marketing their teams more as entertainment than just a ball game.

Several limitations impacted this study. One element of a general manager's job is to promote the team and place the team in the best possible way to succeed both on the field and through revenue generation, therefore the answers provided in the interview portion of the study may have been skewed in that direction (particularly the attendance estimates). The spectators who completed questionnaires did so in the presence of the researcher and other people and may have caused the spectators to answer in a socially acceptable manner. Further, the researcher was spent the last two summers working with the Rattlers' organization, so Rattlers' spectators may have felt that increased pressure to answer favorably due to the researcher's presence. The survey was voluntary, which limited the sample size. Further, the sample size was small and the convenience sample prevented the sample from being representative of the entire sampling frame of Central Coast summer baseball spectators or generalizing to all summer baseball spectators.

Since all the surveys and interviews were conducted on Friday games, this sampling strategy may have omitted some groups of spectators that do not come on Friday nights.

Despite the limitations, the findings did provide insight for the respective organizations in the study.

The findings indicate that each of these Central Coast collegiate baseball teams could alter their marketing strategies to create a more effective campaign. Two central elements that were consistent for all three teams were the importance of a family friendly atmosphere, a lack of spectators in the 24-30 age group, and few retirement age spectators. The 24-30 age demographic is typically characterized as being single and often enjoy more of an entertainment or party-driven atmosphere, while the family friendly atmosphere is important to parents (more commonly in the 31-60 age group). The organizations might therefore target their marketing and provide sections in their stadiums that cater to each of these groups. Similarly, both San Luis Obispo and Santa Barbara are popular retirement areas, yet the demographics of these teams' spectators did not reflect that aspect. Marketing focused on the retirement community has the potential for excellent returns in boosting attendance for these organizations. Each team also has various alterations that can be made to create the best marketing specific for that team.

First, the Foresters' spectators indicated that the majority heard about the game through word of mouth and the Internet, but very few heard about the game through radio and television. The Foresters should review their advertising through these mediums and change them to make them the most effective. Since the family friendly atmosphere was viewed as the most important aspect by spectators, a marketing campaign focused on that element might draw additional spectators from that demographic. The spectators

indicated that games, giveaways, & entertainment were the least important aspect of their attendance, yet the Foresters placed a large emphasis on this aspect at the game attended by the researcher. More of an emphasis should be placed on gaining male spectators that would attend 7+ games, since the Foresters' female spectators were more likely than their male counterparts to return for the highest category of 7+ games. The youngest age group was more likely to attend more games and the other groups should be emphasized to gain multiple attendees from the older age groups.

The Blues spectators' second highest form of marketing was through the newspaper, but the future of sport marketing appears to be the Internet, and they should begin focusing more on internet marketing. The Blues should also rethink their marketing focus, since the spectators indicated that the history of the team was the least important aspect for their attendance. The Blues promotional poster schedules were focused on the teams' history. Ladies night or another event focusing on gaining female multiple game attendees should be implemented because the Blues female attendees were less likely to attend multiple games. The Blues should focus on gaining spectators that are in the age groups of 18-30, since those groups were very small compared to the older age groups.

The Rattlers utilized the smallest number of marketing types but were successful, since a lot of their marketing was done through word of mouth and the players. The Rattlers' spectators indicated that along with games, giveaways, and entertainment, there were two other factors that were less than moderately important to them (history of the team and cost). Since the Rattlers have fewer aspects that are at least moderately important, they should put a lot of their effort into bettering the more important aspects.

The Rattlers' spectators overall were the youngest of the three teams, which is an important population when located in a college town like San Luis Obispo. San Luis Obispo is also a popular retirement area, so more of an emphasis should be put on gaining older spectators as well.

This study has assessed the marketing from a spectators' point of view, which will benefit organizations working with a similar population and aid the organizations through which the samples were gathered. By better knowing the wants/needs of the target market and marketing towards those aspects, organizations will see more success and happier clients.

Conclusions

Based on the findings of this study, the following conclusions are drawn:

- While several spectators from each of the non-profit organizations did indicate
 financial status played a role in their attendance decision, the vast majority
 indicated it did not play a role, and none of the spectators for the for-profit
 organization indicated that financial status played a role in their attendance
 decision.
- The average attendance figures were very close for all three teams and each
 organization used similar marketing strategies (types and utilizing word of
 mouth), which suggests that their similar strategies are leading to the similar
 attendance rates.

- 3. A family friendly atmosphere was the highest rated aspect when deciding to attend the game for all three teams, whereas history of the team and games, giveaways, and entertainment were the lowest rated aspects.
- 4. A family friendly atmosphere was the highest rated aspect for returning spectators for all three teams, whereas the games, giveaways, and entertainment and history of the team remained the lowest rated aspects.
- 5. The total percent of multiple game attendees was fairly consistent for the Foresters spectators based on either age or gender. The Blues spectators showed that females were less likely to attend more than two games, and the age groups of 18-23 and 51-60 were more likely to attend multiple games.
 The Rattlers spectators did not show a large difference in males and female multiple game attendees, but the age groups of 18-23 and 31-50 did appear more likely to attend multiple games.

Recommendations

Based on the conclusions of this study, the following recommendations are made:

- The Blues next marketing campaign should focus on the family friendly atmosphere and social aspects of the games, rather than the team history like the last campaign.
- 2. The Blues should look into more online marketing and less print ads.
- 3. The Foresters should focus more on the team history, cost and social aspects instead of the emphasis on games, giveaways & entertainment.

- 4. To increase the number of returning attendees, the Rattlers should continue to focus on the family friendly atmosphere and social aspects but should also try and improve their quality of play.
- 5. The Blues should begin nights geared towards people aged 31-50, maybe by having throw back nights featuring music from that time. They should also focus on gaining returning women, maybe by having a "ladies night" every week.
- 6. All the teams should put more of an emphasis on improving the attendance rates of people ages 60 and above. Since San Luis Obispo and Santa Barbara are largely made up of retirees, these teams should do more to attract spectators from this age group. Getting returning spectators from this population could go a long way to improving the teams' attendance figures. In order to improve attendance from this population, the teams should promote the teams in places that already draw the retirement community or have a night geared toward them featuring older music and games.

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APPENDIXES

Appendix A

<u>Interview Questions</u>

<u>Interview Questions</u>

1)	What types of marketing does the team use (farmers, TV, radio, signage, etc)?
2)	What aspects do the team's marketing focus on (history, family friendly, local etc)?
3)	What is the average attendance of the team's home games?
4)	What is the team's target demographic?
5)	What entertainment and food opportunities are offered to the fans inside the stadium (kids games, concessions, raffles, giveaways, etc)?

Appendix B

Foresters Questionnaire



<u>Central Coast Summer Collegiate</u> <u>Baseball Questionnaire</u>

This questionnaire is completely voluntary and your information will remain anonymous. If you are unsure about how to answer a question leave it blank. Thank you for taking the time and your responses are greatly appreciated.

1) How did you find o	out about tonight	's game (select al	l that apply)?		
Word of	f Mouthl	InternetSi	gnTelevisio	onRadio	
			Other (please sp	ecify)	
2) Did the team's orga			-		
	_ resNo	was una	ware of organization	onai status	
3) How often will you	u attend the team	's games during	the summer?		
	1-2 times	3-4 times	5-6 times7+	times Unsu	re
	_1 2 times		5 0 times7	cinies chisa	10
4) Please circle the ra for each element):	inking that best e	expresses how you	a feel about these a	attributes (Only cir	cle one number
What is most important entertainment?	nt to you when d	eciding to attend	a summer collegia	te baseball game f	or
	Not	Somewhat	Moderately	Important	Very
	Important	Important	Important		Important
Quality of play	1	2	3	4	5
Family friendly atmosphere	1	2	3	4	5
History of team	1	2	3	4	5
Cost	1	2	3	4	5
Games, giveaways & entertainment	1	2	3	4	5
Social aspects	1	2	3	4	5
-	-	-	_41-50yrs5	1-60 yrs61	& above yrs
6) What is your gende	or:wia.	ierema	ie		

Thank You!

Appendix C

Blues Questionnaire



<u>Central Coast Summer Collegiate</u> <u>Baseball Questionnaire</u>

This questionnaire is completely voluntary and your information will remain anonymous. If you are unsure about how to answer a question, leave it blank. Thank you for taking the time and your responses are greatly appreciated.

1) How did you find o	out about tonight	's game (select all	I that apply)?		
Word of Mout	hInternet	Sign	Television	RadioF	armer's Market
		Other (please	specify)		
2) Did the team's orga	anizational status	being for-profit	affect your attenda	nce to the game?	
	_YesNo	Was una	ware of organization	onal status	
3) How often will yo	u attend the team	a's games during t	the summer?		
	_1-2 times	_3-4 times	5-6 times7+	- times Unsu	re
4) Please circle the rafor each element): What is most importa entertainment?				•	
	Not Important	Somewhat Important	Moderately Important	Important	Very Important
Quality of play	1	2	3	4	5
Family friendly atmosphere	1	2	3	4	5
History of team	1	2	3	4	5
Cost	1	2	3	4	5
Games, giveaways & entertainment	1	2	3	4	5
Social aspects	1	2	3	4	5
5) What is your age?18-23yr yrs 6) What is your gende	·	·	41-50yrs _ e	51-60 yrs	61 & above

Thank You!

Appendix D

Rattlers Questionnaire



Central Coast Summer Collegiate Baseball Questionnaire

This questionnaire is completely voluntary and your information will remain anonymous. If you are unsure about how to answer a question, leave it blank. Thank you for taking the time and your responses are greatly appreciated.

1) How did you find o	out about tonight	's game (select all	that apply)?							
Word of Mou	thInterne	etSign _	Television	RadioF	Farmer's Market					
		Other (please	e specify)							
2) Did the team's orga	anizational status	being non-profit	affect your attenda	ance to the game?						
	YesNo Was unaware of organizational status									
3) How often will you	u attend the team	n's games during t	the summer?							
4) Please circle the rate for each element): What is most important entertainment?	nnking that best e	expresses how you		ttributes (Only cir	rcle one number					
	Not	Somewhat	Moderately	Important	Very					
	Important	Important	Important	Important	Important					
Quality of play	1	2	3	4	5					
Family friendly atmosphere	1	2	3	4	5					
History of team	1	2	3	4	5					
Cost	1	2	3	4	5					
Games, giveaways & entertainment	1	2	3	4	5					
Social aspects	1	2	3	4	5					
5) What is your age?18-23yr yrs 6) What is your gende	·	·	41-50yrs _	51-60 yrs	61 & above					

Thank You!

Appendix E

<u>Informed Consent for Interviews</u>

INFORMED CONSENT TO PARTICIPATE IN AN ASSESSMENT OF MARKETING OF CENTRAL COAST SUMMER COLLEGIATE BASEBALL TEAMS AND RELATION TO FAN ATTENDANCE

A research project on the marketing of summer collegiate baseball teams on the Central Coast and how that relates to fan attendance is being conducted by Alex Biller in the Department of Recreation, Parks & Tourism Administration at Cal Poly, San Luis Obispo. The purpose of the study is to assess the marketing strategies used by the three chosen Central Coast summer collegiate baseball teams and assess if the marketing is effective at bringing in fans or if another method may have more success.

You are being asked to take part in this study by answering interview questions. Your participation will take approximately 5-10 minutes. Please be aware that you are not required to participate in this research, and you may discontinue your participation at any time without penalty.

There are no risks anticipated with participation in this interview. Your confidentiality will be protected through the reporting of the data. However, while your name will not be utilized in the reporting of data, use of your title will allow you to be identified. Potential benefits associated with the study include: improved marketing strategies and increased spectator attendance.

If you have questions regarding this study or would like to be informed of the results when the study is completed, please feel free to contact Alex Biller at (760) 815-2978 or through email at abiller@calpoly.edu or Dr. Brian Greenwood at (805) 756-5093 or through email at pgreenwo@calpoly.edu. If you have questions or concerns regarding the manner in which the study is conducted, you may contact Dr. Susan Opava, Dean of Research and Graduate Programs, at (805) 756-1508, sopava@calpoly.edu.

If you agree to voluntarily participate in this research project as described, please indicate your agreement by signing below. Please keep one copy of this form for your reference, and thank you for your participation in this research.

Signature of Volunteer	Date
Signature of Researcher	Date

Appendix F <u>Informed Consent for Questionnaires</u>

INFORMED CONSENT TO PARTICIPATE IN AN ASSESSMENT OF MARKETING OF CENTRAL COAST SUMMER COLLEGIATE BASEBALL TEAMS AND RELATION TO FAN ATTENDANCE

A research project on the marketing of summer collegiate baseball teams on the Central Coast and how that relates to fan attendance is being conducted by Alex Biller in the Department of Recreation, Parks & Tourism Administration at Cal Poly, San Luis Obispo. The purpose of the study is to assess the marketing strategies used by the three chosen Central Coast summer collegiate baseball teams and assess if the marketing is effective at bringing in fans or if another method may have more success.

You are being asked to take part in this study by completing the attached questionnaire. Your participation will take approximately 2-3 minutes. Please be aware that you are not required to participate in this research, and you may discontinue your participation at any time without penalty. You may also omit any items on the questionnaire you prefer not to answer.

There are no risks associated with participation in this study. Your responses will be provided anonymously to protect your privacy. Potential benefits associated with the study include improved marketing strategies and increased spectator attendance.

If you have questions regarding this study or would like to be informed of the results when the study is completed, please feel free to contact Alex Biller at (760) 815-2978 or through email at abiller@calpoly.edu or Dr. Brian Greenwood at (805) 756-5093 or through email at pgreenwo@calpoly.edu. If you have questions or concerns regarding the manner in which the study is conducted, you may contact Dr. Susan Opava, Dean of Research and Graduate Programs, at (805) 756-1508, sopava@calpoly.edu.

If you agree to voluntarily participate in this research project as described, please indicate your agreement by completing and returning the attached questionnaire. Please retain this consent form for your reference, and thank you for your participation in this research.