

Examining Minor League Baseball Season Ticket Buyers' Perceptions and Behaviors

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Minor League Baseball attracts over 40 million fans every year. Minor League Baseball owners and general managers spend countless hours attempting to determine the most important factors motivating fans to purchase tickets for games. The present study seeks to examine Minor League Baseball season ticket buyers through two different research study methods, and at two distinct levels of Minor League Baseball. Results from both surveys and in-depth interviews suggest that family involvement, low-cost entertainment, and social interactions were motivating factors in season ticket purchases.

INTRODUCTION

Sporting events in the United States have the ability to create intense interest and excitement. Professional and amateur sports draw millions of paid consumers annually, and additionally are broadcast through a variety of media to millions of consumers. While the figures associated with sports spending in the United States are impressive, the growth of sports spending is astonishing. In 2008, the overall sports business industry was estimated at \$213 billion in the United States. Included in this overall figure was \$26.2 billion categorized as spectator spending, which includes ticket sales, concessions, parking, and on-site merchandise sales; \$16.1 billion spent by spectators traveling to and from organized sporting events; and \$10.5 billion spent on sales of merchandise officially licensed by leagues, teams, or other sports organizations (Adams, 2008). However, by the end of 2015, research indicated that the size of the sports business industry in the United States had more than doubled, with the industry now estimated at \$472 billion (<http://www.plunkettresearch.com>).

Much of this purchasing in the United States in the past decade has been at the expense of other non-essential product categories. Although many consumers are facing challenging personal economic decisions in a down economy, a 2010 survey conducted by the American Express Spending and Saving Tracker found that those consumers who consider themselves sports fanatics were less likely to eliminate sports-related spending. Over three-quarters of those surveyed indicated that they did not reduce spending on sports purchases (Wold, 2010). This is very good news for sports organizations.

One specific form of sports, Minor League Baseball, has taken advantage of the increased fan interest in sporting events to grow its fan base significantly. Consisting of fifteen separate leagues and 176 teams based in the United States at the start of the 2016 season, Minor League Baseball has established itself as a viable entertainment option for baseball fans in recent years. In 2015, Minor League Baseball saw 14 individual franchises set single-season attendance records, and recorded overall attendance of 42.6 million fans, the third highest attendance figure in the history of Minor League Baseball (<http://www.milb.com/news/article.jsp?ymd=2015>). Additionally, Minor League Baseball has seen

merchandise sales skyrocket in recent years, reaching \$65.1 million in 2015, nearly an 8% increase over 2014 and the highest retail sales figure ever recorded for the league (<http://www.milb.com/news/article.jsp?ymd=2016>).

For Minor League Baseball to continue to grow in both popularity and attendance, it will be critical for the franchises that comprise this enterprise to determine the factors that are creating the current growth and success. Future growth will be needed in all areas of Minor League Baseball operations, including revenue generated from the sales of tickets, merchandise, concessions, and stadium naming rights. The research undertaken in the present study, focusing on season-ticket buyers, will allow the management of minor league baseball teams the opportunity to structure their marketing strategies based on the preferences and attitudes of its most valuable customers.

FACTORS INFLUENCING MINOR LEAGUE BASEBALL FAN PURCHASES

Empirical research studies examining minor league baseball fan attendance, and the factors influencing attendance, have been completed. One of the first studies, conducted by James and Ross (2002), analyzed fans at both the minor league baseball level and major league baseball level, and determined that specific forms of motivation and fan identification predicted attendance factors. Lee, Ryder, and Shin (2003) examined minor league baseball fans in the southern part of the United States and found that, as expected, factors such as parking, facility convenience, and food and beverage service were all significant factors related to fan loyalty.

Specific forms of promotion have also been investigated at minor league baseball games. One of the earliest studies of game promotions in minor league baseball found that price-based promotions were often over-utilized at minor league baseball games (Hixson, 2005). A similar result was uncovered by Browning and DeBolt (2007), who found that attendance at minor league games was higher when non-price promotions were utilized as compared to price-based promotions. It has also been empirically validated that the use of fireworks at minor league baseball games, a promotional staple for most minor league organizations, continues to be a crowd pleaser and attendance booster, and does not diminish in effect over multiple annual utilizations (Paul & Weinbach 2013).

As many municipalities have dedicated and spent public funding in an attempt to maintain current minor league baseball franchises, or draw new franchises to certain cities, it has been posited that renovations on current baseball stadiums or the construction of new stadiums can significantly impact attendance at minor league baseball games. Roy (2008) found that between 1990 and the early 2000's, over 100 new minor league baseball stadiums were built. In a study examining these new stadiums, the author found that the long-term impact on attendance of new stadiums built to replace older existing stadiums was impressive. Research showed that, on average, year five attendance levels in a new stadium were almost 75% higher than the attendance levels in the last year of an old stadium.

More recent research has tried to pinpoint specific factors leading to greater attendance at minor league baseball games. Analyzing social media users who were also minor league baseball fans, Williams, Heiser, and Chinn (2012) discovered that individuals who post infrequently on social media are more likely to attend minor league baseball games than those social media participants who consistently make social media posts. The most recent research in this area has found that very specific, if sometimes uncontrollable, factors influence minor league baseball attendance. Comparing the attendance levels of minor league teams playing at the AA level of the Carolina League showed that teams playing in cities with higher income levels and larger populations often exhibited higher levels of attendance (Cebula, 2013). Results of the same study indicated that team winning percentage and the average number of runs scored by the team positively correlated with fan attendance. Finally, three separate leagues at two different levels of minor league baseball were examined to determine factors that impacted fan attendance. Similar to the results of the Cebula (2013) study, Anthony, Kahn, Madison, Paul, and Weinbach (2014) found that population, winning percentage, and runs scored were all positively and significantly related to attendance levels. However, the results of the study conducted by Anthony et al.

(2014) indicated that income level was negatively related to attendance, differing with the results seen in Cebula's 2013 study.

Unfortunately for minor league baseball owners and general managers in charge of producing revenue and ticket sales, the majority of the aforementioned studies focus on the single-game consumer who purchases tickets for individual minor league baseball games at his or her convenience. Although the importance of understanding season ticket holders in a variety of sports has been established (Pan & Baker, 2005; Pan, Gabert, McGaugh, & Branvold, 1997; Reese & Bennett, 2010), scant research attention has been paid to critically analyzing season ticket buyers in minor league baseball. As season ticket buyers purchase a set number of ballpark seats for a guaranteed number of games prior to the start of a season, they represent one of the most important sources of revenue generated by a minor league baseball franchise.

With little attention paid to minor league baseball season ticket buyers, it is difficult to pinpoint specific hypothesized relationships to study. Therefore, the present study will attempt to serve as a starting point for future research in this area by developing more generalized research propositions. Presented below are the 3 research propositions developed to ascertain the important factors leading minor league baseball season ticket buyers to initially purchase, and then renew, their season tickets. These research propositions are based on the results from previous research studies examining the general minor league baseball game attendee.

Research Proposition 1

Price (which could include the price of tickets, concessions, parking, or merchandise) is important to minor league baseball season ticket buyers.

Research Proposition 2

Having an association (i.e. tradition) with sports is important to minor league baseball season ticket buyers.

Research Proposition 3

Sports-related social associations and interactions with friends and family members are important to minor league baseball season ticket buyers.

METHODOLOGY

Two separate and distinct research studies were completed to analyze the research propositions. Each study is described in depth below.

Study #1

The attitudes, behaviors, and purchasing habits of minor league season ticket buyers were assessed through an online survey of fans of a Triple A minor league baseball team. With permission of the minor league baseball organization, an email survey was sent to season ticket buyers. This survey gathered specific information focused on determining why season ticket buyers attend games, what factors influence their season ticket purchase, the average money spent during their game attendance, and how promotions impact their decisions. The surveys also assessed the season ticket buyer's perceptions of price consciousness, sports attractiveness, sports enthusiasm, and sports-related social associations. Table 1 provides demographic information for the 71 season ticket buyers participating in the empirical survey.

Measures

Price consciousness was assessed using a 4-item scale adapted from Lichtenstein, Ridgway, and Netemeyer (1993), and was measured on a 5-point, strongly disagree to strongly agree continuum. Sports attractiveness was assessed using a 3-item scale adapted from Lumpkin and Darden (1982). Sports enthusiasm was assessed using a 4-item scale adapted from Wells and Tigert (1971). Sports attractiveness

and sports enthusiasm were both measured on a 6-point, strongly disagree to strongly agree continuum. Sports-related social associations were assessed using a single item adapted from Zeithaml, Berry, and Parasuraman (1996). This item was assessed on a scale of 1 to 6, with 6 indicating the strongest desire for sports-related social associations. Each measurement scale used in study #1 is presented in the Appendix.

Study #2

This study utilized in-depth interviews of 22 season ticket buyers from two different Minor League Baseball teams. Ten extended telephone interviews were conducted with season ticket buyers of a Triple A level minor league baseball franchise, and twelve in-person interviews were conducted with season ticket buyers of a Single A level minor league baseball franchise. All participants in the study had purchased season tickets for a minimum of 3 consecutive years. Table 1 provides demographic information for the 22 season ticket buyers participating in the in-depth interviews.

Initial interview questions were developed by the author of the present study, and adapted based on recommendations from multiple marketing faculty members experienced in qualitative research. Five specific interview questions (available in Table 2) were asked of each participant, with follow-up questions developed based on the initial answers of the participant. Interview transcripts were reviewed and examined to determine if patterns or themes emerged in terms of the motivating forces behind season ticket purchases and renewals for minor league baseball fans.

**TABLE 1
RESPONDENT CHARACTERISTICS**

Study #1				Study #2				
Gender	n		YHST*	n	Gender	n	YHST*	n
Females	16		1-4	38	Females	3	3-4	11
Males	55		5-8	23	Males	19	5-8	7
Missing	0		9-12	10			9-12	4
Race	n		Age	n	Race	n		
Af-Am	8		20-29	3	Af-Am	4	Age	n
Asian	1		30-39	7	Cauc.	18	20-29	2
Cauc.	58		40-49	29			30-39	4
Hisp.	2		50-59	26			40-49	8
Missing	2		60-69	4			50-59	4
			70-79	0			60-69	3
			Missing	2			70-79	1
Income								
0-50K	26							
51-100K	22							
101K+	12							
Missing	11							

YHST* = Years Holding Season Tickets

**TABLE 2
INTERVIEW QUESTIONS**

Why did you initially purchase season tickets? What is your main reason(s) for purchasing season tickets now?
Do you have a background or previous association with sports?
Other than changes in the composition of the team players and managers, have there been any significant changes with the team during your tenure as a season ticket holder?
Who attends games with you?
Have you ever considered not renewing your season tickets, and if so, why?

RESULTS – STUDY #1

Research Proposition 1

The first research proposition proposed the importance of price for minor league baseball season ticket buyers. This was examined using the price consciousness scale on a scale of 1 to 5, with 5 indicating the highest price consciousness (Lichtenstein et al., 1993).

The responses to the price consciousness scale, seen in Table 3, indicate that price is important to the overall group (mean of 3.64 on a 5-point scale), and to the majority of demographic subsets of the respondents. Of particular note is that females (mean 3.73) and season ticket buyers making more than \$101,000 (mean 3.77) exhibited the highest price consciousness attitudes. These overall results seem to bolster most of the previous research in the area of minor league baseball which suggests that price is an important factor for individuals purchasing tickets to minor league baseball games.

**TABLE 3
PRICE CONSCIOUSNESS RESULTS**

	Price Consciousness Mean		Price Consciousness Mean
All Respondents	3.64	Years Hold. Sea. Tick.	
		1-4	3.63
Male	3.61	5-8	3.68
Female	3.73	9-12	3.55
African-American	3.63	Income	
Caucasian	3.66	\$0 - \$50,000	3.69
		\$51,000 - \$100,000	3.38
20-49 Years Old	3.56	\$101,000 or more	3.77
50 Years Old +	3.68		

Research Proposition 2

Research proposition 2 suggests that having an affiliation with, or affinity for, sports is important to season ticket buyers in minor league baseball. In study #1, this was examined using both the sports attractiveness scale (Lumpkin & Darden, 1982), and the sports enthusiasm scale (Wells & Tigert, 1971). Sports attractiveness and sports enthusiasm were both assessed on a scale of 1 to 6, with 6 indicating the strongest sports attractiveness or sports enthusiasm.

The results from Tables 4 and 5 indicate that associations and interests with sports do not seem to be strong for the minor league season ticket holders surveyed in the present study. The overall means for sports attractiveness (3.72) and sports enthusiasm (3.70) are relatively low considering they are being assessed on a scale from 1 to 6. Of specific note, females registered noticeably low scores for both sports attractiveness (mean = 3.19) and sports enthusiasm (3.38) indicating lower interest in both participating

and discussing sports as compared to the other demographic subsets studied. Additionally, those individuals with incomes of \$101,000 or more exhibited low sports activity (3.42 sports attractiveness mean), but far and away exhibited the highest mean score (4.28) on the sports enthusiasm scale, indicating they do not participate in sporting activities but very much enjoy discussing and attending them.

**TABLE 4
SPORTS ATTRACTIVENESS RESULTS**

	Sports Attract. Mean		Sports Attract. Mean
All Respondents	3.72	Years Hold. Sea. Tick.	
		1-4	3.75
Male	3.87	5-8	3.68
Female	3.19	9-12	3.70
African-American	3.71	Income	
Caucasian	3.74	\$0 - \$50,000	3.60
		\$51,000 - \$100,000	3.71
20-49 Years Old	3.76	\$101,000 or more	3.42
50 Years Old +	3.64		

**TABLE 5
SPORTS ENTHUSIASM RESULTS**

	Sports Enthusiasm Mean		Sports Enthusiasm Mean
All Respondents	3.70	Years Hold. Sea. Tick.	
		1-4	3.61
Male	3.79	5-8	3.72
Female	3.38	9-12	3.97
African-American	3.33	Income	
Caucasian	3.75	\$0 - \$50,000	3.54
		\$51,000 - \$100,000	3.41
20-49 Years Old	3.62	\$101,000 or more	4.28
50 Years Old +	3.79		

Research Proposition 3

Research proposition 3 proposes that sports-related social interactions and attending games with friends or family members are important to season ticket buyers in minor league baseball. In study #1, this was examined using a single item adapted from Zeithaml et al., (1996), and asked respondents to respond to the statement “I encourage friends and relatives to attend (Team Name) games”. This item was assessed on a scale of 1 to 6, with 6 indicating the strongest desire for social interaction.

The results provided in Table 6 suggest that overall, respondents were more likely to actively seek social involvement and interaction at minor league baseball games (mean 4.02) than they were to exhibit activity or interest overall in sporting events (sports attractiveness mean = 3.72; sports enthusiasm mean 3.70). The overall mean of 4.02 on the social interaction item suggests that attending minor league baseball games is intended to be a social encounter for those respondents in the present study. Specifically, those individuals who have held season tickets for nine years or more (mean 4.30), and those individuals making \$101,000 or more (mean = 4.61), scored very high on the social interaction item. Although the information is not available in the current study, it would be interesting to examine if the

respondents in the current study making \$101,000 or more purchased a higher number of individual season tickets (for example 4 seats instead of 2) giving these individuals the opportunity to ask other friends to attend games with them and share the experience with greater numbers of friends.

TABLE 6
SOCIAL INTERACTIONS RESULTS

	Social Interactions Mean		Social Interactions Mean
All Respondents	4.02	Years Hold. Sea. Tick.	
		1-4	3.92
Male	4.11	5-8	4.05
Female	3.70	9-12	4.30
African-American	3.65	Income	
Caucasian	4.08	\$0 - \$50,000	3.86
		\$51,000 - \$100,000	3.74
20-49 Years Old	3.85	\$101,000 or more	4.61
50 Years Old +	4.12		

RESULTS – STUDY #2

As seen in the excerpts below, the analysis of the in-depth interviews conducted in study #2 suggests that low-cost entertainment (Research Proposition 1) and social interactions with family (Research Proposition 3) are important to the season ticket holders interviewed. However, similar to the results of study #1, study #2 results indicate that a past association with sports does not appear to be a common factor among the season ticket holders interviewed.

Research Proposition 1

The first research proposition proposed the importance of price for minor league baseball season ticket buyers. The responses from those interviewed suggest that minor league baseball as an affordable entertainment option is very important to many consumers. Chad (all names have been changed to protect the anonymity of respondents), a 40-year old who has purchased season tickets for seven years, mentioned the importance of ticket prices:

“With kids, it takes a lot of money to do things. Eating out all the time can kill a paycheck. We (he and his family) go to (minor league baseball) games because it costs so much less than the movies or the (local college football team’s) games. We take snacks to the games so we don’t have to buy the concessions.”

John, an 8-year season ticket holder, stated that minor league baseball is a much better value than major league baseball:

“We (he, his wife, and son) can go to five (local minor league team’s) games for what it would cost to go to one (close by major league baseball team’s) games. Everything is cheaper. Parking, food, tickets. And the game is the same. The ball is the same. The home runs (are) the same. Why pay more for the same thing?”

The value of minor league baseball was also seen as important factor for older consumers interviewed in the present study. Mike, a retired, married 62 year old, shared views similar to the other older consumers in the study, stating:

“We could have kept going (in their jobs) but we both retired a little early to be able to do things we wanted to do. (Mike and his wife are both retired high school teachers.) We like the games and they are in our price range. You don’t want to retire and have the money run out right away... this is something we can do all summer and not break the bank.”

Research Proposition 2

Research proposition 2 suggests that having an affiliation with, or affinity for, sports is important to season ticket buyers in minor league baseball. Similar to the results of study #1, it appears that a strong previous sports association is not common among the minor league season ticket holders interviewed in study #2.

Multiple interviewees suggested that they actually had no prior interest in sports before purchasing minor league baseball season tickets. Ray, 54 years old and a partial season ticket holder for 3 years, spent many years working in a factory and never considered sports a part of his life:

“Get up, go to work, come home, eat, watch tv, go to bed. That’s it for 30 years. I never played sports. I barely finished (high) school because I worked on the farm. (My) Kids never played sports. I didn’t know anything about baseball when we started going. We (he and his wife) went with friends to a game or two and sort of got hooked.”

Pat, 45 years old and a full season ticket holder for 5 years, works 50-60 hours weekly as an attorney and blames being career-driven on his lack of sports enthusiasm:

“I knew early on what I wanted to do. Sports didn’t fit that plan. I never understood how people could sit and watch football all day Sunday. It wasn’t productive. I started going to (minor league baseball) games because my clients wanted to go. I didn’t want to go, but thought it would help my business. And now? I go to 20 or 30 games a year. Because I want to. I have even encouraged my son to join an intramural team at school (college) which is something I never would have done.”

There were season ticket holders interviewed who had significant sports backgrounds. Multiple respondents had played high school sports, a small number spent significant time watching televised sporting events, and one even played professional baseball. But the majority of those interviewed fell somewhere between minimal to average sports interests. Many of those interviewed stated that prior to owning minor league baseball season tickets, sports was not a significant part of their life.

Research Proposition 3

Research proposition 3 proposes that sports-related social interactions and attending games with friends or family members are important to season ticket buyers in minor league baseball. The results from the present study suggest that the overriding theme in terms of the initial reason for purchasing a season ticket package is family involvement. First, many season ticket purchases were motivated by families with younger children who were looking for entertainment options that were family-friendly. Clint, a 28-year old father of two young boys stated:

“There are fewer places we feel comfortable taking our kids. But (name of ballpark) is great. There is a play area that the kids love, my oldest son likes baseball, and it is never too crowded. We have considered buying more games (in their season ticket package) next year. As busy as we are, we always can make time for the baseball games.”

Two other parents of school-aged children mentioned the importance of family when discussing their reasons for purchasing season tickets. Dana, a 32-year old married mother of a son and a daughter suggested that family bonding time occurred at the ballpark, stating:

“...our daughter is not really old enough to enjoy the games. But that actually works out well for us, she stays with her grandparents and we take (their son) to the games and get to spend quality time with him. It is his night out with mom and dad.”

Eric, who has two teenage children, views visits to the ballpark as one of the few opportunities he gets to spend time with his highly active children. He says:

“Both of our kids play sports, our son is in the band, our daughter works part-time and is heavily involved in our church. We just don’t get many chances to spend time together as a family. Ballgames are ‘no-excuse’ nights for us. We don’t let the kids use excuses to get out of going. Those nights are for us, the family.”

A second pattern suggested that multiple season ticket buyers attended minor league baseball games because of the limited opportunities to spend time with friends. This motivation was mentioned by both parents with young children, and older season ticket buyers who attended without children.

Daniel, 68 years old and married, continues to purchase season tickets because close friends continue to do so. He stated:

“We started getting season tickets (6 years ago) and (our friends) started the year after that. We have bought in the same section for 3 years. When one of us doesn’t use the tickets, usually somebody from our church does. Two sets of tickets keep four or five couples together. Other than Sundays at church, we probably wouldn’t see most of these people if we didn’t have our baseball tickets. And share them.”

Jennifer, 26 years old, married and the mother of two young children, stated that her husband purchased a partial season ticket package because after their second child was born, he did not get to see his friends as often. As a non-working mother who stays at home taking care of her children, she was clearly happy to have the nights out of the house:

“I think (her husband) thought he was going to have a guys night every month but it has ended up that some of our married friends bought tickets, too. It has turned in to a couples night and we wouldn’t give them up for just about anything at this point. We get a babysitter and go eat before going to the game. (Her husband) gets to hang out with his friends and drink beer, and I get to talk to adults. I don’t even like baseball, but I get excited for games now.”

A third, minor theme to emerge was the desire of couples at or near retirement age to spend time together outside of the house. Multiple men in the survey stated that while their spouses were not fans of the game of baseball, they enjoyed the social aspect of attending the games. The minor league games served as a date night for many of these couples. As stated by Denny, a 65 year old recent retiree:

“Sitting at home every night wasn’t working. We needed to get outta there. I like the game, she (his wife) likes the people. We both win.”

Although only a small number of individuals interviewed for this study fell in the category of at or near retirement age, their strong interest in minor league baseball as a social outing might prove fruitful for minor league baseball franchises seeking new target markets.

These are just a few of the many comments made by those interviewed in the present study focused on the importance of family in making season ticket purchases. Of the twenty-two individuals who participated in the interview process, an amazing nineteen mentioned the importance of family in making season ticket purchase decisions. It appeared to be the most dominant theme that emerged from the research.

MANAGERIAL IMPLICATIONS

The results from both research studies confirm for minor league season ticket buyers what other studies have confirmed for the general fan of minor league baseball: price is an important factor motivating ticket purchases. Respondents in both studies expressed an interest in low-cost entertainment, something that minor league baseball at multiple levels appears to provide. Although a variety of factors have been shown to impact minor league ticket purchases in past research, the present studies confirm that prices of tickets, concessions, parking and other amenities associated with minor league baseball are critical to the current season ticket buyers of minor league baseball. Team owners and general managers of minor league baseball franchises must remain diligent in providing a value-driven entertainment option for their fans.

Further analysis of study #1 suggests that income differences are somewhat meaningful in interpreting the purchasing habits of season ticket buyers at the Triple A level. Individual season ticket holders with household income between \$50,000 and \$100,000 scored lower than average on price consciousness, sports enthusiasm, and the desire for social interaction. Conversely, Triple A season ticket holders making \$101,000 or more scored higher than average on price consciousness, sports enthusiasm, and the desire for social interaction. As price and the desire for social interaction appear to be prominent motivators of season ticket purchases in both studies, Triple A minor league baseball general managers and owners would be wise to focus their efforts on identifying potential customers with higher incomes who place an emphasis on social interactions and entertainment value.

CONCLUSION

The importance of season tickets buyers for Minor League Baseball organizations has been established in the present study. However, considerable future research opportunities exist that can help these franchises identify more specific characteristics leading to season ticket purchases. One potentially productive area of future research is the differences that exist between season ticket buyers at the Triple A level of minor league baseball as compared to season ticket buyers at the Single A level. One easily noticeable but possible significant difference between Triple A and Single A baseball is the size of the city where the teams are located. Triple A teams consists of the best players in minor league baseball and are often located in major metropolitan areas such as Charlotte, Indianapolis, Las Vegas, Nashville and New Orleans. The demographic composition of these cities, and subsequently the demographic composition of the minor league season ticket buyers in these cities, is likely to cause differences in purchasing habits of minor league baseball season ticket buyers as compared to the season ticket buyers at the single A level who live in smaller, regionally-focused cities. Simple variables such as income or driving distance from the minor league stadium could be radically different for season ticket buyers of Triple A teams in major metropolitan areas as compared to the season ticket buyers of minor leagues teams located in smaller cities. No known study to date has compared season ticket buyers at different levels of minor league baseball, and the potential differences that might impact ticket purchases and money spent at these different levels. Analysis of these potentially different groups of season ticket buyers could provide valuable information for organizations seeking to increase the number of season tickets sold.

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APPENDIX

Price Consciousness (5-point, Strongly Disagree to Strongly Agree)

I am willing to go to the extra effort to find lower prices.

The money saved by finding low prices is usually worth the effort.

I would shop at more than one store to find low prices.

The time it takes to find low prices is usually worth the effort.

(Adapted from Lichtenstein, Ridgway, and Netemeyer 1993)

Sports Attractiveness (6-point, Strongly Disagree to Strongly Agree)

I take part in active sports quite often.

I exercise regularly to stay physically fit.

Sports are a big part of my life.

(Adapted from Lumpkin and Darden 1982)

Sports Enthusiasm (6-point, Strongly Disagree to Strongly Agree)

I like to watch or listen to games.

I read about sports daily, either in a newspaper or through the Internet.

I thoroughly enjoy conversations about sports.

I would rather go to a sporting event than any other entertainment option.

(Adapted from Wells and Tigert 1971)

Sports-Related Social Associations (6-point, Strongly Disagree to Strongly Agree)

I encourage friends and relatives to attend (Minor League Baseball Team name) games.

(Adapted from Zeithaml, Berry, and Parasuraman 1996)

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