

Factors influencing Taiwanese Americans to attend professional sporting events

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**Poster
Abstract 124**

Attending professional sporting events has become one of the most popular forms of entertainment and professional sports have become a multibillion dollar business in the United States. The major professional sports leagues are the National Football League, the Major League Baseball, the National Basketball Association, the National Hockey League and the Major League Soccer. There are various factors influencing why spectators attend these professional sporting events (Bae, 2004; DeSchraver, 2007; Green, 1995; Hansen & Gauthier, 1989; Schofield, 1983; Wann, Schrader, & Wilson, 1999; Welki, & Zlatoper, 1994; Zhang, Lam, Bennett, & Connaughton, 2003).

Admission ticket sales and television rights fees have become the main sources of revenue for professional sports franchises (Mawson & Coan, 1994). Understanding these factors that influence spectators to attend professional sporting events is the key to developing effective business strategies that will increase the generation of profit. Spectators spend their time and money to attend the events. Franchises need to know and understand the factors that influence professional sports attendance and focus on these factors to maximize the attendance and profits. This study will examine the factors influencing a minority population to attend professional sporting events. Taiwanese American is one of the racial-ethnic minorities in the United States. The researcher will target the Taiwanese American population to investigate the factors influencing Taiwanese Americans to attend professional sporting events.

Taiwanese Americans are the people who have immigrated from Taiwan and obtained United States citizenship. Most Taiwanese Americans live in an upper-middle class environment in American society. According to Formosan Association for Public Affairs, there are more than 500,000 Taiwanese Americans in the United States and 40% are college graduates, 8% have doctoral degrees, 71% own homes, and 48% are professionals or hold managerial positions (2007). This study will examine the important factors affecting Taiwanese Americans to attend professional sporting events so that the franchises can have a better understanding of how to market this target population.

The purpose of this study is twofold: (a) to identify the important factors influencing Taiwanese Americans to attend professional sporting events, and (b) to identify the important factors influencing Taiwanese Americans to attend professional sporting events among selected variables (age, gender, educational level, the number of years lived in the United States and yearly household income).

The researcher will develop and use a demographic questionnaire and the Taiwanese American Sports Attendance Paired Comparison Instrument for this study. This method was developed by Thurstone who stated that the method of paired comparison can be applied to the psychophysical measurement in the field of social values (1927). Jackson and Fleckenstein also mentioned that Thurstone's technique of paired comparison has been used widely and discussed in many literatures (1957). The paired comparison technique has the participant make a comparative judgment between two items and select one of the two as the more important. The significant value of paired comparison technique not only provides a rank order of items determined by sum score of time chosen by all participants, but also the value of the difference in sum scores between ranks.

The Taiwanese American Sports Attendance Paired Comparison Instrument will be based on the theory of planned behavior to select the important factors that influence Taiwanese Americans on professional sports attendance. Ajzen (1991) stated that the three major elements of attitude toward behavior, subjective norm, and perceived behavioral control can influence a person's intentions and behavior. This research will apply the theory of planned behavior as a conceptual framework to evaluate and select the important factors that influence Taiwanese Americans on professional sports attendance. The factors utilized in this instrument will be identified by a panel of three selected experts familiar with Taiwanese culture, sport management and/or related field.

The data of Taiwanese American Sports Attendance Paired Comparison Instrument will be analyzed by calculating the frequency of choice of the participants. The sum frequency score and percentages will be computed for each item on this paired comparison instrument. The factors will be ranked according to sum scores and percentage of each item for this instrument. The highest sum score and percentage on the instrument will be ranked the most important factor influencing professional sports attendance to Taiwanese Americans. The factors will be ordered by their sum score and percentage in each demographic group (age, gender, educational level, years of lived in the United States, and yearly household income). The value of the

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difference in sum score between ranks and percentages will be noted.

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