

MOTIVATIONS TO PURCHASE SEASON-TICKETS FOR WOMEN'S COLLEGIATE BASKETBALL

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The slide features a horizontal header bar. On the left side of this bar is a solid orange square. To its right, the text "NCAA Overview" is written in a white, sans-serif font against a blue background.

NCAA Overview

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- College athletics are big business
- Ohio State - \$119 million in revenue (2008-09)
- Tennessee - \$92 million in revenue (2008-09)

\$\$\$... But

- Median Revenue for FBS members - \$35 million (04-06)
- Median Revenue for FCS members - \$9.6 million (04-06)
- Median Revenue with no football - \$8.8 million (04-06)

Business Model

- 61 – Men's Programs Net Revenue for 2006
- 0 – Women's Programs Net Revenue for 2006
- 19 – Total for Net Revenue

By Sport

- 67 – Football Net Revenue for 2006
- 68 – Men’s Basketball Net Revenue for 2006
- 2 – Women’s Basketball Net Revenue for 2006

Tennessee

- Expenses for Women's Basketball - \$5.5 million (08-09)
- Revenues for Women's Basketball - \$3.8 million (08-09)

Connecticut

- Total Revenue - \$58.5 million (08-09)
- Women's Basketball Expenses - \$5.2 million (08-09)
- Women's Basketball Revenues - \$5 million (08-09)

Primary Sources of Revenue



- Ticket Sales (28%)
- Conference/NCAA Distributions (17%)
- Donations (31%)

Allocated Revenue

- 20 % of budgets are coming from allocated revenue
 - Direct Institutional Support – 9%
 - Student Fees – 6%



Basketball Attendance

Men's Basketball – 1999-00

Institution	Average Attendance
Kentucky	23,367
Syracuse	20,800
North Carolina	19,308
Louisville	19,055
Arkansas	18,294
New Mexico	17,386
Ohio State	17,223
Kansas	16,277
Tennessee	15,797
Wisconsin	15,770

Men's Basketball – 2008-09

Institution	Average Attendance
Kentucky	22,239
Syracuse	21,044
North Carolina	21,035
Tennessee	20,483
Louisville	19,397
Wisconsin	17,230
Maryland	17,048
Memphis	16,933
Kansas	16,350
Marquette	16,200

Women's Basketball – 1999-00

Institution	Average Attendance
Tennessee	15,341
Texas Tech	12,741
Connecticut	11,632
Iowa State	11,184
Purdue	9,428
New Mexico	8,918
Ohio State	7,837
Wisconsin	7,732
SW Missouri St.	7,612
Texas	6,549

Women's Basketball – 2008-09

Institution	Average Attendance
Tennessee	13,999
Connecticut	10,529
Iowa State	9,754
Oklahoma	9,007
Purdue	8,971
Maryland	8,889
Texas Tech	8,576
New Mexico	7,420
Notre Dame	7,168
Louisville	6,879

Average Attendance - Men

League	2000	2009
Big Ten	13,428	12,519
SEC	11,618	11,625
ACC	11,142	10,943
Big East	9,052	10,882
Big 12	8,997	10,395
Pac 10	8,388	8,541
Mountain West	9,212	8,280
Missouri Valley	6,648	7,752
Conference USA	9,032	5,799
Atlantic Ten	6,030	5,640

Average Attendance - Women

League	2000	2009
Big Ten	4,328	4,194
SEC	3,330	3,818
ACC	2,180	3,131
Big East	2,237	3,013
Big 12	4,720	5,312
Pac 10	2,393	4,194
Mountain West	2,237	2,401
Missouri Valley	2,149	1,929
Conference USA	1,082	1,094
Atlantic Ten	1,065	936



Fan Research



Literature Review

- Trail, Robinson, Dick, & Gillentine (2003)
 - ▣ Points of attachment

- Koo & Hardin (2008)
 - ▣ Fans vs. Spectators

Topic Significance

- Research on motivation to attend
- Limited on motivation to purchase season tickets
- Even less when dealing with women's sports
- Need to increase revenue
- Understand the season-ticket holders

Literature Review

- Pan & Baker (2005)
 - ▣ Motivations of Football Season Ticket Holders
 - Team Performance

- Pan & Galbert (1997)
 - ▣ Motivations of Men's Basketball Season Ticket Holder
 - Economic Factors
 - Overall atmosphere

Research Questions

- Demographic Profile
- Motivations to purchase season tickets

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Data Collection

Respondents

- Season-ticket holders at a major university in the Southeast
 - 2,859 holders
 - 9,805 tickets
- Valid e-mail address
 - 2,113 sent
 - 115 returned
 - 2,098 total
- 620 responses – 29.6%

Instrument



- 51 scale items to address motives
- Demographics

Instrument

□ Motives explored

- Success (Pan & Baker, 2005)
- Game Competiveness (Pan & Baker, 2005)
- Game Atmosphere (Pan & Baker, 2005)
- Economic (Pan & Galbert, 1997)
- Social (Pan & Galbert, 1997)
- Business Enhancement (Koo & Hardin, 2008)
- Escapism (Koo & Hardin, 2008)
- Attachment (Trail, Robinson, Dick, & Gilentine, 2003)

Data Analysis



- Frequencies
- Mean Scores
- Exploratory Factor Analysis – Principal Component Extraction



Results



Demographics

- Age

- 59.04 (mean)

- Season-Ticket Holder Duration

- 11.69 years (mean)

- Gender

N	%
235	37.9
385	62.1

- Male

- Female

- Alumni

N	%
131	21.1
381	61.5

- Yes

- No

Sport Attendance

□ Football Season Tickets

□ Yes	239	38.5
□ No	381	61.5

□ Basketball Season Tickets

□ Yes	131	21.1
□ No	489	78.9

□ Attend Other Women's Events

□ Yes	245	39.5
□ No	375	60.5

Factor Analysis

Motivations	Variance Explained
Entertainment	39.953
Team Performance	10.968
Social	6.777
Economic	5.145
Family	3.925
Business	3.526
Total Variance	70.321

Mean Scores

Motivations	Mean
Entertainment	6.47
Team Performance	6.28
Social	5.31
Economic	5.51
Family	4.52
Business	2.35



Discussion



What do fans want?



- No. 1 – Entertainment
- No. 2 – Winning is important but not the most important
- No. 3 – Spend time with family and friends

Bottom Line



- Promote the value of the ticket, entertainment and a chance to spend time with family and friends
- Next Generation – bring your daughter to the game
- Target Alumni

Limitations

- One university
- Representative
- Valid e-mail addresses

Future Studies

- Multiple universities
- Multiple conferences
- Compare with other sports