

# An empirical analysis of gender differences in sports attendance motives

## Keywords

sportscape  
Front Room  
Back Room  
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## Abstract

In Australia, male sports attendees outnumber female sports attendees by 25%, yet little research has been conducted into the attendance motives of women. This study undertakes an analysis of 460 respondents using descriptive and multivariate statistics to distinguish the attendance motivations of women and compare them directly to those of male attendees. The findings suggest that female attendance can be influenced through management and promotional strategies.

## Executive summary

Attendance at sports events in Australia has been growing at a rate of 13% per annum. Approximately 7 million Australians attended a sporting event in 2002 (Australian Bureau of Statistics 2003a, 2003b). However, more Australian males (4 million) than females (3 million) attended at least one sporting event, which equates to 33.3% more male attendance (Australian Bureau of Statistics, 2003a). Previous studies reveal that attendance motivations are

varied and include economic, geographic and socio-demographic factors as well as accessibility, entertainment, performance, attractiveness of the game and individual preference for the product (Greenstein & Marcum, 1981; Hansen & Gauthier, 1989; Schofield, 1983; Robertson & Pope, 1999; Brokaw, 2000). The aim of this study was to investigate the influence of these and any other emerging factors, and to compare their relative



importance to male and female sports attendees. As Fink et al (2002, p.9) assert, "if such differences do in fact exist, then it is critical to identify them in order to develop more effective marketing schemes". This study was designed to bridge this research gap by providing empirical data to assist in the development of strategies to market more effectively to females.

A telephone interview process was used to obtain a sample of 460 respondents comprised of 222 females (48.3%) and 238 males (51.7%). Age, education, occupation and income quotas were applied to ensure a balanced sample.

This study highlights the factors that are important to those attending sporting events and found that the factors that influence male and female attendance are different. The results indicate that all seven constructs presented in this analysis were at least of moderate importance, but that the Entertainment, Back Room and Social considerations were the three most dominant factors for both genders. The importance of these factors differed for genders, however. Emotional arousal at the sporting event and being a 'true fan' was significantly more important for males; for females, Back Room issues, such as parking, seating and stadium accessibility; Front Room issues, such as enjoyment and experiential aspects of a sports event, and Social factors, such as sharing the event with friends and family, were significantly more important.

## Introduction

The aim of this study was to investigate the factors that motivate individuals to attend sporting events and to determine if differences are evident between males and females. Previous studies have suggested that attendance motivations are varied and include economic, geographic and socio-demographic factors as well as event characteristics such as accessibility, entertainment, performance, attractiveness of the game and individual preference for the product (Greenstein & Marcum, 1981; Hansen & Gauthier, 1989; Schofield, 1983; Robertson & Pope, 1999;

Brokaw, 2000). Event characteristics are of greatest interest to managers, as they are the factors most directly under their control. Understanding differences in the relative importance of these event characteristics would be useful to sporting event organisers in order to increase male attendance while recognising that potential exists to target females and significantly increase female attendance.

### Literature review and research context

Research has found that attendance motivations range from social dimensions to on-site entertainment, but a review of this work also highlights the lack of empirical research on gender-based attendance motives. The opportunity to disengage from life's routine as well as the entertainment value of the event have been presented in previous studies as significant attendance motives (Shank 2001; Al-Thibiti 2004). Petrecca (2000, p.3) explains that for many attendees "the game itself isn't enough to draw people in [because] people get bored easily and need to be entertained". Kahle & Riley (2004, p.283) advise that the entertainment dimension is fundamental to engaging and maintaining spectator interest because attendees "are less concerned with the outcome of the sporting event than they are with the overall quality of the entertainment experience".

Attendance at sporting events has also been associated with the opportunity to socialise with friends and family (Robertson & Pope, 1999; Dietz-Uhler et al, 2000; Fink et al, 2002; Wann et al, 2004). Kahle & Riley (2004) note that sports events provide opportunities for groups to socialise and that this enhances the overall experience. Their study found that the enjoyment of sport is emotive and often heightened through group interaction. The importance of emotional arousal in experiential consumer behaviour is well established (Arnould & Price, 1993; Celsi & Leigh, 1993; Havlena & Holbrook, 1986; Mehrabian & Russell, 1974; Moneta & Csikszentmihalyi, 1996). Thus it can be concluded that the overall attendance experience is enhanced when consumed in groups.

Studies by Shank (2001), Al-Thibiti (2004) and Bjelac & Radovanovic (2003) identify participant attractiveness as a motivational influence. They explain that if the actor of the event possesses great skill, fans are even more inclined to attend the game. Hence, sports stars who have developed a reputation for their sporting prowess are attractions in themselves. Braunstein & Zhang (2005, p.242) refer to this as "star power", explaining that "many individuals who have attained a level of familiarity with the general public are viewed as stars" and that these stars have a positive influence in attracting consumers.

Robertson & Pope (1999, p.12) note that "the consumer's decision to attend a game is typically a choice among entertainment alternatives", thus competition is another dimension influencing sports attendance. Zhang et al (1997) report that people are more likely to attend a sporting event if there are few competing events, and numerous other studies demonstrate that competition for sporting event attendance can be extensive (Greenstein & Marcum, 1981; Buttle et al, 1995; Zhang et al, 1997; Robertson & Pope, 1999; Dietz-Uhler et al, 2000; Kwon & Trail, 2001; Shank, 2001; Fink et al, 2002; Al-Thibiti, 2004). Even the media has been found to compete with sports attendance because some people prefer to watch a sporting event on television as an alternative to attending (Dietz-Uhler et al, 2000).

A report by the Australian Bureau of Statistics (1999) found that sports attendance declined gradually with age and that the attendance rate for 15-24 year olds is twice the rate of the over-65 age group. A survey of household expenditure confirms these age-related attendance patterns, noting that spectator admission fees for the age group 25-34 were highest, at \$1.34 per week, followed by 35-44 at \$0.81 per week and 45-64 at \$0.68 (Australian Bureau of Statistics 2004). Westerbeek & Shilbury (1999, p.22) offer an explanation for older people being less inclined to attend sports events, stating that the environmental characteristics of the sporting venue may have an affect on their attendance. They go on to

advise that "the older sport spectator might be more inclined to watch the television sport product whereas the younger group still wants to go to the sport place and actually participate in the event as an active spectator".

Several studies have found that the sports venue itself is a powerful influence on attendance (Buttle et al, 1995; Wakefield & Sloan, 1995; Robertson & Pope, 1999; Brokaw, 2000; Shank, 2001). Spectators consider issues such as size, aesthetics, seating comfort and access to be important to their attendance decisions (Bitner, 1992; Wakefield & Sloan, 1995; Buttle et al, 1995; Wakefield & Blodgett, 1996; Robertson & Pope, 1999; Shank, 2001). Other aspects that influence attendance include cleanliness of the venue and the availability of car parking (Buttle et al, 1995; Robertson & Pope, 1999).

Buttle et al (1995) developed a classification of the venue characteristics that influence attendance. These include: Behaviour, Front Room factors, Back Room factors and Circumstantial factors. The Front Room factor describes aspects of a sports event that impact on attendees' enjoyment of the event experience such as smoke-free zones, while Back Room factors are those factors that contribute to the overall event experience but are amenable to management control. Examples include parking, ease of getting a seat and stadium accessibility. The Facility factor relates to the facilities available at the event, including design and comfort of the venue, the standard of food and drinks available, ticket prices, facilities for children, venue and seating access and any other facilities such as pre- and post-event entertainments.

A study by Bitner (1992) identified a number of atmospheric or environmental considerations that are core to a service experience. Noting the influence of these issues on customers' perceptions of service satisfaction, she refers to the "servicescape" as an important aspect of the service experience. This concept was borrowed by Robertson & Pope (1999) to describe the service experience at sports events, which they term the "sportscape". Robertson & Pope (1999,



p.8) contend that “the sportscape or physical environment of the stadium can influence whether or not a spectator attends, how long they will stay, and if they will return or not for a future event”.

Financial and economic considerations also feature in the attendance literature. These can be divided into controllable and uncontrollable factors. The controllable factors include the price of tickets or the perceived value of the sports product. Shank (2001, p.194) defines uncontrollable factors as those factors that cannot be changed by event organisers, such as the average income of the population or the economic health of a country.

Loyal fans, however, are not concerned with many of the issues designed to attract casual attendees. Shank (2001) explains that although fan motivation is a multidimensional construct influenced by a variety of variables, the ‘true fan’ is described as a loyal follower prepared to attend every event. True fans are concerned with the enjoyment of the event itself and are not dissuaded from attending by the outcome of the event, the venue, social dimensions, entertainment or financial considerations (Brokaw, 2000).

In summary, although numerous factors have been found to influence sports attendance, few studies report on the difference between male and female attendance motives. This study is designed to address this deficiency by comparing the attendance motives of males and females and presenting strategies to improve female attendance at sporting events.

## Research questions

Through literature review it was identified that attendance at sports events has received academic attention from a variety of perspectives. Mullin et al (2000, p.42) advise, however, that in most previous studies, marketers have traditionally focused solely on the male market and the factors that influence women have received little academic attention. As a result, an investigation into the attendance motives of women would be valuable to assist sports associations and

venue operators to target this group. As Fink et al (2002, p.9) assert, “if such differences do in fact exist, then it is critical to identify them in order to develop more effective marketing schemes”.

## Hypotheses

**H1: The elements of the sporting package that influence attendance differ in importance between males and females.**

This hypothesis is associated with a series of further research hypotheses that stem from the review of literature as follows:

**H1a: The importance of entertainment factors in determining attendance differs between males and females.**

**H1b: The importance of emotional arousal factors in determining attendance differs between males and females.**

**H1c: The importance of back room factors in determining attendance differs between males and females.**

**H1d: The importance of fan factors in determining attendance differs between males and females.**

**H1e: The importance of front room factors in determining attendance differs between males and females.**

**H1f: The importance of event factors in determining attendance differs between males and females.**

**H1g: The importance of social factors in determining attendance differs between males and females.**

## Methodology

### Population and sampling

A quantitative research design that would provide a representative sample of respondents was adopted in order to gain insights into the factors that influence males and females to attend sporting events. A telephone interview process was employed, with the Melbourne telephone directory as a sampling frame. A sample of 460 respondents was obtained, representing 222 (48.3%) females and 238 (51.7%) males. Age, education, occupation and income quotas were applied to ensure suitable representation of these characteristics in the sample.

Melbourne is considered by some to be the sporting capital of Australia (Westerbeek & Ingerson, 2002). The city has an abundance of world-class facilities and hosts a variety of sports, including football, tennis, basketball, swimming, cricket, horseracing, athletics and Formula One motor racing. Major sporting events that have been held in Melbourne include: the Australian Open (tennis Grand Slam); the Melbourne Cup (horse racing); the Formula One Grand Prix; international cricket; the Australian Football League Grand Final; the Australian Open (golf); the World Championships (swimming); and the Commonwealth Games (2006).

The city and suburbs of Melbourne were selected as the basis for the sample because sampling within a sporting capital allowed the research to address issues of competition between sporting events and a wide range of alternative leisure activities.

The questionnaire comprised a bank of 40 behavioural and attitudinal items selected from previous studies by Wakefield (1996), Robertson & Pope (1999), Brokaw (2000) and Wann et al (2004). These were measured using a 6-point semantic differential scale and were supplemented with demographic and classificatory questions. The questionnaire was piloted and pre-tested before use.

## Analysis and results

An exploratory factor analysis of the behavioural and attitudinal items included in the questionnaire resulted in the items loading onto seven factors. The factors are presented in Table 1. An exploratory factor analysis was conducted in order to establish the communality of variables, and as a data reduction measure. Even though the questionnaire consisted of a series of questions adapted from prior research, it was decided to undertake exploratory rather than confirmatory factor analysis because a variation in the variables that reflected the themes identified in the literature was evident. In this analysis, a principal component extraction method was used with a varimax rotation. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity were used to indicate the appropriateness of factor analysis for this data. In testing the appropriateness of the factor model, Bartlett's Test of Sphericity is used to confirm that the correlation matrix is an identity matrix and that the variables are uncorrelated in the population. This contention is supported at the .001 level. The KMO index compares the magnitudes of the observed correlation coefficients to the magnitudes of partial correlation coefficients. Small values would indicate that factor analysis may not be appropriate. However, the high value of .75 supports a factor analysis (Malhotra et al, 2006).

The factor analysis provided seven factors with Eigen Values greater than 1.0, which accounted for 74.5% of the variance (see Table 2). The seven factors and the variables that make up these factors are presented on page 339. The structure of these factors reflected patterns reported in past research, as is discussed in more detail when examining the hypotheses.

All variables were tested for inter-item reliability and consistency of the questionnaire using Cronbach's Alpha, with an Alpha of .6 being regarded as an



ENTERTAINMENT FACTOR	Includes fun, excitement and general levels of enjoyment and entertainment.
EMOTIONAL AROUSAL FACTOR	Refers to the arousal of a spectator's emotions and includes variables such as whether the sports event was found to be stimulating, satisfying or stirring.
BACK ROOM FACTOR	Any factor amenable to management control that contributes to the overall experience. This includes parking, ease of getting a seat and stadium accessibility.
TRUE FAN FACTOR	Refers to attendees for whom the enjoyment of the game itself is most important. They are interested in the competitive nature of the event, the process, the outcomes and the performance of the team or individual that they support.
FRONT ROOM FACTOR	Describes facilities or elements of the event experience that are under the control of management. These related to factors which could be said to influence directly the spectator's enjoyment of the event experience and which include alcohol-free and smoke-free zones.
EVENT FACTOR	This is a mixture of Back Room (closeness to players) and circumstantial variables (special events).
SOCIAL FACTOR	The importance of friends and family in the enjoyment of the event.

acceptable level (Hair, 2006). This produced most acceptable scores, with all factors achieving Alphas ranging from .7 to .9 (see Table 2). The most dominant factors in this analysis, however, related to entertainment and emotional arousal, accounting for 36.8% of the variance. SPSS was used to measure the reliability and variance of each of the seven factors.

#### MANOVA analysis

MANOVA (multiple analysis of variance) "has the benefit of identifying whether a set of variables differs between two groups and is used to assess group

differences across multiple metric dependent variables simultaneously" (Hair et al, 1995, p.350). This technique overcomes multiple comparison problems (Polonsky & Waller, 2005). Using SPSS, multivariate tests have been conducted for each of the seven factors with regard to the fixed variable of gender. MANOVA shows if any significant differences are evident in each of the seven factors. Pillai's Trace, Wilks' Lambda and Hotelling's Trace were used to detect significant differences, and Box's Test of Sphericity was applied to ensure that the data met the prerequisites for MANOVA.

TABLE 1 Factor loading of behavioural and attitudinal items

	ENTERTAINMENT	EMOTIONAL AROUSAL	BACK ROOM	TRUE FAN	FRONT ROOM	EVENT	SOCIAL
ENTERTAINING	.75						
FUN	.74						
EXCITING	.74						
ENJOYABLE	.72						
STIMULATING		.86					
SATISFYING		.69					
STIRRING		.66					
PARKING			.77				
EASE OF GETTING A SEAT			.71				
STADIUM ACCESSIBILITY			.65				
SPORT ITSELF				.81			
NO MATTER WEATHER				.68			
SPORTS FAN				.636			
ALCOHOL-FREE ZONE					.80		
SMOKE-FREE ZONE					.76		
SPECIAL EVENTS						.77	
STAR PLAYERS						.75	
FRIENDS							.71
FAMILY							.63

TABLE 2 Reliability, total variance explained and MANOVA

FACTOR	EIGEN VALUE	% OF TOTAL VARIANCE	CUMULATIVE %	RELIABILITY	MANOVA GENDER
ENTERTAINMENT	4.6	24.4	24.4	0.85	NS
EMOTIONAL AROUSAL	2.4	12.5	36.8	0.81	.01
BACK ROOM	1.8	9.2	46.1	0.80	.0001
TRUE FAN	1.6	8.6	54.9	0.73	.0001
FRONT ROOM	1.5	7.9	62.5	0.80	.0001
EVENT	1.2	6.4	68.9	0.70	NS
SOCIAL	1.1	5.6	74.5	0.73	.0001



TABLE 3 Descriptive statistics

	TOTAL	FEMALE	MALE
ENTERTAINMENT FACTOR	5.3	5.3	5.2
BACK ROOM FACTOR#	4.9	5.1	4.6
SOCIAL FACTOR#	4.6	4.7	4.4
FRONT ROOM FACTOR#	4.3	4.6	3.9
EMOTIONAL AROUSAL FACTOR#	4.2	4.0	4.4
EVENT FACTOR	3.8	3.7	3.9
TRUE FAN FACTOR#	3.7	3.4	4.0

# Significant difference between males and females .05 level

## Descriptive statistics

Table 3 identifies the mean score for the total sample according to gender for each of the seven constructs. The variables were measured on a 6-point semantic differential scale, with 6 representing very important and 1 representing not very important.

The results indicate that all of the constructs developed in this analysis were at least of moderate importance with the Entertainment, Back Room and Social factors being the most dominant for both genders and with the Back Room and Social factors being significantly higher for females. The Emotional Arousal construct was significantly more important for males while the Front Room factor was significantly more of a concern to females than males. The True Fan influence was significantly more dominant in males and, interestingly, the Event construct was one of the lowest-rated constructs for both genders.

The mean score according to gender for each of the variables that make up the seven constructs and provides the overall ranking for each variable according to gender is identified in Table 4.

The top 10 variables for both genders include variables from the constructs relating to Entertainment, Emotion, Front Room and Social

factors. The noted differences between males and females when considering the top 10 rankings of the choice variables is the fact that variables reflecting Front Room factors were rated higher by females and that variables reflecting emotional arousal were a more important consideration for males.

The MANOVA analysis demonstrated that there is a significant difference between males and females with regard to the importance of the various sporting event attendance constructs on five of the seven factors. Accordingly, the hypothesis that the elements of the sporting package that influence attendance differ in importance between males and females is supported.

### ENTERTAINMENT

Hypothesis H1a, which stated that the motivations that influence males and females to attend sporting events are significantly different with regard to entertainment factors, was not supported. The entertainment construct and the variables that make up this construct (entertaining, fun, exciting and enjoyable) were found to be important to both genders, supporting the general contentions highlighted in the literature review, in particular studies by Al-Thibiti (2004), Kahle & Riley (2004), Shank (2001) and Petrecca (2000). In our study, this



TABLE 4 Descriptive statistics: mean and ranking by gender

	FEMALE		MALE	
	MEAN	RANKING	MEAN	RANKING
<b>ENTERTAINMENT FACTOR</b>				
ENTERTAINING	5.4	1	5.3	1
ENJOYABLE	5.4	2	5.3	2
FUN	5.3	3	5.1	3
EXCITING	5.1	5	5.0	4
<b>BACK ROOM FACTOR</b>				
EASE OF GETTING A SEAT	5.3	4	4.8	6
PARKING	5.1	6	4.5	10
STADIUM ACCESSIBILITY	4.8	8	4.6	8
<b>SOCIAL FACTOR</b>				
FRIENDS	5.1	7	4.9	5
FAMILY	4.3	12	3.8	17
<b>FRONT ROOM FACTOR</b>				
ALCOHOL-FREE ZONE	4.7	9	4.1	13
SMOKE-FREE ZONE	4.4	10	3.6	18
<b>EMOTIONAL AROUSAL FACTOR</b>				
SATISFYING	4.3	11	4.6	7
STIMULATING	4.2	13	4.5	9
STIRRING	3.6	16	4.0	14
<b>EVENT FACTOR</b>				
SPECIAL EVENTS	3.7	15	3.9	15
STAR PLAYERS	3.6	17	3.8	16
<b>TRUE FAN FACTOR</b>				
SPORT ITSELF	3.9	14	4.3	11
SPORTS FAN	3.3	18	4.3	12
NO MATTER WEATHER	2.9	19	3.4	19



factor was found to be the most important aspect of attendance motivation, having the highest mean for both males and females, and it accounted for more variance than any other factor. The comparison between males and females revealed that this factor was marginally more influential for women than for men (see Table 3).

#### EMOTIONAL AROUSAL

Supporting the research of Kahle & Riley (2004), the Emotional Arousal Factor and the variables that make up this construct (stimulating, satisfying and stirring) were only moderately important to both genders. In this study, however, males rated the importance of the variables that make up the emotional arousal construct significantly higher. Consequently, Hypothesis H1b, which states that the motivations that influence males and females to attend sporting events are significantly different with regard to emotional arousal, was supported at the .01 level of significance.

#### BACK ROOM

In keeping with previous research (Bitner, 1992; Buttle et al, 1995; Wakefield & Sloan, 1995; Wakefield & Blodgett, 1996; Robertson & Pope, 1999; Shank, 2001), the Back Room Factor and the variables that make up this construct (parking, ease of getting a seat and stadium accessibility) were important to both genders. In this instance, however, females rated the importance of the Back Room variables, which make up this construct, significantly higher than males. Subsequently, Hypothesis H1c, which states that the motivations that influence males and females to attend sporting events are significantly different with regard to Back Room factors, was supported at the .01 level of significance.

#### TRUE FAN

The True Fan Factor and the variables that make up this construct (sport itself, no matter what the weather, and sports fan) were moderately important to both genders, supporting the research of Shank (2001) and Brokaw (2000). Males rated the importance of the

true fan characteristics significantly higher than females. Thus Hypothesis H1d, which states that the motivations that influence males and females to attend sporting events are significantly different with regard to fan characteristics, was supported at the .01 level of significance.

#### FRONT ROOM

The Front Room Factor and the variables that make up this construct (alcohol-free zone and smoke-free zone) were found to be important in accordance with studies by Bitner (1992) and Robertson & Pope (1999) in which females rated the importance of the variables that make up the Front Room construct significantly higher than males. As a result, Hypothesis H1e, which states that the motivations that influence males and females to attend sporting events are significantly different with regard to Front Room characteristics, was supported at the .01 level of significance.

#### EVENT

The Event Factor and the variables that make up this construct (special events and star players) were moderately important to both genders, supporting the research of Shank (2001), Al-Thibiti (2004) and Bjeļac & Radovanovic (2003). Hypothesis H1f, which states that the motivations that influence males and females to attend sporting events are significantly different with regard to the relative importance of the event characteristics, was not supported, as the importance of the event variables that make up this construct was moderately important to both genders.

#### SOCIAL

The Social Factor and the variables that make up this construct (friends and family) were moderately important to both genders, supporting the research of Robertson and Pope (1999), Dietz-Uhler et al (2000), Fink et al (2002), Wann et al (2004) and Kahle & Riley (2004). Since females rated the importance of the social variables that make up this construct, significantly higher than males, however, Hypothesis H1g, which states that the motivations that influence

males and females to attend sporting events are significantly different with regard to social issues, was supported at the .01 level of significance.

## Discussion and implications

This study has highlighted factors that are important to those attending sporting events and has found that the factors that influence male and female attendance are different. The results have supported trends identified in the literature and indicate that the seven constructs presented in this analysis were all of at least moderate importance but that the Entertainment, Back Room and Social considerations were the three most dominant factors for both genders. Differences were evident in the Emotional Arousal construct, which was only moderately important for both genders but was significantly more important for males. Being a True Fan was also significantly more important for males. For females, the Backroom, Social and Front Room factors were significantly more important.

The results of this study will be useful for venue managers because all seven factors identified are amenable to management control. Managers have some level of control over the Entertainment, Emotional Arousal, Back Room, Front Room and Event factors, and may even be able to provide opportunities to enhance the social dimensions of the experience by offering group incentives and 'friends and family' type packages. Event managers can also provide varying membership packages that cater for the sports fan. Recently, for example, the Australian Football League has sought to encourage women and children back to football games by establishing dry (no alcohol) areas and offering greater security presence in some sections.

Importantly, when marketing to females, there do not appear to be any obviously negative aspects to be addressed in improving and promoting these event features, in that improvements such as stadium accessibility, entertainment excitement and social issues, while extremely important to women, are unlikely to deter men from attending. With the

universal appeal of many of these factors, sports managers and venue operators have the opportunity to focus their marketing campaigns to increase the attendance of women and men at sporting events.

This research identifies the broad factors likely to assist in attracting the female market to sporting events, but further research, into specific male and female requirements at sports venues, would be useful. To improve the attractiveness to the female market, details on creative event features such as what constitutes additional entertainment and how elements like parking could be made more 'female-friendly', would be beneficial.

While the results of this study will be helpful to sports managers, it needs to be acknowledged that the level of applicability will vary according to the sporting event. Those events orientated more towards true fans, for example, are unlikely to benefit by marketing to females. Other events, such as netball, are already well patronised by women, although it seems likely that their experience could be enhanced. The greatest benefits will be found when marketing events that have the potential to create a social party atmosphere. In Australia, one of the major beneficiaries of campaigns designed to attract women has been thoroughbred horseracing. By augmenting the sports event with champagne breakfasts, fashion shows and gourmet dining, significant increases in female attendance have been achieved.

In summary, although previous studies have identified the chief motives that influence sports event attendance, when designing a marketing strategy to increase female attendance different emphasis needs to be employed. Marketers need to be aware that traditional marketing strategies are not necessarily applicable to the female market and further research is warranted. Future research might compare sports fans with non-sports fans, compare and analyse individual sports, undertake a broader sample, analyse and compare age groups to increase our understanding of what is deterring those who do not attend.



## Biographies

**John Hall** is an associate professor of marketing in the Deakin Business School at Deakin University, where he is a director of the Centre for Business Research. John's skills are in marketing research and analysis, particularly in the applied areas of consumer behaviour relating to sport, tourism, hospitality, international issues and social marketing.

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