

2019 Research Week Abstract Instructions and Template Posters and Presentations

Title – Promotions and Game Attendance: A Case Study of Collegiate Hockey in the South

Program of Study – Sport, Event, and Tourism Management

Presentation Type – **Choose one of the following:** Physical Poster

Subtype – **Choose one of the following for poster or oral presentation types:** Applied

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Abstract:

As popularity in hockey continues to grow across the United States, so have collegiate hockey games as extra-curricular activities contributing to the student experience as well as institutional retention. To the extent that colleges and universities invest significant resources in offering these activities, it is important to understand the effectiveness of the resources used. With the goal of increasing attendance and the fan experience, one of the most common promotional strategies is merchandise giveaways and yet little is known about this in the context of collegiate hockey at the club sports level. The purpose of this study was to analyze home game promotion data from three regular seasons of a men's 'D-1' Club Sports hockey team in order to understand the influence on attendance. A multiple linear regression was calculated to predict attendance based on giveaways, type of giveaways, and other major campus events. Analysis indicates coefficient values accompanying meaningful relationships between promotions, in the form of merchandise giveaways, and home game attendance. Findings provide practical implications for programs, teams, and sport managers who hope to maximize promotional strategy.

Keywords: attendance, tickets, sales, promotions, college hockey

Christian worldview integration:

The quantitative approach was used as the study was measuring numerical data to draw conclusions. More specifically this study used the ex post facto design as it is a correlational design. The reason that this design was used is because it examines how the independent variable (promotions) is linked to the dependent variable (ticket sales) drawing a correlation. After researching a great amount of existing literature that has been created pertaining to this topic, correlational designs that utilize a statistical regression model appeared to be chosen in the vast majority of studies. In both “Fighting, winning, promotions, and attendance in the ECHL” and “Weather, Timing, and Promotions in Minor League Baseball” the ex post facto design applied a regression model. The purpose of using the ex post facto design is to be able to draw an appropriate correlation between the dependent and independent variables ultimately providing a relevant conclusion to the research question. It is important to maintain integrity of the design. Meaning, that one must be aware of and consider threats to internal validity, threats to external validity, and sampling generalization. In the case of this proposal, this specific research study could not appropriately fit into any other quantitative research designs. Therefore, this quantitative research design is most appropriate for this study as the present study fits into this category. As a Christian, integrity is of my utmost importance. Therefore, it was necessary to apply the proper design to ensure that the results and conclusions drawn would be honest and not misleading. As a culture that loves sports, any research that can be conducted to generate additional knowledge is beneficial.