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FAN MOTIVATION FOR ATTENDANCE TO MEN'S DIVISION I COLLEGE SOCCER MATCHES

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ABSTRACT

Fan attendance rates are a vital part to college athletics. With most athletic programs already losing money for universities, the recent decline in attendance rates has added further stress to budgets (Fulks, 2010). Most of the research on sports fans examines the socio-motivational and psychological motivations for attending games. Fan research has primarily focused on English soccer and American baseball, with little focus being placed on college soccer. While sports like college soccer do not generate enough revenue to sustain themselves, athletic departments still need to maintain positive attendance numbers at these events. Non-revenue sports provide free publicity and advertisement for universities which is one reason why colleges increased their contribution to athletics by 28% in 2009 (Drape & Thomas, 2010). This creates a need to understand college soccer fans. This study will look at nine Clemson men's soccer matches using a one way analysis of variance for different psychological and physical variables that influence a fan's attendance. This process will help identify what aspects have an impact on live-match attendance and will further explain the fluctuation in attendance numbers. The study uses a multiple methods approach to gather information about a fan's opinions on different variables. The survey expands upon observable motivations by examining the fan's opinion on each element (quality, escape, boredom/avoidance, social, entertainment, sport atmosphere, game data, game players, and game weather). This expansion further develops the understanding of what influences a fans attendance to games by looking at what fans indicate determines their attendance and what actually occurs during the course of a season. The second part of the survey

examines social influences and other motivations that cannot be observed: quality of the game, escape, boredom avoidance, social, entertainment, and sport atmosphere. The survey was compared to the six physical variables: weather, opponent, team record, giveaways/promotions, weekday and time of the event. This process helped identify what aspects had an impact on live-match attendance and further explain the fluctuation in attendance numbers. The study revealed that different age groups, gender, and relationship to the university had significant difference as far as their motivation to attend live matches. The results of this study noticed a significant influence when examining the age of the participant, gender, and their relationship to the university (whether they were an active part of the institution) in relation to the nine game variables: quality, escape, boredom/avoidance, social, entertainment, sport atmosphere, game data, game players, and game weather. By understanding the impact of these game variables on the three demographic groups (age, gender, and active member), universities can better account for the rise and fall of fan attendance and institute different strategies to overcome these fluctuations.

DEDICATION

I would like to thank my friends, Denise Adams, Katherine Malmquist, and Erin Morris for their help and support throughout this research. I would also like to express sincere gratitude to my parents who have been a huge support for me and have encouraged me to continue on with my education and gain experience for my future. I appreciate the help each and everyone of you have provide me over the years.

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CHAPTER ONE

INTRODUCTION

Sport is a growing industry that has had a huge impact on society. It can empower civilizations and motivate people during troublesome times by uniting them and building up communities (Dhurup, 2010) like they did in Beijing for the Olympics. Due to the controversy over China's relationship with Tibet, the Olympics provided a platform that allowed the country to improve its worldly perception (Mcgillivray, Foley, & McPherson, 2011). Not only did this influence how the world perceived China but how the Chinese saw themselves. There was a rise in nationalism and pride throughout the country (Mcgillivray, 2011). Sports have the ability to unite people together, providing a bond by creating a sense of belongingness and connection to someone or something (Baldwin & Norris, 1999; Hutchinson & Wexler, 2007; Jones, 2000; McMillian & Chavis, 1986). This community feeling can be seen by almost every team from observing the camaraderie shared by fans wearing the same jersey. College athletics also share this ability to impact a community and unite students, fans, and the surrounding city. Alumni, students, and fans unite together as one group to cheer for what they have in common, a fondness for the university.

While sports bring people together, intercollegiate athletics very rarely make money for their universities or even make enough to support themselves, unlike their professional counter parts. In fact, they can cause colleges to lose millions of dollars (Sperber, 2004). In 2009, only 14 of the 120 Football Bowl Subdivision colleges generated revenue with athletic programs (Associated Press, 2010). Without being able to

generate enough revenue to balance their expenses, athletic departments could be in financial difficulty. A monetary deficit could have significant implications for athletic departments and universities alike. The University of Maryland announced in November 2011 it would cut eight of its 27 varsity sports in order to alleviate financial stress incurred by the athletic department (Prisbell, 2011). All eight sports were non-revenue programs.

One way to manage expenses is through ticket sales. In fact one of the major revenue sources for college athletic departments is generated by ticket sales and alumni donations. The two together make up over half of the generated revenue for intercollegiate sports with the most beneficial being ticket sales (Fulks, 2010). Ticket sales account for 29 percent of generated revenue while alumni donations account for 26 percent of generated revenue (Fulks, 2010). While most athletic departments rely on the ticket sales from football and basketball games to generate revenue (Fulks, 2010) it is still important to attract fans to non-revenue sports like soccer. By attracting fans to these programs, non-revenue sports can use ticket sales and alumni donations to help alleviate some of the debt incurred from their operation. This implies a need to maintain, if not increase, attendance at all athletic events.

Adding to the financial impact fans provide, fans and home crowd support are two very important issues for teams. The importance and influence of fans provide a vital research topic because of the immense power they hold at events. While it is still uncertain about the direct impact of home field advantage, there is a perception that fans have the potential to influence the outcome of the game (Charleston, 2008). Individual

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fans also feel that they are contributing and making a difference to the game by being in attendance (Giulianotti, 2002). About one in every four Americans believe that they personally have an impact on a game they are watching (Miller Lite, 1983). Even though fans feel they contribute to the outcome of the game by attending events, on-site attendance has noticed a decline in recent years (Arnold, 1991; Cusack, 2012).

Looking at teams world-wide, there is a noticeable decline in fans for on-site attendance as a whole. The Italian football (soccer) league has come close to filing for bankruptcy do to the lack of ticket sales and the loss in financial revenue that accompanies those seats (Baroncelli, 2006). The threat of bankruptcy still appears to be an issue for the league due to star players leaving for higher quality leagues (Bajaj, 2012) and may also be attributed to the leagues recent match fixing scandal. This is also affecting college and universities. A specific example of this is Duke University. Duke, known for their intense student section at basketball games named the Cameron Crazies, is another example of industry decline. The recent lack of student support at Duke has resulted in the school selling student tickets to the general public to eliminate empty seats and produce a packed house (Cusack, 2012). This decline in attendance rates expresses a need to understand what influences fan behavior.

While research in fan motivation is not a new concept, there are still many aspects of it that have yet to be explored. Most research, over the years, has focused on European soccer and American baseball (Borland & MacDonald, 2003). Fan motivation studies also focus on socio-motivational and psychological theories of game attendance. There is a lack of research however, that goes beyond this into actually observing these

psychological motivators and comparing them with the actual occurrence of fan attendance when certain parameters of the event are changed. Consumer theory (consumer choice theory) which focuses on observing the demand for a consumer when parameters of consumption change (Barten & Bohm, 1982) will be used in this study. Using consumer choice theory, the consumption of soccer events and how changing aspects of the event affect attendance rates will be examined through the eyes of the fan. Consumer Choice Theory was used by the researcher to explore a fan's reaction to attendance at a soccer event when parameters around the game are changed. While the majority of Consumer Choice Theory deals with price change, the same methods can be applied to other variables that change the desirability of a product. While there is data about fan's psychological motivations to attend sporting events and support teams, very little of this data has been conducted on college soccer and even less research compares this to actual game data. By examining the consumption of soccer events in comparison to the change in both psychological/socio-motivations and observable variables, the researcher was able to examine how these variables impact the demand for the event.

The purpose of this study was to examine the influence that socio/psychological influences and game variables had on fan attendance rates for men's college soccer. The survey was designed to examine the quality of the game, escape, boredom avoidance, social, entertainment, and sport atmosphere. The study looked at how fans rated these variables (on a scale of 1-5 with 5 being strongly agreed) and compared the results with the actually fluctuation of fan attendance in observation with: weather, game time, weekday, opponent, home team's performance/record, and giveaways/promotions. By

studying the effect of these game variables on attendance, athletic departments and teams can prepare or find ways to encourage fans if they expect a game to have low attendance numbers. The study used ANOVA testing to observe the different psychological motivations for fans that attended college soccer matches. This analysis allowed for a more in-depth study on what fans hope to gain at these matches and what concepts were important in influencing the behavior of college soccer fans.

The six observable game variables were compared to a survey passed out to sports consumers at each event in order to analyze their importance and influence in behavioral outcomes. These observable game variables were used to expand upon results of the survey, looking at how weather, time of game, day of week, opponent, Clemson's record, and marketing/promotions and how these influence these variables. Under the guidance of Consumer Choice Theory, these variables explained important influences for the demand of collegiate soccer matches.

The survey will be able to examine influences in attendance by having fans discuss these variables. Using the two methods together, the study will be able to compare what fans say are important factors of their attendance to the actual size of the crowd at a match. The multimethods approach also allows for factors such as social components or entertainment to be studied since they are unobservable motivations. This allowed for fans to indicate the importance of these variables since the researcher could not observe their direct relationship to attendance.

CHAPTER TWO
LITERATURE REVIEW

<u>Today's Sport Culture</u>

The billion-dollar sports industry is growing and expanding at a rapid pace due to a country that is obsessed with sports and sport culture. The Huffington Post reported that in 2011 the Super Bowl broke the record for American Television viewing. It was estimated that 111 million people tuned in to see the event. Throughout the season, 20 million viewers watched NFL games on CBS, Fox, and NBC, doubling the amount of their prime time program's viewership (Bauder, 2011). Nielsen Media Research published that 954,000 viewers watched Fox Soccer's U.S-Mexico telecast, by far the most-watched soccer match on an English language, cable television channel since the 2010 World Cup (Haydon, 2011). Today, fans have access to magazines, online websites, blogs, and twitter updates about their favorite players and teams which allows them to further gain knowledge and build a stronger bond to a team. They can gain extra information that goes beyond the game and allows them to learn more personal components of their teams. About 54% of the American population is thought to watch or listen to sports news on television or radio and 39% read and gain updates from the sports page of the newspaper (Miller Lite, 1983). More recently than 1983, it was estimated in 2005 that one in every three Americans watched the National Football League, which was an estimated television audience of 105,874,000. In comparison, Major League Soccer had an estimated television audience of 10,010,000 (Humphreys & Ruseski, 2009).The increase in technology and growth in access to teams seems to imply that

attendance for games would increase due to the rise in exposure, yet athletic departments and sport teams seem to struggle with maintaining and attracting athletic consumers.

While there is a strong interest in sports from a consumer aspect, attracting fans to attend games can be difficult. There are several market substitutes (or alternatives) that compete for the same consumer base. When sports consumers were asked to identify the sport they were most likely to watch from a list of 24 different sports, 54% picked football, baseball, or basketball as the sport of choice (Miller Lite, 1983). This was true for professional sports in 2005 as well (Humphreys & Ruseski, 2009). The competition for consumers extends beyond rivalry sports teams to include anything else that a person might choose to participant in instead of attending a game like: television shows, amusement parks, etc.

The effects of technology on the sports industry has helped to contribute to the overall fan base of a team, but may be one of the leading causes in the decline of on-site attendance. Fans have the ability of watching games without having to be personally present at an event. The National Football League had the largest estimated televised viewing audience for sports in 2005; however the league ranked fifth for estimated attendance at sport events. The NFL with an estimated 17,011,986 was behind Major League Baseball with an estimated 74,385,100 total attendance, NCAA Football with an estimated 43,486,574 total attendance, NCAA Men's Basketball with an estimated 30,568,645 total attendance, National Basketball Association with an estimated 21,369,078 total attendance, and National Hockey League an estimated with 19,854,841 total attendance for their 2004 season (Humphreys & Ruseski, 2009). Teams like

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Manchester United have capitalized on their market share by using technology to develop a strong global fan base. Manchester United has gained support from spectators outside of their local area of England, making their name the most recognizable sports team in the world due to a powerful brand name and strong marketing (Schwartz, 2010). While teams like Manchester United have embraced technology to aid in their growing fan base, there has been a shift away from supporting local teams due to increase in television coverage and the Internet. This shift from localized support is known as the process of delocalization (Mason, 1999) and contributes to the decline of fan attendance. Support of the local team is now no longer the only means for fans to watch sports. They can now stream games on the Internet or watch games on television without having to travel to a stadium in order to view the team. Fans can view games and support teams that they live miles away from, creating a bond and support for a team they may never have the opportunity to experience live. Manchester United's global recognition is so powerful that half their followers are located in Asia, which helps to make them the world's most valuable team (Schwartz, 2010). However, with fans being located so far away, many will be unable to make the trip to watch their team play live, but thanks to technology they can still follow the game and players.

Even though technology is a major contributor to the decline in attendance, in the United States, soccer battles cultural issues as well. Major League Soccer in the United States is battling to grow in popularity against a country that is interested in American football, basketball, and baseball. In fact in a study conducted that listed 24 different mainstream sports, 55% of people indicated that they either were always interested or

usually interested in watching football games and 45% of participants indicated that they were always interested or usually interested in watching baseball games. Soccer was ranked as 20th in popularity with only 12% indicating that they would be interested in always watching or usually watching soccer games (Miller Lite, 1983). There has been a recent increase in soccer of the past couple of years, however. The Major League Soccer (MLS) has experienced a 5% increase in fan attendance throughout the league. Some teams like the Seattle Sounds have developed such a loyal fan base, that the team actually attracts over 42,000 fans per game (Oshan 2012). However, this recent rise in the popularity of soccer does not mean that the entirety of the American culture has accepted the sport. Chivas USA, a MLS team, noticed a 13.6 percent decrease in average fan attendance between the 2011 and 2012 season. The MLS team D.C. United notice a 9.64% decrease in their average fan attendance between 2011 and 2012, which was the third worse of the league (Toronto FC suffered an 11.63% decrease) (Oshan 2012).

While that study was conducted in 1983, college soccer still struggles for popularity in the United States. When looking at the top 20 universities that recorded the highest attendance rates for a particular sport in the 2010-2011 season, college soccer ranked 7th in on-site average attendance for NCAA member schools (NCAA.org, 2011). Men's soccer placed behind BCS football (and FBS football), men's basketball, women's basketball, men's ice hockey, baseball, and volleyball. The only other sports listed with available attendance rates for the 2010-2011 season that men's soccer placed higher than were softball, women's soccer, and field hockey (NCAA.org, 2011).

Having a strong fan base does not guarantee fan attendance at matches. Cameron Indoor Stadium, host to the Duke Basketball team, is considered one of the toughest playing environments for away teams. The reason for this is largely due to the enthusiasm and overwhelming presence of the crowd and their student section nicknamed the Cameron Crazies. However, Duke's student section has noticed a decrease in attendance numbers over the last five years. Duke claims the selling of student tickets is not due to financial reasons but rather it is because the empty seats detract from the hostile stadium atmosphere (Cusack, 2012). The university has begun to sell its unused student tickets to the general public to maintain a crowded stadium(Cusack, 2012). Mike Forman, the Director of Marketing and Relations for Duke University, commented on the fact that colleges nationwide are experiencing declines in their student sections for home games (Cusack, 2012). The lack of student attendance is not an isolated problem for just Duke University. In fact, teams worldwide are coming up with new ways to attract fans to games. The National Football League had all but three teams (Baltimore Ravens, Philadelphia Eagles, and Tennessee Titans) during the 2009 season that were forced to try new sales approaches or freeze their ticket prices in order to maintain fans (Kaplin, 2009). The Italian football league, which had 44 million fans, has come close to filing for bankruptcy (Baroncelli, 2006). Average attendance rates can also mislead leagues on this subject. The impact of one large game can skew these numbers to show a drastic improvement for fan attendance when in actuality fan attendance (with the acceptation of when game) has not experienced any change. In August of 2009, the University of South Carolina reported having an average attendance rate of 2,051; however, if you remove the

6,157 fans that attended the home match against Clemson University, the teams average attendance rate drops to 1,464 (Kah, 2010). Due to this, attendance rates are something that each league and team must pay attention to.

Fandom

When discussing fans, it is important to first understand and have a definition of a fan. A fan is more than just a person who cheers for the performance of a team. Researchers describe a fan as someone who has a vested relationship and interest within the sport or team (Borland & MacDonald, 2003; Neale, 1964; G. T. Trail & James, 2001; G. Trail, Anderson, & Fink, 2000). Fandom often requires financial support and a time commitment for a person to be considered a dedicated fan. Fans travel to games, watch matches on television, and even wear apparel, all of which have some form of monetary support. For live matches, the cost of a game goes beyond just the mere ticket price for fans. They need to account for parking, food, drinks, souvenirs, transportation, shopping and the cost of alternative trade-offs (substitutes) such as movies and other sporting events (Hart, Hutton, & Sharot, 1975; Wakefield & Sloan, 1995). Fans also have to account for the length of the matches as well as traveling time it takes to get to and from the stadium.

Fans have an emotional attachment to a particular team and often identify themselves with that team. Fans associate part of their self-image and self-esteem to their team's performance and overall result. This notion of fan association is called BIRGing and CORFing and is widely recognized in the field of sports. BIRGing is short for basking in reflective glory, meaning fans associate themselves with a team's success and

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positive attributes. They claim affiliation and alliance with a successful outcome even though they personally do not have a direct contribution or effect on the team's performance (Cialdini et al., 1976). Since a team's performance has an effect on a fan's self-image, to maintain that positive self-identity fans disassociate themselves with that team after a loss. In a situation where a loss occurs, fans will disassociate themselves from the team in order to protect their internal self-image. This process is called CORFing (cutting off reflective failure) (Campbell Jr., Aiken, & Kent, 2004). For fans, the commitment to the team is more than just financial; it is a defining aspect of themselves.

The Importance of Fan Support

Fans are important to teams because of their personal relationship with an organization. While the increase in overall fans has risen due to television and Internet publicity, teams should be worried about the decrease in actual on-site attendance. The majority of revenue for teams comes from broadcasting rights and television contracts; however a decrease in ticket sales can have serious implications. The Italian football league experienced a major drop off in game attendance from 1999 to 2000 reporting only a 40 to 60% stadium capacity. The total revenue for the league dropped by 19% or from €226.8 million (286.22 US dollars) to €183.5 million (231.58 US dollars) (Baroncelli, 2006). The decrease may be worse than reported considering the study did not take into account the money that was generated due to high profile games like Italian championship, Italian cup and the European Cup. While this example focuses on the

professional realm of sport, college athletics also face severe implications if they do not

find a way to attract fans to games.

Professional teams can offset cost of production with traditional "buyers" which

are fans, television and media, the communities that house teams and financially support

them, and sports involved corporations (Mason, 1999). However, college teams do not

have this luxury and unlike their professional counterparts, inter-collegiate athletic

departments cannot rely on the surrounding cities to help pay for athletic facilities. Their

financial support is acquired through fans, alumnus and private donors, or the conference.

There is also research that supports the notion that some of these ideas, like corporate

sponsorship, can actually hurt an athletic department instead of aiding them. The public

starts to believe that universities make enough money from these sponsorship deals and

will stop donating additional funds (Sperber, 2004). Athletic Departments also deal with

strict regulations when it comes to sponsorship from outside entities. The NCAA has

strict guidelines and regulations that must be followed when dealing with sponsorship

deals (The National Collegiate Athletic Association, 2011).

Contrary to popular belief, athletic departments for intercollegiate sports do not

make money for their universities and instead can lose millions of dollars for their

institutions (Sperber, 2004). The majority of money made by athletic departments is

through college football (men's basketball would be the next revenue generating sport).

However, non-revenue sports can aid in generating some revenue and alumni donations

that can help alleviate part of the overall debt. For example, Stanford's non-revenue

programs combined to generate $9,741,073 to their athletic department (this does not

include donations) (Equity in Athletic Data Analysis and Cutting Tools, 2012). Ticket sales are one way that a majority of these universities have to help alleviate debt (Fulks,2008). With a decline in attendance rates being seen nationwide, this could have serious repercussions for athletic departments, especially when the expenses for intercollegiate athletic departments have continued to rise over the years (Fulks, 2008). With the loss in revenue, athletic directors must either find an alternative solution to increase revenue or face budget cuts and elimination of sports programs (James & Ross, 2004).

While non-revenue sports are programs that do not generate a profit and cannot sustain themselves financially, athletic departments still are willing to spend money on these programs. One reason why Athletic Departments continue to support non-revenue sports is due to the increase in exposure, especially from television. This exposure is something that universities feel outweigh the cost, claiming it as the "front porch" of college universities (Drape & Thomas, 2010). It is both athletic directors' and coaches' hopes that these programs will market the university to new students and encourage alumni donations. While the direct link between non-revenue sports and alumni donations are difficult to identify, Richard McCarty, the provost at Vanderbilt University, describes having a competitive program in all sports as the connective tissue that keeps alumni and the university together (Drape & Thomas, 2010). The NCAA also encourages universities to support non-revenue sports in awarding the top men's and women's programs with the Capital One Cup. This award is given to the programs with the best combined on the field performance for all NCAA varsity level sports (Drape & Thomas, 2010).

Stadium Atmosphere

Having an active fan base goes far beyond just the monetary benefits discussed. There is a notion that the presence of fans can influence momentum, foul calls, and create a difficult environment for away teams. While the specific link has yet to be identified, fan attendance and presence creates a noticeable impact (Charleston, 2008). The atmosphere of the stadium can determine a fan's decision to attend a match and potentially influence a team's home field advantage. Even for fans that support highly skilled teams, stadium atmosphere can impact a fans decision to return for future games. Adding to this, the atmosphere created by a crowed is unique and special to each stadium (Giulianotti, 2002). Fans that enjoy the stadium of their team are more likely to return to watch a live match (Wakefield & Sloan, 1995). In the study done on national and international futbol leagues, fans noted that stadium atmosphere was the second most important factor for fan attendance, competitive balance was viewed as the most important (Koenigstorfer, Groeppel-Klein, & Kunkel, 2010).

The allure of certain stadiums can provide an influence in attracting fans to attend. Researchers have focused on how the physical environment plays a role in fan motivation. Parking, cleanliness, crowding, fan control, food service, and attendance intentions all have an impact on a fan's decision to stay throughout the duration of the match or even attend (Wakefield & Sloan, 1995). While most teams are quickly expanding their stadiums to have more seats under the assumption that bigger is better, research has found the size of the crowd, stadium size, and noise level were identified as being major determinants for attendance. Stadiums with empty seats have been shown to

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negatively impact the stadium's atmosphere. Having a dense fan audience and one that is actively part of the game had the most impact on atmosphere and fan motivation (Charleston, 2008).

Competitive Balance

There is a need to recognize the importance of the uncertainty of outcome for sporting events and how it plays a role in fandom. Fans are attracted to events where both teams have a chance of winning the match (Borland & MacDonald, 2003). Fans are more likely to attend games where there is high but relatively equal talent and skill. Certain leagues have the opportunity to create a situations where there is an unpredictability about the game with their competitive balance (Borland & MacDonald, 2003). While teams typically do not have control over the leagues they compete in or even some of the teams they play, this provides further information to why people chose to attend sporting events. There is excitement in the rise and fall of teams within league or national standings (Neale, 1964), meaning that games either within the league or against a quality rival can aid in the excitement of the game. Sporting events have an unpredictability quality that allows a fan to experience excitement, eustress, and can affect self-esteem through BIRGing (basking in reflective glory) and CORFing (cutting off reflective failure). In a study conducted on the attractiveness of national and international football (soccer) leagues, fans were most influenced by the competitive balance of the league (Koenigstorfer et al., 2010). Using the idea of uncertainty of outcome, this study can examine the influence of an opposing team as one component of attendance rate.

Fan Motivation

Given the importance of fan attendance, fan motivation is a very popular research topic. With a demanding budget and financial situations dependent upon ticket sales, teams are constantly looking for new ideas to attract fans to games. Departments also want the crowd support for advertising and recruiting. Most of the studies in the field are on the psychological motivations of why fans seek out sports entertainment such as their need to escape stress and relieve boredom. With the commodification of sports, spectators are able to view their relationship to teams more as a customer base relationship (Giulianotti, 2002). This means there may not be a loyalty to a particular team but instead the desire to seek out personal benefits. Understanding what benefits and desires fans seek out can impact the attendance of an event. While several researchers have identified motivations like companionship or group affiliation, Daniel L. Wann's research tends to be widely accepted within the field. His research on fans identified eight aspects of fan motivation: eustress, self-esteem, escape, excitement, economic, aesthesis, group affiliation, and family (1995, 1997). Each one of these components explains why fans seek out sports, to fulfill personal psychological needs. In the case of the first motivation, eustress, fans attend matches for positive stress and anxiety that comes from watching a sporting event and the creation of positive highs and lows throughout the course of the game. This could include goals being scored for or against the favorite team or the finish of a close race. While the excitement and nerves created by a match does vary for spectators between sports (James & Ross, 2004) fans seek out sporting events to experience these thrills.

The second motivation, self-esteem, relates back to the notion of having a personal identity wrapped up in a team's and player's performance. Fans associate themselves with the performance of their team. They often seek out successful teams to gain positive assessment of themselves (Cialdini et al., 1976; Kahle, 1996).

Fans express a need to provide a coping or restoration element to help deal with daily life (Caldwell, 2005). This element is known as escape (the third motivation) and provides a way to remove one's self from the stress of life (Wann, 1975; Wann, 1995). Athletic events can provide a way to reduce stress and get away from jobs, bills, or other stressors.

Sporting events and consumerism provides excitement for people (Wann, 1995). This excitement (the forth motivation), created by athletics, can fill a desire and need for entertainment within a person's life. Games are thrilling to view for fans and provide a popular pastime that grabs attention much like prime time television, music, and movies (Wann, 1995). There is an appeal to watching the skills of athletes, the drama of the event, and the struggle to overcome the obstacles that surround the game (James & Ross, 2004). This desire for entertainment is seen across all sports and has the ability to be used as a generalized marketing campaign between sports (James & Ross, 2004).

Economic, the fifth motivation, primarily deals with gambling on sporting events which provides a competing environment for spectators (Wann, 1995). Gambling has expanded from purely monetary wagers, to include fantasy leagues, March Madness, office pools, as well as the typical Vegas style betting. Economic motivations provide away for fans to compete during games by playing games of their own.

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Aesthetic value, the sixth component of fan motivation, is the appreciation of the sport's natural beauty and the respect for the skill required to participate. Fans are more likely to experience a better sense of aesthetic values at a live event than they are viewing the game on television (Cohen & Avrahami, 2005). Making sure that fans understand the game and the rules may help to increase appreciation of the sport.

Group affiliation (the seventh motivation) provides fans with a connection to people they view as similar to themselves. They form groups and cliques that they can relate to and display a similar view point to their own (Baldwin & Norris, 1999; Hutchinson & Wexler, 2007). Group affiliation creates a sense of belongingness within a team's fans (McMillian & Chavis, 1986). They have a notion and understanding that there is a benefit to being part of the group. This creates a mind-set that it is better to be in the group than outside and that there are benefits to being part of that group (Jones, 2000).

Family, the last motivation, is similar to group affiliation. It focuses, however on the need to belong to one's personal family. Many sports arenas have started focusing on a family atmosphere for spectators. Arenas use marketing to promote a family event that attracts fans that wish to spend more time with their family. Several sporting events have kid-focused activities, family ticket deals, and some stadiums have even added in kid focused areas. Together these motivations make up Wann's Sport Fan Motivation Scale (SFMS) (Wann, 1975) and provide researchers an avenue to gaze inside a fan's mind in order to understand what fans seek out through sports. It demonstrates what psychological components are needed in order to attract fans to attend games.

College Soccer

While the market has seen a decline as a whole, men's soccer has seen an increase in attendance in the last two years (excluding the 2012 season). All of the top 20 universities that recorded the highest average attendance rates saw an increase in their averages between 2009 and 2010 (NCAA.org, 2011; Soccer America, 2010). This however, could all be attributed to one game skewing the numbers. Ohio State average fan attendance for 2010 was 1492. The school only listed 522 in 2009 (Kah, 2010) creating a huge increase for the university. However, when the school's record setting crowed of 7,255 against Akron in September is removed from the list, the school average drops to 532 (Kah, 2010). Clemson University recorded 7,423 in attendance to watch the team's first home game of the 2011 season against its rival the University of South Carolina (OrangeandWhite.com, 2012). The game was marketed as an attempt to break the school's record for largest regular season crowd. This may account for the school's rise in average attendance from 1,287 in the 2010 season to 2,111 for the 2011 season (NCAA.org, 2011). Adding to this potential for average fan attendance to be impacted by one game is the uncertainty about accuracy in recording these numbers. Athletic departments may estimate attendance numbers especially when there are hundreds or thousands of fans in the stadium. Without the assurance of an accurate report being listed for each game, it is difficult to claim that there is an actual rise in attendance rates.

Even if there is a rise in attendance rates across college soccer, there is a wide range of variation between games. For example, Wake Forest University's soccer team reported their lowest home soccer attendance at 327 against Clemson University on

November 11, 2010. Wake Forest had their highest attendance at 3,661 against North Carolina on October 9, 2010 (Wake Forest University, 2012). The difference between these two games can affect not only the revenue from ticket sales for those two events but also the atmosphere of the stadium and the team's home field advantage.

This increase in attendance seen in the last two years before the start of this study (the 2010 and 2011 season) may also be due to a decline the two previous years for the 2008 and 2009 seasons. Between 2007 and the decline in 2008, the average attendance rate for the top 20 highest average attendance rates universities dropped from 2,092 to 1,863. This drop off persisted until 2010, when the average increase in attendance was a little above 200 people from 2009, jumping from 1,873 to 2,318 (NCAA.org, 2011).

Clemson Men's Soccer Team

Clemson Men's Soccer Team has a history of success and fan support since its re-creation in 1967. The team originally competed from 1934-39 under Fred Kirshner; however, the team only played 18 games total against other 4-year institutions. The team is currently the only sport at Clemson University with two National Championships: one in 1984 and the other in 1987. The team's history of being a top program extends to include making the final four 7 times, Atlantic Coast Conference (ACC) Champions 13 times, ACC Regular Season Champions 14 times and finishing the season in the top 20 in the nation 27 times. Over 49 players have continued on after Clemson to have professional careers in the industry.

The success over the years may have contributed to the positive support by fans for the program. Between the years 2000 and 2010, Clemson's average attendance for

home games ranked in the top 20 every year. During this period, the team's home average attendance was ranked tenth or above seven times (NCAA.org, 2011).

While there has been support in the past for the team, continued support is not a guarantee. Looking at the season average attendance rate does not show the highs and lows throughout the season. It also does not account for outliers that might skew the averages as discussed earlier. This is why understanding the fan motivation and their effects on fan attendance rates are important.

The Clemson men's soccer team had a 24 participant roster that incurred an estimated operating expense of $7,010 per participant for the 2011 season. This is an estimated $168,239 for the team (Equity in Athletic Data Analysis and Cutting Tools, 2012). As stated before, non-revenue sports do not provide enough revenue to sustain themselves. However, these sports combined can make an impact on university's budgets. Clemson reported $6,213,305 total revenue generated by non-revenue sports that excludes football and men's basketball. Men's non-revenue sports portion contributed to $2,667,114 of the 6.2 million dollars. These numbers do not include any donations or not allocated revenue received by the athletic department (Equity in Athletic Data Analysis and Cutting Tools, 2012).

The men's team also had two home games last season broadcasted on the ACC's (Atlantic Coast Conference) regional sports network (RSN). The first game against Virginia was played on Friday, September 30 and had 2,461 fans (virginiasports.cstv.com, 2011) in attendance. The second game against Maryland, who was ranked first in the nation at the time of the match, was played on Friday, October 28

in front of 1,257 fans (University of Maryland, 2011) (The Orange and White, 2011).

Due to the influence of television at both games, attendance rates could have been

affected either positively or negatively. Fans may have decided to stay home and watch

the game instead of attending or may have come out in hopes of being on television.

While this study does not specifically look into the effect of television games on

attendance rates, it is an external factor that will need to be recorded.

Study

Research has shown that there are key psychological aspects that need to occur

for a fan to attend a game. While there is a large amount of research on the psychological

of motivation, little has been conducted on how game variables influence attendance

rates. Sports practitioners are charged with the duty of providing an environment that

encourages fan attendance, however, even with knowledge about fan's emotional

attachment to teams and sports, fan attendance rates continue to fall across the nation

(Cusack, 2012).

The two most researched fan areas in sport are European soccer and American

baseball (Borland & MacDonald, 2003). However, little research has been done on

American college soccer. With all of the research that has been done on the psychological

and sociological aspects of sports, implementation should be easy and helpful. However,

due to the complexity of people, there is still the need to observe how these ideas

influence behavior at college soccer matches. This paper has laid out evidence to support

that fans enjoy highly competitive games, high skill, and the opportunity to have the team

move within rankings (Koenigstorfer et al., 2010; Neale, 1964; D. L. L. Wann, 1995; D.

L. Wann, Schrader, & Wilson, 1999). Fans also mentioned a social and energized atmosphere influencing their behavior (Charleston, 2008; Koenigstorfer et al., 2010; Wakefield & Sloan, 1995). Studies have shown that the weather and time of the game have an effect, however, none of these studies were conducted on American college soccer (Borland & MacDonald, 2003). The roles that these variables play on attendance rates is something that needs further investigating. For example, understanding the impact that a Tuesday game has on a crowd size can help practitioners prepare for a large crowd or increase their marketing scheme to encourage attendance.

<u>Hypothesis</u>

The purpose of this study was to examine the influence that socio/psychological influences and game variables had on fan attendance rates for men's college soccer. Due to the multimethods approach the study had 4 hypotheses.

The survey will answer the following hypotheses:

1) Female fans will differ in influence from male fans for the nine game variables: quality, escape, boredom/avoidance, social, entertainment, sport atmosphere, game data, game players, and game weather.

2) The age of the fan will differ in effect for the nine game variables: quality, escape, boredom/avoidance, social, entertainment, sport atmosphere, game data, game players, and game weather.

3) The importance placed on the game variables: quality, escape, boredom/avoidance, social, entertainment, sport atmosphere, game data, game

players, and game weather, will differ based on a fan's connection to Clemson University.

4) Fans that purchase tickets through advanced ticket, season tickets, or at the gate will differ in the importance placed on the game variables: quality, escape, boredom/avoidance, social, entertainment, sport atmosphere, game data, game players, and game weather.

Chapter Three

METHODS

<u>Overview</u>

This study used a multimethods approach to examine the importance of game

attributes on fans. The study focused on men's home soccer games over the course of one

season. The team held eight regular season games and one post-season game that were

spread out over four months with one game in August, three games in September, three

games in October, and two games in November (pre-season games will be included in the

survey analysis but not in the observable analysis). The multimethods approach studied

fan motivation behavior at all nine home games combining the survey with observable

data.

<u>Sampling and Administration</u>

Using random systematic sampling, surveys were passed out to fans as they

entered into Historic Riggs Field. Each gate passed out surveys allowing equal chance of

participating regardless of which gate the fan enters. On average, 80 surveys were passed

out per game taking in to account non-responses without affecting the needed sample

size. The surveys were only given to participants 18 years of age and older. In order for a

participant to receive a survey, entrance into the stadium was a requirement. This meant

that participants standing outside the gate were not allowed to participate in the study,

even if they were watching the match.

The survey was two pages long ensuring that fans had time to complete it before

the start of the game or during half time. This increased accuracy by allowing fans time

to answer the questions without distraction from the game. The surveys were returned to the gate upon completion or at the gate as fans exited the stadium. The survey was pretested during the two exhibition games before the start of the official season. The only changes to the survey were the addition of the question pertaining to supporting someone they knew on the team and the phrasing of the demographic questions. Since only the one question was added to the survey and no other questions were changed, the pretest was used in the analysis.

Survey Development

The purpose of the survey was to identify different influences of fan attendance for college soccer attracts. College soccer has the potential to attract a wide variety of fans due to its surrounding community. The survey allowed for a comprehensive understanding of the motivating factors that fans search for during a college soccer event. A modified version of Yousof Al-Thibiti's sports fan motivation scale was used to explore psychological components that make up fandom. In Al-Thibiti's development of his Fan Motivation Scale, he used the work of Wann and Funk to help understand fan motivation. Al-Thibiti's survey used the information about fan motivation, like Wann developed, to help design a study that looked at fan motivation as a means to drive fans to support sports teams (Al-Thibiti, 2004). This study modified Al-Thibiti's survey to examine different components of he listed as: the quality of the game, escape, boredom avoidance, social, entertainment, and sport atmosphere (Al-Thibiti, 2004). The use of Al-Thibiti's survey was used to increase the accuracy of the study by the use of a survey that had already been tested in the field.

Modification to Al-Thibiti's survey was used to better fit the purpose of this study. A factor analysis of Al-Thibiti's survey is included in Appendix 2. The original survey's main intent focused on ethnicity and how these variables fell along ethnic lines. While this study will not look at the effects of ethnicity on fan attendance, the opening section of Al-Thibiti's survey focused on why fans attended games. The modified survey, listed in the appendix #1, focuses on asking questions like "I attend soccer games to enjoy the game environment." The modified version of the survey, used in this study, examines the influence of different psychological and socio motivational variables as well as game variables including: weather, opponent, team record, giveaways/promotions, weekday and time of the event.

Table 1

Questionnaire Category Breakdown

Quality

	22	For the artistic value of the game
	26	for the beauty of the game
	27	To see my team win
	31	to see a good performance by players during matches
	32	because I enjoy sports
	36	to watch the high level of skills shown by players
	41	for the pleasure I experience during the sport games

Escape

	30	For the opportunity to forget about my stress
	34	To avoid the hustle and the bustle of daily activities
	35	To Relax
	38	to gain a feeling of belonging
	42	To relieve tension

Boredom/Avoidance

	23	to increase my self esteem
	24	to occupy my free time
	28	to keep me busy

| | 37 | to kill time |

Social

	19	To spend quality time with my friends and family
	29	to be with other people
	33	to interact with others

Entertainment

	20	to seek excitement
	39	to be entertained
	43	to use it as a form of recreation

Sports Atmosphere

| | 21 | To get away from my everyday routine |
| | 25 | to enjoy the game environment |

Game Data

	1	Because I consider my-self a soccer fan
	5	Depending on the start time of the match
	6	because I like the sport
	11	when I expect the stadium atmosphere to be exciting
	13	I attend for the give-a-ways and promotions
	16	when the game starts later in the day
	17	depending on the day of the week
	18	only if the game is on a weekend date (Friday, Saturday, Sunday)

Game Players

	2	when the home team is likely to win
	3	to watch the opposing team
	4	to watch star players
	10	only when the home team is ranked
	12	when the home team has a positive winning percentage
	14	when the opposing team is ranked
	40	to support someone I know

Game Weather

	7	only if the weather is nice
	8	no matter what the temperature is outside
	9	if the temperature outside is not too cold
	15	if the temperature outside is not too hot

Observational

The survey was compared to an observational study. These observational components of the game were recorded to further explain and comprehend fan behavior. The researcher kept track of weather, the time of the game, the day of the week, opponent (winning percentage and rank), Clemson (winning percentage and rank), and promotions/marketing. These variables were examined within the questionnaire passed out to the fans at each game. The observational recording of these variables was used to compare what fans indicated as important motivators in their attendance to games. These observable variables supported the data from the survey.

Operationalizing Game Variables

Throughout the course of the season, data was collected from each home game. Information about the weather, time of day, day of the week, opponent, team's rank, and give-a-ways/promotions were collected and recorded for analysis at the end of the season. A volunteer was placed at each gate to inform guest about the study and pass out surveys. The Clemson University Ticket Office kept attendance for games using counters at each of the two gates. Only fans that entered the stadium were counted for the overall attendance. Each wave of marketing was counted individually to give an overall number (so a banner placed on the major highway was counted separate then sandwich boards placed on campus). This was done to better understand how the presence of marketing and promotions influences fan attendance.

For identification purposes of the day of the week variable, a dummy variable was assigned starting with Sunday as number 1 and ending with Saturday as number 7. For

weather, the temperature was recorded at the start of the game. Due to the lack of precipitation throughout the course of the season, the only variable for weather was the temperature.

The opponent's rank was recorded at the time of the match. If a ranking could not be provided then a dummy variable of zero was assigned to indicate a non-ranking. The Clemson soccer team never received a ranking throughout the course of the season and received a value of zero to indicate a non-ranking. Both the opponent and Clemson had their current win percentages recorded to further aid in observing both values at the start of the match.

Analysis

The survey was analyzed using an ANOVA test to exam how different fan motivators influenced fandom. The ANOVA tests were conducted comparing how fans answered for variables that measured: quality, escape, boredom/avoidance, social, entertainment, sports atmosphere, data surrounding the game, players, and game weather. This allowed for the study to observe the difference in fan motivations as it related to relevant participant characteristics. A 95% confidence interval was used for each comparison test.

The survey was compared to the results of the observable variables to determine if there were discrepancies between what fans indicated as important and what was observed to influence fan attendance. Combining these two methods, this study explored what fans said were influencing factors and what was observed to occur at home matches.

Chapter Four

RESULTS

The study examined the influence of consumption at sporting events when different components of the game change. This study observed and analyzed how psychological/socio- motivation (quality, escape, boredom/avoidance, social, entertainment, and sports atmosphere) and observable variables of the game (weather, opponent, team record, giveaways/promotions, weekday and time of the event) influenced fan motivation to attend live Division I college soccer matches. The data was analyzed using an ANOVA test, with a significance level of .05, to observe the importance of each variable for gender, age, relationship to Clemson University, and ticket sales. The results of the survey were compared to observable game variables (weather, opponent, team record, giveaways/promotions, weekday and time of the event) to further explain and examine the influences fans expressed and the results of actual fan behavior. Each variable was examined on a 5-point scale with 1 being strongly disagree and 5 being strongly agree.

<u>Descriptive Statistics</u>

Surveys were used to examine the influence of different motivations on sports attendance at a Division I college soccer match based on relevant fan characteristics. After discarding any surveys that did not fit into the parameters of the research, a sample of 425 fans participated in the study. The surveys produced a 51.83% response rate for the season. The survey sample was comprised of 251 (59.1%) male and 149 (35.1%) female. Out of the 425 surveys, 25 (5.9%) did not indicate a gender response. Participants

ranged from 18 to 82 years of age with 130 (30.6%) of participants ranging from 18-22

(undergrad college students) with 89 (20.9%) of participants not listing their age.

Of those who were eligible to participant in the study, 179 (42.1%) indicated they

were students and 50 (11.8%) indicated they were employees of the university. Only 71

(16.7%) of participants in the study had purchased a ticket in advance (either a season

ticket holder or an advanced ticket). This meant that the majority of fans for Clemson

men's soccer matches were either students or bought tickets at game time (see Table 2).

Hypothesis Analysis

These demographics (gender, age, relationship to Clemson University, and ticket

purchase) were compared to the game variables (quality, escape, boredom/avoidance,

social, entertainment, sports atmosphere, game data, game players, and game weather).

Game data referred to the variables that surrounded the match (i.e. quality, give-a-ways,

to the participants' general fandom). The game player variable referred to questions about

the players (i.e. to watch star players) or about the teams. The game weather variable

pertained to the start time of the game and the weather outside (i.e. if it is not too hot

outside). Please refer back to Table 1 for questions within each category.

The observable game variables were compared to the survey results. This allowed

for exploration and understanding about how the variables listed above influenced fan

attendance. Surveys were passed out to participants at the beginning of each match.

About 50 surveys were handed out at both pre-season games and about 80 surveys were

handed out for the other 9 games (making 820 total surveys). Fans had the entirety of the

match to complete the survey before they returned the two page study to a basket located

at both exits of the stadium. While the pre-season surveys were intended to be a pre-test,

no significant changes were made to the survey so these games were included in the

study. The research team collected 425 surveys that were acceptable for participation in

the study providing a response rate of 51.83%. This type of analysis allowed for the

examination of attendance rates as compared to what fans stated as important.

Table 2

Demographics

	Frequency	Percent
Gender		
Male	251	59.10
Female	146	35.10
Missing data	28	5.80
Age 18-22	130	30.60
23-30	42	9.90
31-50	78	18.40
51-65	71	16.70
66-99	15	3.50
Missing Data	89	20.90
Part of the Clemson University		
Student	179	42.10
Employee	50	11.80
Not part of Clemson University	173	40.70
Missing Data	23	5.40
Tickets for the Game		
Season Ticket	40	9.40
Advance Ticket	31	7.30
Other	244	57.40
Missing Data	110	25.90

Gender. The hypothesis of gender was analyzed using an ANOVA to study the differences in the game variables (quality, escape, boredom/avoidance, social, entertainment, sports atmosphere, game data, game players, and game weather) compared to gender, at a 0.05 significance level. Quality, social, and weather factors for the game were found to be significant for gender. There was no significance (p>0.05) for the variables escape, boredom avoidance, entertainment, sport atmosphere, data for the game, and players.

Table 3

ANOVA of Gender

		df	Mean Square	Sig.
Quality	Between Groups	1	2.01	.02
	Within Groups	380	.36	
	Total	381		
Escape	Between Groups	1	.07	.74
	Within Groups	389	.610	
	Total	390		
Boredom/ Avoidance	Between Groups	1	.41	.46
	Within Groups	388	.74	
	Total	389		
Social	Between Groups	1	7.79	.00
	Within Groups	388	.56	
	Total	389		
Entertainment	Between Groups	1	.03	.82
	Within Groups	393	.45	
	Total	394		
SportAtmosphere	Between Groups	1	.84	.17
	Within Groups	393	.45	

	Total	394		
GameData	Between Groups	1	.80	.09
	Within Groups	381	.28	
	Total	382		
Gameplayers	Between Groups	1	1.71	.06
	Within Groups	372	.48	
	Total	373		
GameWeather	Between Groups	1	6.37	.00
	Within Groups	390	.32	
	Total	391		

Table 4

Descriptives of Gender

		N	Mean	Std. Deviation	Std. Error
Quality	Male	237	4.01	0.57	0.04
	Female	145	3.86	0.64	0.05
	Total	382	3.95	0.60	0.03
Escape	Male	244	3.04	0.79	0.05
	Female	147	3.07	0.77	0.06
	Total	391	3.05	0.78	0.04
Boredom/ Avoidance	Male	243	2.60	0.86	0.06
	Female	147	2.66	0.86	0.07
	Total	390	2.62	0.86	0.04
Social	Male	244	3.47	0.78	0.05
	Female	146	3.77	0.69	0.06
	Total	390	3.58	0.76	0.04
Entertainment	Male	247	3.55	0.69	0.04
	Female	148	3.53	0.65	0.05
	Total	395	3.55	0.67	0.03
Sport Atmosphere	Male	247	3.94	0.69	0.04
	Female	148	3.85	0.64	0.05
	Total	395	3.91	0.67	0.03
GameData	Male	242	3.42	0.55	0.04

	Female	141	3.51	0.50	0.04
	Total	383	3.45	0.53	0.03
Gameplayers	Male	236	2.64	0.68	0.04
	Female	138	2.78	0.71	0.06
	Total	374	2.69	0.69	0.04
GameWeather	Male	244	2.83	0.58	0.04
	Female	148	3.09	0.53	0.04
	Total	392	2.93	0.57	0.03

There was a significance in mean differences for the category of quality $(F(1,380)=5.65, p=0.02)$. Comparing the average response between male and female, men ranked quality of the game higher with an average mean of 4.01 (SD= 0.57) compared to the female's average mean of 3.86 (SD= 0.64). Further examination of this category can be seen in Table 3.

There was also significance difference in means scores for the social variable for gender $(F(1,388)=7.79, p<0.01)$. The average mean was higher for females than males, as seen in Table 4. The total mean for the social variable was 3.58 with a standard deviation of 0.76

The last significant variable for the hypothesis of gender was the weather for the game $(F(1,390)=6.37, p<0.01)$. Females also indicated a higher response for this variable with an average mean of 3.09 (SD= 0.53) over the average for males at 2.83 (SD= 0.58). The mean for game weather was 2.93 with a standard deviation of 0.57 as seen in TABLE 4.

Age. The following results for the hypothesis of age were analyzed using a one way ANOVA to study the game variables (quality, escape, boredom/avoidance, social, entertainment, sports atmosphere, game data, game players, and game weather) compared

to age. Quality, escape, boredom avoidance, social, and data for the game were significant, as shown in Table 5. There was not a significance ($p>0.05$) for the variables entertainment, sport atmosphere, players, and weather for the game.

Table 5

ANOVA of Age

		df	Mean Square	Sig.
Quality	Between Groups	4.00	2.32	0.00
	Within Groups	316.00	0.33	
	Total	320.00		
Escape	Between Groups	4.00	1.70	0.02
	Within Groups	324.00	0.58	
	Total	328.00		
Boredom/ Avoidance	Between Groups	4.00	8.04	0.00
	Within Groups	322.00	0.63	
	Total	326.00		
Social	Between Groups	4.00	1.79	0.01
	Within Groups	323.00	0.55	
	Total	327.00		
Entertainment	Between Groups	4.00	0.58	0.28
	Within Groups	326.00	0.46	
	Total	330.00		
SportAtmosphere	Between Groups	4.00	0.54	0.34
	Within Groups	327.00	0.47	
	Total	331.00		
GameData	Between Groups	4.00	1.61	0.00

	Within Groups	321.00	0.27	
	Total	325.00		
Gameplayers	Between Groups	4.00	1.01	0.07
	Within Groups	311.00	0.45	
	Total	315.00		
GameWeather	Between Groups	4.00	0.58	0.13
	Within Groups	325.00	0.32	
	Total	329.00		

Table 6

Descriptives of Age

		N	Mean	Std. Deviation	Std. Error
Quality	18-22	126	3.77	0.64	0.06
	23-30	41	3.97	0.54	0.08
	31-50	75	4.09	0.48	0.06
	51-65	67	4.08	0.57	0.07
	66-99	12	4.40	0.50	0.14
	Total	321	3.96	0.60	0.03
Escape	18-22	127	3.16	0.68	0.06
	23-30	42	3.11	0.68	0.11
	31-50	77	2.97	0.81	0.09
	51-65	71	2.85	0.86	0.10
	66-99	12	2.64	0.90	0.26
	Total	329	3.02	0.77	0.04
Boredom/ Avoidance	18-22	128	2.90	0.72	0.06
	23-30	42	2.77	0.76	0.12
	31-50	76	2.44	0.93	0.11
	51-65	69	2.14	0.76	0.09
	66-99	12	2.13	0.88	0.25
	Total	327	2.59	0.85	0.05
Social	18-22	128	3.69	0.66	0.06
	23-30	42	3.52	0.86	0.13
	31-50	77	3.63	0.74	0.08

|					
	51-65	69	3.34	0.80	0.10
	66-99	12	3.26	0.80	0.23
	Total	328	3.57	0.75	0.04
Entertainment	18-22	127	3.57	0.61	0.05
	23-30	42	3.65	0.50	0.08
	31-50	78	3.54	0.73	0.08
	51-65	70	3.39	0.73	0.09
	66-99	14	3.46	1.03	0.28
	Total	331	3.53	0.68	0.04
SportAtmosphere	18-22	128	3.92	0.73	0.06
	23-30	42	3.98	0.54	0.08
	31-50	77	4.01	0.66	0.08
	51-65	71	3.80	0.70	0.08
	66-99	14	3.79	0.80	0.21
	Total	332	3.92	0.69	0.04
GameData	18-22	127	3.48	0.47	0.04
	23-30	41	3.56	0.47	0.07
	31-50	78	3.53	0.55	0.06
	51-65	66	3.24	0.60	0.07
	66-99	14	3.04	0.44	0.12
	Total	326	3.44	0.53	0.03
Gameplayers	18-22	121	2.78	0.66	0.06
	23-30	42	2.71	0.65	0.10
	31-50	74	2.53	0.67	0.08
	51-65	65	2.59	0.67	0.08
	66-99	14	2.45	0.85	0.23
	Total	316	2.66	0.68	0.04
GameWeather	18-22	127	2.98	0.59	0.05
	23-30	42	2.97	0.48	0.07
	31-50	77	2.88	0.56	0.06
	51-65	69	2.78	0.61	0.07
	66-99	15	2.78	0.51	0.13
	Total	330	2.90	0.57	0.03

Fan motivation showed a significant difference in means reported for the variable quality and showed a significant effect $(F_{(4,316)}=7.04$, $p<0.01$)) on fan influence. As the age group increased, the importance represented by the mean response also increased for

participants. College students, between the ages of 18-22, had a significant difference from other age groups and were the only age group to be significantly different from any other age group, as seen in Table 7. The mean response for every age group was above three. The lowest age group was the 18-22 year olds and the highest age group was the 66-82 year olds (please refer to Table 6).

Table 7

Multiple Comparisons for Age

		(I) Agetrans	(J) Agetrans	Mean Difference (I-J)	Std. Error	Sig.
Quality	LSD	18-22	23-30	$-.21^{*}$	.10	.05
			31-50	$-.32^{*}$	.08	.01
			51-65	$-.32^{*}$	.08	.01
			66-99	$-.63^{*}$	.17	.01
		23-30	18-22	$.21^{*}$	.10	.05
			31-50	$-.12$	.11	.30
			51-65	$-.11$	.11	.33
			66-99	$-.42^{*}$	.19	.03
		31-50	18-22	$.32^{*}$	.08	.01
			23-30	.12	.11	.30
			51-65	.01	.10	.96
			66-99	$-.31$	.18	.09
		51-65	18-22	$.32^{*}$	.09	.01
			23-30	.11	.11	.33
			31-50	$-.01$	.10	.96
			66-99	$-.31$	.18	.08
		66-99	18-22	$.63^{*}$	.17	.01
			23-30	$.42^{*}$	.19	.03
			31-50	.31	.18	.09
			51-65	.31	.18	.08

Figure 1
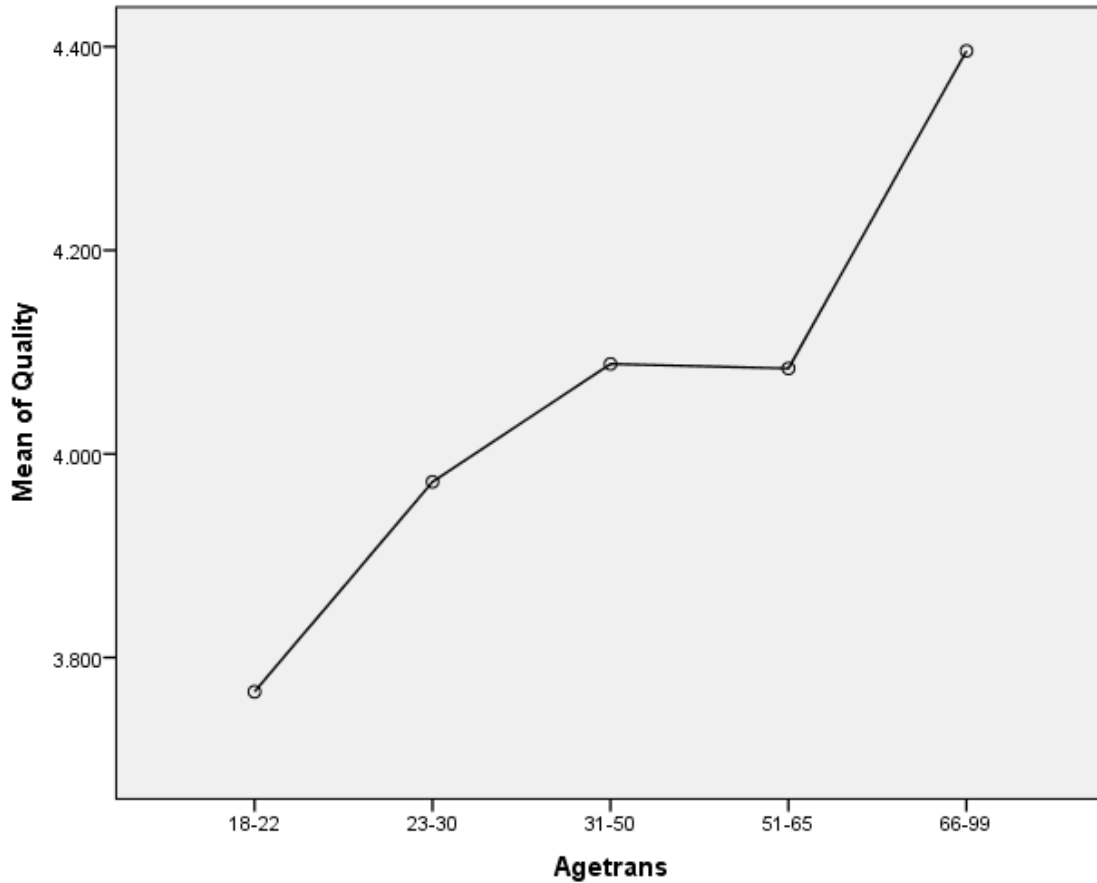
The variable escape had a significant difference for means across different age

groups with a significant level of $F_{(4,324)}=2.92$, $p=0.02$. There was a decrease in

importance for escape as fans increased in age (Figure 2). Participants under the age of

thirty had a mean that ranked above a three in importance while those above the age of

thirty had a mean below 3 (Table 6). The range for the variable escape was between 2.64

with a standard deviation of 0.77 (for 66-82 year olds) to 3.16 with a standard deviation

of 0.68 (for 18-22 year olds). There was a significant difference between 18-22 year olds

and participants over the age of 51 in the study, as seen in Table 8.

Table 8

Multiple Comparisons for Age

		(I) Agetrans	(J) Agetrans	Mean Difference (I-J)	Std. Error	Sig.
		18-22	23-30	.04	.14	.77
			31-50	.19	.11	.09
			51-65	.31*	.11	.01
			66-99	.51*	.23	.03
		23-30	18-22	-.04	.14	.76
			31-50	.15	.15	.32
			51-65	.27	.15	.07
			66-99	.47	.25	.06
		31-50	18-22	-.19	.11	.09
			23-30	-.15	.15	.32
Escape	LSD		51-65	.12	.13	.33
			66-99	.33	.24	.17
		51-65	18-22	-.31*	.11	.01
			23-30	-.27	.15	.07
			31-50	-.12	.13	.33
			66-99	.20	.24	.39
		66-99	18-22	-.51*	.23	.03
			23-30	-.47	.25	.06
			31-50	-.33	.24	.17
			51-65	-.20	.24	.40

Figure 2
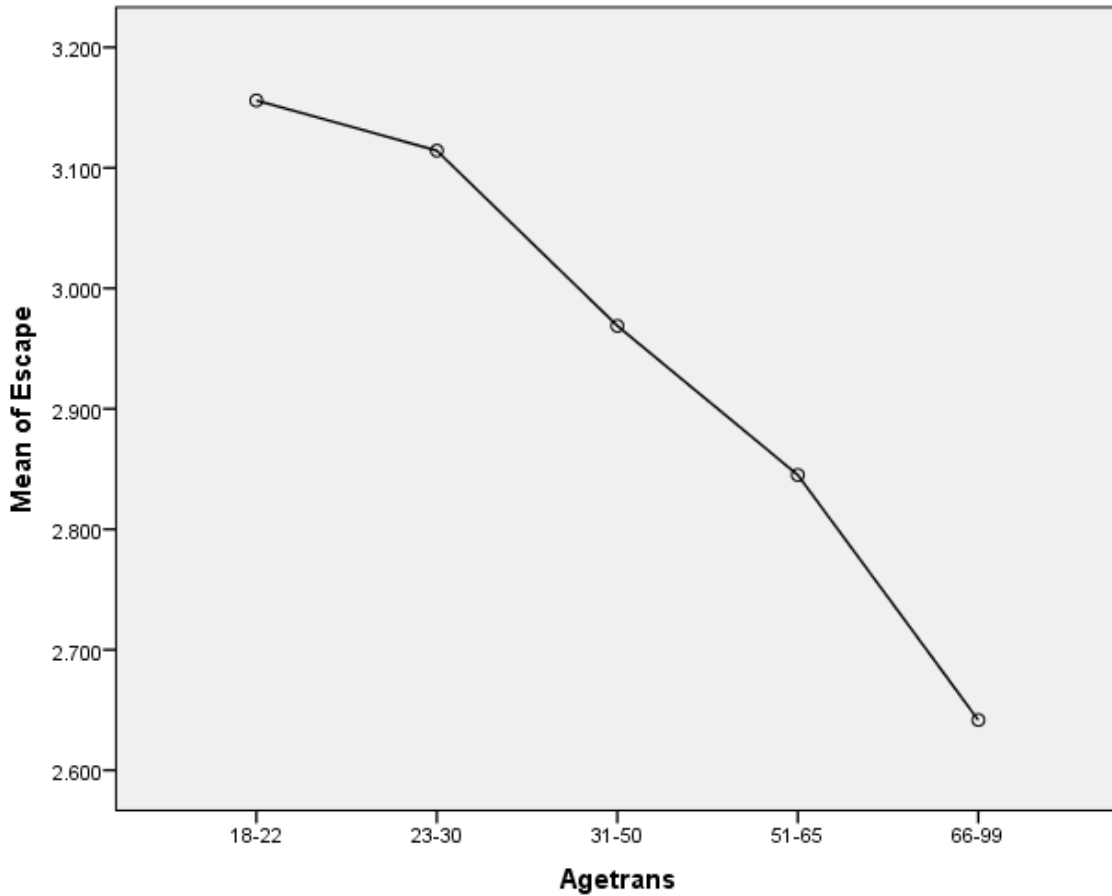
Boredom avoidance had a significance level of $F(4,322)=12.76$, p $<.01$. This variable, like escape, had a decrease in the mean as participants increased in age. The smallest average answer for boredom and avoidance was 2.13 with a standard deviation of .88. This was for 66-82 year olds. The largest average answer for boredom and avoidance was for 18-22 year olds (Table 6). The major significance between different age groups fell between 18-30 year olds and the 31-82 age group (Table 9). Figure 3 also showed that the means decreased as age groups got older.

Table 9

Multiple Comparisons for Age

		(I) Agetrans	(J) Agetrans	Mean Difference (I-J)	Std. Error	Sig.
BordomAvoidance	LSD	18-22	23-30	.13	.14	.37
			31-50	.46*	.11	.01
			51-65	.76*	.12	.01
			66-99	.78*	.24	.01
		23-30	18-22	-.13	.14	.37
			31-50	.33*	.15	.03
			51-65	.64*	.16	.01
			66-99	.65*	.26	.01
		31-50	18-22	-.46*	.11	.01
			23-30	-.33*	.15	.03
			51-65	.30*	.13	.02
			66-99	.32	.25	.20
		51-65	18-22	-.76*	.12	.01
			23-30	-.64*	.16	.01
			31-50	-.30*	.13	.02
			66-99	.01	.25	.96
		66-99	18-22	-.78*	.24	.01
			23-30	-.65*	.26	.01
			31-50	-.32	.25	.20
			51-65	-.01	.25	.96

Figure 3
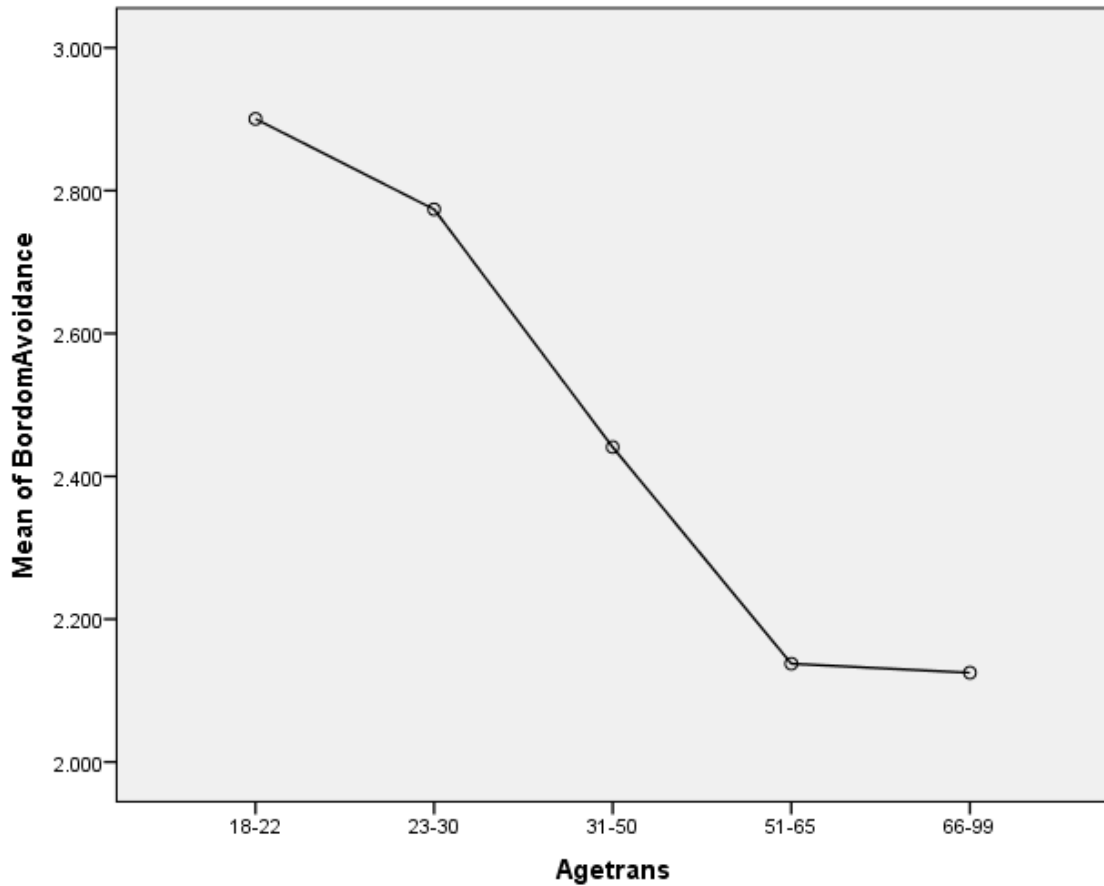
The variable social had a significance level of $F_{(4,323)}= 3.24$, $p=0.01$. There was a significant difference for 18-22 year olds and 51-65 years olds for the social variable (Table 10). There was also a significant difference between 51-65 year olds and 31-50 year olds, as seen in Table 10. The range for the mean of the social variable was between 3.26 and 3.69 (with 18-22 year olds having a mean of 3.69, 23-30 year olds having a mean of 3.52, 31-50 year olds having a mean of 3.63, 51-65 year olds having a 3.34 mean, and 66-82 year olds having a mean of 3.26. At a significance level of 0.05, there was a 95% confidence level that the average mean for the total results for the social variable was between 3.48 and 3.65. There was a decrease in the reported means with the

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exception of the age group 31-50 (Figure 4). The mean for the total responses for social

was 3.57 with a standard deviation of 0.75.

Table 10

Multiple Comparisons for Age

		(I) Agetrans	(J) Agetrans	Mean Difference (I-J)	Std. Error	Sig.
Social	LSD	18-22	23-30	.18	.13	.18
			31-50	.06	.12	.57
			51-65	.35*	.11	.01
			66-99	.43	.22	.06
		23-30	18-22	-.18	.13	.18
			31-50	-.12	.14	.42
			51-65	.18	.15	.22
			66-99	.25	.24	.30
		31-50	18-22	-.06	.12	.57
			23-30	.12	.14	.42
			51-65	.30*	.12	.02
			66-99	.37	.23	.11
		51-65	18-22	-.35*	.11	.01
			23-30	-.18	.15	.22
			31-50	-.30*	.12	.02
			66-99	.07	.23	.75
		66-99	18-22	-.43	.22	.06
			23-30	-.25	.24	.30
			31-50	-.37	.23	.11
			51-65	-.07	.23	.75

Figure 4
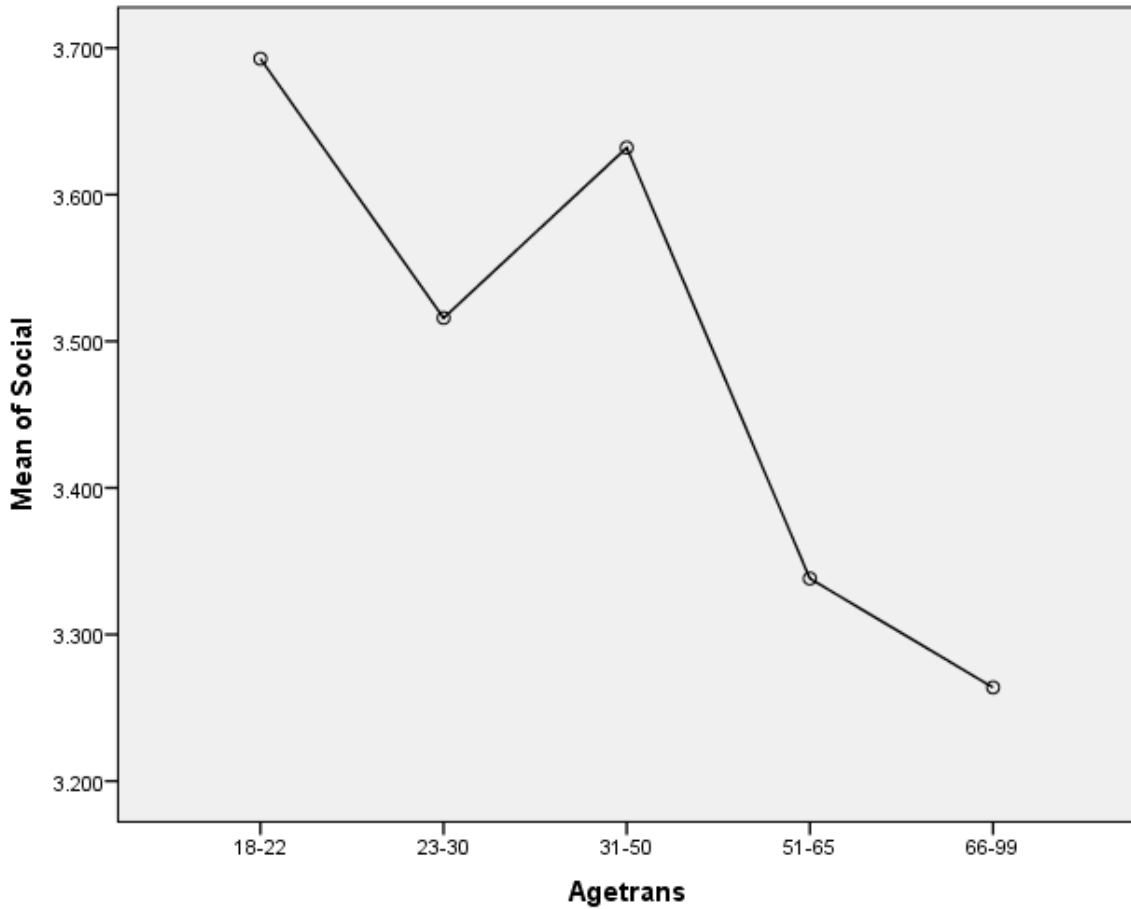
The last variable that showed significance for age was game data $F_{(4,321)}=6.05$, $p<0.01$. There was also a significant difference between older and younger demographics. Those above the age of 51 responded with a lower mean for game data than those who were younger than the age of 50 (Table 6).

The range for game data was 3.04 (age 66-82) to 3.56 (age 23-30) for the mean of the three groups (a mean of 3.48 of 18-22 year olds, a mean of 3.53 for 31-50 year olds, and a mean of 3.24 for 50-65 year olds as shown in Table 11). While there was a decrease in the mean score as participants increased in age (for 23 and up), participants who were

18-22 differed by responding with a lower mean then both 23-30 and 31-50 year olds as seen in Figure 5. The mean for the total responses for game data was 3.43 with a standard deviation of 0.53.

Table11

Multiple Comparisons for Age

	(I) Agetrans	(J) Agetrans	Mean Difference (I-J)	Std. Error	Sig.
GameData LSD	18-22	23-30	-.08	.09	.38
		31-50	-.05	.07	.48
		51-65	.24*	.08	.01
		66-99	.44*	.15	.01
	23-30	18-22	.08	.09	.38
		31-50	.03	.10	.76
		51-65	.33*	.10	.01
		66-99	.52*	.16	.01
	31-50	18-22	.05	.07	.48
		23-30	-.03	.10	.76
		51-65	.30*	.09	.01
		66-99	.49*	.15	.01
	51-65	18-22	-.24*	.08	.01
		23-30	-.33*	.10	.01
		31-50	-.30*	.09	.01
		66-99	.19	.15	.20
	66-99	18-22	-.44*	.15	.01
		23-30	-.52*	.16	.01
		31-50	-.49*	.15	.01
		51-65	-.19	.15	.20

Figure 5
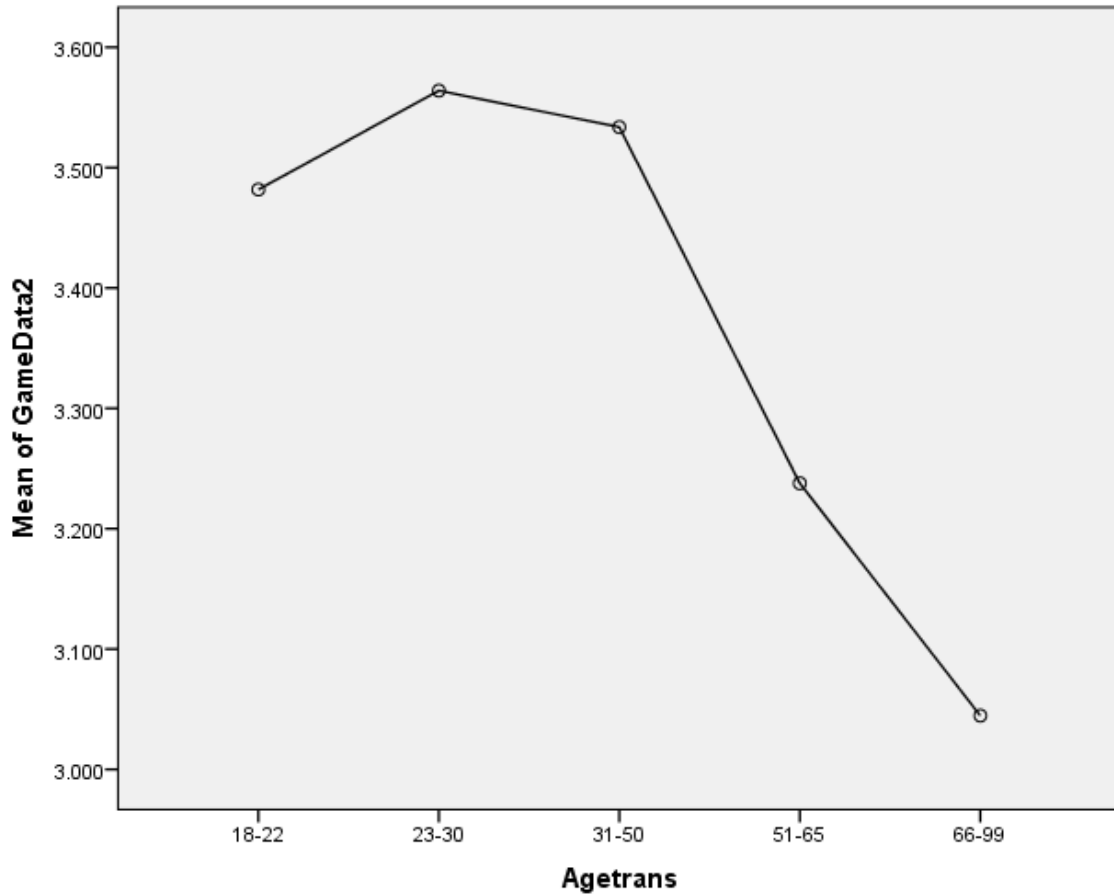
Institution Affiliation. The following hypothesis about fans being an active member of Clemson University was analyzed using an ANOVA test to study the game variables of: quality, escape, boredom/avoidance, social, entertainment, sports atmosphere, game data, game players, and game weather. Quality, escape, boredom avoidance, data for the game, and weather for the game were significant and had a significant level of less than 0.05 and can be seen in Table 12. There was no significance ($p>0.05$) for the variables entertainment, sport atmosphere, players, and weather for the game.

Table 12

ANOVA of Active Member of Clemson University

		df	Mean Square	Sig.
Quality	Between Groups	2	3.83	0.01
	Within Groups	380	0.34	
	Total	382		
Escape	Between Groups	2	4.01	0.01
	Within Groups	390	0.59	
	Total	392		
Boredom/Avoidance	Between Groups	2	19.49	0.01
	Within Groups	389	0.64	
	Total	391		
Social	Between Groups	2	1.39	0.09
	Within Groups	388	0.56	
	Total	390		
Entertainment	Between Groups	2	0.69	0.22
	Within Groups	393	0.45	
	Total	395		
SportAtmosphere	Between Groups	2	0.37	0.44
	Within Groups	393	0.45	
	Total	395		
GameData	Between Groups	2	1.21	0.01
	Within Groups	382	0.28	
	Total	384		
Gameplayers	Between Groups	2	1.36	0.06
	Within Groups	374	0.47	
	Total	376		
GameWeather	Between Groups	2	2.03	0.00
	Within Groups	392	0.31	
	Total	394		

Table 13

Descriptives of Active Member of Clemson University

		N	Mean	Std. Deviation	Std. Error
Quality	Student	174	3.80	0.64	0.05
	Employee	48	4.02	0.47	0.07
	Non-University Member	161	4.09	0.55	0.04
	Total	383	3.95	0.60	0.03
Escape	Student	176	3.18	0.73	0.06
	Employee	48	3.08	0.85	0.12
	Non-University Member	169	2.88	0.78	0.06
	Total	393	3.04	0.78	0.04
Boredom/Avoidance	Student	177	2.96	0.77	0.06
	Employee	50	2.38	0.79	0.11
	Non-University Member	165	2.31	0.84	0.07
	Total	392	2.61	0.86	0.04
Social	Student	176	3.68	0.72	0.05
	Employee	50	3.49	0.84	0.12
	Non-University Member	165	3.51	0.76	0.06
	Total	391	3.58	0.75	0.04
Entertainment	Student	176	3.60	0.61	0.05
	Employee	50	3.55	0.68	0.10
	Non-University Member	170	3.47	0.73	0.06
	Total	396	3.54	0.67	0.03
SportAtmosphere	Student	177	3.88	0.70	0.05
	Employee	50	3.83	0.53	0.08
	Non-University Member	169	3.95	0.67	0.05
	Total	396	3.90	0.67	0.03

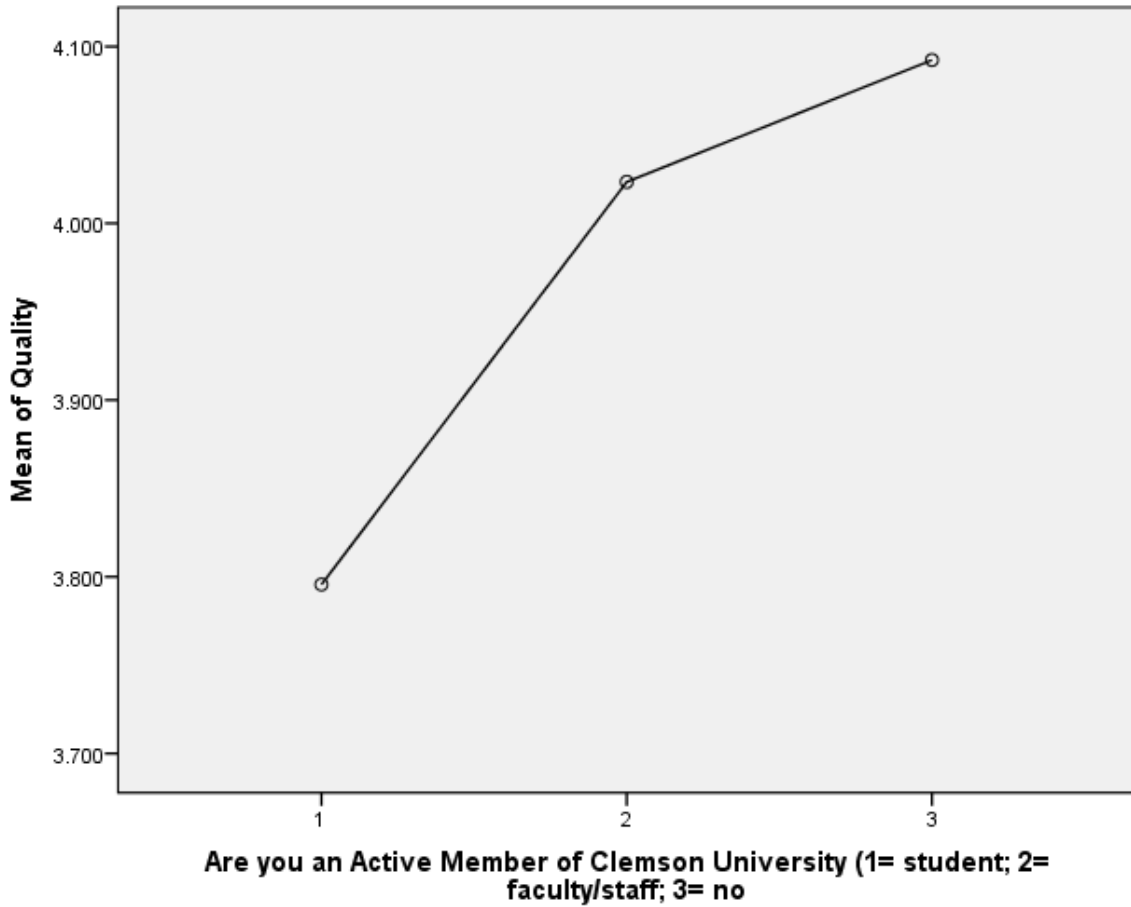|					
GameData	Student	175	3.53	0.47	0.04
	Employee	46	3.48	0.54	0.08
	Non-University Member	164	3.36	0.58	0.05
	Total	385	3.45	0.53	0.03
Gameplayers	Student	170	2.76	0.69	0.05
	Employee	48	2.78	0.56	0.08
	Non-University Member	159	2.59	0.72	0.06
	Total	377	2.69	0.69	0.04
GameWeather	Student	177	3.04	0.56	0.04
	Employee	50	2.88	0.50	0.07
	Non-University Member	168	2.82	0.58	0.04
	Total	395	2.93	0.57	0.03

The variable, quality was significant when analyzed with members of Clemson University ($F_{(2,380)}=11.31$, $p<0.01$). Students had a significant difference from employees ($p=0.02$) and from non-members of the university ($p<0.01$). The student group had a mean response of 3.8 with a standard deviation of 0.64 (Table 13). This mean was lower than the other two groups (employees and non-Clemson University members) (Table 14, Figure 6). Employees had a mean of 4.02 with a standard deviation 0.47 and non-Clemson University members (non-members) had a mean of 4.09 with a standard deviation of 0.55.

Table 14

Multiple Comparisons

		(I) Are you an Active Member of Clemson University (1= student; 2= faculty/staff; 3= no	(J) Are you an Active Member of Clemson University (1= student; 2= faculty/staff; 3= no	Mean Difference (I-J)	Std. Error	Sig.
Quality	LSD	1	2	-.23[*]	.09	.02
			3	-.30[*]	.06	.01
		2	1	.23[*]	.09	.02
			3	-.07	.10	.47
		3	1	.30[*]	.06	.01
			2	.07	.10	.47

Figure 6

The variable escape showed differences in means when analyzed with the members of Clemson University ($F_{(2,390)}=6.83$, $p=0.01$). There was a significant difference between students and non-members ($p<0.01$) as shown in Table 15. The student group had a mean that was 3.18 and non-members of the university had a mean of 2.88 which can be seen in Table 13. Employees had a mean response of 3.08 with a standard deviation of 0.85 (Figure 7).
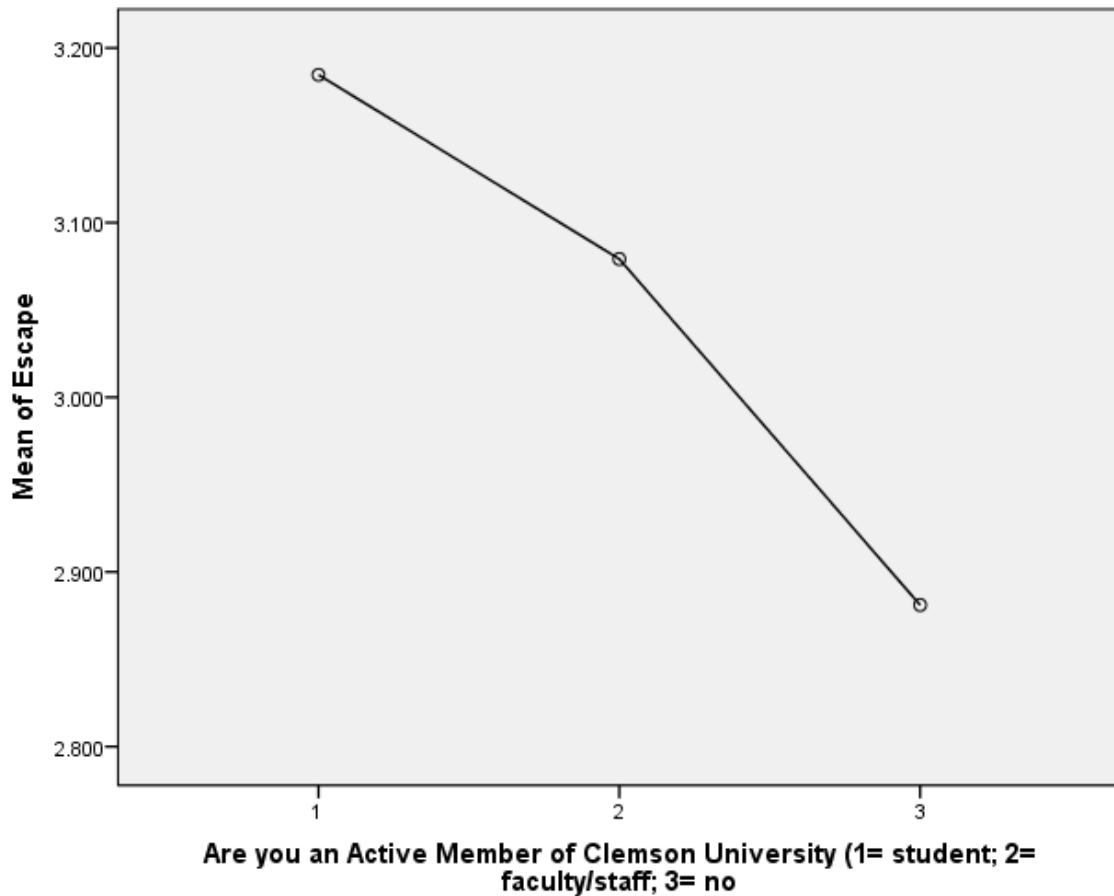
Table 15

Multiple Comparisons

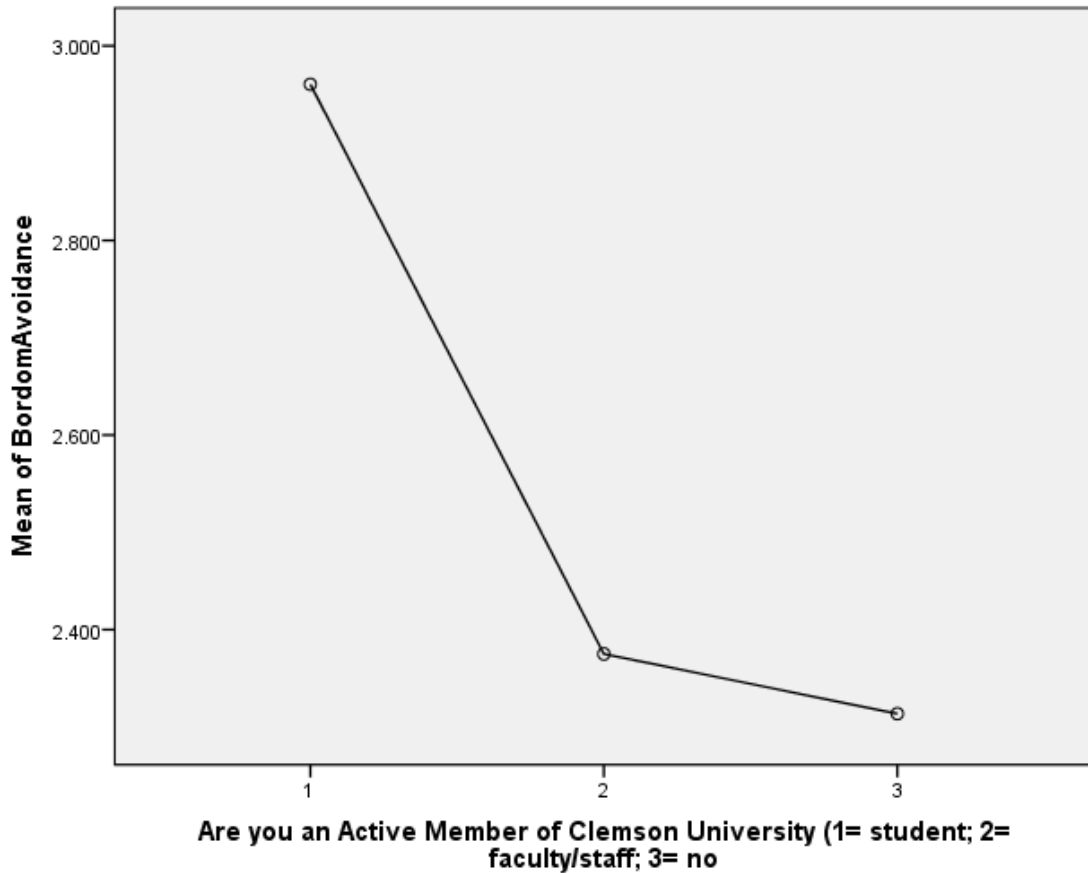|		(I) Are you an Active Member of Clemson University (1= student; 2= faculty/staff; 3= no	(J) Are you an Active Member of Clemson University (1= student; 2= faculty/staff; 3= no	Mean Difference (I-J)	Std. Error	Sig.
Escape	LSD	1	2	.11	.12	.40
			3	.30[*]	.08	.01
		2	1	-.11	.12	.40
			3	.20	.13	.12
		3	1	-.30[*]	.08	.01
			2	-.20	.13	.12

Figure 7

The boredom avoidance had a significant difference in means when analyzed with members of Clemson University ($F_{(2,389)}=30.34$ $p<0.01$) (Table 12). Table 16 showed that students had a significant difference from employees ($p<0.01$) and from non-members of the university ($p<0.01$). The student group had an average mean of 2.96 which was higher in influence then the other two groups with employees averaging 2.37 and non-members at 2.31 (Table 13). Figure 8 showed how the means changed for the three different groups.

Table 16

Multiple Comparisons

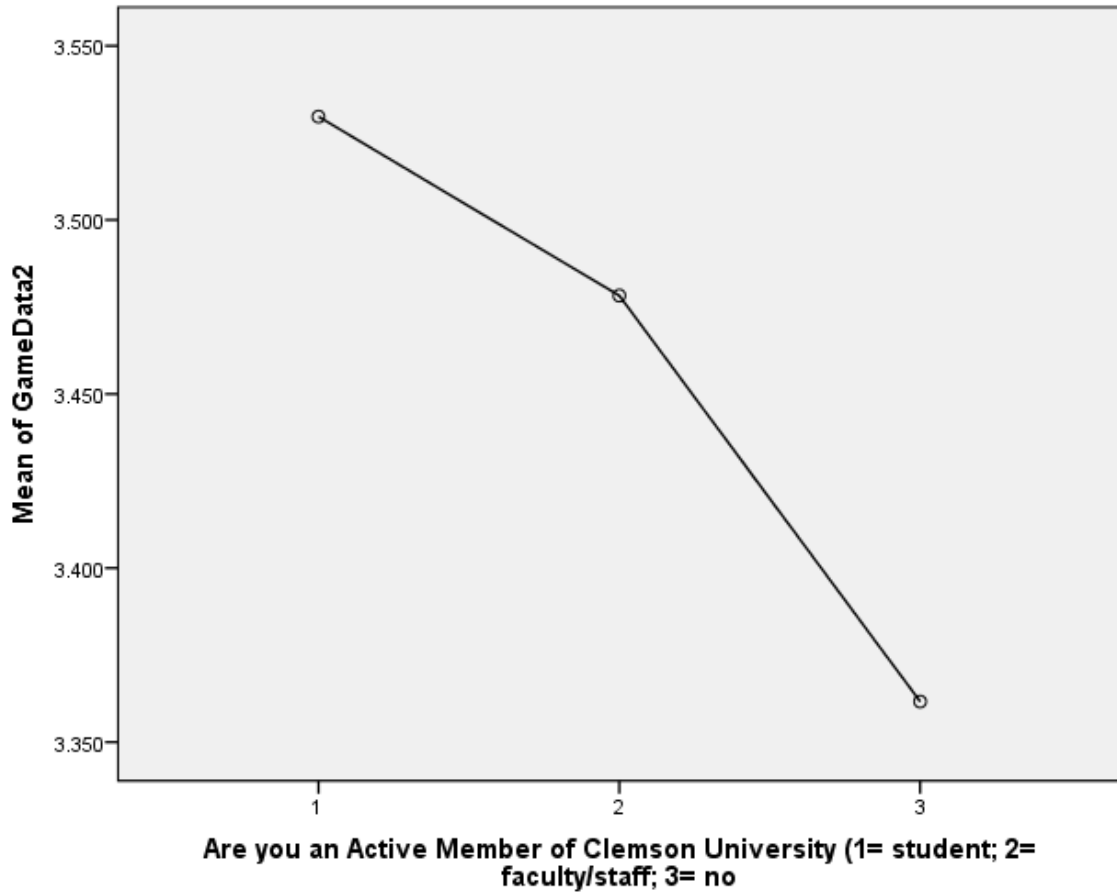|		(I) Are you an Active Member of Clemson University (1= student; 2= faculty/staff; 3= no	(J) Are you an Active Member of Clemson University (1= student; 2= faculty/staff; 3= no	Mean Difference (I-J)	Std. Error	Sig.
Boredom Avoidance	LSD	1	2	.59*	.13	.01
			3	.65*	.09	.01
		2	1	-.59*	.13	.01
			3	.06	.13	.64
		3	1	-.65*	.09	.01
			2	-.06	.13	.65

Figure 8

The variable for game data was significant when analyzed with members of the Clemson community from Table 12 ($F_{(2,382)}$=4.34 p=0.01). Students were significantly different from non-members (p=0.01) as seen in Table 17 below. The student group had an average mean of 3.53, with a standard deviation of 0.47, which was higher in influence then the other two groups with employees averaging 3.48(SD= 0.54) and non-members at 3.36 (SD= 0.58). Figure 9 illustrates the differences in the means between the three groups.

Table 17

Multiple Comparisons

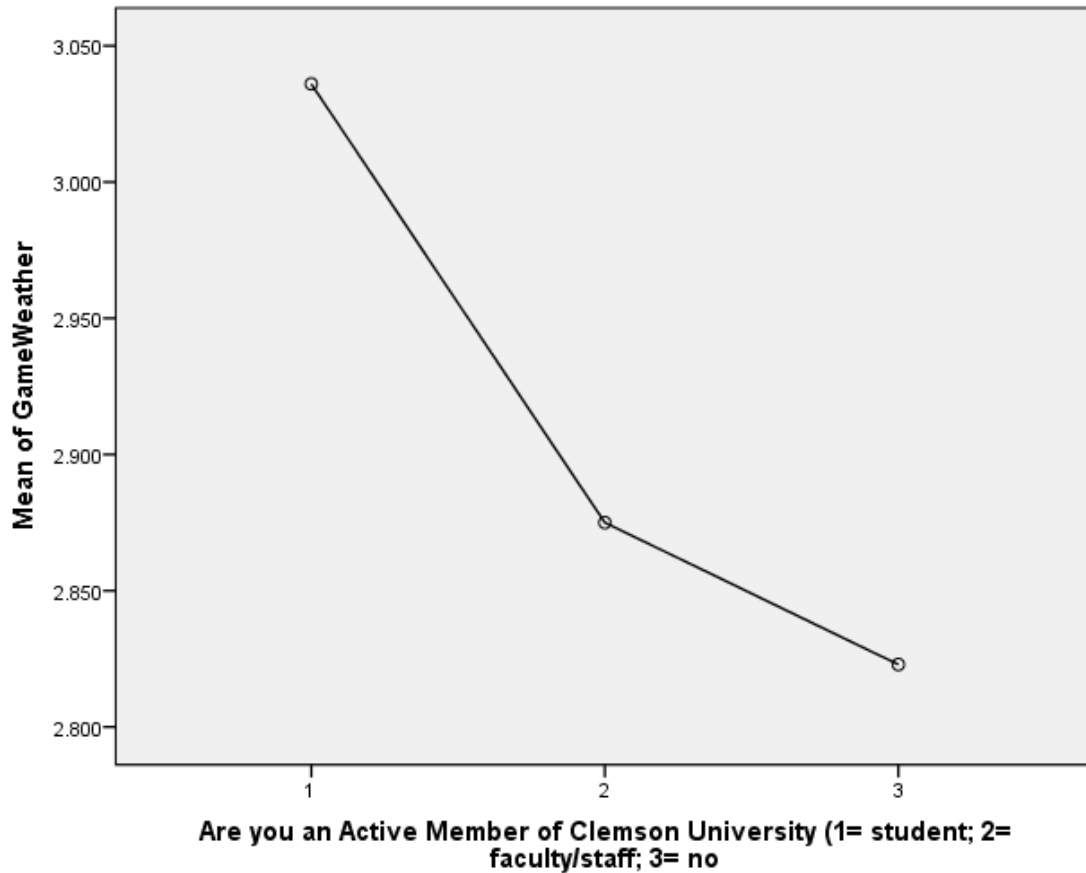|		(I) Are you an Active Member of Clemson University (1= student; 2= faculty/staff; 3= no	(J) Are you an Active Member of Clemson University (1= student; 2= faculty/staff; 3= no	Mean Difference (I-J)	Std. Error	Sig.
GameData	LSD	1	2	.05	.09	.56
			3	.17*	.06	.01
		2	1	-.05	.09	.56
			3	.12	.09	.19
		3	1	-.17*	.06	.01
			2	-.12	.09	.19

Figure 9

The variable game weather, was the last significant variable when analyzed with members of Clemson University community (F(2,392)=6.49 p=0.01) from Table 12. Students were significantly different from non-members (p<0.01). The student group had an average mean of 3.04 with a standard deviation of 0.56 which was the highest mean for game weather. Employees had an average 2.88 with a standard deviation of 0.5 and non-members had an average of 2.82 with a standard deviation of 0.58.

Table 18

Multiple Comparisons

Dependent Variable		(I) Active Member of Clemson University (1=Student; 2=faculty/staff; 3=no)	(J) Active Member of Clemson University (1=Student; 2=faculty/staff; 3=no)	Mean Difference (I-J)	Std. Error	Sig.
GameWeather	LSD	1	2	.16	.09	.07
			3	.21*	.06	.01
		2	1	-.16	.09	.07
			3	.05	.09	.56
		3	1	-.21*	.06	.01
			2	-.05	.09	.56

Figure 10

Mean of GameWeather

Are you an Active Member of Clemson University (1= student; 2= faculty/staff; 3= no

Tickets for the Game. In examining the hypothesis of how fans entered the gate, the pre-season games, Wake Forest game, and San Diego State game were removed from the data. Fans for these games were allowed to enter the stadium for free and did not need to purchase a ticket. In examining the variance in responses for the questionnaire, there was no significant difference ($p > 0.05$) for any variable in comparison with ticket purchase. This means that how a fan purchased a ticket (whether in advance or at the gate) did not suggest a difference in fan type.

Table 19

ANOVA of Ticket Sales

		Df	Mean Square	Sig.
Quality	Between Groups	2	.01	.98
	Within Groups	274	.36	
	Total	276		
Escape	Between Groups	2	1.34	.10
	Within Groups	279	.57	
	Total	281		
Boredom/Avoidance	Between Groups	2	.86	.32
	Within Groups	277	.76	
	Total	279		
Social	Between Groups	2	.79	.24
	Within Groups	275	.54	
	Total	277		
Entertainment	Between Groups	2	.22	.58
	Within Groups	280	.41	
	Total	282		
SportAtmosphere	Between Groups	2	.39	.40
	Within Groups	280	.42	
	Total	282		
GameData	Between Groups	2	.25	.42
	Within Groups	272	.29	
	Total	274		
Gameplayers	Between Groups	2	.11	.79
	Within Groups	264	.46	

		N	Mean	Std. Deviation	Std. Error
	Total	266			
GameWeather	Between Groups	2	.10	.74	
	Within Groups	278	.33		
	Total	280			

Table 20

Descriptives of Ticket Sales

		N	Mean	Std. Deviation	Std. Error
Quality	Season Ticket	37	3.94	.52	.08
	Advance Ticket	26	3.97	.54	.11
	Other	214	3.96	.62	.04
	Total	277	3.96	.60	.04
Escape	Season Ticket	38	3.10	.76	.12
	Advance Ticket	28	3.38	.65	.12
	Other	216	3.05	.77	.05
	Total	282	3.09	.76	.05
Boredom/Avoidance	Season Ticket	38	2.69	.84	.14
	Advance Ticket	27	2.83	.69	.13
	Other	215	2.58	.90	.06
	Total	280	2.62	.87	.05
Social	Season Ticket	37	3.42	.74	.12
	Advance Ticket	27	3.67	.70	.13
	Other	214	3.64	.74	.05
	Total	278	3.61	.74	.04
Entertainment	Season Ticket	38	3.47	.77	.13
	Advance Ticket	28	3.53	.62	.12

	Other	217	3.58	.61	.04
	Total	283	3.56	.64	.04
SportAtmosphere	Season Ticket	38	3.84	.66	.11
	Advance Ticket	27	3.91	.54	.10
	Other	218	3.99	.66	.04
	Total	283	3.96	.65	.04
GameData	Season Ticket	37	3.40	.52	.09
	Advance Ticket	26	3.58	.51	.10
	Other	212	3.47	.54	.04
	Total	275	3.47	.54	.03
Gameplayers	Season Ticket	36	2.64	.66	.11
	Advance Ticket	24	2.76	.63	.13
	Other	207	2.68	.69	.05
	Total	267	2.68	.68	.04
GameWeather	Season Ticket	39	2.95	.53	.08
	Advance Ticket	27	3.00	.40	.08
	Other	215	2.91	.60	.04
	Total	281	2.93	.57	.03

Analysis of Games

There were two pre-season games played for the 2012 Clemson men's soccer season. For these two games the observable variables (weather, time, day of the week, opponent record, Clemson record, and promotions) were not kept. These games were against Campbell University on August 14 and Wofford College on August 18. There were 8 regular season games and a conference quarter final match against Boston College. Information about the season games and the observable results at these matches can be seen in Appendix 4.

Chapter Five

Discussion and Conclusion

The information above provides an analysis of soccer fan motivation to attend to live soccer matches. While some of the information that had a significant impact on fan attendance was controllable, other information was harder to govern. However, all of the data must be considered in order to have a full understanding of fan influences for collegiate soccer. This data, when examined through the lens of Consumer Choice Theory, explored the demand for the soccer events when parameters around the game were changed.

The quality of the game was one of the most important variables for fans. It was the only variable to show significance ($p < 0.05$) for each hypothesis question (excluding ticket purchase). The quality of the game had the most influence for fans of older demographics, regardless of the gender. Ages 31 and up reported an average score (on a 5-point scale) of 4 or more. One reason that explains this result was the amount of time that went into attending a live match. Since live matches cost more than just the ticket stub (gas, time, and cost of substitutes) (Hart et al., 1975; Wakefield & Sloan, 1995) these fans had more invested in the matches then college kids who were already within walking distance of the stadium.

The mean answer for quality of the game was above three for every age group. This implied that while the quality of the game was not as important for the younger demographics, they still "agreed" that this was a factor in determining their attendance to games. Since fans associate their self-images with the performance of players/teams, this

may explain the reason for such a high influence being placed on the quality. Since fans bask in the reflective glory of their team (BIRGing), association with a better quality performance reassures a positive self-image (Campbell Jr., Aiken, & Kent, 2004; Cialdini et al., 1976).

In addition to age, males also showed more interest in the quality of the game than females. In the examination of quality, both males and females had a mean answer above three. This meant regardless of gender, the quality of the game still had an influence for live match attendance; however, males indicated a higher importance for quality than females. This could imply that females may be able to justify going to a match of lower quality if other variables are increased such as social variables. Females are less likely than males to view being a sports fan as important. In fact, one study suggests that females consider themselves sports fans for social reasons (Dietz-Uhler, Harrick, End, & Jacquemotte, 2000). This could mean that females were not as dependent on the performance of the game, for their self-identity (Campbell Jr., Aiken, & Kent, 2004), and may explain why the quality of the game was less important for females than it was for males. For example, the researcher witnessed that females were very unlikely to attend a game alone. Most participants who attended sporting events without another person present were male. This could be a reflection on the fact that males valued the quality of the game higher then they valued a social experience. Having someone to attend the game with, for a male fan, may not have as high of an influence since he was still able to watch a game. Since research showed that males valued being a sport fan higher then females, it could explain why males were more willing to attend a match without a group

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being present. It was about maintaing the title of being a sports fan verses having the commoradory of fellow peers. Since females valued social variables more than males, it was more important for famales to have someone there for a conversation or to share the event. This made the experience more enjoyable for female fans.

While the quality of the game was indicated as influential, the quality of the opponent (when doing a surface level analysis) did not seem to have an impact on fan attendance. Clemson played four ranked teams throughout the course of the season: Wake Forest #14, University of Alabama Birmingham (UAB) #24, University of North Carolina (UNC) #6, and Boston College #24. For the two games where Clemson played a ranked team in the top 15 there was a large number of fans in attendance. Wake Forest had the highest attendance number for the season which was partially due to the marketing and promotion of that game. Clemson University has a promotional game every year called First Friday which precedes the first home football game. This game features a parade conducted by fraternities and sororities that ends at the stadium. The attendance numbers, for this game, reflect Greek fraternity and sororities that were required to attend half of the game. While this tradition provides an exciting event for fans, the number of people in attendance skews the data providing a false number of actual people who chose to attend the match and watch the game.

Another interesting point to take away from this information deals with competitive balance. For international football leagues, competitive balance was one of the most important influences for fans to attend matches (Koenigstorfer, Groeppel-Klein, & Kunkel, 2010; Koenigstorfer et al., 2010). This did not appear to be the case for

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college soccer matches. Since Clemson was an unranked team throughout the course of the season, it would imply that games with lower ranked teams or teams with no ranking would have a higher attendance rate. However, the games played against the two 24th ranked teams (UAB and Boston College) had comparatively low attendance rates. UNC had a ranking of six entering the game against Clemson while UAB had a ranking of 24 going into the match. UNC had 932 more fans in attendance for their game over UAB possibly implying that the opponent was more important than the perceived competitive balance of the two teams. Certain teams imply a higher quality performance. For example, North Carolina has in past seasons had a very strong soccer program. Adding to this was the dominance of their women's program and the notoriety it received from players like Mia Hamm. Due to their perceived on the field quality, fans may have been more likely to attend this match because the quality of the opponent appeared better compared to the perceived quality of a team like UAB who was an out of conference opponent.

The quality of the game was the most important variable for three of the hypotheses questions (which were determined by demographic questions that represented the university's diverse crowd). Even though competitive balance did not seem to have an influence on attendance, there was still an importance placed on the quality of game. Unfortunately this variable is the hardest to control for teams due to required conference games and lack of control over another team's skill. Scheduling, however, may help to alleviate its effects. If teams can provide a competitive balance within their schedule, fans could experience more excitement during the competition (Borland & MacDonald, 2003).

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While the majority of studies on competitive balance were conducted on European soccer, this research may provide college athletic departments with an understanding of what kinds of games to provide fans. According to the research, fans are attracted to events where both teams have an equal chance of winning the match and one team was not significantly better than the other (Borland & MacDonald, 2003). While fans still want their team to win, according to studies, fans were more likely to attend games that were close verses a game where one team had a large advantage. While this did not appear to be the case in this study, a number of different reasons may have come into play. Since soccer is a growing sport in the United States, fans may not understand which schools have strong programs. In fact, the majority of the games with high attendance rates were rival football schools for Clemson University. However, no question was asked about the perceived skill of the opposing team.

Since soccer is currently growing in popularity within the United States, this may indicate that the majority of the fans do not have the in-depth knowledge about specific teams within the sport as they do for other sports like football. This lack of knowledge may have led fans to rely on what they knew about other universities in determining the quality of the game. For example, the Virginia Tech had the second highest attendance rate (the highest attendance rate for paid admission into a game). Out of the nine home games for the Clemson soccer team, Virginia Tech had the best football program the year prior. In fact, Clemson and Virginia Tech faced off in two games during the 2011 football season, one of which was the ACC Championship game. Since soccer may not have a fan base that is as well established as football, fans are left determining the competitiveness

of a school from sports they know. This idea of applying another sport's competitiveness to that school soccer team would explain why the UAB game had the lowest attendance rate. Their perceived football competitiveness may have been a lot lower (ranked 9th in the 2012 season in Conference USA) then a rival Atlantic Coast Conference (ACC) school.

Females placed a higher significance on social components, such as friends joining them at the game, than their male counterparts. A study found that females were more motivated than males to attend for family motivations. The study goes on to mention that people who adopted more "feminine roles" were likely to view sporting events as a place for social interaction with family or significant others (D. L. Wann & Waddill, 2003) Females also showed a higher mean for the influence of game data (which includes the start time and the day of week). While data was not collected on which specific times or days were most convenient, this does mean that when the match occurs makes a difference. The UAB game, played on a Monday, and the Gardner-Webb game, played on a Tuesday, had the two lowest attendance rates for the season. While both of these games were non-conference, their attendance was 406 less than the next lowest game. The Boston College game was the only exception to this; however, the 968 fans in attendance on a Tuesday can be explained by the match being a post-season quarter final match.

Schools that want to increase their attendance per game and not just their attendance rates for one or two games may explore moving some of the more popular conference games to weekday games. Since these games seem to draw a crowd based off

of their competition, the day of the week may provide less of a consideration when deciding to attend. For example, the Virginia Tech game had the second highest attendance rate, 1602, for the season and was played on a Thursday. The USC-Upstate game which was an out of conference game had an attendance rate of 802 on a Friday night, about 100 people behind the N.C. State game. This could have a powerful influence on the average attendance rate per game if smaller games, like the Gardner-Webb game, would obtain an attendance rate close to this number (there was about a 500 person difference between these two games). The average attendance rate for the season was about 1350; if the UAB and the Gardner-Webb matches managed to attract fan bases that was comparable to the rest of the group (estimated at 700 per game), the average attendance rate for the season would increase to 1418. While this may influence and decrease some of the other conference games due to playing on a weekday, there is the potential to increase the overall atmosphere by having a large amount of fans present at all of the soccer games and not just a select few.

The results revealed older fans from the community were less likely to be influenced by game data, meaning that things like give-a-ways and the game start time did not influence their decision to attend a match. College students however, expressed a higher influence on this variable. With the commoditization of sports, (Giulianotti, 2002), younger fans may desire or have a need to seek out personal benefits more so than a relationship with the team. Students, employees, and non-members of Clemson University had means that were relatively low for this variable. While students had an average of 3.53 (SD=0.47), employees had an average of 3.48(SD=0.54), and non-

members averaged 3.36 (SD=0.58), the average for students was slightly higher than the mean for 18-22 year olds (M=3.48, SD=0.46). This indicated a slight agreement on the importance of this motivation. The importance of this variable for fans that were students of the university could be due to the fact that younger fans may have more demand on their time. Most fans over the age of 22 have graduated college and are pursuing careers (which typically end each day at 17:00). This creates time in the evening that can be spent with family, friends, or catching up on work. However, typically those who are not in school do not have to deal with amount of homework or projects that must be handled outside of the office. While this does not always reflect the situation, students typically have more events buying for that late afternoon time then fans that are not a part of the college community. Students have homework, night classes, on campus activities, groups etc… all of which demand afternoons and nights from the student fans. Extra incentives like give-a-ways or having the game at a certain time may have more of an effect due to the amount of events demanding that time of day.

Given the location of the study, the results for the variables escape and boredom avoidance could be largely influenced by the college setting. These variables were higher for students then for non-students. Students were also significantly different from non-members of Clemson University. Both categories (students and non-members) were significantly different from employees for Boredom Avoidance. Escape allowed for fans to restore and remove themselves from the stressors of their lives and restore themselves mentally (Hammitt, 2005). This variable may have ranked higher for students due to the limited number of available resources and avenues available to distance themselves from

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the stressors of college. Games were free to students, who already have a small budget, creating an escape from school and work that was affordable. Boredom Avoidance falls along the same lines, providing a great avenue for students, who are already on campus, to spend time. The accessibility of the sport may allow for a greater, more convenient use of time then those who have to drive in order to view the game.

The data showed that college students and fans between the ages of 18-22 had similar characteristics; however, it is important to not assume they are the same group. There are several small colleges within driving distance that may have had fans in attendance at matches. Also rival fans may have been included in this group creating the need to examine the student group and the 18-22 age group differently. Both groups were less influenced then other demographic groups in the quality of the game and more influenced, then other demographic groups, in aspects surrounding the game. This implied that these variables were not isolated to Clemson University but represented the college age group. Marketing efforts for this group should be focused on the convenience, an escape from school/work, or having a good time with friends at games, versus the competition.

While ticket sales did not show a significance ($p<0.05$), the difference between college students and the community created questions on whether or not the amount of money invested influenced a fan's attendance decision. The fact that students lived conveniently on campus and attended matches for free may led them to value the social components about the game and the experience as an escape from school. The community and older participants paid to attend matches, most likely driving to the

games since they do not live on campus, and may have committed more time in order to view these games. This may be why the quality of the game mattered more for the community. If fans were going to invest time and money into a match, they wanted to see the best game they could for their money. While ticket sales did provide a brief examination of this issue, it did not fully explore why this distinction between college students and the community existed in terms of different monetary factors.

Further Implications

The results of the study showed that the consumption of the soccer game was influenced when certain variables were changed. By using Consumer Choice Theory as the framework for this study, the correlation between fan attendance and different variables were observed as either having an influence or not effecting someone's decision to attend a live soccer match. For example, the change in the opponent implied a difference in the demand of the game. Fans were less likely to attend a match against a team that was outside their conference and was not a rival of the school then within the conference. To add, the consumption of the sporting event fluctuated based on the day of the week. Weekday games had a lower attendance rate then weekend games. This means that not only the perception of the game mattered but when that game was held, as viewed by the number of fans that chose to consume a weekend game verses a weekday game.

Changing the parameters around the event showed to increase and decrease the amount of fans in attendance. For athletic departments and marketing staff, this is a positive implication. Certain variables may be purposely altered to impact the size of the

crowd. While the same parameters may be different depending upon schools and locations, the research on fan attendance shows that fans changed their consumption of sporting events when certain variables change.

While college soccer does not support itself financially for a university, it still has an importance in the intercollegiate realm. Sports like soccer contribute as advertisement for the university acting as the "front porch" to the school (Drape & Thomas, 2010). However, without a consistent fan base, non-revenue sports like soccer may struggle to make an impact. Having a crowded stadium not only provides some monetary benefits but aids in the appearance of the institution. Crowded stadiums look better on television and according to different studies provide atmosphere and a home field advantage for their team (Charleston, 2008). This is why it is important that athletic departments understand how fans react to different changes that occur throughout a season.

While stadium atmosphere did not have an influence on fan attendance when examined by itself, this variable can still be used to help enhance other significant variables. Since previous research showed stadium atmosphere having an impact on a fan's enjoyment of the sport this could be used to support the social variable and perceived quality of game for fans. By creating an environment that encourages fans to bring friends or creates a sense of belonging, this social variable could be increased. The same impact from the stadium atmosphere can be used for quality by creating a home field advantage for the team.

Universities should focus on creating an atmosphere that is unique and special (Giulianotti, 2002). For example, the Seattle Sounders created a fan experience that is

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unlike any other in the league (Major League Soccer). This may be one of the reasons

why the team led the league in average fan attendance, almost doubling, the average for

the rest of the league for the 2012 season. The Sounders had a record breaking average

attendance of 43,144 which was almost 2.5 times the average of 17,455 for the rest of the

league (Oshan, 2012). This is in part due to the atmosphere created by the owners of the

Sounders. Joe Roth, a Hollywood producer of movies like *Alice and Wonderland* and

Snow White and the Huntsman, and comedian/producer Drew Carey are two of the

owners for the Sounders who focused on creating a unique experience for their fan base.

For example, Drew Carey was essential in development of the 53-piece marching band

for the team known as the Sound Wave (Soundfc.com). Clemson is also in the process of

creating this kind of atmosphere with their "United" campaign. Clemson University

designed scarves, jerseys, and has even started new chants in order to increase the

uniqueness surrounding the team. Both teams are focused on giving fans an experience

that they cannot obtain anywhere else. This is important since research suggest that fans

rank sports atmosphere as an important influence to attend matches (Koenigstorfer,

Groeppel-Klein, & Kunkel, 2010) and could be used to help support other variables.

      The sports atmosphere may also be increased by the type of stadium in which fans

view the game. A larger stadium may not always provide a better atmosphere, if there are

a lot of empty seats there is a detraction from the game experience and the environment

(Charleston, 2008). This could limit the connection fans feel towards each other. Instead

having a stadium that enhances the noise and perceived impact of the fans can have a

more of a positive effect on fan attendance then a larger stadium can. Fans believe they

have an effect on the outcome of the game by providing a home field advantage for the team (Charleston, 2008). For teams who have the budget to do so, they should not focus on increasing the size of the stadium but instead should focus on the kind of experience fans receive. This experience could include promotions and merchandise for the fans. For example promotions of Clemson soccer events should publicize the "United" theme that the team is instituting, informing fans of cheers and chants or encouraging fans to embrace the new team identity should be a focus of marketing personnel. Merchandise could also reflect the new team identity by including team phrases or logos. Clemson recently developed European soccer scarves that have UNITED printed on one side. This not only tries to tie in a European atmosphere to the team but also helps to develop that identity even further. This merchandise also has the added benefit of generating revenue that is directly related to the non-revenue team. While this brand for soccer does help to promote and generate revenue for the team, universities may want to watch creating a brand for each of their sports due to the potential to dilute the actual university brand.

The quality of game had the highest mean for participants in the study. This implies that the performance on the field had the most influence over a person's attendance to a match. While the quality of the match cannot always be controlled, marketing departments can focus on games where there is expected to be a higher quality game. Using the ideas listed for creating a positive sports atmosphere, a marketing staff can promote the excitement of having a quality team playing in the arena and how the fan's attendance could help with home field advantage. From a scheduling stand point, teams and coaches should pay attention to the perceived competitive balance and quality

of the two teams. Scheduling higher quality games for mid-week competitions may help to bring up the average fan attendance for all games. Again, it is important to know whether fans respond more to the perceived competitiveness of a program or the actual competitiveness of the program (example the UAB verse Virginia Tech game). Promotions based off of other significant game variables, like the influence of the social variable, can also be used to balance out the lack of control over the quality of the game. Promotions geared towards a family atmosphere for women may help to bring in fans since the quality of the game is less important. Targeting women is also beneficial to teams since they are less likely to attend a sporting event by themselves. Family nights or promotional deals can be used at less quality games to increase the number of people in attendance and the revenue generated at those games. By using games that already struggle with attendance (mid-week, out of conference games) to promote these special family deals, the team is able to maintain a social environment, potentially generate revenue that it may not normally have, and sell merchandise to geared towards a certain demographic (youth).

Several sports teams have taken measures to increase fan attendance; however without knowledge of the influences of their specific demographics, their efforts may be ineffective. For example, several NFL teams have cut ticket prices to encourage fans to attend matches (Kaplin, 2009). This type of promotion would not work for college soccer environment since ticket sales did not have a significant influence over fans. This is great for college athletics since the sport already cannot sustain itself financially, but this does mean other marketing strategies must be produced. In a surface level examination of the

effects of ticket prices, there seems to be no difference in games that were free to the public and the actual number of fans that attended. The exception to this was the Wake Forest game which had mandatory attendance for fraternities and sororities causing the attendance rate to be higher than other games. While the actual number of fans that stayed for the entirety of the event was not kept, there was a noticeable increase compared to other games. One reason for this may have been the increased involvement of the crowd during the game. Marketing staff may wish to partner with different on-campus groups to help create a rise in attendance at soccer events. This also may reach students who may have never attended a college soccer match creating the potential for new fans and creating a partnership between the two groups (the team and the student organization).

This information also has the potential to generate revenue for the team and university. For games like the Wake Forest game or the San Diego State game where attendance was open to the community, potential revenue generated from ticket sales was lost on the two games that had over 1000 fans each. Since soccer already draws money from the athletic department, any amount that can be added back into the budget could help alleviate an athletic department's dependence on the university's academic revenue. For example, the use of a personal brand for the team as was discussed above could be used as a way to create a unique atmosphere at the sporting event. This is also a way to generate outside revenue (beyond ticket sells) that is unique to the sport and team. This team identity would be something that is personal, allowing for universities to sell this merchandise at the events. Marketing events focused on families could also provide

revenue. For example, teams could offer a free hotdog from the concession stands for every kid who attends the game. While money would be lost on the cost of each hotdog, one could expect a rise in amount of drinks bought from the concession stands. This may also increase the amount of families in attendance contributing to the amount of revenue generated from ticket sales.

The use of Consumer Choice Theory allowed the researcher to examine the impact of different variables on acquisition of college soccer events. By understanding how these different variables affect attendance rates, athletic departments can plan for games that are projected to attract fewer fans. By focusing on controllable components, like those that fall under the social variable, marketing departments can try and alleviate the decrease in fans attendance for games that seem less attractive. The use of this theory provided the study with an understanding of how the fluctuation of attendance throughout the course of the season was affected by variables that changed from game to game. This broadened the overall understanding of what fans perceived as important in their consumption of soccer games and what observably had an impact on their attendance. By using this theory in continued studies on college soccer matches, the results of this study could be expanded upon by observing the effect of the variables in further detail and providing more information to the study by increasing the variation of the data observed (example the quality of the team, new opponents, etc…).

Limitations

There were limitations to consider for this type of research. This information was not comparable to all intercollegiate soccer due to the fact that the study only examined

men's soccer games and excluded women's games. The research also was not transferable to pro or high school athletics due to the fact that an assumption cannot be made that the fan demographics are the same at different levels of the sport. Clemson University also creates a bias due to the strong history and support for the soccer program; experiences at other schools may differ due to past circumstances and performances.

While the questionnaire was presented to fans at every home game, the quantitative study did not allow for fans to fully express what they feel influences their decision to attend games. The questionnaire also may be missing variables that fans find important but were address by the study. Only certain components were examined in relation to attendance. While the study based the questionnaire off of questions and models in the field, there was always the chance variables were left out of the study. Since the survey could be taken to fan's seats, questions fans had about the survey may have not been answered leading several fans to inaccurately respond to questions due to confusion. Since there was a time limitation placed upon this study (only one season) these motivations may only be relevant to the 2012 season and may not represent other years. This information will require further research to discover if these are motivations that are consistent with this fan base.

Efforts were made to limit these errors and provide uniformity throughout the study; however human error was a possibility. This potentially excluded other physical variables that might have an impact on attendance such as other sporting events occurring

on campus at the same time. The study was not able to eliminate all outside influences that could have impacted a fan's decision to attend.

While the limitations that affected this study should be taken into consideration, the researcher was confident in the results produced. By using a large sample size of 425 participants and a response rate of about 50%, the accuracy of the results was presumed to be reliable. Precautions were also used to increase the accuracy of the study by modifying the research off of a previous study conducted by Al-Thibiti (2004). Even though each fan base was different and an understanding of fans should be conducted at every university, this information can provide athletic departments with a better understanding of the rise and fall of attendance throughout the course of a season.

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Appendix

APPENDIX 1

Research Survey

What impacts your decision to attend a soccer game? Please rank them in order from 1 to 8:
(1 having the most influence and 8 having the least). **Please do not repeat numbers.**

The weather	
The temperature	
The opposing team	
The team's current winning percentage	
Give-a-ways (ex: scarves)	
If my friends attend	
What day of the week it is (ex: Monday, Tuesday, etc..)	
The game's kick-off time	

Please rate how strongly you agree or disagree with each of the following statements by placing a mark in the appropriate box:
I attend soccer games…:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Because I consider my-self a soccer fan					
When the home team is likely to win					
To watch the opposing team					
To watch star players					
Depending on the start time of the match					
Because I like the sport					
Only if the weather is nice					
No matter what the temperature is outside					
If the temperature outside is not too cold					
Only when the home team is ranked					
When I expect the stadium atmosphere to be exciting					
When the home team has a positive winning percentage					
For the give-a-ways and promotions (ex: scarves)					
When the opposing team is ranked					
If the temperature outside is not too hot					
When the game starts later in the day					
Depending on the day of the week					
Only if the game is on a weekend date (Friday, Saturday, Sunday)					

Please rate how strongly you agree or disagree with each of the following statements by placing a mark in the appropriate box:

I attend soccer games…:

	Strongly Disagree	Disagree	In Between	Agree	Strongly Agree
To spend quality time with my friends and family					
To seek excitement					
To get away from my everyday routine					
For the artistic value of the game					
To increase my self esteem					
To occupy my free time					
To enjoy the game environment					
For the beauty of the game					
To see my team win					
To keep me busy					
To be with other people					
For the opportunity to forget about my stress					
To see a good performance by players during matches					
Because I enjoy all sports					
To interact with others					
To avoid the hustle and the bustle of daily activities					
To relax					
To watch the high level of skills shown by players					
To kill time					
To gain a feeling of belonging					
To be entertained					
To support someone I know on the team					
For the pleasure I experience during the sport games					
To relieve tension					
To use it as a form of recreation					

Please answer the following, as it applies to you.

Are you an active member of Clemson University?   Student ☐   Faculty/Staff ☐   No ☐

Have you taken this survey before?   Yes ☐   No ☐

Please indicate how you attended the game today: Season Ticket ☐   Advance Ticket Sales ☐   Other: ___

Gender: Male ☐   Female ☐

Age:

How many people did you come with today?

Appendix 2

Factorial Analysis of Survey

The Extracted Factors From The FMS

Items	Components					
	1	2	3	4	5	6
20. the high level of skills shown by players.	.789					
8. the beauty and grace of the game.	.776					
25. my high regard of sport games.	.765					
14. because I care about sport games.	.753					
13. the good performance by players during matches.	.741					
4. the artistic value of the game.	.705					
26. for the pleasure I experience during the sport games.	.638					
18. to avoid the hustle and the bustle of daily activities.		.773				
27. to relieve stress and tension.		.741				
12. the opportunity to forget about my problems.		.696				
21. to make me feel good.		.658				
19. to relax.		.561				
22. to kill time.			.789			
10. just to keep me busy or occupied.			.765			
6. to occupy my free time.			.696			
15. because I am bored of other things in life.			.691			
5. to increase my self-esteem.			.506			
16. to interact with others.				.809		
1. to spend quality time with my friends and family.				.788		
11. to be with other people.				.763		
24. to be entertained.					.756	
17. to have a good time.					.720	
2. to seek excitement and stimulation.					.515	
3. to get away from my everyday routine.						.715
7. to be in a friendly environment of the games.						.532

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Appendix 3

Clemson Men's 2012 Season Schedule and Results

Date	Opponent	Location	Time (EST)	Results
Tue, Aug 14	**Campbell (Exhibition)**	**Clemson, SC**	**7:00 p.m.**	**RECAP**
Sat, Aug 18	**Wofford (Exhibition)**	**Clemson, SC**	**7:00 p.m.**	**RECAP**
Fri, Aug 24	**USC Upstate**	**Clemson, SC**	**7:00 p.m.**	**1 - 0 (W) STATS**
Mon, Aug 27	Davidson	Davidson, NC	7:00 p.m.	**0 - 0 (T) 2OT STATS**
Fri, Aug 31	Indiana	Bloomington, IN	7:30 p.m.	**0 - 3 (L) STATS**
Sun, Sep 02	**Notre Dame**	**Bloomington, IN**	**11:30 a.m.**	**1 - 2 (L)**
Fri, Sep 07	**Wake Forest ***	**Clemson, SC**	**7:30 p.m.**	**1 - 1 (T) 2OT STATS**
Mon, Sep 10	**UAB**	**Clemson, SC**	**7:00 p.m.**	**0 - 2 (L) STATS**
Fri, Sep 14	Duke *	Durham, NC	7:00 p.m.	**0 - 2 (L) STATS**
Tue, Sep 18	South Carolina	Columbia, SC	7:00 p.m.	**0 - 1 (L) STATS**
Fri, Sep 21	**North Carolina State ***	**Clemson, SC**	**7:00 p.m.**	**2 - 1 (W) 1OT STATS**
Fri, Sep 28	Virginia *	Charlottesville, VA	7:00 p.m.	**2 - 0 (W) STATS**
Tue, Oct 02	UNC Greensboro	Greensboro, NC	7:00 p.m.	**2 - 0 (W) STATS**
Fri, Oct 05	**North Carolina ***	**Clemson, SC**	**7:00 p.m.**	**0 - 2 (L) STATS**
Tue, Oct 09	Furman	Greenville, SC	7:00 p.m.	**2 - 3 (L) OT STATS**
Sat, Oct 13	Boston College *	Newton, MA	7:00 p.m.	**0 - 0 (T) 2OT**
Tue, Oct 16	**Gardner-Webb**	**Clemson, SC**	**7:00 p.m.**	**5 - 0 (W) STATS**

Fri, Oct 19	**San Diego State ***	**Clemson, SC**	**6:00 p.m.**	**0 - 1 (L) OT** **STATS**
Sat, Oct 27	Maryland *	College Park, MD	7:00 p.m.	**2 - 2 (T) 2OT** **STATS**
Thu, Nov 01	**Virginia Tech ***	**Clemson, SC**	**7:00 p.m.**	**3 - 0 (W)** **STATS**
Tue, Nov 06	**Boston College -** **ACC Tournament** **Quarterfinals**	**Clemson, SC**	**7:00 p.m.**	**0 - 0 (T) 2OT-** **Clemson** **advances on PKs,** **3-1** **STATS**
Fri, Nov 09	Maryland - ACC Tournament Semifinals	Germantown, MD	8:00 p.m.	**1 - 2 (L) OT** **STATS**

Appendix 4

Clemson Men's Soccer Observable Data 2012

Game	Date	game results	Attendance	Opponent	Opp record	Opp-Rank (0= no rank)	Clem-Record
Exhibition 1	Tuesday, August 14, 2012	T 1-1		Campbell			
Exhibition 2	Saturday, August 18, 2012	L 0-1		Wofford			
1	Friday, August 24, 2012	W 1-0	802	USC Upstate	2-0	0	0-1-1
2	Friday, September 07, 2012	T 1-1	4631	Wake Forest	3-0	14	1-2-1
3	Monday, September 10, 2012	0-2	395	University of Alabama-Birmingham	2-2-1	24	1-3-1
4	Friday, September 21, 2012	W 2-1 (OT)	911	North Carolina State	6-2	0	1-5-2
5	Friday, October 05, 2012	2-1 (OT)	1327	University of North Carolina	8-1-1	6	4-5-2
6	Tuesday, October 16, 2012	5-0	396	Garden-Webb	3-9-1	0	4-7-3
7	Friday, October 19, 2012	L 0-1 (OT)	1123	San Diego State	5-6-2	0	5-7-3
8	Thursday, November 01, 2012	W 3-0	1602	Virginia Tech	6-8-3	0	5-8-4
9	Tuesday, November 06, 2012	W 0-0 (OT) PK (3-1)	968	Boston College	8-5-4	24	6-8-4

Appendix 5

<u>Equipment:</u>

Two counters were needed to keep an accurate count of fans as they enter Historic Riggs Field at two home games**.** Surveys were passed out as fans walked into the stadium and picked up at half time or after the game.

<u>Schedule</u>

Task	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May
Write Proposal	■	■	■	■										
Propose					■									
IRB				■										
Collect Data					■	■	■	■						
Analyze Data								■	■	■				
Write										■	■	■		
Defend												■	■	
Graduate														■