

## Constraints of spectator sport - Focusing on the J League spectators-

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For the professional sport teams, it is important to understand what factors attract the spectators to come to the venue because the gate money is one of the largest incomes for the team. Although there are many research papers focusing on the spectators "attendance," only a few paid attention to the "constraint."

In Japan, "J. League," the first professional soccer league, in which team represents their hometown, was established 20 years ago. In the beginning, the number of spectator grew rapidly, but after hitting the peak, the total number started to decrease. Maruyama (2002) considered organization should maintain the existing customers, rather than using managerial resources for acquiring new

customers. Therefore, the purpose of this study is to reveal what the constraint factors for the soccer spectator's continuous attendance are and verify the differences according to the demographics.

The survey was taken at the official game of J. League Division 2. The items introduced in this survey were used in the leisure studies, and improper for sport spectator scene was erased. 829 surveys were given to the spectators in two teams and 612 were valid responses. The samples were divided into two. Factor analysis was used to clarify the factors reflecting spectator's constraints and reveal the differences according to the demographics.