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Dimensions of Event Quality Associated with High School Football **Games: Scale Development**

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Dimensions of Event Quality Associated with High School Football Games: Scale Development Kevin K Byon, Matthew Ziemnik, Eddie Lam, James J Zhang

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Abstract

The current study was the first attempt to develop a scale that measures high school football event quality that could lead to sport consumption. With continued improvement of the scale, the EQS-HSF has great potential to be a valuable marketing tool to examine sport consumption behavior associated with high school football games.

Keywords

Event Quality, Market Demand, Confirmatory Factor Analysis