

St. John Fisher College

Fisher Digital Publications

Sport Management Undergraduate

Sport Management Department

Fall 12-9-2014

Syracuse University Basketball: To Renovate the Carrier Dome or Build a New Arena

William P. Commisso

St. John Fisher College, commissowill@yahoo.com

Follow this and additional works at: https://fisherpub.sjfc.edu/sport_undergrad



Part of the Sports Management Commons

[How has open access to Fisher Digital Publications benefited you?](#)

Recommended Citation

Commisso, William P., "Syracuse University Basketball: To Renovate the Carrier Dome or Build a New Arena" (2014). *Sport Management Undergraduate*. Paper 10.

Please note that the Recommended Citation provides general citation information and may not be appropriate for your discipline. To receive help in creating a citation based on your discipline, please visit <http://libguides.sjfc.edu/citations>.

This document is posted at https://fisherpub.sjfc.edu/sport_undergrad/10 and is brought to you for free and open access by Fisher Digital Publications at St. John Fisher College. For more information, please contact fisherpub@sjfc.edu.

Syracuse University Basketball: To Renovate the Carrier Dome or Build a New Arena

Abstract

This study looked at how Syracuse University basketball fans' spectator motives impacted their preference on whether to renovate the Carrier Dome or to build a new arena. The purpose of this research was to find out if these Syracuse University basketball fans differed from prior knowledge regarding sport spectator motivation. It was known that fan enjoyment is influenced by convenience of concessions and restrooms (Wakefield, 1995). However, it was also known that fans' team identification affected resistance to change (Wu, 2012) and sense of home had a positive impact on stadium satisfaction (Lee, 2012). The sample for this study consisted of 93 Syracuse University basketball fans that had access to an online survey through Syracuse University basketball Twitter pages. The results of this study showed that 85% of fans preferred to renovate the Carrier Dome. There were 6 aspects of fan importance and fan satisfaction with the Carrier Dome that had significantly different means between the groups "renovate" and "build new." Although these aspects had significantly different means statistically, the greatest difference in means between the two groups practically was satisfaction with sense of home. When fans were asked why they preferred to renovate the Carrier Dome they used words such as unique, iconic, landmark, and tradition. These findings were important because it showed that Syracuse University basketball fans had an emotional attachment to the Carrier Dome and would prefer to renovate the facility and continue to have the team play there.

Document Type

Undergraduate Project

Professor's Name

Dr. Burakowski

Subject Categories

Sports Management

Comments

Syracuse University Basketball: To Renovate the Carrier Dome, or Build a New Arena

Will Commisso

St. John Fisher College

Abstract

This study looked at how Syracuse University basketball fans' spectator motives impacted their preference on whether to renovate the Carrier Dome or to build a new arena. The purpose of this research was to find out if these Syracuse University basketball fans differed from prior knowledge regarding sport spectator motivation. It was known that fan enjoyment is influenced by convenience of concessions and restrooms (Wakefield, 1995). However, it was also known that fans' team identification affected resistance to change (Wu, 2012) and sense of home had a positive impact on stadium satisfaction (Lee, 2012). The sample for this study consisted of 93 Syracuse University basketball fans that had access to an online survey through Syracuse University basketball Twitter pages. The results of this study showed that 85% of fans preferred to renovate the Carrier Dome. There were 6 aspects of fan importance and fan satisfaction with the Carrier Dome that had significantly different means between the groups "renovate" and "build new." Although these aspects had significantly different means statistically, the greatest difference in means between the two groups practically was satisfaction with sense of home. When fans were asked why they preferred to renovate the Carrier Dome they used words such as unique, iconic, landmark, and tradition. These findings were important because it showed that Syracuse University basketball fans had an emotional attachment to the Carrier Dome and would prefer to renovate the facility and continue to have the team play there.

Introduction

The Carrier Dome, located on the campus of Syracuse University, is an iconic landmark in both upstate New York and in the college basketball world. Since its opening in 1980, the Carrier dome has been packing in the largest on-campus crowds in college basketball, reaching recent heights of almost 36,000 people. The Carrier Dome shares its playing surface between Syracuse University Basketball, Football, and Lacrosse. The playing surface, being in the shape of a football field, does not adhere to an efficient basketball court set up. To adjust this for basketball games, bleachers are placed between the forty or fifty yard lines of the football field, and the basketball court around the twenty yard line. Although attendees of Syracuse University basketball games enjoy the atmosphere created by the large crowds, the facility itself could be viewed as out of date. With its narrow concourses, the Carrier Dome is not sufficient to catering to such large numbers of fans, which are sectioned in only half of the stadium (as previously mentioned). By having only half of the Carrier Dome operating, concession lines are often long, as well as the lines to use the restrooms. In terms of the fan experience, sightlines are a major concern once crowds reach heights of 30,000. Once fans are forced to be seated passed the mid-way point of the Carrier Dome, it can be hard to see the whole court, which can cause fan enjoyment to decrease. Recently there have been rumors of government officials planning to build a new arena that would house Syracuse University basketball, along with other University athletics, and local professional sports teams (Newcomb, 2014). The preliminary plans for this new arena talk about a potential 40,000 seat arena with a retractable roof. These plans are justified by the fact that building this arena could benefit the Syracuse area as a whole by bringing in top recruits, large concerts, as well as providing a destination for other local sports teams.

This research was important to practitioners because with a historic program, comes longtime supporters. The University needed to make sure to adhere to all types of fans, including the longtime fans that may be resistant to change. Syracuse University and government officials were not aware of whether Syracuse University basketball fans prefer the Carrier Dome to be renovated and made more modern, or if they preferred a new, up to date arena. Local officials were unaware of the motivations and values of Syracuse University basketball fans. The landscape of college basketball is changing, which creates pressure for universities to update their facilities to keep up with the rest of college basketball. This research was also important because this decision could have major implications on local attractions, as well as the types of athletes choosing to attend Syracuse University. This research expanded the body of knowledge by looking at what motivating factors influenced sports fans in general to attend games as well as what aspects of facilities were important to them and comparing that to what Syracuse University basketball fans specifically value and what aspects of the Carrier Dome are important to them.

The purpose of this study was to look at the motives and values of Syracuse University Basketball fans and find out whether these fans preferred to have the Carrier Dome renovated, or to have a completely new arena. This study, for the first time, provided valuable information on Syracuse University basketball fans specifically, and what motivated them to attend games, and to continue attending games at the Carrier Dome. The research question for this study was:

How do Syracuse University basketball fans' spectator motives relate to their perceptions of The Carrier Dome?

Overall the aim of this research was to provide local officials in the Syracuse area the information they need to know regarding the fans perspective on the topic of potentially building a new stadium on the campus of Syracuse University.

Literature Review

Fan Motivation

Many of these articles to be mentioned are based on the principles founded in the past about fan motivation (Wann, 1999). Without the past research of the eight factors of fan motivation (eustress, self-esteem, escape, entertainment, economic, aesthetic, group affiliation, and family) (Wann, 1999) the creation of the studies conducted in the articles to be mentioned would not have been possible. Many of these articles referred to the prior research done, and then built off that research to form a more specific view on motivation. The prior research was instrumental to the articles to be mentioned because it provided a foundation for further knowledge to be created (Wann, 1999).

Many different factors affected fan motivation. This study looked at sports fans, and how trust, identification, and vicarious achievement related to a fans re-patronage to a game (Wu, 2012). This study was designed to examine the relationship between trust, and identification and vicarious achievement as it relates to sports fans. The study tested 243 participants who attended the Chinese Professional Baseball League (CPBL) games at the Kaohsiung Stadium on September 20, 2008. A short survey regarding fandom was administered to fans and taken during the games. The creators of the study started off by distributing a survey to just 26 people at a single baseball game. It ended up turning into 217 participants (Wu, 2012). These participants were given a short questionnaire with simple questions that collected qualitative data. Their

results found that team identification had a strong, more significant role in fan re-patronage, while player identification was insignificant. This study showed that team loyalty comes before loyalty to a favorite player. This study also showed that if fans identified strongly with a team, they were more likely to re-attend games at that facility (Wu, 2012). This research was important to this study because it helped identify reasons why fans attended games, with one of the main reasons being a strong identification with a certain team.

Gender can play a role in each individual fan's motivations when attending games. This study looked at gender, and how each men and women differed in their motivations to attend games (Hall, 2013). The creators of this study wanted to examine the difference in the attendance motivations of women and compared them directly to those of male attendees. The sample size consisted of 460 total people 222 (48.3%) females and 238 (51.7%) males located in Melbourne, Australia (Hall, 2013). The study was done in Melbourne because it is considered the sports capital of Australia. The creator of the study interviewed the participants over the phone in order to collect qualitative data. The findings suggested that female attendance was influenced through management and promotional strategies, as opposed to men who were more concerned with the on field product (Hall, 2013). This study was unique in comparison to the other articles because it provided a gateway to the mind of males and females and gave the reader the ability to compare the two.

Depending where the fan lives, their motivations for attending games may differ. This study looked at how visitors and locals differed in their motives and identity (Snelgrove, 2013). The study was designed to compare the fan motivation, leisure motivation, and identification with the subculture of athletics reported by attendees at the 2005 Pan American Junior Athletics Championships. The authors wanted to find out if the levels of motivation or identity varied

among three types of attendees. The data was collected through a sample of 777 participants who answered a questionnaire (Snelgrove, 2013). The survey was designed to measure motivation, subcultural identification, and demographics. The results found that people who traveled specifically for the event had a substantially higher identification with the subculture of athletics, and a slightly higher fan motivation. Females reported higher fan motivation and higher leisure motivation than males did (Snelgrove, 2013). Age had a small but significant relationship with fan motivation, and income had a small but significant relationship with leisure motivation (Snelgrove, 2013). This study helped to find out why people attended games and figuring out what brought people to the event specifically. Event managers and marketing managers could use this study to bring in both casual fans and “die-hard” fans.

How much a certain fan identifies with the team may influence their motivations. This study examined how involvement, fan attraction, psychological commitment, and behavioral loyalty all related to sports fans (Bee, 2008). This study was conducted to examine the variables that influence fan attendance at a professional sporting event. The sample size was 892 tennis spectators, and the data was collected through mailed out questionnaires that required qualitative responses (Bee, 2008). They found that the psychological commitment and the resistance to change effected fan involvement and fan loyalty (Bee, 2008). This, in comparison to the other articles, showed the different aspects of fan involvement. In order to increase fan loyalty, organizations need to increase psychological commitment and keep things as close to the same as they always have been. Sports fans are resistant to change, as shown in this study (Bee, 2008). This information was valuable to this study because it helped show what factor affected resistance to change, and that factor was fan loyalty.

Certain factors about the game influence fans to attend games at a facility. This study examined what sport consumers take into consideration when talking about the environment of a game, and how these factors motivated them to come back to that facility (Charleston, 2008). The study was done to find out what supporters of a soccer team found important in regards to the atmosphere at the game. The data was collected through an online survey of 442 English premiership soccer fans. Participants had to rank their top 5 characteristics from a list of 10, regarding home field atmosphere (Charleston, 2008). The results found that noise and crowd size were the most important, followed by history with an opponent and feeling connected to other supporters. Opponents' league standing was more important than the location of visiting fans, proximity to the pitch, and overall stadium size. Results suggested home atmosphere was a combination of both social aspects of match attendance and stadium features embedded with a social context (Charleston, 2008). This information was needed for this study because it showed which aspects were most important to the attendees, with respect to home field atmosphere. By knowing this information, practitioners can suggest which facility option is preferred by their fans based on the values expressed.

Fans of the four major sports in the United States all have different reasons why they attend games at a facility. This study looked at the four major sports leagues in the United States (Major League Baseball [MLB], The National Basketball Association [NBA], The National Football League [NFL], and The National Hockey League [NHL]), and what drove the individual respondents to continue being fans (King, 2010). This article looked more in depth at a study done in the past (Wardle). This study looked at nearly 50,000 sports fans and what drove them to continue to be a fan of the sport. These fans were surveyed on more than 300 motivational drivers that were then narrowed down to 12 factors (King, 2010). The results

showed that NBA fans were driven almost evenly by the twelve factors, while MLB fans and NFL fans had team devotion at the top. The study also found that NHL fans would rather attend a game in person than watch on TV. Also in all the major sports, player affinity was on the bottom, meaning that the team was the main importance, not specific players (King, 2010). This article helped this study by helping to understand what drove fans of specific North American sports to be fans of sport, differing from the studies prior mentioned which were mostly in foreign countries.

Important Aspects of Facility

Once a fan is at the facility, there are certain things that influence their fan experience. This study looked at the sensory reactions of a fan, social identification, and a sense of home, and how the different elements effected stadium experience satisfaction (Lee, 2012). The sensory elements that were examined were the elements of sight, sound, touch, smell, and taste, and how each effects the stadium experience satisfaction. This study used a sample of 263 respondents who were members of 20 MLB fan forum websites. A survey of 24 items was used to help the researchers identify what was important to these fans (Lee, 2012). The findings were that sensory reaction, social interaction, and a sense of home each had a positive impact on stadium satisfaction (Lee, 2012). This showed the factors that positively relate to stadium satisfaction. If someone were to look into building a new stadium or renovating an old one, it would be beneficial to need to know what goes into stadium satisfaction. Finally, this article benefited this new research study because the article pointed out that stadiums are linked to a sense of home. Feelings and personal memories of a certain stadium can increase fan enjoyment (Lee, 2012).

The atmosphere at a game can influence the fan's experience. This study looked into the atmosphere of the stadium at sporting events (Uhrich, 2010). The whole experience of the event, not just the game itself, went into what a fan enjoys about the game and the atmosphere of the stadium. This study was done measure the importance of different elements of the fan experience at the game and how they related to stadium atmosphere. The study looked at the qualitative opinion of 20 fan commissioners, 44 experts, and 34 regular spectators of professional soccer games in Germany (Uhrich, 2010). The process was sending a series of surveys to the three samples of people, each building off one another. The researchers found that there were many different physical and social things that went into atmosphere. Everything from fans chanting, to the stadium announcer encouraging the fans, went into the stadium atmosphere (Uhrich, 2010). This article benefited this new research because showed that it is the aesthetics that make the environment of the game more than anything else. This showed that it is the fans themselves that were important, not necessarily the venue. It was important to this new research study because it showed the importance of the fan and their opinion. The fan influenced the atmosphere more than the game itself. This article showed that it is important to keep the fan happy and find out their needs, because without them there would be no atmosphere (Uhrich, 2010).

Convenience to necessary facilities is something that strongly influences fan experience at a facility. This study looked at the importance of stadium convenience and how it related to a fan's desire to attend games at a stadium. This article studied the effects of team loyalty, stadium parking, stadium cleanliness, perceived crowding, food service, and fan behavior control on spectators' desire to stay and attend games at the stadium (Wakefield, 1995). This qualitative information was gathered through 1,491 surveys of spectators at Southeastern Conference football games. The results showed that spectators who have a good time at the games they

attended were likely to return (Wakefield, 1995). Things such as cleanliness, crowd control, and food service all had a positive impact on a fans' enjoyment of the game. While food and fan loyalty were the top two factors of fan enjoyment (Wakefield, 1995). This article was beneficial to the new research in comparison to the other articles because, like the last article, it showed what fans enjoyed about the experience other than the game. This study showed that convenience of necessary facilities impacted fan enjoyment (Wakefield, 1995), and a new or renovated stadium could increase convenience. Most importantly, the top determinant of fan enjoyment was team loyalty. This could include things like loyalty to the stadium in which the team plays, which could make decision makers want to renovate as opposed to building a new stadium.

Certain factors at the facility not only enhance fan experience, but also drive those fans to want to come back. This study looked into the factors that affected fans' repeated attendance to a game. Specifically, this article studied how the certain elements of the stadium landscape affected fan satisfaction (Dhurup, 2010). The seven elements this study examined were scoreboard quality, refreshments, facility aesthetics, space allocation, stadium accessibility, seating comfort and stadium cleanliness, and how each related to a fan wanting to stay or come back to that stadium (Dhurup, 2010). Researchers sampled 170 spectators with a survey (Dhurup, 2010). The results found that stadium landscape was significant in a fans repeated attendance to that stadium. Elements such as the quality of the scoreboards affected the atmosphere of the game (Dhurup, 2010). Variety and quality of refreshments available, space utilization, accessibility to essential facilities without discomfort, and general cleanliness of the environment seemed to be related to a spectators' desire to stay within this stadium for the duration of soccer games (Dhurup, 2010). This article was beneficial compared to the other articles because, it reassured the fact that the stadium is important to the fans loyalty to a team. This article helped

further this new research because it showed how important the fans' view of the facility is in the overall experience with a team.

Practitioners want to know if building a new facility and enhancing fan experience will increase the amount of revenue they will take in. This study involved the topic of whether or not a new stadium actually increased ticket sales for sports teams (Coates, 2005). This study looked at professional baseball, basketball, and football attendances correspondent to their new stadiums from the years 1969-2001. The data sampled 2 MLB teams, 2 NFL teams, and 2 NBA teams attendance information in regards to their new stadium (Coates, 2005). This data was found through team sources of attendance records. The results showed a strong effect in the MLB and the NBA, and small effect in the NFL (Coates, 2005). This information benefited this new research because it showed the benefit to each team in each sport and how a new stadium affected their attendance to games.

Conceptual Framework

The study that was conducted examined whether or not Syracuse University basketball fans preferred a new arena for basketball, or preferred to have the Carrier Dome renovated based on individual values and motivations. This study was centered on two concepts: Fan Motivation and Important Aspects of Facility. When it came to fan motivation, there were a few things that the research showed. One thing the research showed was that fans' strong team identification led to them being more likely to attend a game at a facility (Wu, 2012). Another takeaway from the literature was that fan loyalty affected resistance to change (Bee, 2008). This was important to this new study because this study was centered on the change of a facility, and the results could have shown that this aligns with Syracuse University Basketball. As for the important aspects of

facility section, there were a few takeaways from the literature. One takeaway was that convenience of necessary facilities and cleanliness of the stadium influenced fan enjoyment (Wakefield, 1995). Another takeaway was that sense of home impacted stadium satisfaction (Lee, 2012). This information showed why fans enjoyed attending games at a facility, and what aspects of facilities increased their enjoyment.

This new research analyzed the results by comparing the two categories of fans ([1] build new or [2] renovate the Carrier Dome) based on the interval responses of the two values sections on the survey ([1] importance, and [2] satisfaction). This study was designed to examine if the values of the Syracuse Basketball fans aligned with their preference for building a new facility or renovating the Carrier Dome.

As far as things that could have intervened with this study, there were a few topics of concern. When it comes to fan motivation, this research did not know the respondents' household income or the location of where the respondent lived. These could have intervened in this study because it was knowledge that the reader may not know about the fan, but it could sway each fans' values. As far as important aspects of facility, this research needed to look at how much of a fan the individuals considered themselves, in order to avoid skewed data by fans who rarely attended games and aren't emotionally attached to the team.

Summary

Overall, fan motivation and the important aspects of facility were the two areas which this study was centered around. It was important to have a general background on what motivates fans to root for specific teams, and more importantly what drives them to attend games. Overall this research gave a background on why sports fans in general chose to attend games. Building

off that, the next step was to look at what aspects of the facility itself were most important to the fans' overall experience. This research was able to provide a background about the different aspects that fans value when it came to an experience at a facility. These two factors combined provided the knowledge needed to drive this study forward and execute successful research.

Methods

Research Question

The purpose of this study was to find out whether Syracuse University basketball fans preferred to build a new arena, or to renovate the Carrier Dome. This study found out if the values and motivations of Syracuse University basketball fans lined up with their preference for the facility. The research question for this study was:

How do Syracuse University basketball fans' spectator motives relate to their perceptions of the Carrier Dome?

The aim of this research was to give Syracuse University officials and local government officials a sense of what the Syracuse University basketball fans desired when it came to building a new facility or renovating the Carrier Dome.

Design

The design of this research was a cross sectional/survey design. The cross sectional/survey design was best for this study because this data was only collected once, through the use of an online survey. From this survey, it was known which aspects in the two categories ("satisfaction" with those aspects and "importance" of those aspects) had significantly different means between the two groups ("renovate" and "build new").

Desired Sample

The desired sample for this study was Syracuse University Basketball fans. By understanding certain demographic characteristics of the sample (age, gender, and attendance), it was known predominantly who represented the sample. This sample was able to provide information about how satisfied they were with certain aspects of the Carrier Dome and how important those aspects were to them. The respondents then were asked to choose whether they preferred to renovate the Carrier Dome or build a new arena and why they made their choice. The desired number of respondents for this sample was one hundred. These fans became aware of the survey through certain Syracuse University Athletics Twitter pages. The reason that social media was being used for this study was because it provided access to a large number of fans that could not otherwise be reached in such a short period of time.

Procedure

The sample for this study was acquired through different Syracuse University Athletics Twitter pages. The sample then filled out a survey using the Qualtrics survey software, which collects and sorts the data.

For the purpose of this study, primary data was collected through this online survey. The reason primary data was used was because it was the only way to get a unique perspective of the Syracuse University basketball fans specifically, as opposed to most secondary data that consists of general statistics. The survey only had quantitative questions that required either a nominal and interval response. The only qualitative response needed was the respondents explaining “why” they preferred to build a new facility or renovate the Carrier Dome. Some examples of questions that the respondents were asked were:

Rate on a scale of 1-5 (1 being not important at all, 5 being very important), How IMPORTANT to you are each of these aspects of attending a Syracuse University men's basketball game?

Choose whether you would prefer to have the Carrier Dome renovated, or build a new arena for Syracuse University men's basketball.

Once this data was collected, the information was analyzed by comparing the two groups ([1] Renovate the Carrier Dome or [2] Build new facility), based on the means of their responses in the two sections of questions ([1] satisfaction and [2] importance). The means of the responses were compared and tested through the use of an ANOVA and multiple t-tests to see which aspects had significantly different means between the two groups ([1] Renovate the Carrier Dome or [2] Build new facility). Once the aspects with means significantly different between the two groups were identified, it became evident why the respondents preferred to either renovate the Carrier Dome or build a new facility.

Results

Sample

The sample for this study was Syracuse Basketball fans that were able to view the survey through the use of Twitter. The sample size for this study was 93. The sample for this study did not represent the population based on the fact that the sample for this study was 76% male and 24% female, while the market for college basketball in 2013 was 60.1% male and 39.9% female (SBRnet, 2013). Data was listwise deleted based on whether or not the participants completed question eight titled: "Choose whether you would prefer to have the Carrier Dome renovated, or build a new arena for Syracuse University men's basketball." If question eight was not answered then the participant's data was listwise deleted.

Descriptive Statistics

The sample consisted of 78.49% men, 21.5% women, and .01% did not state their gender. The sample had ranging ages from 15 years of age to 70 years of age. The mean of the participants' ages was 30.60 ($SD = 11.922$).

The sample reported a mean of fan identity of 4.14 on a scale of 1-5, meaning that the respondents identified highly with being a Syracuse University basketball fan. On a scale of 1-5 (1 being not at all important, 5 being very important) fans were asked how important certain aspects of attending a Syracuse University basketball game at the Carrier Dome were to them. Importance of line of sight had a mean of 4.51 ($SD = .701$), meaning that the sample found line of sight between "fairly important" and "very important." The mean for importance of seating comfort was 3.71 ($SD = 1.095$), meaning that the sample reported seating comfort between "neutral" and "fairly important." The mean for importance of quality of competition was 3.91 ($SD = .917$) meaning the sample reported quality of competition between "neutral" and "fairly important." The mean for importance of importance of the game was 4.00 ($SD = .978$) meaning that the sample found importance of the game "fairly important". The mean for importance of convenience of concessions was 2.86 ($SD = 1.221$), meaning the sample found convenience of concessions between "slightly important" and "neutral." The mean for importance of convenience of parking was 3.24 ($SD = 1.285$), meaning the sample found convenience of parking between "neutral" and "fairly important." The mean for importance of convenience of restrooms was 3.27 ($SD = 1.208$), meaning the sample found convenience of concessions between "neutral" and "fairly important." The mean for importance of socializing was 2.94 ($SD = 1.196$), meaning the sample found socializing between "slightly important" and "neutral." The mean for importance of the thrill of being there was 4.56 ($SD = .598$), meaning that the sample

found the thrill of being there between “fairly important” and “very important.” The mean for importance of the quality of technology was 3.46 ($SD = 1.069$), meaning the sample found the quality of technology between “neutral” and “fairly important.” The mean for importance of sense of home was 4.03 ($SD = .961$), meaning the sample found sense of home between “fairly important” and “very important.”

On a scale of 1-5 (1 being very dissatisfied, 5 being very satisfied) the sample was asked how satisfied they were with certain aspects of the Carrier Dome. The mean for satisfaction with the quality of technology was 3.90 ($SD = .927$) meaning that the sample found they were between “neutral” and “somewhat satisfied” with the quality of technology. The mean for satisfaction with convenience of concessions was 3.68 ($SD = .851$), meaning the sample was between “neutral” and “somewhat satisfied” with the convenience of concessions. The mean for satisfaction with the convenience of restrooms was 3.40 ($SD = 1.028$), meaning the sample was between “neutral” and “somewhat satisfied” with the convenience of restrooms. The mean for satisfaction with the convenience of parking was 2.77 ($SD = 1.187$), meaning the sample was between “somewhat dissatisfied” and “neutral.” The mean for satisfaction with socializing was 3.62 ($SD = .900$), meaning the sample was between “neutral” and “somewhat satisfied” with socializing. The mean for satisfaction with lines of sight was 3.96 ($SD = .913$), meaning the sample was between “neutral” and “somewhat satisfied” with lines of sight. The mean for satisfaction with the thrill of being there was 4.58 ($SD = 1.699$), meaning the sample was between “somewhat satisfied” and “very satisfied” with the thrill of being there. The mean for seating comfort was 2.85 ($SD = 1.148$), meaning the sample was between “somewhat dissatisfied” and “neutral” with seating comfort. The mean for sense of home was 4.22 ($SD =$

.875), meaning the sample was between “somewhat satisfied” and “very satisfied” with sense of home.

Results From Further Analyses

A one-way ANOVA indicated a significant difference in the means between the two groups (renovate the Carrier dome and build a new arena) for how satisfied participants were with the convenience of restrooms $F(4, 87) = 3.355, p = .013, \alpha = .05$. There was also a significant difference in the means between the two groups for how satisfied they were with the thrill of being there with respect to if they preferred to renovate the Carrier Dome or build a new arena $F(3, 88) = 3.475, p = .021, \alpha = .05$. There was a significant difference in the means between the two groups for how satisfied participants were with the seating comfort with respect to if they preferred to renovate the Carrier Dome or build a new arena $F(4, 87) = 3.552, p = .010, \alpha = .05$. A significant difference in the means between the two groups was also found in how satisfied participants were with the sense of home with respect to if they wanted to renovate the Carrier Dome or build a new arena $F(3, 88) = 5.066, p = .003, \alpha = .05$.

The rest of the factors, both importance factors and satisfaction factors, were not found to have significantly different means between the two groups $p > .05$, with respect to their respondents' preference to renovate the Carrier Dome or build a new arena.

The Bonferroni adjusted alpha was .01 for the ANOVA and the t-tests.

Summary of Results

Overall, there were six aspects that showed significantly different means between the two groups (renovate the Carrier Dome and build a new arena). Those aspects were importance of the

thrill of being there, importance of the quality of technology, satisfaction with lines of sight, satisfaction with the thrill of being there, satisfaction with seating comfort, and satisfaction with the sense of home.

Discussion

The research question for this study was:

How do Syracuse University basketball fans' spectator motives relate to their perceptions of The Carrier Dome?

This research found that most Syracuse University basketball fans' spectator motives did not have significantly different means between the two groups (renovate the Carrier Dome and build a new arena). The few aspects that had significantly different means between the two groups (renovate the Carrier Dome and build a new arena) were: satisfaction with the Carrier Dome restrooms, satisfaction with the thrill of being there (at the Carrier Dome), satisfaction with the seating comfort, and satisfaction with the sense of home at the Carrier Dome. Two of the four significant aspects were intangible aspects (thrill of being there and sense of home). This meant that whether or not the fans were satisfied with the Carrier Dome, their choice was based mainly on intangibles and emotional attachment to the Carrier Dome. This study showed that 85% of respondents concluded that they would prefer to have the Carrier Dome renovated as opposed to having a new arena built. These fans that chose to renovate the Carrier Dome defended their response in the following question. These fans used words to describe the Carrier Dome such as: tradition, home, history, unique, iconic, and landmark. These reasons for wanting to keep the Carrier Dome were consistent with the intangible aspects of the fans' spectator motives that proved to be significant.

Based on the literature review, it was known that sense of home plays a role in stadium satisfaction (Lee, 2012). Going forward, when decision makers review whether or not to build a new stadium, they need to consider the sense of home aspect. If fans feel at home and connected with the Carrier Dome, most of the time this means that they are satisfied (Lee, 2012). If a new arena were to be built, that sense of home aspect would be completely different, as fans would need to become acquainted with the new facility.

The findings in the literature review suggested that convenience of necessities around the facility and satisfaction with the facility had an impact on the fan's perspectives of the stadium (Wakefield, 1995). That study concluded that convenience of stadium parking, stadium cleanliness, perceived crowding, food service, and fan behavior had an impact on spectators' desire to stay and attend games at the stadium (Wakefield, 1995). However, this research concluded that whether or not Syracuse Basketball fans were satisfied with most aspects of the Carrier Dome was insignificant. What was significant were the intangible aspects of the Carrier Dome.

Limitations

One limitation of this study was that the sample size for this study (93) was small compared to the market for college basketball fans in Syracuse, NY. Another limitation was that the sample for this study did not represent the population by having 76% male and 24% female, while the market for college basketball in 2013 was 60.1% male and 39.9% female (SBRnet, 2013). Another limitation for this study was the fact that 76% of the sample attended less than half of the games last season, meaning the fans that most frequently attended games were not represented well.

Delimitations

Certain aspects were left out of this study by choice. A delimitation of this study was that the household income of each respondent was not taken into consideration based on the fact that it may not impact the samples' preference to renovate the Carrier Dome or build a new arena. Another delimitation of this study was the fact that the location of residence for each respondent was not taken into consideration. The last delimitation for this study was the fact that personal interviews were not used for this study. Personal interviews were not used because receiving a large number of responses in a short period of time was more achievable through the use of an online survey.

Recommendations

One recommendation would be to spend more time completing this study. Due to time constraints, this study was completed in only a few weeks. Having more time to find a larger sample would help expand future research. Another way to help future research would be to conduct these interviews in person, rather than having the participants fill out an online survey. By doing this, researchers would be able to have dialogue with the sample and be able to hear their emotions and reasoning for their responses.

Summary

Overall, this study aimed to find out if Syracuse University basketball fans' spectator motives impacted their preference to renovate the Carrier Dome or build a new arena. This study showed that satisfaction and importance of most aspects of the Carrier Dome did not have significantly different means between the two groups (renovate the Carrier Dome and build a new arena), however intangible aspects of the Carrier Dome proved to be the main reason why

84.9% of the sample preferred to renovate the Carrier Dome. This showed that there was an emotional connection with the Carrier Dome that was felt by the Syracuse University basketball fans.

References

- Bee, C. C., & Havitz, M. E. (2010). Exploring the relationship between involvement, fan attraction, psychological commitment and behavioural loyalty in a sports spectator context. *International Journal of Sports Marketing & Sponsorship*, 11(2), 140-157.
- Charleston, S. (2008). Determinants of home atmosphere in English football: A committed supporter perspective. *Journal of Sport Behavior*, 31(4), 312-328.
- Coates, D., & Humphreys, B. R. (2005). Novelty effects of new facilities on attendance at professional sporting events. *Contemporary Economic Policy*, 23(3), 436-455.
doi:10.1093/cep/byi033
- Dhurup, M. M., Mofoka, M. A., & Surujlal, J. J. (2010). The relationship between stadium sportscape dimensions, desire to stay and future attendance. *African Journal For Physical, Health Education, Recreation & Dance*, 16(3), 475-490.
- Hall, J., & O'Mahony, B. (2006). An empirical analysis of gender differences in sports attendance motives. *International journal of sports marketing & sponsorship*, 7(4), 334-346.
- King, B. (2010). What makes fans crazy about sports. *Sports Business Daily*.
- Lee, S., Lee, H., Seo, W., & Green, C. (n.d). A new approach to stadium experience: The dynamics of the sensoryscape, social interaction, and sense of home. *Journal of Sport Management*, 26(6), 490, 55.
- Newcomb, T. (2014). Syracuse considering constructing a new retractable-roof stadium. *Sports Illustrated*.
- "SBRnet." (2013). Market/Demographics of College Basketball Fans. SBRnet
- Shih-Hao, W., Ching-Yi Daphne, T., & Chung-Chieh, H. (2012). Toward Team or Player? How trust, vicarious achievement motive, and identification affect fan loyalty. *Journal Of Sport Management*, 26(2), 177-191.
- Snelgrove, R., Taks, M., Chalip, L., & Green, B. (2008). How visitors and locals at a sport event differ in motives and identity. *Journal of Sport & Tourism*, 13(3), 165-180.

- Uhrich, S., & Benkenstein, M. (2010). Sport stadium atmosphere: Formative and reflective indicators for operationalizing the construct. *Journal of Sport Management*, 24(2), 211-237
- Wakefield, K. L., & Sloan, H. J. (1995). The effects of team loyalty and selected stadium factors on spectator attendance. *Journal Of Sport Management*, 9(2), 153-172
- Wann, D. L., Schrader, M. P., & Wilson, A. M. (1999). Sport fan motivation: questionnaire validation, comparisons by sport, and relationship to athletic motivation. / Les motivations des supporters: validation des questionnaires, comparaison entre les sports et relation avec la motivation sportive. *Journal Of Sport Behavior*, 22(1), 114-139.

Appendix A

Data Tables

Group Statistics

	Renovate or New	N	Mean	Std. Deviation	Std. Error Mean
Import. Thrill	Renovate	79	4.62	.562	.063
	Build New	14	4.21	.699	.187
Import. Techno	Renovate	79	3.35	1.098	.124
	Build New	14	4.07	.616	.165
Sat. Sight	Renovate	78	4.04	.889	.101
	Build New	14	3.50	.941	.251
Sat. Thrill	Renovate	78	4.65	.641	.073
	Build New	14	4.14	.864	.231
Sat. Comfort	Renovate	78	2.95	1.104	.125
	Build New	14	2.29	1.267	.339
Sat. Home	Renovate	78	4.33	.733	.083
	Build New	14	3.57	1.284	.343

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Import. Thrill	Equal variances assumed	.597	.442	2.400	91	.018	.406	.169	.070	.742
	Equal variances not assumed			2.058	16.107	.056	.406	.197	-.012	.824
Import. Techno	Equal variances assumed	10.980	.001	-2.371	91	.020	-.717	.302	-1.318	-.116
	Equal variances not assumed			-3.484	30.191	.002	-.717	.206	-1.137	-.297
Sat. Sight	Equal variances assumed	.898	.346	2.069	90	.041	.538	.260	.021	1.056
	Equal variances not assumed			1.989	17.430	.063	.538	.271	-.032	1.109
Sat. Thrill	Equal variances assumed	4.038	.047	2.597	90	.011	.511	.197	.120	.902
	Equal variances not assumed			2.110	15.668	.051	.511	.242	-.003	1.025
Sat. Comfort	Equal variances assumed	2.014	.159	2.024	90	.046	.663	.328	.012	1.314
	Equal variances not assumed			1.837	16.732	.084	.663	.361	-.099	1.425
Sat. Home	Equal variances assumed	7.088	.009	3.143	90	.002	.762	.242	.280	1.243
	Equal variances not assumed			2.158	14.556	.048	.762	.353	.007	1.516

Appendix B

Consent Letter



Default Question Block

Project Title: Syracuse University Basketball: To Renovate the Carrier Dome, or Build a New Arena

Researcher: Will Commisso

Email: wpc08583@sjfc.edu

Advisor: Katharine A. Burakowski, PhD

Email: kburakowski@sjfc.edu

Phone: 585-385-7389

Purpose and Description: The purpose of this study is to gain an understanding of what Syracuse University Basketball fans prefer when it comes to the Carrier Dome. As a participant in this research you are being asked to complete a survey that addresses your values and motivations when it comes to the Carrier Dome, as it pertains to Syracuse Men's Basketball. For example, you will be asked to rate on a scale of 1-5 how satisfied you are with certain aspects of the Carrier Dome. This survey will take approximately 5-15 minutes to complete.

The information you provide may assist athletic administrators, school personnel, and local government officials in making decisions in the near future regarding the Carrier Dome, as it relates to Syracuse Men's Basketball. A risk of participating in this survey is that your responses and the collective responses of the participants could influence future decisions regarding the Carrier Dome, which may not be decisions that you desire. However, your identity will be kept confidential. Names or contact information will not be included in the presentation of the results.

Syracuse University Basketball fans are being encouraged to participate in this survey. There is no incentive for participating.

Participation is voluntary. You may decide not to participate in this study and if you begin participating you may still decide to stop and withdraw at any time. Your decision will be respected and will not be disciplined. Having read the above and having had an opportunity to ask any questions please complete the survey if you would like to participate in this research. By completing the questionnaire, you will give me permission for your participation. You may print this consent letter for future reference. If you have any concerns about your selection or treatment as a research participant, please contact Katharine A. Burakowski, PhD, kburakowski@sjfc.edu, 585-385-7389.

Do you agree to participate?

Yes

No

How IMPORTANT to you are each of these aspects of attending a Syracuse University men's basketball game?

	Not at all important	Slightly important	Neutral	Fairly important	Very Important
Line of Sight (to the court)	<input type="radio"/>				
Seating Comfort	<input type="radio"/>				
Quality of Competition	<input type="radio"/>				
Importance of Game	<input type="radio"/>				
Convenience of Concessions	<input type="radio"/>				
Convenience of Parking	<input type="radio"/>				
Convenience of Restrooms	<input type="radio"/>				
Socializing	<input type="radio"/>				
Thrill of Being There	<input type="radio"/>				
Quality of Technology (ex. Scoreboard)	<input type="radio"/>				
Feeling a Sense of Home	<input type="radio"/>				

How SATISFIED are you with each of these aspects of the Carrier Dome?

	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied
Quality of Technology (ex. Scoreboard)	<input type="radio"/>				
Convenience of Concessions	<input type="radio"/>				
Convenience of Restrooms	<input type="radio"/>				
Convenience of Parking	<input type="radio"/>				
Socializing	<input type="radio"/>				
Line of Sight (to the court)	<input type="radio"/>				
Thrill of Being There	<input type="radio"/>				
Seating Comfort	<input type="radio"/>				
Feeling a Sense of Home	<input type="radio"/>				

Appendix D

Sample Tweets Sent to Syracuse University Athletics Twitter Pages



Will Commisso @Will_Commisso · Oct 30

Please take 3 minutes to fill out a brief survey regarding the Carrier Dome for my senior thesis! sjfc.co1.qualtrics.com/SE/?SID=SV_1N9... @Cuse

↩
↻
★
⋮

View conversation



Will Commisso @Will_Commisso · Oct 30

Please take 3 minutes to fill out a brief survey regarding the Carrier Dome for my senior thesis! sjfc.co1.qualtrics.com/SE/?SID=SV_1N9... @MattPark1

↩
↻
★
⋮



Will Commisso @Will_Commisso · Oct 30

Please take 3 minutes to fill out a brief survey regarding the Carrier Dome for my senior thesis! sjfc.co1.qualtrics.com/SE/?SID=SV_1N9... @accmbb

↩
↻
★
⋮



Will Commisso @Will_Commisso · Oct 30

Please take 3 minutes to fill out a brief survey regarding the Carrier Dome for my senior thesis! sjfc.co1.qualtrics.com/SE/?SID=SV_1N9... @NunesMagician

↩
↻
★
⋮

Appendix E

Sample Tweets Sent out by Syracuse University Athletics Twitter Pages



Syracuse Basketball @syrbasketball · Oct 30

RT @Will_Commisso: Please take 3 minutes to fill out a brief survey regarding the **Carrier Dome** for my senior thesis! sjfc.co1.qualtrics.com/SE/?SID=SV_1N9

...



NunesMagician.com @NunesMagician · Oct 30

Help @Will_Commisso out and take his senior thesis survey about the **Carrier Dome**. sjfc.co1.qualtrics.com/SE/?SID=SV_1N9...



[View conversation](#)