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NBA Star Power: Impact on Attendance

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Abstract
In lieu of an abstract, here is the paper's first paragraph: One challenge many team's in many different leagues face is the ability to recognize fan motives and fan attendance to their team's games (Ouray 2006). Team owners struggle every year to find the best balance between winning games, winning championships, training players and hiring coach's all on the base of making money. Teams in the National Basketball Association (NBA) earn money through T.V contracts, licensed goods, and Ticket sales. Many different owners in different leagues have their own approaches and goals when the thought of raising attendance at games comes to the question. Mike Ilitch Sr., owner of the National Hockey League's (NHL) Detroit Red Wings and Major League Baseball's (MLB) Detroit Tigers have approached revenue generation through building a team to win a championship with the idea that winning league championships results in increased ticket sales and attendance (Shea 2007). In soccer this trend of building a team to win a championship can be seen with the arrival of Freddy Adu (DeSchriver 2007) and David Beckham. The study done on David Beckham supports my research question looking at when joining the MLS. Since Beckham's star power was already established the research found that bringing Beckham to the Galaxy increased its attendance because of his popularity and star power (Lawson, Sheehan, & Stephenson 2008). By using the information about Beckham and L.A. Galaxy of importing star power players to the MLS we should look at other leagues to see if similar results appear in other leagues like the NBA.

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Introduction

One challenge many team's in many different leagues face is the ability to recognize fan motives and fan attendance to their team's games (Ouray 2006). Team owners struggle every year to find the best balance between winning games, winning championships, training players and hiring coach's all on the base of making money. Teams in the National Basketball Association (NBA) earn money through T.V contracts, licensed goods, and Ticket sales. Many different owners in different leagues have their own approaches and goals when the thought of raising attendance at games comes to the question. Mike Ilitch Sr., owner of the National Hockey League's (NHL) Detroit Red Wings and Major League Baseball's (MLB) Detroit Tigers have approached revenue generation through building a team to win a championship with the idea that winning league championships results in increased ticket sales and attendance (Shea 2007). In soccer this trend of building a team to win a championship can be seen with the arrival of Freddy Adu (DeSchriver 2007) and David Beckham. The study done on David Beckham supports my research question looking at when joining the MLS. Since Beckham's star power was already established the research found that bringing Beckham to the Galaxy increased its attendance because of his popularity and star power (Lawson, Sheehan, & Stephenson 2008). By using the information about Beckham and L.A. Galaxy of importing star power players to the MLS we should look at other leagues to see if similar results appear in other leagues like the NBA.

In the National Hockey League (NHL) similar results have been found to David Beckham in soccer. Allain (2011) focused on the emerging hockey star player Sidney Crosby, The difference being David Beckham had already established his star power in soccer, and Sidney Crosby was star prospect. Allain (2011) research did find a higher attendance at games when Sidney Crosby played versus when he did not. A factor that may have affected this study

was the NHL lockout. When teams and leagues have lockouts it has strange effect on attendance when the lockout is over. Hansen and Gauthier(1989) Found a mix result of attendance when the leagues return to play. Hansen and Gauthier (1989) discovered some teams attendance was restored to normal, other teams attendance increased, and other teams attendance decreased from the last season, they believe that fans were upset about losing their season so would not go to the first few games when the lockout was finished.

Looking at the NBA and the players marketability in the NBA which is commonly known as a "players League" (Morse, Shapiro, McEvoy, & Rasher, 2004) or individual marquee players being more marketable then the teams themselves. This is seen in the NBA as good individual players being able to demand trades but choose to only go if the players like the team they have been traded for. In other leagues the front office has a majority of the power, if a player demands to be traded they may be traded but will have little say on where they will be traded to, in most cases this is true however there are some cases where the player may say where they want to go or threaten to retire as seen with Brett Favre and Carson Palmer of the National Football League (NFL). Unlike other professional sport leagues in the United States the NBA seems to have a larger connection between fans and individual players rather than fan and the team. One possible strategy that was found is to shift the marketability from the team performance to an individual performance (Hausman & Leonard 1997) the Cleveland Cavaliers took this approach when they drafted superstar hopeful LeBron James in 2003. The team finished with the worst attendance in 2003 and with the selection of LeBron James in the draft and the marketability of LeBron ticket sales greatly improved to number nine in the league the following season (ESPN Attendance Report). Recently the NBA has changed from the 90's examples are the changing of the rules, trading of players, drafting young players, and

international players. The 90's was a time when the NBA looked at international talent and brought them to the NBA, by doing this the style of play changed due to the influence of these foreign players. Things like flopping or drawing fouls became noticed which slowed the game down because of all the fouls being called. This has become a huge problem for the NBA in today's game. Scoring is also seen a change from the 90's to now, in the 90's teams would regularly score 70 points a game in today's game scores are expected to reach 90 or even 100 points for a team in a single game.

The new NBA has seen trends with high scoring, teams are trading and signing star players and forming "super teams" that have 3 or more superstar players on one team. The first major "super team" in today's era can be given credit to the Boston Celtics after acquiring superstars Kevin Garnett, Ray Allen, and Glen Davis. This team won the championship that season and has developed a model other teams have taken on for themselves. In 2010 the Miami Heat developed their own "super team" by re-signing Dwayne Wade, Signing LeBron James and signing Chris Bosh(Miami Herald 2010). The team went to the finals in the first year and won the championship in the second year with the new signings. Former member of the Boston Celtics Ray Allen has signed with the Heat this season leaving one "super team" for another (ESPN). Most recently the Los Angeles Lakers have jumped into the "super team" trend by having Kobe Bryant, Pau Gasol, and trading for Dwight Howard and Steve Nash(ESPN). The trend also has affected other teams but not to the same magnitude these three teams have. Other teams include, Oklahoma City Thunder, New York Knicks, Brooklyn Nets, Los Angeles Clippers, Dallas Mavericks, and San Antonio Spurs (ESPN).

The purpose of this study is to find out if there is a relationship between a star player on one team and the effect on attendance in another city when the star player plays in an away game. By doing this research I intend to fill a void of this research that has not been done since the 1990's. I believe the information will be different with newer research being done because of the changes in the league and the current trend of buying players to win championships quickly. The information gathered from this research should benefit the sport management community on how to better understand the importance of celebrity star players can have on the attendance of a team's games. I intend to look at the Miami Heat, Los Angeles Clippers, Boston Celtics, and the New York Knicks. I'm expecting to see a difference in a team's average home season attendance and the game attendance when a star player is present at these games. The difference if there is one would most likely be the cause of the addition of the players LeBron James, Chris Paul, Carmelo Anthony, and Kevin Garnett. LeBron James is a unique player in the NBA compared to others because he did not attend college or play professionally before being drafted number 1 overall in the NBA draft in 2003. Only three players have been selected number one overall in the draft after high school these include Kwame Brown in 2001 http://espn.go.com , LeBron James in 2003 http://espn.go.com , and Dwight Howard in 2004 http://espn.go.com. These will be the only players ever drafted in the NBA draft after high school because the league has changed the rules of when players can be drafted. LeBron James is also special because no other player has dramatically made a positive difference for a team in his first professional season in the NBA. Although not a first overall draft pick his on court success has been compared to that of Michael Jordan. Similar to LeBron James's move from Cleveland to Miami, Michael Jordan had a retirement and move from the Chicago Bulls to Washington Wizards.

Michael Jordan and LeBron James are also similar in not only being dominating players but have similar records of achievements from the NBA, Olympic appearances and gold medals.

Review of literature

Attendance in the National Basketball Association

In the past there have been a lot of studies done on factors which affect attendance and sport venues. Most of these studies have been in the field of Major League Baseball (Marcum, & Greenstein 1985; Hansen & Gauthier 1989; James & Ross 2002) with some new research being done on Major League Soccer(DeSchriver 2007; Lawson, Sheeshan, & Stephenson 2008) and international soccer (Hoyos 2008; Brandes, Franck, & Nuesch 2008; Kuethe, & Montamed 2010). The foundation study for the research was conducted by Noll's (1974) research which examined the influence of attendance through ticket prices, team quality, number of star players, population, and per capita income was set as the main stage for other research to be done. A few studies have been done on the NBA most recently (Morse, Shapiro, McEvoy, & Rascher 2008) on the effects of roster turnover. (Berri, Schmidt, & Brooks 2004) looked at the impact of star power on NBA gate revenues, and variables affecting spectator decisions to attend NBA games (Zhang, Pease, & Hue 1995). When superstars such as Michael Jordan and Larry Bird played in away games the home team experienced an increase in attendance because of their popularity among fans (Hausman, & Leonard 1997). Currently no research has been done on the effects on attendance with the arrival of a new star player present times in the NBA. This research has not been conducted because of the vast number of variables and motives that can change with individual fans. The arrival of a new player, new ownership, success of team, and accessibility has been noted to change fan attendance (James & Ross 2004). Looking at the research that had

been done about team performance, demand, and star player attractions (Long, & Sompii 1985; Brown, Spiro, & Keenan 1991; Burdekin, & Idson 1991) only Brown, Spiro, & Keenan (1991) were able to connect the demand of the consumer and the team's star player. Because of this we must look at what defines a star player. Berri, Scmidt, and Brook (2004) defines a star player as "a player who has made the All-Pro team in five times or if he has played only a few years, dominates his position or " a player who has played in the NBA All-Star game for at least 50% of his years in the league. Burdekin and Idson (1991) included a player if he was voted by the media to either the first or second All-NBA teams. For my study I will be looking at players who have been selected to participate in the Olympics, who were first round draft selections when brought into the league, and have been traded from one team to another during the high point of their career.

Factors affecting fan motivations

There are many reasons that affect the number of people that attend games in the NBA and in other professional leagues. Spectators may attend games if the price of the ticket is within the individual's expendable income. Rishe and Mondello (2004) claim that the success of the NBA team in the prior season has a relatively small effect on ticket price. The authors determined there to be only a three and five percent increase in ticket price in the NBA if the team made the post season the prior year. Based on Rishe and Mondello (2004) this could affect a fans willingness to attend games if the team has a strong history of postseason appearances especially if the team is in the postseason consistently from year to year due to the limited amount of discretionary income a fan may have.

Similar results were found when looking with the research done by Gencer, Kiremitci, and Boyacioglu (2011). They found that escape was the dominate reason why fans attended games, by dissatisfied with their home life, work life, and personal life. Although this is not a permanent escape but a temporary relief that allows an individual to enjoy themselves while attending a game. However if a person has a stressed life and cannot financially afford to get an escape by attending games they may be force to ignore their problems or seek a less expensive alternative.

The price of other alternative activities is important to understand in relation to fan motivation because of the ability to choose one event over another to spend their discretionary income. If the fan of a sports team has an opportunity to not go to a game but to attend something else, the effect of less of an attendance may present itself to NBA teams. Rishe & Mondello (2004) suggest mediocre teams in large markets may see more effects of different events coming to the city, such as concerts, and shows, or other sports teams. Popular replacement activities to attending sports games also included with fan motivation is the length of the regular season and the opportunity to see a show encourages fans to do alternate activities rather than attending games. Gencer, Kiremitci, & Boyacioglu (2011) add unpredictability of a game result may play a role in how fans attend games to the list given by Rishe & Mondello (2004) as things that affect fan motivations to attend games.

Maslow's Hierarchy of Needs Theory

Looking at Maslow's hierarchy of needs (Marsh 1978) can also play a role in the importance of attending games to fulfill a need for individuals (Gencer, Kiremitci, & Boyacioglu 2011). Maslow's theory suggests that every individual has a foundation of needs which need to be fulfilled in order to want more out of life. Maslow divides the needs into 5 categories which

are Physiological, Safety, Love and Belonging, Self-esteem, and Self- actualization. The Physiological category includes human needs of breathing, food, water, and sleep. The safety category includes security of health, family body, and employment. The love and belonging category includes friendship, family, and social acceptance. The self-esteem category includes respect of others, being respect by others, and self-confidence. The self-actualization category includes morality and creativity. Depending on the individual attending games this may fulfill the categories of belonging to a specific social group (Gencer, Kiremitici, & Boyacioglu 2011) Prior research has suggested spectators motives are focused on these needs (Zhang, Pease, & Hue 1995). Funk, Mahony, and Ridinger (2002) research found factors that relate to fan loyalty in which fans loyalty to the team and the player are the same when it comes to attending games. The three sections mentioned above in regards to Attendance, price and discretionary income, and Maslow theory play a very important part in measuring if a team will see an increase in ticket sales and attendance with the addition of a star player. Looking at attendance alone gives us numbers but not the reason behind the numbers. Major League Baseball has study fan motives many times, Matsuoka, Chelladurai, and Harada (2003) researched found that fan interaction directly affected fans intentions to attend games. By being able to interact and connect to a team the fans adopted the team into their personal life and some fans even felt obligated to attend games. By considering the fans external motives (discretionary income) and internal motives (filling a need from Maslow's theory) I should be able to make a connection to fans motivation and the increase desire to see a game with the addition of a star player.

METHODS

METHODS

By using a post positivism research tradition and the statistics given by ESPN.com and NBA.com the study of star power and the influence on attendance at away games, the use of quantitative research will be used instead of qualitative because the numbers can be measured and compared to each other.

For change in attendance I will be using recording positive, neutral, and negative change. Change in attendance is any full percentage point change from a team's season game average with the presence of a star player playing in the arena. A star player will be known as the "face of the franchise" the definition of a star player also includes being traded from one team to another during their career. The terminology of face of the franchise will be defined as the player whom marketing strategies were based around on their original team and also what the mass media portrays as the leader of the team. This is being chosen to see if an imitate change takes place. The players will be LeBron James, traded from Cleveland Cavilers to the Miami Heat. Kevin Garnett traded from Minnesota Timberwolves to Boston Celtics. Carmelo Anthony, Traded from Denver Nuggets to New York Knicks, and Chris Paul, traded from New Orleans Hornets to Los Angeles Clippers. All four players have been chosen because of the expectation they had when drafted in to the league, all first round draft picks, and to give a broader example based on where they moved, North to South, East to West, West to East.

The Participants for the study were selected based on the individual's star power and based on a player trade between two teams. The variables used for the selection of the players were All-star players which have been named to ALL-NBA teams. First round draft picks, and have been labeled as the face of the franchise for a particular team. The participants that were selected were LeBron James, Carmelo Anthony, Chris Paul, and Kevin Garnett. These players

were in the category of star player and also went through a trade during a specific season or in the off season.

The data was obtained from two reliable resources www. NBA.com and www.ESPN.com the sources have been confirmed to have similar data for each of the NBA seasons attendance numbers along with the information on trades. The data used for the seasons selected were the attendance numbers when a star player participated in the away games. Since the difference in attendance is largely different in weekday games and weekend games only the weekend games information was used for the study. A weekend game has been identified by Friday and Saturday games only.

The study was broken down into 3 main parts: raw average home attendance for a team and raw star player attendance per game, percentage change for season and percentage of capacity for a star player at a game. When the percentage change for each was found, a simple T-Test was used to compare the results. The simple T-Test was used to compare the two sample means. By using this test it compares the actual differences in the numbers or percent and can be easily view to see if the percentage of a stadium is filled more with a star player playing or if he does not play. The T- Test was used to analyze the data. The use of percentage change was used to take into account the difference is size of each arena because smaller stadiums regularly sell out with or without a star player visiting the arena. For example New Orleans maximum capacity is 17,188 and the maximum capacity of the stadium of the Detroit pistons is 22,076. By using the change in percentage rather than a solid number, every game can be interpreted from the data that was obtained for the attendance. By turning the raw numbers into a percent the numbers will be able to interpret to every team, not just the ones that see a large increase.

RESULTS

Results

The results of the simple t-test are listed below star player. (N) is defined by the total number of games the athlete's team participated in during the 2011 season. (t) Is defined by . (df) represents the number of games the athlete's participated in. (Sig. (2-tail)) is defined as the level of significance found by the statistical test of the home team's average attendance with the average attendance with the star player present. The final column alpha is defined using the Bonnferoni adjustment for alpha with a 95% confidence level.

All Four Athletes

	N	t	df	Sig. (2-Tail)	alpha
Home Team Average Attendance% & Average Attendance W/Star Player	33	-9.447	32	0.000	0.01
Carmelo Anthony	8	-2.667	8	0.028	0.01
LeBron James	10	-5.900	9	0.000	0.01
Chris Paul	4	-3.921	4	0.017	0.01
Kevin Garnett	9	-5.233	8	0.001	0.01

The following is the attendance and game information gathered from www.ESPN.com and

The above chart is the results from the 4 players selected on an individual basis. It shows the individual player, the coping number used to identify the player when using a paired sample test. The team the individual players were playing against. The teams, the players, were playing against attendance average percentage in relation to the stadium capacity, and the average attendance in the stadium when the selected player is playing at that specific arena.

Boston Celtics					
Date	Opponent	Attendance	Garnett	Stadium Capacity	Attendance %
14-Jan	Pacers	14,203	yes	18,165	78.0
10-Feb	Raptors	19,207	yes	19800	85.0
16-Mar	Kings	17,317	yes	17,317	83.8
17-Mar	Nuggets	19,003	yes	19,155	88.9
23-Mar	76ers	19,583	yes	20,328	86.1
30-Mar	Timberwolve	19,356	yes	19,356	90.4
7-Apr	Pacers	16,892	yes	18,165	78.0
13-Apr	Raptors	17,270	yes	19,800	85.0
14-Apr	Nets	18,711	yes	20,049	75.5
20-Apr	Hawks	16,214	no	18,238	81.2

The above diagram exhibits the Boston Celtics season by listing the day of the game, the opponent of the Boston Celtics, the attendance of the game against the specific opponent, if the star player participated in the specific game, the overall capacity of the stadium of the opponent of the Boston Celtics, and the attendance percentage of the capacity by the specific game attendance.

Knicks					
Date	Opponent	Attendance	Carmelo	Stadium Capacity	Attendance %
31-Dec	Kings	16,175	Yes	17,317	83.8
6-Jan	Wizards	16,998	Yes	20,308	82.9
7-Jan	Pistons	12,044	Yes	22,076	65.3
14-Jan	Thunder	18,203	No	18,203	100.0
27-Jan	Heat	19,707	No	19,600	101.7
28-Jan	Rockets	18,051	No	18,023	85.1
3-Feb	Celtics	18,624	Yes	18,624	100.0
11-Feb	Timberwolves	20,232	No	19,356	90.4
9-Mar	Bucks	18,717	Yes	18,717	78.6
17-Mar	Pacers	18,165	Yes	18,165	78.0
23-Mar	Raptors	19,800	Yes	19,800	85.0
30-Mar	Hawks	18,389	Yes	18,238	81.2
20-Apr	Cavaliers	19,349	Yes	20,562	77.5

The above diagram shows the away games used for the study in regards to Carmelo Anthony. The date represents the date in which the game took place, the opponent represents who the New York Knicks played on the specific date, the Attendance represents the number of people who

attend the game on the specific date, the Carmelo column represents if Carmelo Anthony participated in the specific game, the Stadium Capacity represents the total capacity of the stadium where the game took place, and the Attendance % is the percentage of the stadium that was filled for the specific game.

Clippers					
Date	Opponent	Attendance	Paul	stadium capcity	attendance %
4-Feb	Wizards	19,419	yes	20,308	82.9
10-Feb	76ers	20,539	yes	20,328	86.1
11-Feb	Bobcats	19,110	yes	19,077	77.4
2-Mar	Suns	18,091	yes	18,422	84.7
9-Mar	Spurs	18,581	yes	18,581	99.0

The above chart represents the information collected for Chris Paul. The date represents the day the game took place on, the opponent was the team the Los Angeles Clippers played on the specific date, the Attendance was the recorded attendance for the specific date, the Paul column represents if Chris Paul participated in the specific game, the stadium Capacity represents the total number of people the stadium can hold for the team the Clippers were playing, the attendance % represents the attendance percentage of the stadium for that specific game.

Heat						
Date	Opponent	Attendance		Lebron	stadium cap	avg attendance%
30-Dec	Timberwolves	19356		yes	19356	90.4
7-Jan	Nets	18711		yes	20049	75.5
13-Jan	Nuggets	19155		yes	19155	88.9
3-Feb	76ers	20694		yes	20328	86.1
10-Feb	Wizards	20282		yes	20308	82.9
17-Feb	Cavaliers	20562		yes	20562	77.5
2-Mar	Jazz	19911		yes	19911	97
16-Mar	76ers	20396		yes	20308	86.1
23-Mar	Pistons	22076		yes	22076	65.3
30-Mar	Raptors	19883		yes	19800	85

The above chart represents the information used for LeBron James. The Date represents the day a specific game took place, the opponent was the team the Miami Heat played on the specific date, the Attendance was the actually number of people who came to the game on specific date,

the LeBron column represents if LeBron James participated in the specific game, the stadium capacity represents the number of people the stadium can hold for the team the Miami Heat are playing, and the avg. attendance% represents the percentage of the stadium that was filled when the team played the Miami Heat.

	Player Compairson			
	Star Player	Home Team	Home Team Average Attendance%	Average Attendance w/ star player
Melo	1	Kings	0.838	0.934053242
	1	Wizards	0.829	0.837010045
	1	Pistons	0.653	0.54556985
	1	Celtics	1	1
	1	Bucks	0.786	1
	1	Pacers	0.78	1
	1	Raptors	0.85	1
	1	Hawks	0.812	1.008279417
	1	Cavaliers	0.775	0.941007684
LeBron	2	Timberwolve	0.904	1
	2	Nets	0.755	0.933263504
	2	Nuggets	0.889	1
	2	76ers	0.861	1.018004723
	2	Wizards	0.829	0.998719716
	2	Cavaliers	0.775	1
	2	Jazz	0.97	1
	2	76ers	0.861	1.004333268
	2	Pistons	0.653	1
	2	Raptors	0.85	1.004191919
Paul	3	Wizards	0.829	0.956224148
	3	76ers	0.861	1.010379772
	3	Bobcats	0.774	1.001729832
	3	Suns	0.847	0.982032353
	3	Spurs	0.99	1
Garnett	4	Pacers	0.78	0.781888247
	4	Raptors	0.85	0.970050505
	4	Kings	0.838	1
	4	Nuggets	0.889	0.992064735
	4	76ers	0.861	0.963351043
	4	Timberwolve	0.904	1
	4	Pacers	0.78	0.929920176
	4	Raptors	0.85	0.872222222
	4	Nets	0.755	0.933263504

The above diagram exhibits each of the players games in which the selected athletes participated in, tested with t test to compare the mean average attendance for a team to the average attendance when the star player is playing.

Discussion

From the results given the 4 players selected for the study; LeBron James, Kevin Garnett, Chris Paul, and Carmelo Anthony had a significant difference on attendance when the player's numbers are grouped together. Two players were found to have a significant difference on the attendance when they played and two players were found not to have a significant difference on the attendance at the stadiums they played at. The two players that the results showed a significant difference using a level of confidence of 95% were LeBron James and Kevin Garnett. The two players whose results showed there did not make a significant difference were Chris Paul and Carmelo Anthony. As mentioned earlier the results looked only at the attendance numbers and if a player played in the game, many other things can contribute to the outcome and not solely on the player appearance at the game, this is prove n in one of the games when one of the stars did not play in the game and the attendance for the specific game was actually hire then the season average it was compared to. The variables that were used for the study that potential had an effect on my results were small sample size, limited data, using only Friday and Saturday games, the number of years a player had been a part of their new team after being traded, and other star players on the team. Small sample size could play a role in how the results were reported because the use of only 4 players does not have a huge impact in comparison to the number of players in the league. The limited data collection of only one season could have an impact because there is no way to look at a trend over a longer period of

time which would increase accuracy with more data. By selecting only Friday and Saturday games I cut the number of useful data down to a handful of games instead of an entire season which may have had an influence on the majority of the numbers. On the outcome of when the players were grouped together to see if a significant difference would be seen this may have been influenced since Chris Paul only had 4 games of data and was seen on an individual test to have no significance difference in attendance change when he was there and when he was not because he played in all the games. The difference in the number of years may have played a role in the outcome because of the length of time an individual has to establish themselves on a market. From the results the players who has been with their new teams since being traded were the ones who were with a significant difference unlike the other new players whose trade took place more recent. Kevin Garnett was traded in in 2007 and was found in the test to have a significant difference. LeBron James was traded/ signed with Miami in 2010 by the Miami Heat and was seen to have a significant difference in attendance when he played. Chris Paul was traded to the Los Angeles Clippers in 2011 and did not see a significant difference in attendance according to the test. Carmelo Anthony was traded to the New York Knicks in 2011 and was shown to see no significant difference in attendance when he played and when he did not. The last thing that should be accounted for is the other players on these players' teams. The Boston Celtics have 2 other very popular players on their team to the addition of Kevin Garnett they may encourage people to attend games for other players and not just for Kevin Garnett, also the age of Kevin Garnett is many years older than the other players and through the draft the Boston Celtics have groomed some young talent into stars themselves encouraging the conclusions that fans may be going to games to see other players and Kevin Garnett is just another player on the team. The same can be said for the results found for LeBron James and the Miami Heat. Unlike the mass

star power seen in Boston and Miami Chris Paul's team the Los Angeles Clippers has only 2 star players on the team including Chris Paul.

Another reason I found after the results came in was the two players, LeBron James and Kevin Garnett, who saw a significant difference in attendance have won NBA championships. This could also have played in a reason why fans attend games, in order to see a NBA champion play. Historical tradition could also play a role for example the Boston Celtics are a very successful team over the life span of their existence with many championships, 17 and Kevin Garnett saw a significant difference in attendance. The Los Angeles Clippers are a team with no NBA championships and Chris Paul being a member of the team saw no significant difference in attendance.

The information collected here can be used in the future of Sport Management in several different ways. First the information can be used for a team to spend money on proven star players in the height of their careers to generate more money and increase the fan base for their own stadium. By paying a proven star player money can be earned at the gates, at the merchandise stands, sponsorship opportunities, and team branding. This can also increase concessions if there are more people at the game the chances are some, not all, will buy a drink or food. Second if a team cannot afford to buy a star player or there are non-available because of contracts teams can change marketing strategies for when their team is playing a home game against a team with a star player. By changing how much money in advertising a team spends from teams coming to play the team without star players to teams with star player's management may see an increase in attendance with the increase advertising. Third teams can adjust schedules to play star players teams during the week instead of weekends, since weekend games tend to have hire attendance unlike weekday games.

Future

For future studies on star player's and the effects on attendance, the study suggests using a larger sample size, a full season of games instead of just weekend games, and using players with common opponents. The suggestions have been made to strengthen the reliability of results along with increasing the data from this study. Potential problems futures studies may find are the every changing numbers of the attendance at each game and the changing of the size of stadiums. Consideration for team market size may also want to be looked at since the difference in market size can play a difference in attendance. As stated earlier star power is not the sole reason for why people attend games, there is a long list of reasons. The purpose of the study was to look deeper into prior research and to prove that in fact star players may be a contributor to an increase or decreases in attendance at games. The study shows that the answer to the question if this is true is it depends.

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Abstract: The author will be comparing game by game attendance numbers, along with season total attendance numbers from the 1990's through and including the year by Investigating star power in the NBA and the impact it has on attendance. Quantitative research will be used to examine select teams and the affect star players in the NBA have on these teams. By examining the selected teams using fan motivation, attendance numbers, and Maslow's theory of hierarchy, the author hopes to find a comparison between star players and attendance at games. Reliable secondary attendance data for the selected team has been gathered to accurately to illustrate the difference in attendance with and without a star player. Fan motivation and the study of Maslow theory of hierarchy will be considered supportive evidence for reasons why attendance numbers may change.