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Relationship Between Promotions and Attendance at Rochester Red Wings Games

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Relationship Between Promotions and Attendance at Rochester Red Wings Games

Abstract

The purpose of this research was to determine which, if any, promotions offered by the Red Wings had a stronger impact on motivating fans to attend games. The research question for the study focused on determining what relationship exists between promotional activities and attendance at Rochester Red Wings games. In the past, various studies have been done on broader motivational factors for minor league baseball attendance and the impact of specific promotional categories on MiLB attendance. The most important conclusions drawn from these studies were that promotions held on weekday games were more significant in raising attendance numbers, post-game fireworks were generally the most popular promotion as well as the most significant in increasing attendance, and merchandise giveaways typically had a positive and slightly less significant relationship with attendance.

To understand what relationship existed between promotions and attendance at Red Wings games, a survey with questions on various demographics and perceptions of promotional activities was distributed amongst the email database the organization possesses, and to their Facebook and Twitter followers. The sample was comprised of 3,173 individuals, who indicated that concessions discounts, fireworks, and wearable giveaways were the most influential promotions in regards to their motivation to attend games. The study also showed that those who attended 4-10 or 11-20 games on average were more influenced by promotions, the influence of promotions generally decreased with age, and women were more influenced by promotions than men. The results of this study will be valuable to the Red Wings organization when they're creating promotion schedules in the future, as they now have ample information on how multiple different types of groups of individuals who have attended their games are influenced by the variety of promotional activities they offer.

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Relationship between Promotions and Attendance at Rochester Red Wings Games

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Executive Summary

The purpose of this research was to determine which, if any, promotions offered by the Red Wings had a stronger impact on motivating fans to attend games. The research question for the study focused on determining what relationship exists between promotional activities and attendance at Rochester Red Wings games. In the past, various studies have been done on broader motivational factors for minor league baseball attendance and the impact of specific promotional categories on MiLB attendance. The most important conclusions drawn from these studies were that promotions held on weekday games were more significant in raising attendance numbers, post-game fireworks were generally the most popular promotion as well as the most significant in increasing attendance, and merchandise giveaways typically had a positive and slightly less significant relationship with attendance.

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Introduction

In the world of minor league baseball, many studies have been done to determine the impact a wide variety of factors have on game attendance. Variables like the weather, demographics, location, time, prices, winning percentage, and promotions are all game related factors that individuals have focused their research on when attempting to determine what the most influential factors are (Cebula, R., Coombs, C., Foley, M., & Lawson, L., 2013); (Gitter, S.R., & Rhoads, T.A., 2010); (Howell, S.M., Klenosky, D.B., & McEvoy, C.D., 2015). Of all these factors, promotions are one of the few that minor league baseball organizations have total control of. With this in mind, these organizations utilize all kinds of promotions in the hopes of increasing attendance (Lanzillo, J.D., 2010). The Rochester Red Wings are one of the many minor league baseball teams in the United States, and in order to understand the effectiveness of their promotional offerings, the relationship each category of promotion has on attendance has been explored.

Within recent years, various kinds of promotions have been found to be successful in increasing attendance at minor league baseball games. Fireworks have been shown to be among the most successful; a study done of the International League (that the Rochester Red Wings play in) over the course of the 2010 season found that fireworks promotions had one of the most significant impacts on increasing attendance at games across the league. This same study also showed that merchandise giveaways had a significant impact on increasing attendance (Howell, Klenosky, & McEvoy, 2015). In addition to these types of promotions, others such as theme nights, ticket/concessions discounts, autograph appearances, and special events have been utilized in the hopes of increasing attendance by minor league baseball teams like the Red Wings.

The purpose of this research was to determine which, if any, promotions offered by the Rochester Red Wings had a stronger impact on motivating fans to attend games. The research question of this study was:

What's the relationship between promotional activities and attendance at Rochester Red Wings games?

The aim of this research was to get a better understanding of the value fans placed on the various promotional offerings that the Red Wings provided. This information had a great deal of importance, as it gave the organization a clearer idea of what the majority of fans were attracted to in regards to promotions, which supplied them with important knowledge that could help them strategize on how to put together promotional schedules in the future that would be even more effective in increasing attendance.

Background

Fan Motivation Factors in Minor League Baseball

In Minor League Baseball (MiLB), there are a variety of factors that influence fan motivation and game attendance. These factors include, but are not limited to: weather, the time of day, the time of the year, team performance, the opposing team, concessions offered, ticket prices, opportunity for socialization, location, and the variety of promotional activities. All of these factors have varying degrees of importance in regards to their effect on game attendance, so for a better understanding of what motivates fans to attend MiLB games, it's important to know exactly what variables have been shown to be significant in increasing attendance. For any sport played in an outdoor setting, weather will have a significant impact on attendance. This is especially true in MiLB, as one of the main rites of summer in the United States is heading to the

ballpark on a sunny day to relax, enjoy the game, and eat some comfort food (Bernthal, M. J., & Graham, P.J., 2003); (Cebula, R., Coombs, C., Foley, M., & Lawson, L., 2013); Gitter, S.R., & Rhoads, T.A., 2010); (Howell, S.M., Klenosky, D.B., & McEvoy, C.D., 2015).

Weather.

In a study done of MiLB leagues across the American Southeast, sunny game days were found to have a positive and significant effect on attendance (Anthony, Khan, Madison, Paul, & Weinbach, 2014). While sunny days have been shown to be an important factor in increasing attendance, rainy days have been shown to be one of the main factors leading to a decrease in attendance. In the Carolina League, rain was shown to have the most negative coefficient in the study, which contributed to the belief that rain is one of the biggest contributors to a decrease in attendance in MiLB (Cebula, Coombs, Foley, & Lawson, 2013). Weather isn't always the most important factor in terms of increasing and decreasing attendance, but can be key to predicting attendance for upcoming homestands. Even though weather and other temporal variables have been shown to have less of an impact on attendance, the estimates for these variables can be beneficial for MiLB front offices when forecasting attendance estimates for upcoming games (Howell, Klenosky, & McEvoy, 2015).

Timing.

The timing of games in MiLB, in regards to start time, the day of the week, and the month of the year, is also an important factor in game attendance. In the study done on the Carolina League, Saturday night games were shown to be the most significantly attended games, with Friday night games following close behind; both were significant contributors to the attendance numbers of all the teams in the league. It also found that games on these nights in the

months of July and August had a significant impact on increasing attendance (Cebula, Coombs, Foley, & Lawson, 2013). A similar preference among fans was found to exist in three leagues across the American Southeast, where Friday and Saturday games were shown to attract significantly higher crowds, and Thursday night games were also shown to have a positive and significant effect on attendance (Anthony, Khan, Madison, Paul, & Weinbach, 2014). In the International League, one of the two leagues that play at the highest level of MiLB (Triple-A), opening day games and final home games were found to be more significant than any weather related variables, and weekend games were also found to cause a significant increase in attendance (Howell, Klenosky, & McEvoy, 2015).

Winning percentage.

In any professional sport, it would be safe to assume that the performance of individual teams would be an important factor in fans choosing to come to games more often; winning teams would likely draw larger crowds than perennial losers. This has been found to be true in the world of baseball, as the performance of MiLB teams in regards to their win percentage has been shown to be a factor in game attendance. As found by Anthony, Khan, Madison, Paul, & Weinbach (2014), win percentage was found to have a positive impact on game attendance in the Florida State League, South Atlantic League, and Southern League. In the study done by Gitter and Rhoads (2010), winning percentage was found to significantly impact attendance in a positive way at the Single-A and Double-A levels of MiLB, where a 10% increase in win percentage was associated with a 1.9% and 2.3% rise in attendance at the two levels, respectively.

Social factors.

Due to the easygoing and slow nature of the game of baseball, it is one of the most relaxing spectator sports that one can experience. While other major sports like football, hockey, and basketball have a faster pace of play which in turn keeps many fans at the edge of their seats, baseball has a more methodical pace, which gives fans ample time for conversing and socializing with those around them. As said by Bernthal & Graham (2003): “Due primarily to the form of the game itself, this opportunity for spectator socialization is strong in baseball relative to other spectator sports, and it remains strong regardless of the setting of the sport” (p. 236). MiLB games in particular present an excellent opportunity for socialization among those who attend games, as fans at games of lower level teams are typically less engaged in the game itself than fans at major league games would be. This reality makes MiLB a sport in which the desire for social affiliation one of the main factors that motivates fans to attend games (Bernthal & Graham, 2003).

Location.

The location of MiLB teams in regards to the size and demographics of their metropolitan areas and their distance from the nearest major league baseball team has been found to have an impact on game attendance. It may seem to be an obvious reality, but nonetheless, the larger the population of a metropolitan area is, the higher the attendance for games will be. According to the study done on the Carolina League, game attendance was an increasing function of the metropolitan area in which teams played (Cebula, Coombs, Foley, & Lawson, 2013). A similar conclusion was drawn by Anthony, Khan, Madison, Paul, & Weinbach (2014), who found that in the three leagues they studied, the size of the population was shown to have a positive and significant impact on attendance.

Income also plays a role in attendance; the higher the poverty rate in a metropolitan area is, the lower attendance at games will be (Cebula, Coombs, Foley, & Lawson, 2013). Contrasting findings on income research exists however, as another study done on three leagues in the southeastern United States yielded a different result. According to Anthony, Khan, Madison, Paul, & Weinbach (2014), income per capita was shown to have a negative and significant impact on attendance, ultimately making MiLB classified as an inferior good in the southeastern United States. This essentially means that the higher the income of an area is, the less demand there will be for MiLB tickets while in lower income areas, the demand will be higher. Lastly, the proximity to the nearest major league baseball team was shown to have an impact on attendance in the study done by Gitter and Rhoads (2010), who found that major league teams within 100 miles of a minor league team served as a substitute, therefore causing a decrease of attendance at minor league games.

Cost of attendance.

Ticket prices and the overall cost of attendance are factors that impact fan motivation to attend games throughout the world of professional sports. Even though MiLB teams don't play at the top professional level of their sport, fans still consider ticket prices and the overall cost of attendance to be important factors in their decision to attend games (Bernthal & Graham, 2003). Given its status as a developmental system for major league baseball clubs, MiLB ticket prices are generally significantly lower than ticket prices at the top level, which makes it an attractive option for baseball fans that don't want to pay an arm and a leg to see a game. This difference between ticket prices at the major league and minor league levels has also been shown to have an impact on attendance at the minor league level. According to the study done by Gitter and

Rhoads (2010), a one standard deviation rise in ticket prices in major league baseball caused a 6% increase in attendance at the minor league level.

Notable players & opposing teams.

Of all the factors of attendance in MiLB, the one that has been researched the least is that of the effect that top prospects, rehabbing/former major league players, and opposing teams have on attendance. While rivalries between minor league teams aren't as fierce as those between some major league teams, it is still entirely possible that certain opposing teams will cause a noticeable increase in attendance when they are in town for a series. Notable players, such as young prospects and rehabbing/former major leaguers are also a point of interest for fans, and could cause an increase in attendance wherever they're playing. In another study done by Gitter and Rhoads (2011), it was shown that MiLB players rated by *Baseball America* as top 5 prospects only had a minimal impact in terms of how much they increased attendance at their home games; a less than 2% increase to be exact. While this seems to eliminate the presence of top prospects as a factor for significantly increasing attendance at minor league games, it would be beneficial to see the impact that top prospects have at away games in terms of increasing attendance; baseball fans in certain cities with minor league teams may be more likely to attend a game if a top prospect was coming to town for a series with an opposing team.

The Effect of Promotional Activities on Attendance in MiLB

One of the more controllable factors of sports events in general are promotions (Lanzillo, J.D., 2010). In MiLB, the offering of a variety of different promotions and promotional activities is a key strategy for increasing attendance, especially among the casual fans of the sport.

Promotional offerings differ with every minor league team, but can generally be grouped into the

following categories: theme nights, group nights, giveaways, concession/ticket discounts, fireworks, autograph appearances, on field activities during games, and special events.

Promotion timing.

Before getting into the specific findings on what promotions have the most significant impact on attendance, it is beneficial to understand how the utilization of promotions on certain days and against particular opponents can impact the effectiveness of these promotions.

Promotions held on weekday games have been shown to be significantly more effective in increasing attendance on those days than promotions held on weekends games are. This is likely due to the fact that weekend games will always draw bigger crowds due to the majority of fans having little to no time constraints on weekends. Also, promotions have been found to be more effective when held during games against non-rivals; yet another finding that shows that the stacking of game attractiveness factors leads to a diminishing return in regards to game attendance. Most importantly, even though oversaturation of game attractiveness factors may exist in some cases, simply running a promotion has been shown to have a 19.6% increase on attendance at baseball games (Boyd & Krehbiel, 2003). With this in mind, it is clear that promotions are one of the key factors in increasing attendance at baseball games.

Fireworks.

Post-game fireworks displays are by far the most popular out of all the promotions as well as the most significant in increasing attendance. This has been a conclusion reached by various studies done all over the United States over the past couple decades. In the study done of the Carolina League in the 2006 season, games with firework displays yielded the highest attendance figures out of all promotional nights (Cebula, Coombs, Foley, & Lawson, 2013). In

2010, a study done on the fourteen teams in the International League of MiLB found that fireworks promotions had one of the most significant impacts on increasing attendance at games across the league (Howell, Klenosky, & McEvoy, 2015). In 2009, a study on three leagues in the American Southeast showed that post-game fireworks displays had the most positive and significant effect on attendance across the three leagues (Anthony, Khan, Madison, Paul, & Weinbach, 2014).

The utilization of fireworks displays as a means to increase attendance is such a widely used strategy in MiLB that some have theorized that the promotion has gotten to the point of oversaturation. Throughout MiLB, it is now common for teams to put on fireworks displays after almost every weekend game in the summer; meaning that teams have anywhere from 15 to 25 displays a year. To some, having post-game fireworks this often takes away from the novelty of the event, in turn making some fans tired of seeing so many fireworks. But this theory was disproven by Paul and Weinbach (2013), whose study found that throughout the five leagues studied, the increased frequency of fireworks displays did not appear to cause an oversaturation problem within MiLB. In addition to this, they also found that at the Triple-A and Double-A level of MiLB in the 2011 season, fireworks actually had a positive and significant impact on increasing attendance (Paul & Weinbach, 2013).

Giveaways.

Merchandise giveaways are another category of promotions that have been found to have a significant impact at increasing attendance. According to a study done by Cebula, Coombs, Foley, & Lawson (2013), high value merchandise giveaways were the second most significant promotional factor in increasing attendance at Carolina League games, while low value merchandise giveaways also were shown to have a positive and significant impact on increasing

attendance. This finding was backed up by a study done of the International League in 2010, which found that low-priced and high-priced giveaways both suggested an increase in attendance (Howell, Klenosky, & McEvoy, 2015). Results related to the significance of merchandise giveaways were similar throughout the several levels of MiLB. The Trenton Thunder at the Double-A level were found to experience a significant increase in attendance on game days where they gave away bobbleheads and in the NY Penn League (Single-A level), merchandise giveaways were found to have a positive impact on attendance (Howell, Klenosky, & McEvoy, 2015).

Over the years, minor league organizations all over the country have given fans a wide variety of different merchandise items as part of their giveaway promotions. Among this variety of items, certain ones have been found to be more popular and more significant in increasing attendance than others. In the paragraph above, it was shown that bobblehead giveaways were shown to increase attendance. According to a study done of minor league teams in the Mid-Atlantic States during the 2009 season, merchandise giveaways were found to be among the most significant factors in motivating fans to attend games. The study showed that hat giveaways were the most significant promotional factor in increasing attendance while free t-shirt giveaways were the second-most significant (Lanzillo, 2010). These results caused Lanzillo (2010) to theorize that these team-specific merchandise giveaways were significant in increasing attendance due to the likely reality that fans who more regularly attended games have more team/player affiliation, therefore meaning that they were influenced more by team-related merchandise giveaways and less influenced by fireworks and other special events.

Other promotions.

Besides fireworks and merchandise giveaways, several other categories of promotions exist in MiLB, albeit less research has been focused on what sort of impact they have on attendance. Pre-game/post-game concerts and other special events are promotional factors utilized by minor league team front offices to increase attendance. According to Howell, Klenosky, & McEvoy (2015), these concerts and special events have been shown to be factors that have a positive impact on attendance in the NY Penn League and the International League. A similar result was found in the study done on the three leagues in the American Southeast during the 2009 season. This study showed that across all three leagues, promotions including opening day festivities (a special event) and concerts had a positive and significant impact on game attendance (Anthony, Khan, Madison, Paul, & Weinbach, 2014).

Athlete appearances and family nights were also shown to have a positive, but not as significant effect on attendance in the three southeastern leagues as well as the Eastern League (Anthony, Khan, Madison, Paul, & Weinbach, 2014) (Howell, Klenosky, & McEvoy, 2015). One promotional category that was actually found to have a negative impact on attendance was group night promotions. In the study done by Anthony, Khan, Madison, Paul, & Weinbach (2014), it was shown that group night promotions had a negative impact on attendance in three different leagues; a finding that could be attributed to certain fans not identifying with the particular group the promotion was focused on, leading to these fans choosing not to attend those particular games. Even though a fair amount of research exists on the various promotions used by MiLB teams as a means to increase attendance, there is a lack of information on the impact that other promotions like theme nights, ticket/concessions discounts, autograph appearances, and on-field entertainment have on attendance. These are all promotional factors that have

varying degrees of popularity and may very well have a significant impact on fan motivation, so moving forward, it is important for these factors to be studied alongside the other promotions that have been researched heavily.

Rochester Red Wings History & Promotional Offerings

This study focuses on what relationship promotions and promotional activities had on attendance at Rochester Red Wings games. To understand the organization and why the results of the study may differ from other conclusions found by separate parties, it is important to have background information on the organization. The Red Wings have been playing professional baseball in Rochester, New York since 1899. They are one of only six North American professional sport teams that have been playing in the same city and league since the 1800's. Currently, the team plays in the International League of MiLB, at the Triple-A level (which is one level below major league baseball). Over their history, they have been affiliated with the St. Louis Cardinals and Baltimore Orioles organizations, and have been affiliated with the Minnesota Twins since 2003 (MacMillan, n.d.).

Promotional offerings.

The Red Wings organization puts on a plethora of promotions every season in the hopes of increasing attendance at games. Their promotional strategies are very much so in line with the strategies utilized by other MiLB organizations, who commonly utilize multiple fireworks displays, family friendly promotional nights, merchandise giveaways, in-game entertainment, and other value-added entertainment as a means to increase attendance (Dees, Lachowetz, Ryan, & Todd, 2009) (Lanzillo, 2010). Using the Red Wings 2016 promotional schedule as an example, the organization put on promotions in every major promotional category. Fireworks

displays were put on after every Friday and Saturday night game from May 13th-on. A variety of former athletes including Pete Rose, Mitch Williams, Joe Carter, Luis Tiant, Thurman Thomas, and Darryl Talley made appearances at games to sign autographs (Wings 2016 Promotional Schedule, 2016).

There were multiple promotional theme nights, including Batman Night, Star Wars Night, Miracle on Ice Night, and two Zooperstars appearances. Two concerts were held in July, as the Rochester Philharmonic Orchestra and Joe Nichols performed on back to back nights. There were multiple promotional giveaways during the 2016 season, with some of the items being bobbleheads, backpacks, baseballs, and team posters. In-game entertainment was provided during every game, as a variety of on-field activities took place including the lotto toss, zoo sounds, fan feud, minute-to-win-it, t-shirt toss, frisbee toss, and more. Lastly, there was a specific promotion run on every day of the week that the Red Wings were home. On Mondays, the first 500 kids age 12 and under got free meal vouchers. On Tuesdays and Thursdays, a four person game/concessions discount package was available for all fans to purchase. On Wednesdays, four basic concessions items were available for \$1 apiece. On Friday and Saturday nights, as mentioned before, there were post-game fireworks and on Sundays, kids had the opportunity to run the bases after the game (Wings 2016 Promotional Schedule, 2016).

While most of the names of those appearing for autograph signings, theme nights, and other special events at Red Wing's games change season by season, the promotional offerings remain very similar. Every year, fans can count on the organization having a variety of offerings that include every category covered above, and more. With this in mind, it would be beneficial for the Red Wings organization to understand how the different promotional categories affect the

motivation of their broad fan base. The purpose of this research was to determine what the relationship was between promotional activities and attendance at Rochester Red Wings games.

Method

Research Question

The purpose of this research was to determine what the relationship was between promotional activities and attendance at Rochester Red Wings games. To understand what relationship exists, a survey with questions on various demographics and perceptions of promotional activities was created and distributed amongst individuals who had attended Red Wings games. Ultimately, the research study was designed to see just how influential each promotional activity was in motivating individuals to purchase tickets to Red Wings games.

Desired Sample

For this study, the sample population is comprised of individuals who attend Rochester Red Wings games. More specifically, the sample population accessed for this study was comprised of all of those who had provided their email addresses to the Red Wings organization as well as all individuals who follow the team on Twitter and Facebook. Within this organizational database were the email addresses of roughly thirty-thousand individuals. The sample populations of those users following the Red Wings on Twitter and Facebook were thirty-seven thousand and twenty-four thousand, respectively.

Sampling Method

Primary data was collected in order to answer the research question. More specifically, non-probability sampling was used to gather mostly quantitative data; with some qualitative data

being gathered as well. This means that survey participants were selected for the study (participants did not have an equal chance of being selected) and most of the results were numerical data. The type of non-probability sampling used was convenience sampling. This means that a specific pool of the sample population was identified as being easier to access than others in the population, therefore, all those individuals who had provided their email addresses to the Red Wings at some point were targeted to participate in the study. Also, convenience sampling was used when accessing the sample population via Twitter and Facebook, as followers on both of those forms of social media were targeted because they were easy to access.

Data Collection Procedure

An internet survey was used as the sampling method in this study. It was distributed online among the ticket purchaser database that the Red Wings organization possesses. The survey link was also posted on the Red Wings Facebook and Twitter pages simultaneously, around the same time that the email was sent out. The survey had three main parts. The first part covered demographic variables, as participants were required to provide their name, email address, gender, and age. The age ranges provided were 18-34, 35-49, 50-64, and 65+. The second part required participants to indicate how frequently they attended games. The frequency of attendance options they were provided with included: 0-3, 4-10, 11-20, and 21+.

The third part was the focal point of the survey. This question was all about specific promotions; how the participants in the survey felt about each promotional category and specifically sought to understand what categories were most interesting to fans as well as which categories influenced the most amount of individuals to attend games. The promotional categories (variables) included in this question were: game entertainment (on-field promotions), game promotions, theme nights, group nights, current/former pro athlete autograph appearances,

celebrity (non-athlete) autograph appearances, post-game fireworks, wearable giveaways, collectible giveaways, and concessions discounts. An interval scale of 1-5 was provided for participants to indicate how influential each promotional category was in motivating them to attend games, with the specific labels being (1) *completely disagree*, (2) *somewhat disagree*, (3) *neutral*, (4) *somewhat agree*, and (5) *completely agree*. After this question was another multiple choice (one answer) question which asked participants to indicate which specific promotional category had the most influence when it came to motivating them to buy tickets to games. One final follow-up question was also included in order to collect the only qualitative data in the study, as participants were encouraged to fill in a text box with either a promotion they would like to see more of or a promotion that the Red Wings don't put on that they would like to see in the future.

Analysis

Once all the data from the survey instrument was collected, several types of analysis were done. First and foremost, the descriptive statistics of mean and percentage were used to break down the data. The means of the perceptions of all ten promotion variables were calculated to determine how influential each promotional category was in motivating individuals to attend games. The means of the promotion variables in each attendance range were then calculated, as this showed which promotions were more popular in each of the four ranges of attendance. This simple statistical analysis was vital to the overall study, as it showed what kinds of promotional categories were preferred by more frequent game attendees. Mean was also used with the demographic variables of gender and age. The means of each promotional category in the three gender options and four age ranges were calculated in order to show which promotions were more popular with each group.

Percentages were also utilized during the data analysis process. The overall results for each promotional category were broken down into percentages based on the five possible responses (completely disagree-completely agree). These results were further broken down utilizing percentages, as the distribution of results across each separate frequency of attendance range were converted into percentages. This meant that each attendance range's response were broken down by promotional category and by the five possible responses to each promotion, and these results were converted into percentages in order to make it easier to understand what promotions were more influential in each attendance range.

Inferential statistics were also utilized in the survey data analysis process. ANOVA tests were run for three variables: gender, age, and frequency of attendance, all of which were separately compared to the data collected on the ten different promotional categories. These ANOVA tests helped to determine what types promotions had significant differences in the average ratings when compared to the frequency of attendance, age, and gender categories. Tukey tests were also utilized to compare the three aforementioned variables to the data collected on promotions. Based on the information that was found via the ANOVA tests, these Tukey tests helped to identify what attendance category, age category, and gender category groups had significantly higher or lower mean ratings.

Results

Sample

The data for this study was collected through a survey instrument which was created using Qualtrics software. The link to the survey was distributed three ways: through an email to the consumer database which the Red Wings organization possesses, through a post on their Facebook page, and through a post on their Twitter account. At the conclusion of the data

collection period, there were over 3,400 responses to the survey. However, hundreds of these responses were incomplete, as some respondents failed to answer the important questions the survey provided pertaining to promotions. These incomplete survey responses were ultimately deleted from the study, which brought the total number of individuals in the sample population to 3,173. Due to the lack of demographic data on the overall population of Red Wings game attendees, this sample population isn't a completely accurate representative of that population. Therefore, the following responses and results cannot be generalized as the overall population's feelings towards promotions.

To understand the sample population of the study, the survey had three questions on demographics which respondents were required to answer. The majority of the sample population was male, as 63.4% ($n = 2007$) of respondents were male, 36.4% ($n = 1151$) were female, and 0.3% ($n = 8$) indicated that they did not wish to answer. When it came to the age demographics of the sample, 16.1% ($n = 509$) were ages 18-34, 30.8% ($n = 977$) were ages 35-49, 37% ($n = 1171$) were ages 50-64, and 16.1% ($n = 510$) were ages 65 or greater. The last demographic question sought to understand the average amount of games that those in the sample population attended each year. 35.1% ($n = 1111$) of the sample population indicated that they attended 0-3 games per year, 47.2% ($n = 1496$) attended 4-10 games per year, 11.4% ($n = 361$) attended 11-20 games per year, and 6.3% ($n = 201$) attended 21 or more games per year.

Descriptive Statistics

In the survey instrument, respondents were asked to indicate how influential ten different promotional categories were in motivating them to purchase tickets for Red Wings games. They were provided with five different responses to these statements, which were: (1) *completely disagree*, (2) *somewhat disagree*, (3) *neutral*, (4) *somewhat agree*, and (5) *completely agree*. The

sample population had a few clear favorites based on the responses to the various promotions. Over 72% ($n = 2,267$) of the sample either “somewhat agreed” or “completely agreed” that concessions discounts were influential in motivating them to attend games. Coming in close second was the wearable giveaways promotional category, as 71.1% ($n = 2,229$) of the sample agreed that this promotion was somewhat or completely influential to them. The third most influential promotion was shown to be post-game fireworks. Sixty-eight percent ($n = 2,136$) of the sample population indicated that this promotion was either somewhat or completely influential to their motivation to attend Red Wings games. The breakdown of all ten promotional categories and how influential each was to the sample population can be seen in Table 1 below.

Table 1
Promotional Categories and Their Overall Influence on Attendance

Promotion	Completely disagree	Somewhat disagree	Neutral	Somewhat agree	Completely agree
Game Entertainment	16.5% (523)	10.6% (335)	26.1% (827)	34.5% (1093)	12.3% (390)
Game Promotions	15.4% (488)	11.9% (377)	29.1% (923)	31.8% (1007)	11.9% (376)
Theme Nights	13.8% (437)	10.2% (324)	22.2% (704)	35.1% (1112)	18.7% (593)
Group Nights	15.9% (505)	13.1% (414)	33.5% (1062)	27.8% (880)	9.7% (308)
Athlete Autographs	16.1% (509)	13.7% (433)	29.7% (942)	26.6% (843)	14.0% (443)
Celebrity Autographs	20.9% (654)	16.1% (505)	33.5% (1050)	23.2% (726)	6.4% (201)
Fireworks	8.4% (263)	6.3% (197)	17.2% (540)	38.7% (1215)	29.4% (921)
Wearable Giveaways	6.5% (205)	5.8% (181)	16.6% (520)	39.4% (1235)	31.7% (994)
Collectible Giveaways	9.0% (282)	7.7% (240)	22.9% (719)	36.1% (1130)	24.3% (762)
Concessions Discounts	6.2% (193)	5.3% (165)	16.3% (510)	38.5% (1207)	33.8% (1060)

The second to last question on the survey asked the sample population to indicate which of the ten promotional categories was the *most* influential in motivating them to attend a Red

Wings games. Similar to the result found in the previous paragraph, concessions discounts were found to be the most influential promotion, as 21.6% ($n = 686$) of the sample population indicated that this promotion was the most influential. Fireworks displays were found to be the second most influential promotion, as 19.7% ($n = 626$) chose this category. The third most influential promotion was found to be wearable giveaways, as 15% ($n = 475$) chose this category. The complete breakdown of what the individuals in the study found to be the most influential promotional categories can be seen in Table 2 below. It is important to understand that only 91.7% ($n = 2909$) of the sample population responded to this question.

Table 2
Most Influential Promotion (Ranked)

Promotion	Percentage	N
Concessions Discounts	21.6%	686
Fireworks	19.7%	626
Wearable Giveaways	15.0%	475
Theme Nights	7.8%	249
Athlete Autographs	7.6%	240
Game Entertainment	7.2%	229
Collectible Giveaways	5.7%	182
Group Nights	4.0%	128
Game Promotions	2.0%	63
Celebrity Autographs	1.0%	31

Inferential Statistics

ANOVA tests were run to determine if there were significant differences in the average ratings based on the categories of attendance, age, and gender. Tukey tests were used as follow-up tests to the ANOVA's to determine which specific attendance, age, and gender groups differed from each other in their responses to the questions on promotional categories. The mean response for each group as it related to each of the ten promotional categories was used to further understand why there were significant differences in the responses between certain groups.

Frequency of attendance in comparison to promotional categories.

Significant differences were found to exist in the average responses to every promotional category with respect to attendance except for game promotions, group nights, and celebrity autograph appearances. A Bonferroni adjusted alpha of .017 was utilized, so every promotional category which had a p-value that was less than this adjusted alpha was deemed to have a significant difference in the way at least two of the four frequency of attendance groups responded to that specific question regarding promotions.

In the game entertainment category, individuals who attended 0-3 games on average ($m = 3.03$) found this promotional category slightly less influential than those who attended 4-10 ($m = 3.22$) or 11-20 ($m = 3.27$) games on average. The game promotions category was one of the only promotional categories in which there was no significant difference in responses between the four attendance ranges. When it came to the theme nights category, those who attended 0-3 games on average ($m = 3.25$) found this promotion to be slightly less influential than individuals who attended 4-10 games on average ($m = 3.43$). Also, those with the highest average attendance ($m = 3.07$) found this promotional category to be significantly less influential than individuals who attended 4-10 or 11-20 ($m = 3.46$) games on average. The group night category was one of the other promotions in which there were no significant differences in the responses between the four attendance ranges.

In the current/former professional athlete autograph appearance category, individuals in the sample population who attended 0-3 games on average ($m = 2.93$) found this promotion to be slightly less influential in motivating them to attend games than those with higher average rates of attendance. The celebrity autograph appearance category was the last promotion in which there was no significant difference in how the four groups responded to the question. There was

a significant difference between the individuals with the highest average rate of attendance and those who attended less games on average when it came to fireworks promotions. Those with the highest average rate of attendance ($m = 3.04$) found this promotion to be significantly less influential than those who attended 0-3 ($m = 3.79$), 4-10 ($m = 3.82$), and 11-20 ($m = 3.70$) games on average. There were a few significant differences in terms of how the different groups responded to the wearable giveaways category. Those whose average attendance was 0-3 games ($m = 3.74$) found this promotion slightly less influential than those who attended 4-10 games on average ($m = 3.92$). Individuals with the highest average rate of attendance ($m = 3.61$) also found this promotion to be slightly less influential than those who attended 4-10 and 11-20 ($m = 3.93$) games on average.

When it came to the collectible giveaways category, individuals with the lowest average rate of attendance ($m = 3.38$) indicated that this promotional category was significantly less influential to them than it was to those with higher average rates of attendance. Lastly, a few differences existed in how the individuals in the sample population responded to the concessions discount promotional category. Those who attended 0-3 games on average ($m = 3.80$) found this promotion to be slightly less influential to them than those who attended 4-10 games on average ($m = 4.00$) did. In addition to this, individuals with the highest average rate of attendance ($m = 3.45$) found concessions discounts to be significantly less influential to their motivation for attending games than those with lower average rates of attendance did. The p-values that indicated a significant difference in the relationship between frequency of attendance groups can be seen in Table 3 below and the overall breakdown of the means for each promotional category based on frequency of attendance can also be seen below in Table 4.

Table 3
Frequency of Attendance vs. Influence of Promotional Categories (Tukey Tests)

Promotion	Attendance	v. Attendance	Sig. (P-Value)
Game Entertainment	0-3	4-10	.001
		11-20	.007
	4-10	0-3	.001
	11-20	0-3	.007
Theme Nights	0-3	4-10	.004
	4-10	0-3	.004
		21+	.001
	11-20	21+	.004
	21+	4-10	.001
Athlete Autographs		11-20	.004
	0-3	4-10	.000
		11-20	.000
	4-10	0-3	.000
Fireworks	11-20	0-3	.000
	0-3	21+	.000
	4-10	21+	.000
	11-20	21+	.000
Wearable Giveaways	21+	0-3	.000
		4-10	.000
		11-20	.000
	0-3	4-10	.000
	4-10	0-3	.000
Collectible Giveaways		21+	.001
	11-20	21+	.006
	21+	4-10	.001
		11-20	.006
	0-3	4-10	.000
Concessions Discounts		11-20	.000
		21+	.002
	4-10	0-3	.000
	11-20	0-3	.000
	21+	0-3	.002
Concessions Discounts	0-3	4-10	.000
		21+	.000
	4-10	0-3	.000
	11-20	21+	.000
	21+	0-3	.000
	4-10	.000	
	11-20	.000	

Table 4***Frequency of Attendance vs. Influence of Promotional Categories (Means)***

Promotion	0-3 games	4-10 games	11-20 games	21+ games	Total
Game Entertainment	3.03	3.22	3.27	3.18	3.16
Game Promotions	3.11	3.15	3.15	3.03	3.13
Theme Nights	3.25	3.43	3.46	3.07	3.35
Group Nights	2.96	3.07	3.12	2.84	3.02
Athlete Autographs	2.93	3.15	3.28	3.21	3.09
Celebrity Autographs	2.69	2.81	2.90	2.87	2.78
Fireworks	3.79	3.82	3.70	3.04	3.74
Wearable Giveaways	3.74	3.92	3.93	3.61	3.84
Collectible Giveaways	3.38	3.67	3.84	3.70	3.59
Concessions Discounts	3.80	4.00	3.92	3.45	3.89

Age in comparison to promotional categories.

ANOVA and Tukey tests were also used to determine if there were any significant differences between the four age ranges in how they responded to the questions on promotions. Individuals ages 35-49 ($m = 3.26$) and individuals ages 65 and older had a significantly different response to the game entertainment category, as the younger individuals found this promotion to be more influential. For the game promotions category, those in the 18-34 ($m = 3.40$) and 35-49 ($m = 3.42$) age ranges found this promotion to be significantly more influential to their motivation to attend games than those ages 50 or older did. When it came to the theme nights category, individuals who were 65 or older ($m = 2.86$) found this promotion to be significantly less influential than the younger age ranges in the sample population did. It is also important to

note that there was a significant difference between how individuals ages 18-34 ($m = 3.79$), 35-49 ($m = 3.59$), and 50-64 ($m = 3.17$) responded to this promotion, as the highest age range of the three found theme nights to be significantly less influential to their attendance than it was to those under age fifty.

For the current/former professional athlete autograph appearance promotion, there were two significant differences in the responses. The youngest individuals in the sample ($m = 3.27$) found this promotional category to be significantly more influential than those ages fifty or older did. In addition to this, individuals ages 35-49 ($m = 3.16$) also found athlete autograph appearances to be slightly more influential than those ages 65 or older ($m = 2.85$) did. The celebrity autograph appearance category also showed a significant difference in responses. The individuals in the sample who were 65 or older ($m = 2.52$) found this promotion to be significantly less influential to them than those ages 18-64 did. Also, individuals ages 18-34 ($m = 3.27$) indicated that celebrity autographs were significantly more influential to them than they were to those who were ages 50-64 ($m = 3.05$). As for the fireworks promotional category, individuals ages 18-34 ($m = 3.84$), 35-49 ($m = 3.87$), and 50-64 ($m = 3.72$) found postgame fireworks to be significantly more influential to their motivation to attend games than those ages 65 or older ($m = 3.47$) did.

When it came to the wearable giveaways category, those ages 18-64 found this promotion to be significantly more influential than individuals ages 65 or older ($m = 3.50$) did. There was also a significant difference in the responses of those ages 18-34 ($m = 4.19$) and individuals ages 35-49 ($m = 3.91$) and 50-64 ($m = 3.78$), as the youngest individuals in the sample found wearable giveaways to be significantly more influential to their attendance. Collectible giveaways also experienced a few significant differences in responses. The oldest individuals in the study ($m =$

3.33) found this promotion to be significantly less influential than those ages 18-64 did. Individuals ages 18-34 ($m = 3.81$) also were shown to find this promotion significantly more influential than those ages 50-64 ($m = 3.55$) did. Individuals ages 18-34 ($m = 4.24$) were found to be significantly more influenced by concessions discounts than individuals ages 35 and older were. Also, individuals ages 35-49 ($m = 3.99$) were significantly more influenced by this promotion than those ages 50-64 ($m = 3.75$) and 65 or older ($m = 3.66$) were. The p-values that indicated a significant difference in the relationship between age groups and the overall breakdown of the means for each promotional category based on age can be seen in Tables 5 and 6.

Table 5
Age vs. Influence of Promotional Categories (Tukey Tests)

Promotion	Age	v. Age	Sig. (P-Value)
Game Entertainment	34-49	65+	.000
	65+	34-49	.000
Game Promotions	18-34	50-64	.000
		65+	.000
	35-49	50-64	.000
		65+	.000
	50-64	18-34	.000
		35-49	.000
Theme Nights	65+	18-34	.000
		35-49	.000
	18-34	50-64	.000
		65+	.000
	35-49	50-64	.000
		65+	.000
Athlete Autographs	50-64	18-34	.000
		35-49	.000
	65+	18-34	.000
		35-49	.000
	18-34	50-64	.005
		65+	.000
	35-49	.000	
	50-64	18-34	.005

	65+	18-34	.000
		35-49	.000
Celebrity Autographs	18-34	50-64	.000
		65+	.000
	35-49	65+	.000
	50-64	18-34	.000
		65+	.004
	65+	18-34	.000
		35-49	.000
		50-64	.004
Fireworks	18-34	65+	.000
	35-49	65+	.000
	50-64	65+	.000
	65+	18-34	.000
		35-49	.000
		50-64	.000
Wearable Giveaways	18-34	35-49	.000
		50-64	.000
		65+	.000
	35-49	18-34	.000
		65+	.000
	50-64	18-34	.000
		65+	.000
	65+	18-34	.000
		35-49	.000
		50-64	.000
Collectible Giveaways	18-34	50-64	.000
		65+	.000
	35-49	65+	.000
	50-64	18-34	.000
		65+	.003
	65+	18-34	.000
		35-49	.000
		50-64	.003
Concessions Discounts	18-34	35-49	.000
		50-64	.000
		65+	.000
	35-49	18-34	.000
		35-49	.000
		50-64	.000
	50-64	18-34	.000
		35-49	.000
	65+	18-34	.000
		35-49	.000

Table 6
Age vs. Influence of Promotional Categories (Means)

Promotion	18-34	35-49	50-64	65+
Game Entertainment	3.17	3.26	3.14	2.98
Game Promotions	3.40	3.42	2.93	2.76
Theme Nights	3.79	3.59	3.17	2.86
Group Nights	3.04	3.09	2.97	3.00
Athlete Autographs	3.27	3.16	3.05	2.85
Celebrity Autographs	3.04	2.85	2.73	2.52
Fireworks	3.84	3.87	3.72	3.47
Wearable Giveaways	4.19	3.91	3.78	3.50
Collectible Giveaways	3.81	3.67	3.55	3.33
Concessions Discounts	4.24	3.99	3.75	3.66

Gender in comparison to promotional categories.

Gender was the last demographic variable that was compared to the promotional categories to see if there were any significant differences in responses. While there were technically three groups included in the gender variable (male, female, and do not wish to answer), the amount of those who filled out the third option was so statistically insignificant (0.3% of the sample population), that this group was ultimately not analyzed in this part of the study. When it came to the game entertainment category, women ($m = 3.29$) found this promotion to be significantly more influential than men ($m = 3.08$) did. Women ($m = 3.23$) also indicated that game promotions were significantly more influential to their motivation to attend games than they were for men ($m = 3.07$). This trend continued as there was a significant

difference in the responses of men and women to the theme nights category, as women ($m = 3.50$) found it to be significantly more influential than men ($m = 3.26$).

For the group nights category, women ($m = 3.18$) once again responded more favorably to this promotion than men ($m = 2.94$) did. When it came to the fireworks category, women ($m = 3.90$) found this promotion significantly more influential than men ($m = 3.66$). Women ($m = 3.95$) also found wearable giveaways to be significantly more influential to their motivation than men ($m = 3.78$) did. There was no significant difference between how men and women responded to the current/former professional athlete promotion, although the mean for men ($m = 3.14$) was slightly higher than it was for women ($m = 3.01$). There were also no significant differences in the responses of men and women for the celebrity autograph appearance, collectible giveaway, and concessions discount promotional categories. The p-values that indicated a significant difference in the relationship between genders and the overall breakdown of the means for each promotional category based on gender can be seen in Tables 7 and 8.

Table 7
Gender vs. Influence of Promotional Categories (Tukey Tests)

Promotion	Gender	v. Gender	Sig. (P-Value)
Game Entertainment	Male	Female	.000
	Female	Male	.000
Game Promotions	Male	Female	.001
	Female	Male	.001
Theme Nights	Male	Female	.000
	Female	Male	.000
Group Nights	Male	Female	.000
	Female	Male	.000
Fireworks	Male	Female	.000
	Female	Male	.000
Wearable Giveaways	Male	Female	.000
	Female	Male	.000

Table 8
Gender vs. Influence of Promotional Categories (Means)

Promotion	Men	Women
Game Entertainment	3.08	3.29
Game Promotions	3.07	3.23
Theme Nights	3.26	3.50
Group Nights	2.94	3.18
Athlete Autographs	3.14	3.01
Celebrity Autographs	2.74	2.86
Fireworks	3.66	3.90
Wearable Giveaways	3.78	3.95
Collectible Giveaways	3.61	3.57
Concessions Discounts	3.85	3.95

Conclusions

This study was conducted to determine what kind of relationship existed between attendance and promotional activities at Rochester Red Wings games. Ultimately, the survey yielded some enlightening results regarding how the attendance of different groups of individuals (separated by frequency of attendance, age, and gender) was influenced by promotions. As a whole, game attendees were most influenced by three promotional categories: concessions discounts, wearable giveaways, and fireworks displays, with concessions discounts being the slight favorite. These results were similar to some of the findings of the studies covered in the background section. Several other studies found fireworks displays to be the most popular promotion as well as the most significant when it came to increasing attendance at games (Anthony, Khan, Madison, Paul, & Weinbach, 2014; Cebula, Coombs, Foley, & Lawson, 2013; Howell, Klenosky, & McEvoy, 2015).

In this study, while fireworks weren't the most influential promotion, they were still shown to be one of the most popular and influential promotional activities as over 68% of the sample indicated that they were somewhat or completely influenced by this category. Studies done by Cebula, Coombs, Foley, & Lawson (2013), Howell, Klenosky, & McEvoy (2015), and

Lanzillo (2010) found that various merchandise giveaways also had a positive and significant impact on attendance at games. These findings were also similar to the results of this study, as wearable giveaways were shown to be one of the most influential promotional categories (over 71% of the sample population indicated that this promotion was somewhat or completely influential). In this study, collectible giveaways were also shown to be influential in motivating individuals to attend games, as over 60% of the sample population indicated that they either “somewhat agreed” or “completely agreed” that this promotion influenced them to attend games.

In this study, current/former athlete autograph appearances, celebrity autograph appearances, and group nights were shown to be the least influential promotions. The findings on athlete autographs somewhat differ from the results that studies in the past have shown. Previous studies done by Anthony, Khan, Madison, Paul, & Weinbach, (2014) and Howell, Klenosky, & McEvoy, (2015) found that athlete autograph appearances had a positive but somewhat less significant impact on attendance. When it came to the group nights category, the study done by Anthony, Khan, Madison, Paul, & Weinbach (2014) found that these promotions had a negative impact on attendance in the three leagues they studied. This finding is similar to the results of this study, as group nights were found to be one of the least influential promotions. This is evidenced by the fact that over 62% of the sample population indicated that group nights had no impact whatsoever on their decision to attend games.

The statistical breakdowns of frequency of attendance groups and their responses to the promotional categories provided meaningful information. Individuals who attended 4-10 or 11-20 games on average were generally more influenced by promotions than those who attended 0-3 or 21+ games. This is evidenced by the fact that in six out of the ten promotional categories, those who attended 4-20 games on average had higher mean responses than those with the lowest

and highest average rates of attendance. This result shows that individuals who rarely attend games or those who very frequently attend games are most likely more influenced by motivational factors for attendance other than promotions. Those with the lowest average rate of attendance are likely very casual fans, who will attend a couple games a season just for the sake of having a day/night out at the ballpark while those with the highest average rate of attendance could likely be season ticket holders who attend primarily for the love of the game.

Individuals with the highest average rate of attendance were also shown to be the group which was the least influenced to attend games due to promotional activities. In six out of the ten promotional categories, those who attended 21+ games had the lowest mean response out of the four different attendance groups. Once again, this is likely due to the reality that individuals who attend games very frequently would likely have the same attendance rate even if there were no promotional activities at all. The results of the tests which compared age to the promotional categories showed some important differences between age ranges. Individuals ages 18-34 were generally more influenced to attend games due to promotions than those ages 35+, as the youngest individuals in the study had the highest mean response to six out of ten of the promotional categories.

In addition to this, individuals from ages 35-49 were shown to be the group which was second-most influenced to attend games by promotional activities, as they had the highest mean response to the other four promotional categories. There was a noticeable trend in the mean response of the four age ranges, as the results generally showed that as the age of the individuals increased, their mean response to the promotional categories decreased. As Table 6 above shows, individuals ages sixty-five or older had the lowest mean response to almost every promotion, a result which indicates that older game attendees clearly have different primary motives for

attendance while younger individuals are much more swayed by the presence of different promotions. When it came to gender, one clear trend emerged. Women were more influenced to attend games due to promotional activities than men were, as women had the higher mean response to eight out of the ten promotional categories.

The biggest difference between this study and the various studies covered in the background section was the number of promotional categories which were researched. While the previous studies looked into similar promotions such as fireworks, merchandise giveaways, athlete autograph appearances, and group nights, this study researched a wider array of promotional categories. In addition to the four aforementioned promotions, this study researched the impact that other promotions such as theme nights, concessions discounts, game entertainment, game promotions, and celebrity autograph appearances had on attendance.

Limitations & Delimitations

A few limitations impacted this study. There was a time constraint related to the data collection process, as there was a three-week window in which the survey data could be collected. Given that the study had to be conducted in October, there was also a limitation since the survey could not be distributed amongst fans at a regular season game, as the minor league baseball season runs from April through early September. The sample population was limited to individuals who could be contacted through three sources: the email database which the Red Wings organization possesses, their Facebook account followers, and their Twitter account followers. Given that hundreds of thousands of individuals have attended games in recent years, there were potentially thousands of former game attendees who didn't have access to the survey instrument. With this in mind, another limitation existed as the sample population wasn't a true

random sample, as convenience sampling was utilized in order to get the best response rate possible.

There were also delimitations in this study. While the survey did include demographic questions regarding age and gender, there were other possible demographic variables that were left out, including ones like average household income, place of residence, and number of individuals per household. Another delimitation was the decision not to use qualitative research. Even though there was a question in the survey instrument that yielded a significant amount of qualitative data, none of this data was ultimately covered in the analysis of the study's findings. Initially, survey respondents who indicated that their average attendance rate was over 21 or more games were going to be excluded from the study, as it was likely that they were either half or full season ticket holders who were believed to have primary motivations for attendance that didn't include promotions. But give that the information provided by these individuals was still valuable to collect and analyze, they were ultimately included in the study.

Summary & Recommendations

The results of this study will be useful to the Rochester Red Wings organization going forward. They now have an ample amount of information on how a significant subset of their fan base is influenced by the promotional activities they offer during the season, broken down by important variables such as frequency of attendance, age, and gender. Using the results of this study as a guide, the Red Wings can make some small changes in their promotional schedule that should ultimately result in an increase in attendance numbers. Given that concessions discounts were the most influential promotional category, they should put some serious thought into increasing the amount of these promotions that they put on every season. Increasing the amount of wearable giveaway promotions would also be a smart move which would likely lead to

increased attendance. Offering more of these two specific types of promotions during the months of April and May would be an excellent marketing decision, as this would likely increase the low attendance figures that are typically experienced in the two coldest months of the season.

While fireworks displays were one of the most influential promotional categories in the study, the Red Wings shouldn't aim to increase the number of fireworks nights. They already run this promotion at every Friday and Saturday night game and should try to avoid oversaturating their fan base with one of their most popular promotions. The results to the survey showed that individuals who attended 0-3 games generally were less influenced by promotions than those who attended 4-20 games on average. Given that those with the lowest rate of attendance had higher mean responses to the three general favorite promotions as well as theme nights and collectible giveaways, executing the strategy outlined above in addition to offering a few more theme night and collectible giveaway promotions would be a good move to entice those who only attended three games max to buy tickets more often.

Even though this study yielded some excellent results that will be useful to the Red Wings organizations in the near future, it will be important to continue gathering knowledge from fans with surveys like these every few years. Promotion trends in minor league baseball are always changing, so it is important to have a pulse on what your fanbase likes, loves, and dislikes. The next time a study is done, it would be beneficial to look deeper into fan motivation for attendance by including more demographic variables (income, family size, etc.) and a question regarding broader motivational factors for attendance (weather, opponents, time, etc.). With the information from this study and any one's like it conducted in the future, the Rochester Red Wings will be able to maintain their status as one of the premier organizations in Minor League Baseball when it comes to fan entertainment.

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