Inducements of Rochester Americans Fans

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Abstract
The purpose of this research was to examine the factors that motivate minor league sports fans. Specifically, this research was designed to analyze the factors that influence a fan's motivation to attend Rochester Americans games. Over the past several decades minor league sports have experienced a drastic transformation, as more elaborate promotional activity have been introduced. Extensive research has been conducted to better comprehend the inducements of minor league sports fans. Past literature has concluded that the existence of special events and merchandise giveaways significantly impact overall attendance.

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Inducements of Rochester Americans Fans

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Executive Summary

The purpose of this research was to examine the factors that motivate minor league sports fans. Specifically, this research was designed to analyze the factors that influence a fan’s motivation to attend Rochester Americans games. Over the past several decades minor league sports have experienced a drastic transformation, as more elaborate promotional activity have been introduced. Extensive research has been conducted to better comprehend the inducements of minor league sports fans. Past literature has concluded that the existence of special events and merchandise giveaways significantly impact overall attendance.

Prior to conducting research, a survey was developed. Data from surveys were collected in two ways. First, participants were chosen in-person before and during Americans home games. Second, the survey was sent via e-mail to fans known to have attended at least one Americans home game. The survey asked fans to quantify their agreement to a number of statements using a Likert-style scale of measurement.

The data collected indicated that the existence of promotional activity would increase an individual’s motivation to attend Americans games. For example, approximately 70% of respondents agreed that special events would influence their decision to attend a game. Further, 92% of participants indicated that a ticket giveaway promotion would increase motivation to attend an Americans game.

The conclusions of this research are valuable because they will offer sports organizations important insight into the inducements of minor league hockey fans. In addition, this research will allow organizations to develop a greater knowledge of the varying success of both price and non-price oriented promotional activity.
Introduction

Over the past several decades, extensive research has been conducted to gain a broader understanding of the motivations that influence individual’s decision to attend minor league sporting events (Anthony, 2011; Browning, 2009; Ogden, 2013; Paul, 2011). Various research has been completed with the goal of examining the relationship between the weather, facility quality, month of the year, population of a team’s city and the overall attendance of an event (Browning, 2008; Howell, 2012; Paul, 2011; Roy, 2008). In addition, an assortment of prior research has been administered to examine the impact of promotional activity on the attendance of minor league sporting events (Anthony, 2011; Browning, 2008; Howell, 2015). Beyond external factors that possibly relate to attendance numbers, past literature has also been published that investigated the relationship between demographic factors and an individual’s likelihood of attending games (Anthony, 2011; Ogden; 2013; Paul, 2011). Despite the enormous amount of information found through past studies, more extensive research should be conducted to determine how fan preferences for promotional activities vary between the different levels of minor league sports (Anthony, 2011; Ogden, 2013). These individual concepts were examined in order to develop a more comprehensive understanding of the relationship, which has been proven to exist.

Over the past 20 years minor league sports have experienced a revitalization, as more technologically advanced venues have been constructed and a greater variety of in-game entertainment have been introduced. Currently, there are 244 affiliated organizations within Minor League Baseball while the AHL has 30 organizations along with the 27-team ECHL. As a result of these advancements, minor league sports organizations have seen an increase in interest from both fans as well as businesses.
The objective of this study was to broaden the understanding of the factors that influence individual’s decision to attend minor league sporting events. Specifically, this study was designed to evaluate the factors that motivate Rochester Americans fans. Although a plethora of previous research has been conducted to examine the inducements of minor league fans, further research is necessary in order to gain a more in-depth understanding of the underlying factors of minor league fan motivation (Anthony, 2011; Lee, 2008; Ogden, 2013). The goal of this research was to further analyze how a number of internal and external factors influence the motivation of Rochester American fans.

This research had a practical application because it allows minor league sports organizations to have a better understanding of how to attract a greater number of fans to attend games in the future. Additionally, it will offer organizations important insight into the fluctuation in success of price and non-price oriented promotions. This research provided examples of factors that are proven to influence a fan’s motivation to attend sports events.

The research question for this study was:

What factors motivate individuals to attend Rochester Americans games?

This study aimed to offer a broader understanding of the motivating factors that entice minor league sports fans to attend games.
Background Information

For decades, Minor League sports have proven to be a popular and cost effective source of entertainment for individuals throughout the United States. Minor League sports are any professional baseball or hockey organization that is not part of the Major League. More specifically, this study involved the American Hockey League.

Minor League Sports

Minor League Baseball, or MiLB, is a hierarchy of developmental professional baseball leagues within North America that provides Major League Baseball (MLB) organizations with the opportunity to cultivate their franchise’s young talent (Howell, 2015). Each of the various minor leagues are operated as independent businesses, with a majority of its teams associated with Minor League Baseball, or MiLB. The majority of teams within the MiLB are owned independent of Major League organizations, but have affiliation contracts with Major League franchises.

When examining professional hockey, it is imperative to differentiate between minor league hockey and “Major Junior” hockey. Minor league hockey varies from junior and senior leagues because they do not have age or experience restrictions (Paul, 2013). Although less extensive than the MiLB, minor league hockey is widely regarded as the second-most elaborate minor league system within professional sport. The American Hockey League, commonly referred to as the AHL, is comparable to the “Triple-A” league within professional baseball. The American Hockey League includes four separate divisions (Atlantic, North, Central, and Pacific) across both an Eastern and Western conference. Composed of 30 franchises throughout the United States and Canada, the AHL was created for the purpose of developing the young prospects of parent NHL organizations as well as the occasional rehabilitation of older players.
who have been injured or have not performed to expectations (Paul, 2011). Similarly to franchises within Triple-A leagues in the MiLB, the AHL has been consistently proven to be the preferred league within minor league hockey due to the fact that teams consist of future major league talent and play in larger, technologically advanced facilities. In addition to the AHL, minor league hockey also has a 27-team league known as the East Coast Hockey League (ECHL), which is comparable to “Double-A” leagues within the MiLB. Teams within the ECHL are primarily consist of free-agent signees who have just begun their careers in professional hockey as well as AHL veterans who have seen their productivity decline. Historically, teams within the ECHL have struggled to attract fans to games and have been forced to relocate more frequently than franchises within the AHL.

**Motivations of Minor League Sports Fans**

Over the past 20 years, a plethora of research has been conducted to gain a broader understanding of the inducements of minor league sports fans. Past research has examined the relationship between the weather, facility quality, day of the week, month of the year, or population of a team’s city and the overall attendance of an event (Browning, 2008; Howell, 2012; Paul, 2011; Roy, 2008). Research has also been used to examine the relationship between a variety of game-day promotions and the overall attendance of a specific event (Anthony, 2011; Browning, 2008; Howell, 2015). Another factor that has been researched within the past ten years has been the relationship between a professional hockey team’s likelihood of fighting and the attendance of games (Paul, 2013). This study has used data collected from minor league hockey organizations in order to gain a broader understanding of the factors that influence attendance at minor league sporting events.
A large amount of literature has been recorded that examines the relationship between various demographic variables and attendance (Anthony, 2011; Ogden, 2013; Paul, 2013). Past research has concluded that cities with larger populations attract a greater number of fans, and, based on data collected by Paul (2013), there is an increase in attendance of nearly one fan for each additional 1,000 people in the city (above league average). However, for both the MiLB and the AHL, areas with higher per-capita income levels had lower attendance. According to text, this was true because the event was seen as an inferior good (Anthony, 2011). Essentially, by referring to the event as an “inferior good”, Anthony is saying that an individual’s demand (or desire) to attend AHL contests decreased as their income increased. In addition, a study conducted found that women were more likely than men to report that they enjoyed off-field promotions and entertainment more than the actual game itself (Ogden, 2013). This topic is important to research further because it could illustrate how demographic variables can influence what aspects of an event an individual values the most.

One of the most widely researched topics over the past ten years has been the relationship between promotional activities and attendance at minor league sporting events. According to past research conducted by Browning (2008), Howell (2012), and Paul (2011), promotions have consistently proven to have the greatest influence on the overall attendance of minor league games. Through past literature, it was found that successful promotions included opening night festivities, fan appreciation nights, free or reduced-price food, merchandise giveaways, and events such as concerts or special appearances. Promotional activity of this sort has shown to improve AHL attendance by nearly 1,000 fans (Paul, 2013). Paul (2011) also concluded that opening night festivities were shown to increase attendance in three out the four American Hockey League divisions. Within Minor League Baseball, both low and high-price merchandise
giveaways were found to yield a 9.7% and 9.5% increase in attendance, respectively (Howell, 2012). Although certain promotional activity has been proven to increase game attendance, past research has also identified a number of promotions that have the ability to actually have a negative influence on attendance. For example, Paul (2011) found a negative relationship between free ticket promotions and attendance of American Hockey League games. Further, it was found that fans showed a negative response to non-family oriented theme nights as well as college nights (Anthony, 2011). Based on the conclusions drawn from past research, further research should be conducted to determine how fan preference for promotional activity varies between different levels of minor league sport.

In addition to the impact of promotional activity on attendance, various aspects of the team itself have proven to play an integral role in attracting fans to attend games. Anthony (2011), Ogden (2013) and Paul (2011) all found that the winning percentage of the home team on the day of the game had a significant impact on attendance. In fact, it was found that a 10% increase in winning percentage resulted in 2% increase in overall game attendance (Ogden, 2013). Furthermore, prior research also indicated that fans of minor league sports responded positively to teams that score more often. Paul (2013) found for each additional goal an AHL team scored above the average, teams would see an increase in attendance of approximately 770 fans. Research also concluded that fighting, a proxy for excitement during the game, had a significant impact on attendance. For each additional fight over the league average, a team could predict an increase in attendance by nearly 1,000 fans (Paul, 2013). In addition, past literature suggests that the success of the NHL-affiliate had a significant effect on attendance within the AHL. The team’s roster was also found to be related to game attendance (Anthony, 2011; Ogden,
2013; Paul, 2013). Within minor league baseball, a top-five prospect can increase overall attendance during a season by nearly 2% (Ogden, 2013).

Prior research has also been conducted to examine the relationship between the day of the week and attendance of minor league games. According to Paul (2011), Saturday games in the AHL were found to have the greatest impact on attendance, with over 2,000 additional fans in attendance when compared to the dummy variable. In addition, it was found that Friday games also saw an increase of approximately 1,300 fans (Paul, 2011). These results were similar to minor league baseball, where weekend games were found to significantly increase overall fan attendance (Anthony, 2011; Howell, 2012; Paul, 2007). Unsurprisingly, Monday games were found to have a negative impact on attendance (Anthony, 2011; Paul, 2011). Another factor, the weather on the day of the game, was found to have a significant relationship with attendance. According to data collected by Howell (2012), rain on the day of the game predicted a 7.7% decrease in the attendance of International League baseball games. Further, for each degree increase over the average temperature, a 2.7% increase in attendance could be expected (Howell, 2012). However, Howell also concluded that attendance is optimized at 84 degrees and will decrease every degree above that (Howell, 2015).

Research conducted in 2008 found that minor league franchises who constructed new arena had a 68% increase in year one attendance compared to the final year of their old venue, with average attendance also increasing during year two, three, four and five (Roy, 2008). Roy (2008) also found that while the impact of a new arena on attendance does not generate large percentage increases in attendance in the years following year one of operation, opening a new hockey arena had a long-term effect on expanding the customer base for a minor league hockey
team when comparing attendance at a new facility to attendance levels at a team’s previous arena.

In addition to the construction of new arenas, it was also found that stadium quality had an important impact on game attendance. According to research conducted by Lee (2008), the most important factor influencing a fan’s likelihood to attend a game was the cleanliness of the facility, followed by the convenience of the facility. Further, it was found that physical comfort at the event was extremely important. Fans who felt uncomfortable with the proximity of other spectators or felt restroom facilities were too difficult to access, may be more inclined to leave early and hesitate to attend future events (Lee, 2008). Further research should be conducted to determine what factors of a new facility impact a fan’s decision to attend additional games (Lee, 2008; Roy, 2008).

**Cultural Context**

This study explicitly examined the factors that motivate fans to attend Rochester Americans games, rather than the AHL as a whole. A great deal of research has been conducted in this area over the past ten years, however further research should be conducted in the future to gain a more in-depth understanding of the underlying factors of minor league fan motivation (Anthony, 2011; Howell, 2015; Lee, 2008; Paul, 2013). For example, demographic factors such as gender, age, and ethnicity should be examined to better understand variations in individual motivation. In addition, further research should be conducted in order to further explain the fluctuation in success of price and non-price oriented promotional activity. Understanding fan motivation in minor league sport is imperative because it will allow marketers to more effectively meet and exceed the needs of their fans, thus increasing their attendance in the future. This is especially important because it will allow minor league sports franchises to remain a
relevant, exciting, and cost-effective source of entertainment in the ever-changing professional sports landscape.

**Methods**

The purpose of this research was to evaluate the factors that motivated fans to attend minor league sporting events. Specifically, the study investigated the relationship between promotional activity and an individual’s motivation to attend at least one Rochester Americans game during the 2017-2018 regular season.

**Desired Sample**

Prior to conducting research on this topic, a desired sample of participants was established. In order to find the most broad and diverse sample possible, this study aimed to evaluate both male and female fans over the age of 18 who attended at least one Rochester Americans home game during the 2017-2018 season.

**Procedure**

A number of steps were taken in order to retrieve the necessary data for this research. First, surveys were constructed in order to obtain personal information from individual fans who had attended a Rochester Americans game during the corresponding season. The data were collected in two ways. First, the researcher attended three separate Rochester Americans home games during the course of the 2017-2018 season and issued surveys to eligible participants before and during the event. In-person surveys were conducted at Rochester Americans home games and took place 30 minutes prior to the beginning of the game, during the first & second intermissions, and immediately following the end of the third period. The second way in which the survey was administered was through e-mail. The survey was sent to individuals who were known to have attended at least one Americans home game during the aforesaid season.
Convenience sampling method was utilized during the data collection process because it offered more convenient accessibility to potential participants. Additionally, convenience sampling was applied in order to ensure a broad sample of respondents were attained.

A demographic question was asked within the survey in order to record the individual’s gender. In addition, questions involving the individual’s responsiveness to the team’s performance and the use of promotional activity were utilized. Within the survey, fans were asked to quantify their agreement to various statements based on a predetermined five-point Likert-type scale with the labels of (1) strongly disagree to (5) strongly disagree. For example, respondents were asked to quantify their agreement to the statements, “pre or post-game events influenced my decision to attend this game” as well as “merchandise giveaways impacted my decision to attend a Rochester Americans game.”

Analysis

The data amassed through personal surveys were used to help determine possible relationships between a number of independent variables and the dependent variable, game attendance. For example, data derived from individual’s responses to the Likert-type scale statement “group-night promotions influence your decision to attend a Rochester Americans game” were used to discover a possible connection between the existence of group-night promotions and an individual’s likelihood of attending an Americans game. In addition, demographic questions were included in an effort to determine whether or not gender influenced a consumer’s decision to attend Rochester Americans games. The collected responses were then compared to the conclusions found within a number of past publications. Upon further analysis, it was apparent that a number of conclusions found within this study coincided with the findings
of past literature. Interestingly, however, a number of the results of this study contradicted the conclusions of previous research.

**Results**

The data collected during this research came from individuals who attended at least one Rochester Americans home game during the 2017-2018 season. Participants completed the survey in two different ways. First, participants were selected in person before and during the intermissions of a number of Americans’ home games during October of 2017. During the in-game collection of data, the researcher utilized convenience sampling in order to guarantee that comprehensive amounts of data were collected. Second, the survey was administered via e-mail to individuals who had attended at least one home game during the month of October. In total, data were collected from 75 respondents. Of the 75 respondents, 67.66% (50 respondents) were male while approximately 25 respondents (32.43%) were female. Based on this finding, it is unclear whether or not this sample was representative of the population of Rochester Americans fans as a whole.

Overall, the variables that were measured during this study were based on an ordinal scale of measurement. For each question, respondents were asked to report their level of agreement to a number of statements based on a 5-point Likert-style scale ranging from (1) completely disagree to (5) completely agree. The results concluded that nearly half of all respondents (47.30% or 43 respondents) agreed that theme-night promotions such as Star Wars Night or Super Hero Night would influence their decision to attend a Rochester Americans game. Conversely, approximately 20% of all respondents either completely disagreed (5.41% or 4 respondents) or disagreed (14.86% or 11 respondents) that theme-night promotions would have motivated them to attend a game.
A second variable that was evaluated in the survey was an individual’s responsiveness to group-night promotional activity. The results indicated that nearly two-thirds (67.57%) of all participants agreed (47.30% or 35 respondents) or completely agreed (20.27% or 15 respondents) that group-night promotions influenced their decision to attend an Americans game. Interestingly, however, the data concluded that nearly a quarter of participants felt indifferent towards the use of group-night style promotions.

Unsurprisingly, nearly three-quarters of the participants agreed that special events would motivate them to go to a Rochester Americans game. In total, just 4.05% (3 respondents) completely disagreed or disagreed that special events would influence their decision, respectively. Additionally, the variable of merchandise give-away promotions also appeared to influence fan motivation. In fact, over 70% of respondents agreed that merchandise giveaways such as bobble heads or jerseys would impact their choice to attend an Amerks game.

Similarly to other variables, the data suggested that the existence of discount promotions impacted an individual’s decision to come to the game. According to the findings of the survey, 37% (27 respondents) of participants said that they “completely agreed” that food and/or beverage discounts would motivate them to attend a Rochester Americans game while just over 6% (5) of respondents disagreed with the statement. Further, 9 individuals, approximately 13% of respondents, indicated that they were indifferent towards food and/or beverage discounts.

Of the 75 respondents to the survey, 69 participants (over 80%) agreed that the existence of a ticket giveaway would motivate them to go to a Rochester Americans game. On the other hand, less than 7% of individuals stated that ticket giveaways would not impact their decision.
The final question of the survey asked participants to rank the top three factors that would motivate them to attend a game. The variables included team winning percentage (record), day of the week, ticket price, opponent, weather, and promotional activity. Based on the data, respondents found ticket price to be the most important motivating factor, as 26% of participants ranked the price of tickets first. In addition, the day of the week was also found to be important to fans, as 22% of individuals surveyed marked it as their top priority. Interestingly, just 13% of participants ranked the weather as one of the top-three motivating factors. Although only chosen as the top-factor by less than 1% of respondents (5 people), promotional activity was chosen as the second-most important factor by 16% of the sample and the third-most important factor by approximately 30% of participants.

**Discussion**

For decades, minor league sports have proven to be a popular and cost effective source of entertainment for individuals throughout the United States. As previously mentioned, the purpose of this study was to examine the factors that motivate individuals to attend Rochester Americans home games. Specifically, this study aimed to evaluate the relationship between certain promotional activity and an individual’s likelihood of attending the game. Ultimately, based on the responses from participants, it was found that promotional activity had a significant impact on the motivation of Americans fans.

One of the most extensively researched topics over the past ten years has been the relationship between promotional activity and the overall attendance of minor league sporting events. According to the conclusions of Browning (2008), Howell (2012) and Paul (2011), promotions have been consistently proven to have a significant impact on attendance at minor
league games. Past literature on the impact of promotions have found that successful promotions included fan appreciation nights, free or reduced-price food, merchandise giveaways, and special events (i.e. concerts or special appearances). For that reason, this study was designed to investigate the impact of various promotional activity and an individual’s decision to attend a Rochester Americans home game during the 2017-2018 season.

In total, the research collected data from 75 individuals. Of the 75 total respondents, 50 individuals (67.57%) were male while 25 individuals were female. Based on this conclusion, it remained unclear whether or not the collected sample is indicative of the entire Rochester Americans population.

The first question of the survey was created to determine the relationship between theme-night promotions and an individual’s motivation to attend the game using a Likert-type scale of measurement. The results of the survey found that 47.40% of respondents agreed that the existence of theme-night promotional activity would influence their decision to attend an Americans game. This conclusion is consequential because it illustrates the fact that theme-night promotions typically impact the likelihood of an individual attending an Amerks home game.

The second variable examined within the survey was an individual’s responsiveness to group-night promotional activities such as college nights or military appreciation night. According to the results of the study, approximately 47% of respondents agreed and 20% of respondents completely agreed that group-night promotions would impact their motivation to come to a game. However, it is important to note that nearly a quarter of respondents (18 individuals) reported that they felt indifferent about the influence of group-night promotions.
Based on the data that were collected, it is evident that the presence of group-night promotions impacted individual’s decision to attend a Rochester Americans home game.

The conclusions from this portion of the survey contradicted the findings from a number of past studies. Over the past decade, a plethora of research has been conducted to determine the relationship between group-night promotions and fan motivation. According to Anthony (2011), fans of minor league sport showed a negative response to non-family oriented group-nights such as college nights. Additionally, Paul (2011) found that group-night promotions did not impact the attendance at American Hockey League games.

The third variable that was examined was the influence of special events on the motivation of Rochester Americans games. According to the findings of the study, nearly three quarters of respondents, or 52 individuals, reported that special events such as pre or post-game concerts would influence their decision to attend a game. Further, just 4.05% of participants stated that special events would not influence their decision. This conclusion is meaningful because it illustrates that the existence of special events had a significant impact on the overall motivation of Americans fans.

This conclusion coincided with the findings of a number of past research that has examined the influence special events on attendance of minor league sporting events. In each of the pieces of literature, it was found that special events positively impacted fan motivation. For example, Howell (2015) found that special events such as concerts resulted in a 5.2% increase in gate attendance. In addition, past studies have found that high-end special events boosted attendance by nearly 4,000 fans (Paul, 2013).
Merchandise giveaways also appeared to have an influence on the motivation of Amerks fans. Approximately 53 respondents (70% of participants) agreed that giveaways would impact their decision to attend a game. This finding corresponded with the conclusion established by a 2011 study conducted by Howell. According to Howell, low-valued promotional giveaways are associated with a 10.8% increase in attendance while high-valued giveaways predicted a 10.5% increase in overall attendance (Howell, 2015).

Data collected during this study also investigated the relationship between food and/or beverage discounts and fan motivation. Like the other variables, it was found that the use of food and/or beverage discounts positively influenced the motivations of Americans fans. Fifty-nine respondents, or nearly 80% of participants, reported that discounts would significantly affect their motivation. This conclusion is relevant because it represents the relationship between food and/or beverage discounts and a positive increase in a fan’s motivation. However, it is imperative to note that the finding of this study contradicted the conclusions established in past literature. According to Paul, food and beer-related promotions were not found to have a significant impact on the attendance of minor league games (Paul, 2007). Additionally, Howell (2012) found that in-game discounts predicted a 6.7% decrease in gate receipts.

Data collected were also used to examine ticket giveaway’s relationship with fan motivation. Sixty-nine out of the 75 total participants in the survey agreed that ticket giveaway promotional activity would impact their choice to come to an Americans game. Consequently, just 6 respondents (>6%) reported that ticket giveaways would not impact their motivation. This is an important conclusion because it represents the fact that ticket discounts influenced the motivation of Rochester Americans fans. This conclusion differs greatly from the findings of a
variety of past studies. Past literature published by Anthony (2011), Paul (2011) and Howell (2012) all found that free ticket giveaways negatively impacted attendance.

The last question included on the surveyed asked respondents to rank the top three factors that would motivate them to attend a Rochester Americans home game. The choices included team winning percentage, day of the week, ticket price, opponent, and the use of promotional activity. Based on the data that were collected, ticket price was found to be the most important factor that influenced fan motivation. Past literature also found ticket price to be an important factor that effected minor league fan motivation. Howell (2012), for example, found that each dollar increase in ticket price (above the average) resulted in an 8.8% decrease in attendance. This finding exemplifies how ticket price effects the motivation of fans.

Day of the week was also identified as a factor that influenced fan motivation. In fact, 22% of respondents marked day of the week as their top priority. The data appeared to support the conclusion that day of week certainly impacted the motivation of Amerks fans. Nearly all of the past literature that was examined for this study determined that the day of the week significantly impacted the motivation of minor league sports fans. Paul (2013) determined that weekend games were much more popular than weekday games. Further, Saturday games (which were the most popular) were found to increase attendance by approximately 2,300 fans when compared to the average attendance (Paul, 2013).
Limitations and Delimitations

This study included a number of limitations as well as a variety of delimitations. The most influential limitation that existed during the research was the time of year that the study was conducted. Due to the fact that the data had to be collected by the first week of November, there were a limited amount of home games that occurred. This was a crucial limitation because it restricted the number of opportunities that were available for data collection and thus impacted the amount of data that were collected. Another limitation that existed during this study was the sample size that was available for analysis. For this research, data was only collected from individuals that had attended games during the 2017-2018 season. This limitation was required because it ensured that the respondent had an interest in the organization and had knowledge of the various promotional activities that were offered by the organization during the corresponding season.

Various delimitations were also present within this research. One delimitation that was established for this research was the age of participants. In order to be eligible for participation in the study, all individuals were required to be at least 18 years of age. In addition, this study only examined the factors that motivated Rochester Americans fans, rather than American Hockey League fans as a whole. Another delimitation of the study was the inclusion of only close-ended, Likert-style scaled questions within the survey rather than open-ended questions. This question type was utilized because individuals are typically more likely to participate in the survey when the length of the question is limited.
Summary and Recommendation

The data collected within this study were used to determine the relationship between a number of promotional activities and fan motivation to attend a Rochester Americans game. After further analysis of the data, it is clear that promotional activity had a considerable influence on the motivations of Americans fans. The information obtained through this study will allow sport managers to better understand how promotional activity influences the motivations of fans and can ultimately lead to an increase in attendance.

Although evidence exists that proved promotional activity impacts the motivation of Rochester Americans fans, further research should be done in order to substantiate these claims. For example, future research should establish a more balanced number of male and female respondents. Although males have historically been far more likely to attend minor league hockey games, it would be important to find a more equitable balance of male and female respondents in the future to ensure that the collected data is more indicative of the population as a whole. In addition, future research should take into account the age of participants. Having knowledge about the ages of participants is extremely important because it will allow researchers to have a better understanding of how the preferences and motivations of fans may vary based on the individual’s age. Finally, future research should attempt to establish a larger sample in order to receive feedback from a greater number of people. Collecting data from a larger sample is important because it will offer a more thorough examination of the population and will offer greater insight into how promotional activity influences Rochester Americans fans.
References


