

Introduction

- Game attendance in MiLB (Minor League Baseball) is influenced by a wide variety of variables, including: weather, demographics, location, time, prices, winning percentage, and promotions.
- 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 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; information which will be helpful when creating future promotional schedules.

Literature Review

Fan Motivation Factors in MiLB

- Weather and other temporal variables have been shown to have less of an impact on attendance than other factors, although sunny days have been shown to have a positive and significant effect on attendance.
- Friday and Saturday night games, along with games held in July and August have been shown to have a significant impact on increasing attendance.
- Win percentage and social affiliation have also been shown to be factors which have a positive impact on attendance at games.

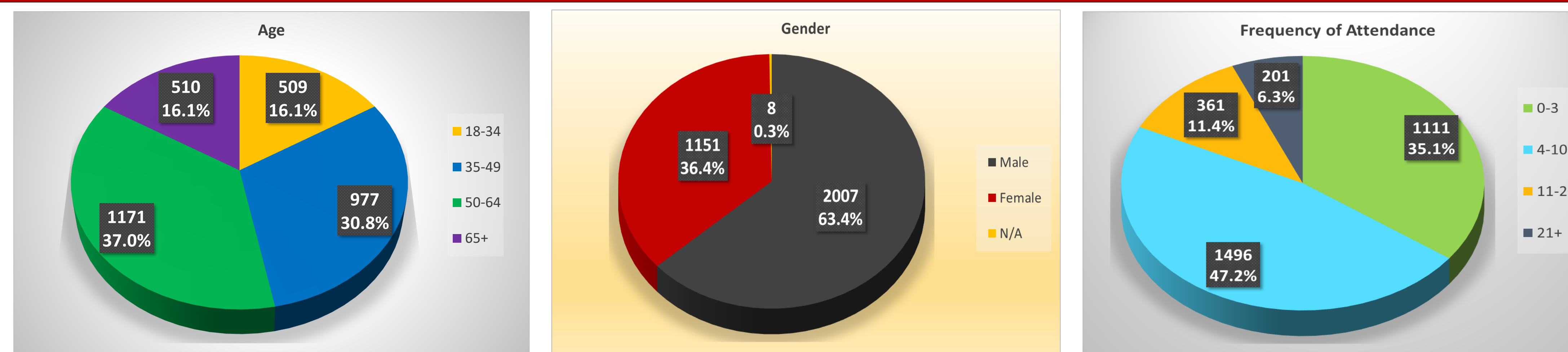
Effect of Promotions on MiLB Attendance

- 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.
- Simply running a promotion has been shown to have a 19.6% increase on attendance at baseball games.
- In several studies done on promotions in MiLB, fireworks were found to have the most positive and significant effect on increasing attendance.
- Studies done on promotions in the International League and Carolina League showed that giveaways also had a positive and significant effect on game attendance.
- A study done on leagues in the American Southeast 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.
- 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.

Research Question

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

Results



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

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

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

Promotional Categories and Their Overall Influence on Attendance

Promotion	Completely disagree	Somewhat disagree	Neutral	Somewhat agree	Completely agree
Game Entertainment	16.5%	10.6%	26.1%	34.5%	12.3%
Game Promotions	15.4%	11.9%	29.1%	31.8%	11.9%
Theme Nights	13.8%	10.2%	22.2%	35.1%	18.7%
Group Nights	15.9%	13.1%	33.5%	27.8%	9.7%
Athlete Autographs	16.1%	13.7%	29.7%	26.6%	14.0%
Celebrity Autographs	20.9%	16.1%	33.5%	23.2%	6.4%
Fireworks	8.4%	6.3%	17.2%	38.7%	29.4%
Wearable Giveaways	6.5%	5.8%	16.6%	39.4%	31.7%
Collectible Giveaways	9.0%	7.7%	22.9%	36.1%	24.3%
Concessions Discounts	6.2%	5.3%	16.3%	38.5%	33.8%

Methodology

Sample Population

- Individuals in Red Wings email database
- Facebook followers
- Twitter followers

Sampling Method

- Primary, quantitative and qualitative data
- Non-probability sampling: convenience sampling

Data Collection Procedure

- Internet survey (Qualtrics)
- Demographics: Gender, Age, and Frequency of Attendance
- Statements on influence of 10 promotional categories:
 - (1) Completely Disagree, (2) Somewhat Disagree, (3) Neutral, (4) Somewhat Agree, and (5) Completely Agree
 - Interval scale
- MOST influential promotion out of the 10 categories
- Qualitative data question: "what promotion would you like to see in the future?"

Analysis

- Descriptive statistics
 - Mean
 - Percentage
- Inferential Statistics
 - ANOVA Tests
 - Tukey Tests

Discussion

Most Influential Promotions

- Concessions Discounts
- Fireworks
- Wearable Giveaways

Attendance & Promotions

- Individuals who attended 4-10 or 11-20 games on average were MORE influenced by promotions than the other two groups.
- Individuals with the highest rate of attendance (21+ games) were found to be the group that was LEAST influenced to attend games due to promotions.

Age & Promotions

- Individuals ages 18-34 were generally MORE influenced to attend games because of 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.
- As the age ranges increased, the mean responses to the promotions generally decreased.

Gender & Promotions

- Women were MORE influenced by promotions than men.