

FACTORS AFFECTING FANS' DECISIONS TO ATTEND A PROFESSIONAL BASKETBALL LEAGUE IN THAILAND

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Abstract

This research is one of the first to consider an emerging market, exploring the factors affecting the decisions of fans to attend a professional basketball league game in Thailand. Fan acceptability and fan base are important measures for a successful league in the early stages of development. The study extracted 19 factors from the literature and from in-depth interviews with a panel of experts. The factors were assumed to be potentially useful in achieving the goal of increasing both fan acceptability and fan base. A survey instrument was developed by analyzing the past studies of fan motives across different sports, and modifying them to fit the context of Thailand. Data was collected from fans who attended the TBL games. The research explored the factors by applying Structural Equation Modeling (SEM), presenting conclusions along with a discussion, practical implications, and limitations of the study.

Keywords: Developing Countries, Emerging Market, Fans Motive, Fans Preferences, Professional Basketball League

INTRODUCTION

In 2012, the Sports Authority of Thailand announced the inception of the country's first professional basketball league under the supervision of the Basketball Sport Association of Thailand (BSAT).

Now approaching its eighth year of operations, this professional basketball league is still trying to organize a league, to achieve fan acceptability, and to increase its fan base. According to the study conducted by Songsang (2016), 400 fans who attended the Thailand

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Professional Basketball games revealed that their satisfaction level towards the league is only at a moderate level (2.56). In-depth interviews with an organizer of the Thailand Basketball League, a manager of a professional basketball team, a professional basketball player, and a policy maker of the Basketball Association of Thailand, revealed that there is still a large gap to be fulfilled in terms of revenue generated, the extent of its coverage and, most importantly, the number of fans attending the games.

Fans play a crucial part in influencing the financial success of a sports team. The sports industry needs sports fans to build a strong foundation, as explained by Taylor (1992): "the crowd is the supreme authority without which the golden core of the game has no currency" (p.188). Committed sports fans are a very important source of revenue for professional sports leagues. The Thailand Basketball League is still in the early stages of development; achieving fan acceptability and building a strong fan base are very important for the league's continuity and sustainability.

After a review of the literature, important factors will be identified in order for the Thailand Professional Basketball League to better organize the league to achieve fan satisfaction. This paper focuses on important research objectives which are to study the primary and supporting factors that affect fans' decisions to attend a game, and to suggest ways to increase attendance.

LITERATURE REVIEW

Understanding Fans Motivation

In their study of the constituents of successful sports leagues in emerging markets, Tripathi and Kapoor (2015) identified fan acceptability and fan base as measures of a successful league in the early stages of development (less than 10 years of operation). There are scales that can be used to study fan motivation, such as the "Sport Fan Motivation Scale" (Wann, 1995), "Spectator and Participants' Motives" by Milne and McDonald (1999), the "Motivation Scale for Sports Consumption" studied by Trail and James (2001), and the "Sports Interest Inventory" by Funk, Mahony, Nakazawa and Hirakawa, (2001).

The Sports Inventory model described escape as the extent to which an interest in attending a game is acquired from a desire to escape from one's everyday routine (Gladden & Funk, 2001; Wann, 1995). Attending a sports event as a means of escape is confirmed by Funk, Pastore and Moorman (2004), as well as in the studies of consumer motives with regards to professional teams. The interest in attending a sporting event can also be generated from an interest in the sport itself. The motive of an interest in sports is acquired from an interest in the particular sport the fans care about (Funk et al., 2001; Funk, Mahony & Ridinger, 2002).

Family bonding is another reason why fans attend games, confirmed in the studies by Gantz & Wenner, (1991) and Wann, (1995). Other than

attending games for the reason of family bonding, spectators also attend sporting events for social interaction; this factor is confirmed by Funk et al. (2004) and Aveni (1977).

Socialization occurs when going to a game serves as an outlet to interact with other people (Wann, 1995; Gantz & Wenner, 1991), including the mutual exchange of sports knowledge (Funk & Pastore, 2000), and sharing in the excitement and unpredictability of the game (Sloan, 1989; Wann, 1995), as well as enjoying the wholesome environment and overall atmosphere of the sporting event (Funk et al., 2002). Closely related to socialization and family bonding is the additional motivation of bonding with friends (Wann, 1995).

Entertainment is another factor that has been confirmed by previous studies, including studies on spectators (Wann, Melnick, Russell & Pease, 2001), and on television sports (Gant, 1981). Fans also focus on customer service and satisfaction (Fournier, 1998; Garbarino & Johnson, 1999).

Vicarious achievement occurs when the fans' support of a team helps to increase the spectators' esteem due to their personal affiliation (Cialdini et al., 1976; Kahle, Kambara & Rose, 1996). The feeling of achievement shows a positive relationship in the study of spectators and their social impact (Wann et al., 2001), and the studies of fan involvement with professional teams (Funk et al., 2004).

Drama as a motivational factor is confirmed in the studies of consumer

motives regarding sports teams (Funk et al., 2004). Sport knowledge is also a motive that is confirmed in the study of fan loyalty towards professional teams (Funk & Postore, 2000). Interest in seeing the performance of favorite players (Gladden & Milne, 1999; Mahony & Moorman, 2000) as well as fan interest in supporting their teams (Wann & Branscombe, 1993) can help to determine spectator attendance. Both of these interests are motivational factors that are confirmed in studies of spectators (Wann et al., 2001).

There are other studies such as Schofield, 1983, that have investigated the motives of sports fans, focussing on game attractiveness and the residual preference of fans attending professional sporting events, such as ticket price, media and promotion, television coverage, closeness of the competition, and team history. In a study of major league hockey by Fillingham (1977), ticket price, substitute and competing sports events, scheduling, accommodation, accessibility of venue, outstanding athletes, and the number of foreign players, all affected fan decisions in attending games. Zhang, Smith, Pease and Jambor (1997) found that there was a relationship between stadium capacity and seating, and fan attendance in their studies of attendance at major league baseball, NBA games, and minor league hockey teams.

Factors which could affect the fans' decisions to attend Professional Basketball League games in Thailand were extracted from the above

literature in order to develop a questionnaire.

METHODS

A mixed-method approach was used whereby the review of literature was used to identify potential factors which were then confirmed by a panel of experts to determine the important factors through a qualitative method; the chosen factors were then analyzed by a quantitative method.

Instrument Development

A survey was conducted after the review of the literature and after the study's factors had been verified by a panel of experts. The quantitative research (survey) was divided into demographic information and perception of the factors (based on a Likert scale). A Likert scale ranging from (1) strongly disagree to (7) strongly agree was used. Nunnally (1978) suggested that a larger number on the scale is better, up to an eleven point scale, at which point diminishing returns are seen. The questionnaires were pre-tested and revised and the instrument was tested for both validity and reliability.

The scales used in the research were derived from other scales in the literature, such as the Sports Fan Motivation Scale (SFMS) (Wann, 1995), which includes factors such as self-esteem, escape, entertainment, group affiliation, and family. Another scale is the spectator and participants' motives by Milne and McDonald (1999), which is based on 12 constructs, such as stress reduction,

affiliation, social facilitation, self-esteem, competition, achievement, and aesthetics. The scale measures both participants and spectators.

Trail and James (2001) also developed a Motivation Scale for Sports Consumption (MSSC) after studying the previous weaknesses of earlier scales. Nine factors including achievement, acquisition of knowledge, aesthetics, drama, escape, family, physical attraction, physical skills of players, and social interaction were developed in MSSC. The purpose of the scale was to improve on the validity and reliability of the instrument. It was found to be a psychometrically sound scale.

Funk et al. (2001) developed the Sport Interest Inventory, which includes factors such as interest in the sport, vicarious achievement, excitement, team interest, socialization, national pride, drama, and interest in the players. The confirmatory factor analysis (CFA) and test of internal consistency on the Sport Interest Inventory confirmed its sound validity and reliability. The above scales were used as a guideline to develop a scale for this research.

Participants

Participants 1 Key experts were required for in-depth interviews used to extract the relevant factors for the study. Consequently, purposive sampling was used in order to gather useful information from experienced and knowledgeable persons in sport management and basketball.

1 Organizer of the Thailand Basketball League.

2 Owner or manager of a professional basketball team.

3 Professional basketball player (National team player who has played in the league since its inception).

4 Coach of a professional basketball team.

5 Referee of the TBL (with over 10 years experience).

6 Expert with international experience in the NBA.

7 Experienced basketball league organizer.

Participants 2 Respondents of the questionnaire

The participants of this study regarding the survey data collection (quantitative research), were fans who attended the professional basketball league games. In total 448 surveys were distributed through random sampling. The suitable sample size for this research was calculated by using the Taro Yamane formula (Yamane, 1973) with a 95% confidence level.

Data Collection

Expert interviews were conducted to identify the factors affecting fans' attendance at Professional Basketball League games, and to confirm the factors to be studied, which could then be used for the development of the questionnaire. The subjects used in the quantitative portion of the research and data analysis of this study were fans who attended basketball league games.

Data Analysis

Participants' Characteristics

A total of 448 respondents were approached, all of whom completed the survey. Of these 86.6% of fans were male. The largest age group was under 20 years old with a total of 28.1% of respondents, followed by the second largest group whose ages ranged from 31 to 35 years old (22.5%). Since the highest percentage of the respondents were under 20 years old, its important to note that the average income for this group was in the range of 10,000–14,999 baht (31.9%); while the second largest group, working people in the 31-35 year range, made salaries of over 40,000 (16.7%). Regarding their commitment to the league, 26.3% of respondents had been following the league for two years, while 43.5% had only attended the games one to three times. The respondents preferred the games to be played at home and away (67%) rather than at a centralized venue (33%), and further indicated that the league should allow two foreign players (35.7%). They also revealed a heavy preference for Facebook and social media (92.2%) as channels of promotional communication.

Data Analysis and Findings - Analyzing the Validity of the Measurement

The analysis of the measurement's validity and the model testing results are presented in the table below. The scale's reliability was evaluated by Cronbach's alpha.

The measurement validity for construct reliability was also conducted. Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were conducted in order to test the model, analysis of the Moment Structures (AMOS) was used to test the hypothesized relationships.

As shown in Table 1, the scale was found to be reliable as the Cronbach's alpha value was higher than the value of 0.7 recommended in

the literature (Nunally, 1978 and Hair, Anderson, Tatham & Black, 1998). The factor loadings were also higher than the value of 0.5 indicating an acceptable level as stated by Hair et al, 1998.

Numbers shown diagonally in Table 2 indicate an acceptable discriminant validity, as these numbers are higher than the correlations between the different constructs (Fornell & Larcker, 1981).

Table 1 Item loadings, AVE, CR, and Cronbach's alpha

Factor	Item	Factor loading	AVE	CR	Cronbach's alpha
ACH	ACH1	0.873	0.681	0.895	0.894
	ACH2	0.879			
	ACH3	0.768			
	ACH4	0.773			
SKL	SKL1	0.872	0.782	0.935	0.935
	SKL2	0.864			
	SKL3	0.918			
	SKL4	0.883			
DRA	DRA1	0.708	0.629	0.871	0.865
	DRA2	0.853			
	DRA3	0.723			
	DRA4	0.875			
ESC	ESC1	0.765	0.719	0.910	0.910
	ESC2	0.834			
	ESC3	0.901			
	ESC4	0.884			
SIB	SIB1	0.775	0.650	0.881	0.880
	SIB2	0.815			
	SIB3	0.814			
	SIB4	0.820			
ENT	ENT1	0.768	0.637	0.874	0.869
	ENT2	0.839			
	ENT3	0.880			
	ENT4	0.693			
INT	INT1	0.849	0.712	0.908	0.906
	INT2	0.882			
	INT3	0.867			
	INT4	0.773			
INP	INP1	0.829	0.662	0.886	0.882
	INP2	0.846			

	INP3	0.877			
	INP4	0.691			
INS	INS1	0.868	0.763	0.928	0.927
	INS2	0.909			
	INS3	0.893			
	INS4	0.822			
WHO	WHO1	0.862	0.759	0.926	0.925
	WHO2	0.906			
	WHO3	0.914			
	WHO4	0.799			
PRI	PRI1	0.880	0.686	0.897	0.900
	PRI2	0.887			
	PRI3	0.745			
	PRI4	0.793			
MED	MED1	0.663	0.689	0.897	0.891
	MED2	0.900			
	MED3	0.906			
	MED4	0.829			
TVE	TVE1	0.856	0.688	0.897	0.896
	TVE2	0.902			
	TVE3	0.823			
	TVE4	0.725			
SCH	SCH1	0.835	0.697	0.901	0.897
	SCH2	0.715			
	SCH3	0.903			
	SCH4	0.874			
STA	STA1	0.745	0.746	0.921	0.920
	STA2	0.879			
	STA3	0.899			
	STA4	0.921			
ACC	ACC1	0.817	0.739	0.919	0.917
	ACC2	0.839			
	ACC3	0.907			
	ACC4	0.872			
AOV	AOV1	0.814	0.727	0.914	0.913
	AOV2	0.839			
	AOV3	0.876			
	AOV4	0.880			
FOR	FOR1	0.776	0.689	0.898	0.897
	FOR2	0.812			
	FOR3	0.908			
	FOR4	0.819			
NAT	NAT1	0.742	0.546	0.819	0.778
	NAT2	0.414			
	NAT3	0.888			
	NAT4	0.820			

Notes: ACH = Achievement, SKL = Sport Knowledge, DRA = Drama, ESC = Escape, SIB = Social Interaction and Bonding, ENT = Entertainment, INT = Interest in Team, INP = Interest in Player, INS = Interest in Sport, WHO = Wholesome Environment, PRI = Ticket Price, MED = Media and Promotion, TVE = Television Effect, SCH = Scheduling, STA = Stadium Capacity, ACC = Accommodation, AOV = Accessibility of the Venue, NAT = National Team Performance, FOR = Number of Foreign Players,

Table 2 Correlation Coefficient Matrix and Square Root of AVEs

	FOR	AOV	ACC	STA	SCH	TVE	MED	PRI	WHO	INS	INP	INT	ENT	SIB	ESC	DR A	SKL	ACH	NAT
FOR	0.83																		
AOV	0.21	0.85																	
ACC	0.13	0.80	0.86																
STA	0.26	0.57	0.56	0.86															
SCH	0.28	0.53	0.47	0.40	0.84														
TVE	0.17	0.03	0.06	0.09	0.03	0.83													
MED	0.16	0.60	0.61	0.49	0.52	0.03	0.83												
PRI	0.21	0.23	0.22	0.20	0.37	0.12	0.19	0.83											
WHO	0.21	0.39	0.43	0.47	0.36	0.01	0.47	0.25	0.87										
INS	0.22	0.54	0.46	0.41	0.57	-0.09	0.54	0.33	0.48	0.87									
INP	0.21	0.23	0.22	0.18	0.19	0.17	0.30	0.26	0.33	0.42	0.81								
INT	0.22	0.33	0.40	0.36	0.22	0.08	0.39	0.01	0.50	0.38	0.35	0.84							
ENT	0.28	0.51	0.53	0.46	0.52	-0.04	0.58	0.22	0.55	0.59	0.35	0.59	0.80						
SIB	0.23	0.38	0.47	0.36	0.40	0.07	0.39	0.30	0.46	0.46	0.28	0.47	0.67	0.81					
ESC	0.15	0.20	0.29	0.26	0.22	0.11	0.24	0.16	0.35	0.25	0.28	0.42	0.43	0.52	0.85				
DRA	0.22	0.49	0.46	0.43	0.52	0.07	0.48	0.12	0.35	0.47	0.24	0.43	0.55	0.49	0.33	0.79			
SKL	0.17	0.45	0.39	0.37	0.46	0.02	0.41	0.15	0.30	0.45	0.21	0.39	0.55	0.48	0.35	0.75	0.88		
ACH	0.11	0.41	0.42	0.41	0.23	0.12	0.42	0.01	0.36	0.28	0.26	0.53	0.51	0.38	0.42	0.56	0.63	0.83	
NAT	0.29	0.43	0.44	0.41	0.28	0.21	0.45	0.22	0.31	0.30	0.22	0.29	0.35	0.31	0.18	0.30	0.31	0.26	0.74

Model Testing Results

The hypothesized model was tested by the Analysis of Moment Structure (AMOS) 20.0. Table 3 presents the Goodness-of-Fit Index. The X^2 /degree of freedom was found to be 1.97, while CFI was 0.91, RMSEA was 0.05, the IFI was 0.91, and the NNFI was 0.90. All values exceeded the threshold levels recommended by Gefen, Straub & Boudreau, 2000. The square root of AVE also exceeds the correlations that are shared by each construct, as suggested by Fornell and Larcker, 1981. The goodness-of-fit measurements are shown in Table 3.

RESULTS AND DISCUSSIONS

One of the most significant factors revealed is sports knowledge, whereby the league, teams, and players, should engage themselves

more with schools and the community by organizing visits or workshops in order to generate knowledge about the sport to special target groups. This can in turn lead to an increased interest in the sport. The Sports Authority of Thailand should promote the sport more effectively throughout the country, including in schools and universities, and provide more venues for basketball.

Drama is also considered an important factor and is created through the closeness and unpredictability of the competition. One of the reasons that the league has so few contenders is because there is no governing system to ensure salary caps, player drafts and player contracts. This lack of governance allows teams with bigger budgets and more access to players to gain a competitive edge. When the standards of the team lack parity, the dramatic element will be less present. Parity

Table 3 Goodness-of-Fit Measures of the Research Model

Fit index	Model value	Recommended value
X^2 /degree of freedom	1.97	≤ 3.00
Comparative fit index (CFI)	0.91	≥ 0.90
Root mean square error of approximation (RMSEA)	0.05	≤ 0.05
Incremental fit index (IFI)	0.91	≥ 0.90
Non-normed fit index (NNFI)	0.90	≥ 0.90
Kaiser-Meyer-Okin Measure of Sampling Adequacy		
KMO – Kaiser Varimax Rotation	.926	
Bartlett’s test of sphericity	28542.779	
	Df	2850
	Sig	.000

can also create a sense of achievement for fans who support their favorite team.

Accessibility of the venue at present is an important issue. From this study, we found that fans preferred games to be played in "at home" and "away" settings, and not in a centralized venue. The league should therefore help to facilitate venue access for the general public via different transportation options and also reconsider a home and away format.

Accommodating fans who attend games can help create fan satisfaction through good customer service. If fans are to have a good time, the concessions must be well organized. Welcoming and helpful staff, both on and off the venue, who are well trained and service-minded, can enhance the level of satisfaction in attending a game.

Fans also prefer to attend games with a large number of other like-minded people, which makes stadium capacity an important factor. The organizers must ensure maximum comfort, and place emphasis on filling empty seats. Fans also attend games for social interaction and bonding with friends, family and other fans. The environment of the stadium must be appropriate for such interactions.

The scheduling of the games should only be on weekends and holidays as the greatest percentage of fans (28.1%) are students below the age of 20; therefore attending evening games on weekdays is not in their best interests. The league must rely on

good media in promoting the games, with Facebook and social media being the favorite choices among the Thai basketball fans. Player profiles, statistics, team stories, and news should be promoted through different channels of communication. Lack of information will hurt the sustainability of the league. When other factors may not prove to be satisfying, and may deter fans from attending games, the media, and their active promotions can help to bring them back.

The core product of the game is providing entertainment to fans. However, half-time shows and special games and performances also contribute to the overall experience and the wholesome environment for the fans who attend the games. The organizers must create a variety of entertaining experiences to keep fans engaged and satisfied. Whilst the drama of the games are beyond the organizer's control, these additional activities will ensure that fans are always entertained.

Since there is a clear relationship between the national team's performance and fan attendance, strong emphasis must be made to continuously improve the team. The league should also schedule the games in such a way that they do not conflict with other competing sports and events. Ease and the convenience of seating, ticketing, and transportation helps to provide an easier escape from the daily routine of the fans.

The league must determine the optimal number of foreign players,

and create a balance between fan satisfaction and the opportunity for local players to play. The lack of a salary cap and a draft system make it more difficult for certain teams to acquire good foreign players. Fans will also attend games less frequently, if they have access to the games on television.

CONCLUSION AND RECOMMENDATION

Since basketball is not the main sport in many different countries around the world, an understanding of its fans is critical in organizing a successful and sustainable league. This study explored the importance of various factors in the context of an emerging market, in order for other leagues around the world to make better use of their inventories in designing and organizing their leagues. The results show that sports fans in general have similar motives, as proven by the previous literature review, despite their differing cultural contexts.

LIMITATIONS AND FUTURE RESEARCH

Since this study has been conducted on a relatively new league in a country in which basketball is not the main sport, it is not possible to generalize that all fans in other emerging countries will share the same motives. However, similar studies could be implemented to learn about the different factors that can attract fans to attend games in other

contexts. This study has also excluded some factors that might be of value to other studies regarding fans' decisions to attend sports games. There are also other factors such as national pride, community support, role models, geography, economics (gambling), and substitute and competing events, which can affect the decisions of fans to attend basketball games. Fans show their loyalty to the sport both through their attendance at live games, but also their willingness to purchase merchandise. Data collection can also be improved through a longitudinal approach for a better understanding of fan motives. A study that compares the motives of fans across different sports within the same cultural context could also be useful in gaining a deeper understanding of the motives of fans.

CONFLICT OF INTEREST

The author had full access to all study data, take full responsibility for the accuracy of the data analysis, and have authority over the manuscript's preparation and in the decision to submit the manuscript for publication. There is no conflict of interest.

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APPENDIX

Please tell us your opinion about the factors that affect your decision to attend the TBL games by indicating whether you agree or disagree with the statements below. Please circle the number (from 1-7) which best represents your opinion, where 1 means you *strongly disagree with the statement* and 7 means you *strongly agree with the statement*.

1	Achievement	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
1.1	I feel a sense of victory when my team wins.	1	2	3	4	5	6	7
1.2	I feel proud when my team is successful.	1	2	3	4	5	6	7
1.3	The victory of my team is very important to me.	1	2	3	4	5	6	7
1.4	I attend the game to experience the success of the team I support.	1	2	3	4	5	6	7
2	Sport Knowledge							
2.1	My knowledge about the rules of basketball makes attending games enjoyable.	1	2	3	4	5	6	7
2.2	I enjoy the game because I have a good understanding of basketball.	1	2	3	4	5	6	7
2.3	I feel that my understating of the game helps to increase my enjoyment while attending a game.	1	2	3	4	5	6	7
2.4	The more information and knowledge of basketball I receive, help to make my attendance at a game more enjoyable.	1	2	3	4	5	6	7
3	Drama							
3.1	I love watching the game because of the unpredictability of the outcome.	1	2	3	4	5	6	7
3.2	I prefer a close game rather than a blowout game.	1	2	3	4	5	6	7
3.3	I love the uncertainty of lead changes in a game.	1	2	3	4	5	6	7
3.4	TBL is more attractive to fans if the game results are closer.	1	2	3	4	5	6	7
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4	Escape	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
4.1	I attend games to escape from my daily routines.	1	2	3	4	5	6	7
4.2	I love to attend games because it helps me forget about my daily troubles.	1	2	3	4	5	6	7
4.3	Watching basketball gives me freedom from my daily life.	1	2	3	4	5	6	7
4.4	When attending games. I let myself loose from daily routines.	1	2	3	4	5	6	7
5	Social Interaction and Bonding							
5.1	Attending the TBL games allows me to meet with people who share a common interest.	1	2	3	4	5	6	7
5.2	Spending time with friends and meeting with others is one of the reasons I attend the TBL games.	1	2	3	4	5	6	7
5.3	I enjoy interacting with other basketball fans during my attendance at the TBL games.	1	2	3	4	5	6	7
5.4	Attending TBL games provides me with the opportunity to spend time with friends and family.	1	2	3	4	5	6	7
6	Entertainment							
6.1	Entertainment is one of the main reasons I attend TBL games.	1	2	3	4	5	6	7
6.2	I enjoy TBL games because they are fun.	1	2	3	4	5	6	7
6.3	Attending a TBL game is one channel to spend an entertaining time.	1	2	3	4	5	6	7
6.4	I enjoy the performance, game, and show during a TBL game.	1	2	3	4	5	6	7
7	Interest in the Team							
7.1	I feel a strong attachment to the team I support.	1	2	3	4	5	6	7
7.2	I watch the game because I want to be informed about my team's performance and be a part of the team I support.	1	2	3	4	5	6	7
7.3	Compared to other team sports, the TBL team I support is very important to me.	1	2	3	4	5	6	7
7.4	I enjoy TBL games because of the style of play of the team.	1	2	3	4	5	6	7
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8	Interest in Players	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
8.1	I attend games because of an interest in a particular player, more than an interest in the team as a whole.	1	2	3	4	5	6	7
8.2	I am a fan of a particular player rather than a team.	1	2	3	4	5	6	7
8.3	My main reason to attend the game is to support my favorite player.	1	2	3	4	5	6	7
8.4	I like the TBL because of the aesthetics and the skill of the players.	1	2	3	4	5	6	7
9	Interest in the Sport							
9.1	My interest in basketball makes me interested in attending the TBL games.	1	2	3	4	5	6	7
9.2	I attend TBL games because basketball is my favorite sport.	1	2	3	4	5	6	7
9.3	I am a die-hard basketball fan.	1	2	3	4	5	6	7
9.4	I enjoy seeing the development of basketball in Thailand.	1	2	3	4	5	6	7
10	Wholesome environment							
10.1	I love the overall environment of the TBL games.	1	2	3	4	5	6	7
10.2	TBL games have a good atmosphere and are friendly to friends and family.	1	2	3	4	5	6	7
10.3	The good wholesome environment of the TBL is the main reason I attend the games.	1	2	3	4	5	6	7
10.4	A good wholesome environment influences my decision to attend the TBL games.	1	2	3	4	5	6	7
11	Ticket price							
11.1	Ticket price has an influence on my decision to attend games.	1	2	3	4	5	6	7
11.2	High ticket prices affect the frequency of my attendance.	1	2	3	4	5	6	7
11.3	If the competition is good but the ticket price is high, I will most likely not attend the game.	1	2	3	4	5	6	7
11.4	High ticket price makes it not worthwhile to attend a game.	1	2	3	4	5	6	7
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12	Media and Promotion	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
12.1	I'm interested to attend the TBL games because of their media and promotion.	1	2	3	4	5	6	7
12.2	I believe that good promotions will help increase my attendance at TBL games.	1	2	3	4	5	6	7
12.3	Media and promotion can help increase the number of fans in attendance.	1	2	3	4	5	6	7
12.4	A lack of news and information makes it difficult for fans to make a decision to attend the games.	1	2	3	4	5	6	7
13	Television Effect							
13.1	I might not attend a TBL game if the game is shown on TV	1	2	3	4	5	6	7
13.2	If league games are televised, I will attend the game less frequently.	1	2	3	4	5	6	7
13.3	I prefer to watch the game on TV and not at the stadium.	1	2	3	4	5	6	7
13.4	Watching a live game on TV is my first choice	1	2	3	4	5	6	7
14	Scheduling							
14.1	I will attend a TBL game if the game is scheduled on a weekend or holiday.	1	2	3	4	5	6	7
14.2	It is not convenient for me to attend games on weekdays.	1	2	3	4	5	6	7
14.3	Organizing games on weekends and holidays has a strong influence on my decision to attend the games.	1	2	3	4	5	6	7
14.4	Organizing games on weekends and holidays can help increase the number of attendees.	1	2	3	4	5	6	7
15	Stadium Capacity and Seating							
15.1	Stadium capacity and the comfort of the seating has an impact on my decision to attend a game.	1	2	3	4	5	6	7
15.2	The game is more enjoyable if the stadium has a larger capacity.	1	2	3	4	5	6	7
15.3	Comfortable seating and a larger stadium help to increase the happiness of a game.	1	2	3	4	5	6	7
15.4	A large stadium that can occupy more fans helps to increase the fun and ambience of the game.	1	2	3	4	5	6	7
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16	Accommodation	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
16.1	Good accommodation makes me want to attend games more frequently.	1	2	3	4	5	6	7
16.2	I like that the TBL games have good food and beverages available.	1	2	3	4	5	6	7
16.3	A good service from staff makes me want to attend the TBL games more often.	1	2	3	4	5	6	7
16.4	I want to receive a warm welcome from the league personnel.	1	2	3	4	5	6	7
17	Accessibility of the arena							
17.1	The ease of the access of the venue is an important factor for me to attend a TBL game.	1	2	3	4	5	6	7
17.2	TBL games should be hosted at a venue that can be reached by public transportation.	1	2	3	4	5	6	7
17.3	Convenient and plentiful parking space makes me want to attend TBL games more frequently.	1	2	3	4	5	6	7
17.4	Having a stadium that has no traffic problem makes me want to attend a TBL game.	1	2	3	4	5	6	7
18	Foreign players							
18.1	Foreign players attract me to the TBL games.	1	2	3	4	5	6	7
18.2	TBL games will not be interesting if there's no foreign players.	1	2	3	4	5	6	7
18.3	Foreign players are an important component of the TBL.	1	2	3	4	5	6	7
18.4	I attend games because of my interest in the foreign players.	1	2	3	4	5	6	7
19	National team performance							
19.1	I will be more interested in the TBL if the Thailand National Team have good performance.	1	2	3	4	5	6	7
19.2	Bad performance of the National Team discourages me from attending TBL games.	1	2	3	4	5	6	7
19.3	Good performance of the National Team and the TBL players makes me want to attend TBL games more frequently.	1	2	3	4	5	6	7
19.4	TBL games are more attractive when the National Team has better performance.	1	2	3	4	5	6	7
	End of the survey & Thank you							