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REVIEW ARTICLE



GAME ATTRACTIVENESS AS A FACTOR INFLUENCING ATTENDANCE OF PROFESSIONAL TEAM SPORTS

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Abstract Demand is of primary importance in most of the studies in the field of professional team sports. The factors affecting demand for attendance may be grouped into four distinct categories: economic variables, demographic variables, variables bearing on the attractiveness of the game and residual variables not already accounted for. The purpose of this paper was to review the literature on the variables related to game attractiveness, examine the way these variables are likely to influence fans' decision to attend professional team sports games, discuss the management implications with regard to professional leagues decision making, and propose a theoretical model for measuring game attractiveness. The most important findings point to the fact that game attractiveness and attendance are positively influenced by the winning probability and recent playing success of the home team, the uncertainty of seasonal outcome and championship contention, the team quality and the presence of star players in the home and/or away team, as well as by the presence of promotional activities.

Key words: Professional team sports, Game attendance, Game attractiveness, Uncertainty of outcome.

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