



INFLUENCE OF STAR PLAYERS ON ATTENDANCE IN THE GHANAIAN PREMIER LEAGUE

Emmanuel Aboagye¹ and Ishmael Owen Opoku²

¹Faculty of Allied Health Sciences, Kwame Nkrumah University of Science and Technology

²Physical Education Department, Konongo Odumase Senior High School

Abstract

Attendance at sporting events is influenced by a myriad of factors including the presence of star players on teams. Despite this, there is little literature on the influence of star players on attendance at matches in the Ghanaian Premier League. Therefore, this study investigated whether the presence of star players can affect match day attendance in the Ghanaian Premier Football League. With an online survey developed with a google form, 205 football fans agreed to take part in the study. The study used both targeted and snowball sampling techniques to reach the fans. An initial principal component factor analysis was performed to group the items under factors while Cronbach alpha was used to determine the reliability of the scales and to check internal consistency. In the descriptive statistics, fans rated all items above 3.5 out of 7.0, except two items under brand loyalty. This suggests that fans found star players to be influential in deciding whether to attend football matches or not. Again, a multiple regression analysis was performed to determine which of the identified factors; Brand Image and Direct Equity, Brand Loyalty and Brand Equity is more likely to predict the Attendance Intentions of the fans. At the final stage of the analysis, only Brand Image and Direct Equity was significant and explained 46% of the attendance intentions. The study recommends to the stakeholders within the football industry to involve star players in their promotional activities to attract fans to stadium.

Keywords: Attendance, Star players, Ghanaian Premier League, Branding



Introduction

Attendance at sporting events is an important issue that has gained considerable attention over the years. Literature confirms that attendance at sporting events is influenced by several factors. These factors are consumer preferences, including economic factors (e.g., ticket price, travel expenses, level of income, availability of substitute products, and other important economic influences), the standard of viewership (type of seats and stadiums, size of stadiums and timing of event), nature of the sporting contest (level playing field, uncertainty of results, superiority of the tournament and importance of the tournament) and supply capacity (Borland & MacDonald, 2003). This is supported by the consumer theory model which has been applied extensively in current sports studies on demand (Shapiro, DeSchrive, & Rascher, 2017). Factors directly affecting attendance include the presence of star players (Berri & Schmidt, 2006; Brandes, Franck, & Nüesch, 2008) and indirectly factors such as the success of competing teams (Byon, Cottingham, & Carroll, 2010; Pifer, Mak, Bae, & Zhang, 2015) and tournament superiority (Berri, Schmidt, & Brook, 2004; Rivers & Deschrive, 2002) also affect attendance.

There is a plethora of works on the influence of star players in professional sporting events. This is evident in research supporting star players' effects on attendance, salaries, broadcast viewers and an increase in revenue in major leagues (Lewis & Yoon, 2018; Jane, 2016). Most of these studies were done in professional leagues in America (Humphreys & Johnson, 2020; Jewell, 2017). However, there are few studies from other parts of the world such as the Chinese soccer league (Li, Liu, Wang, Scott, & Stokowski, 2019). Despite the evidence that star players' presence increases attendance in league matches, we extend this work by examining whether the presence of star players influences fan attendance intentions in one of the less-researched areas – the Ghanaian Premier League.

Ghanaian Premier League (GPL) is the top-flight football league in Ghana. The league has a long history of attracting revenue through game days attendance as there have been challenges with sponsorships (Darby & Solberg, 2010). Matchday revenue from attendance started to decline in the 1980s and early 1990s when most of the clubs started exporting players. This was further aggravated by the advent of satellite television which brought closer most of the European top-flight leagues to the shores of the country (Edward, 2013). The distaste for the local league resulted in a lack of sponsorship interest with the league running without a title sponsor for many years (Akyereko, 2018). This has brought many challenges to the smooth running of the league in recent years.



Recently, the government provided revenue to support the league and the players during the coronavirus pandemic. This created the need for the organisers of the league to search for avenues to attract fans to generate revenue to fund their activities. In one such instance, the organisers of the league invited musical artists to perform during live matches with the intent to bring the fans back to the stadia. Again, the return of many marquee players to the league has created a lot of media hype. Some of the greatest returnees include Fatawu Dauda, the former Black-stars shot-stopper, Gladson Awako as well as Asamoah Gyan, the all-time African top scorer in the world cup and the inclusion of a Brazilian offensive midfielder, Fabio Gama Dos Santos is also adding more value to the league. These players have brought a certain remarkable image to their teams as well as excitement into the Ghana Premier League. Despite these attempts, little is known about whether the fans are excited about the return of star players and can influence their decision to attend matches in the GPL.

Star Players

Star players have a lot of influence in football leagues across the globe particularly in Europe and the developed countries. Whether affecting attendance, increasing broadcasting rights, or merchandise sales (Foster, Greyser, & Walsh, 2006), star players as key components of team quality possess special attributes that can be linked to sports cape features (providing adequate parking, seating comfort and scoreboard quality) (Yusof, See, & Yusof, 2008). The influence of star players is evident in major leagues across Europe and other parts of the world. The English Premier League with an avalanche of stars from different parts of the world has provided an audience globally through satellite televisions providing opportunities for home country spectators to watch these stars. In Asia, the Chinese Super League, the Japanese J. Ligue, and the Indonesian League bought retired star players from leagues in Europe to increase audience and branding. Major League Soccer (MLS) is not an exception. For example, David Beckham, a former Manchester United star, promoted soccer in America by using his athletic ability along with his marketable personality, looks and lifestyle (Pifer et al., 2015). In this regard, football fans in the United States and abroad became more aware and supportive of his team, the Los Angeles Galaxy (Rowe & Gilmour, 2010).

In Africa, there are attempts to buy star players to improve branding and attendance. A typical example is a Congolese football club based in Lubumbashi, Tout Puissant Mazembe. To improve branding and increase attendance at games, the team bought a Tanzanian star Mbwana Samatta from Simba FC in 2011. According to sports pundits, Samatta attracted more



fans to the stadium because of his skills and goal-scoring ability (Kobo, 2011). It is on record that, his inclusion assisted the team to generate more money from his jerseys sold to the fans, and also assisted the club to win African Champions League in 2015. This explains the reputation of star players in major leagues and competitions worldwide.

Attendance and Branding

Understanding what motivates people to consume sports products is one of the challenges facing football managers in the world. Hall, O'Mahony, & Viecele (2010) examined factors that influence sports event attendance and identified facilities, social, entertainment and fun as the main motive behind spectators' decision to patronize sporting events. Hall et al. (2010) hypothesised that sports organisations should ensure that spectators have easy accessibility to sporting events in addition to, working on the social and emotional aspects of the events. In contrast, Brandes et al. (2008) believe that star players attract fans with outstanding field performances after analyzing the star attraction of national superstars and local heroes.

The football industry brings a lot of excitement to the faces of its followers. Fans experience different emotions towards their team when they win, draw or lose on matchdays. These outcomes of games could be a result of low-profile players, the inclusion of superstars, good coaching and the likes. These factors however could also influence match attendance both negatively or positively depending on the results obtained on the match day. Studies have addressed how fans' emotions, sports product quality and services affect game attendance. According to Foroughi, Nikbin, Hyun, & Iranmanesh (2016), factors such as fear, excitement, and happiness are significantly associated with good player performance. The researchers hypothesized that happiness and excitement can positively influence behavioural intentions, which then leads to higher attendance at stadiums.

Similarly, the quality of the game and social facilitation which constitute dimensions of joy, also influence fans' attendance (Kuenzel & Yassim, 2007). Notwithstanding this, attendance could also be influenced by fans' attitudes which are dependent on the outcomes of games. Yim and Byon (2018), posit that those positive outcomes result in higher attendance while negative outcomes cause a decrease in attendance. In this regard, the researchers recommended that sports decision-makers should provide quality services to mitigate the negative impact of negative outcomes on fans' intent to attend matches.



Nevertheless, Schreyer and Duper (2018) confirmed that matchday demand is related to the expected quality of competing teams. Teams with high market value players count notably. Xilin, Ziyao, Ying, & Ziyao (2020) argued that from a sports demand perspective, there is a star effect on football attendance rates. Regardless, the effect is most noticeable when star players are defined as the top 2% of a team's total. In addition, Xilin et al. (2020) examined the interaction between home and abroad star players, star players and game uncertainties, and host and visiting teams and found that these interactions are significant. Arguably, the strength of the teams which includes superstars and high-profile players also has a greater impact on match attendance (Hogan, Massey, & Massey, 2017; Sacheti, Gregory-Smith, & Paton, 2014). This however supports the assertion of the Economic Model which reveals that superstar players generate externalities that increase attendance and other revenue streams beyond their contribution to team success (Humphreys & Johnson, 2020).

Contrariwise, building a team with superstars may backfire, diminishing overall performance. Swaab, Schaerer, Anicich, Ronay, & Galinsky (2014) hypothesize that the relationship between star players and team performance is not as linear as might be assumed. Swaab et al. (2014) affirmed that superstars are good for a team up to a certain point. Sometimes the superstars compete for status instead of cooperating as team members to yield results. However, the team will be able to generate revenue to achieve one of their intended objectives. It should be noted that sports conglomerates measure performance in two ways- generating revenue and winning trophies and games (Hoye, Smith, Nicholson, & Stewart, 2018). Therefore, these two factors should be present for a team to achieve satisfaction.

Participation in team brands plays a vital role in attendance rates. Clubs with a successful supporting record historically attract more attention from fans (Gasparetto, Barajas, & Fernández-Jardón, 2018). In Ghana, clubs such as Accra Hearts of Oak and Kumasi Asante Kotoko are very good examples. These two glamorous clubs have a greater number of supporters and have achieved laurels. These fans attend matches to cheer their teams on to win more games. According to Beech and Chadwick (2007), fans form part of sports organizations success and thereby attract sponsorships for clubs. Although a lot of scholarly articles examine factors inhibiting fans' intentions to attend football matches, team quality, the number of star players of a team as well as what the team has achieved in terms of trophies play significant roles in attendance intentions (Yusof et al., 2008).



Although there are numerous pieces of literature on the positive impacts of star players on match day attendance (Hogan et al., 2017; Sacheti et al., 2014), there are instances where the presence of star players has promoted branding and generated revenue instead of attendance (Swaab et al., 2014). Owing to this fact, team branding and star players could have a direct influence on attendance or branding, or both. In light of this, the present study seeks to find out the fans' perception of star players' influence on attendance in the GPL. The greatest question is; can star players promote branding and improve attendance to matches in the GPL?

Research objective(s)

The purpose of the study was to determine whether the presence of star players can influence attendance at matches in the GPL.

Research methodology

- Instruments

The instrument used to collect the data was a questionnaire. The online questionnaire was created with Google form and sent via WhatsApp pages of the football fans. The questionnaire was made up of five sections. Apart from the demographic information, the remaining four sections were adapted from Pifer et al. (2015).

- Procedure / method

The participants of the study were Ghanaian football fans. Specifically, Kumasi Asante Kotoko SC and Accra Hearts of Oak SC supporters were sampled and asked to voluntarily answer the questionnaire online. These groups were chosen as appropriate because they are the two strong clubs in Ghana, and have vibrant social media platforms. So, the participants were recruited from social media platforms, WhatsApp and Facebook. In all, 205 fans responded to the survey. The fans were considered appropriate because they are accessible, are often included in studies of product and brand choice (Biswas & Sherrell, 1993), and represent an important segment of sports consumers (Ross, James, & Vargas, 2006). Both targeted and snowball sampling techniques were used to reach the fans. Purposive sampling was relevant as detailed information was required from the fans (Campbell et al., 2020) while the snowball technique was implemented to enable the fans to share the questionnaire with other supporters not on platforms. The main purpose was to achieve saturation and reach out to targets with similar features (fans) (Naderifar, Goli, & Ghaljaie, 2017). As part of the pre-



questionnaire process, participants were asked to print a copy of the consent given online and click "continue" to participate if they were only 18 years of age or older. Again, participants were advised that their data would be stored on a password-protected laptop to ensure confidentiality. The survey was posted online from September 2020 to August 2021. The participants were informed to voluntarily participate in the research. Ethical approval was granted before the data collection exercise.

The table below shows the demographic information of the participants.

Table 1: Demographic Information of the Participants.

Age	Frequency	Percentage
18-28	105	51.2%
29-39	51	24.9%
40-50	45	22%
51-60	2	1%
Missing	2	1%
Total	205	100%
Gender	Frequency	Percentage
Male	150	73.2%
Female	54	26.3%
Prefer not to say	1	0.5%
Level of Education	Frequency	Percentage
Basic	3	1.5%
Secondary	40	19.5%
Tertiary	156	76.1%
Other	6	2.9%
Sector Employed	Frequency	Percentage
Public	86	42.0%
Private	27	13.2%
Voluntary	13	6.3%
Unemployed	78	38.0%
Missing	1	0.5%

Results from the table showed that the majority of the participants were males (73.2%) aged 18-28 years (51.2%) and were educated to the tertiary level (76.1%). In terms of employment, most of the participants were employed in the public sector (42.0%).



- Data analysis

A principal component factor analysis with varimax rotation was performed to group the items and to determine if they shared a common variance.

Cronbach alpha was used to determine the reliability and internal consistency of the items. To determine which of the identified factors is likely to predict the attendance intentions of GPL supporters, all four factors were entered into a multiple regression analysis with attendance intentions as the dependent variable.

Results

The Kaiser-Meyer-Olkin measure of sample adequacy was 0.790 above 0.600, and the communalities were all over 0.500.

In all, 19 items were loaded on 4 factors with eigenvalues greater than 1 and explained 66.7% of the variance. The four factors were named; Brand Image and Direct Equity (6 items), Attendance Intentions (5 items), Brand Loyalty (5 items) and Brand Equity (3 items).

From descriptive statistics, the results showed that Ghanaian football fans rated all the items under the factors high with a mean greater than 3.5 out of 7.0 except for two items under Brand Loyalty. This means that fans were happy with the presence of star players in the GPL (Table 2).

The Cronbach alpha range of the factors was between 0.88 to 0.66 and was considered acceptable based on Vaske, Beaman, & Sponarski (2017) assertion. The mean, standard deviation and Cronbach Alpha of the factors and items in the study were examined (Table 2). The factors and items are in the first section of table 2, while the means, standard deviations and Cronbach alphas are in the second, third and fourth sections respectively.



Table 2: Descriptive Statistics (mean, standard deviation) Cronbach Alpha.

Factors	Items	M	SD	α
Brand Image and Direct Equity	Star players' actions can affect image positively or negatively	6.2	1.3	0.88
	Having star players on a team adds value to the team's brand	6.3	1.2	
	Star players who give back to their community are beneficial	6.1	1.4	
	Direct high-profile players bring further media revenue	6.3	1.2	
	Star players impose a positive image on their teams	6.3	1.1	
	A newly signed star player will improve the team's value	5.8	1.5	
Attendance Intentions	I will attend games of my team this season	5.3	1.8	0.88
	I will attend football games regularly	4.9	1.9	
	I will attend a game of my team disregard the opposition	5.1	1.8	
	I will attend games of my team disregard the tournament	5.1	1.8	
	I will attend games of my team next season	5.2	1.8	
Brand Loyalty	I will not support a team if its star players leave	3.4	2.21	0.85
	I decide to support one team over another because of star players	4.3	2.2	
	I am more likely to support a team that has star players on its roster	4.9	2	
	I support a team because of the star players on the team	4.1	2.2	
	I will stop supporting a team if new star players are not in	3.2	2.1	
Brand Equity	I will continue following a losing team with star players on the roster	4.0	1.9	0.66
	I support a team because traditions established by star players	4.3	1.9	
	A present or past star player will keep me supporting a team	4.8	1.9	



To determine which of the factors was more likely to predict the attendance intentions of the Ghanaian football fans, a multiple regression analysis was conducted and in the first part of the analysis, Brand Equity and Direct Equity was entered as the predictor variable. The result was significant ($F(1, 203) = 32.983, p < .001$) and explained 14% of the total variance of the attendance intentions. The addition of Brand Loyalty and Brand Equity in the subsequent stages did not make any significant contribution to the attendance intention of the football fans. However, in the last aspect of the analysis, Brand Image and Direct Equity recorded the highest beta ($\beta = 0.46, p < 0.001$), followed by Brand Equity ($\beta = 0.18, p = 0.019$) and Brand Loyalty ($\beta = -0.086, p = 0.177$). This indicates that for every attendance intention made by football fans in the GPL Brand Image and Direct Equity account for 46% while Brand Loyalty accounted for a reduction of - 0.086% in attendance intentions (Table 3).

Table 3: Predictors of Attendance Intentions of Ghanaian Football Fans

Predictor	Regression 1	Regression 2	Regression 3
Variables			
Brand Image and Direct Equity	0.54**	0.55**	0.46**
Brand Loyalty		-0.02	-0.09
Brand Equity			0.18
R ²	0.14	0.14	0.16
R ² change		0.001	0.02

p < 0.001

Discussion

The influence of star players on attendance at major sporting events is well researched in the literature. Therefore, this study aimed to determine whether Ghanaian football fans support the presence of star players in the GPL. From descriptive statistics, GPL fans rated all the items above 3.5 except two items under brand loyalty which reported a mean of 3.4 and 3.2 respectively. This indicates that GPL fans were satisfied with issues related to star players promoting brand image and direct equity, brand equity and partly brand loyalty. The results of this study confirmed that the presence of star players has a direct influence on the attendance of football matches (Lewis & Yoon, 2016; Jane, 2016). They opined that star players increase attendance, revenues as well as broadcast viewers. This can also be supported by the assertion which states that the “strength of teams which includes superstars and high-profile players also has a greater impact on match attendance” (Hogan et al., 2017;



Sacheti et al., 2014). Although the studies were conducted in different cultural settings, there is an argument among the authors that adding star players to a team could have a greater positive impact on attending GPL matches. While star players' actions can affect image positively or negatively, the participants perceived that a factor newly signed star player will improve the team's value as the least which could improve match attendance.

Again, the findings revealed that, among all the factors used in the study, brand image and direct equity is more potent to predict the attendance intentions of the GPL football fans. This factor was measured by the following items; star players' actions can affect image positively or negatively, having star players on a team adds value to the team's brand, Star players who give back to their community are beneficial, and direct high-profile players bring further media revenue and star players impose a positive image on their teams and a newly signed star player will improve the teams' value. Therefore, present or past star players will keep them supporting a team. This is somewhat consistent with the claim made by Brandes et al. (2008) who confirmed that superstars attract fans to attend football matches but, after analyzing the attraction of national superstars and local heroes, asserted that it will depend on an exhibition of outstanding field performances of the players.

Research recommendation

The present study focused on only fans of two out of the 18 premier league clubs in Ghana. There could fan in the other clubs who are not interested in recruiting star players or did not benefit from the purchase of star players. Therefore, there are issues with the sample size.

However, to provide certain facts about star players' influences on match attendance, the present study concludes that star players play significant roles in GPL match attendance. The study observed that star players capture the attention and interest of fans and have the ability to generate profits as stadium attendance increases. The contribution of star players' exceptional amount to the result or goal of a team could increase attendance. Therefore, for fans to attend matches regularly, there should be the inclusion of stars or high-profile players on their teams. Implying, that these calibers of players add value to the teams as well as impose a positive image on teams.



References

- Akyereko, E. L. (2018). *GHALCA chairman reveals reason behind lack of sponsorship deal for GPL*. Retrieved from <https://ghanasportsonline.com/2018/01/ghalca-chairman-reveals-reason-behind-lack-sponsorship-deal-gpl/>
- Beech, J., & Chadwick, S. (2007). *The marketing of sport*. Essex: Pearson Education Limited.
- Berri, D. J., & Schmidt, M. B. (2006). On the road with the National Basketball Association's superstar externality. *Journal of Sports Economics*, 7(4), 347-358.
- Berri, D. J., Schmidt, M. B., & Brook, S. L. (2004). Stars at the gate: The impact of star power on NBA gate revenues. *Journal of Sports Economics*, 5(1), 33-50.
- Biswas, A., & Sherrell, D. L. (1993). The influence of product knowledge and brand name on internal price standards and confidence. *Psychology & Marketing*, 10(1), 31-46.
- Borland, J., & MacDonald, R. (2003). Demand for sport. *Oxford Review of Economic Policy*, 19(4), 478-502.
- Brandes, L., Franck, E., & Nüesch, S. (2008). Local heroes and superstars: An empirical analysis of star attraction in German soccer. *Journal of Sports Economics*, 9(3), 266-286.
- Byon, K. K., Cottingham, M., & Carroll, M. S. (2010). Marketing murderball: the influence of spectator motivation factors on sports consumption behaviours of wheelchair rugby spectators. *International Journal of Sports Marketing & Sponsorship*, 12(1), 76-95.
- Campbell, S., Greenwood, M., Prior, S., Shearer, T., Walkem, K., Young, S., ... & Walker, K. (2020). Purposive sampling: complex or simple? Research case examples. *Journal of Research in Nursing*, 25(8), 652-661.
- Darby, P., & Solberg, E. (2010). Differing trajectories: football development and patterns of player migration in South Africa and Ghana. *Soccer & Society*, 11(1-2), 118-130.
- Edwards, P. (2013). *Is satellite TV killing African Football?* B.B.C. news. Retrieved from <http://www.bbc.co.uk/news/world-africa-21206500>
- Foroughi, B., Nikbin, D., Hyun, S. S., & Iranmanesh, M. (2016). Impact of core product quality on sport fans' emotions and behavioral intentions. *International Journal of Sports Marketing & Sponsorship*, 17(2), 110-129
- Foster, G., Greyser, S. A., & Walsh, B. (2006) *The Business of Sports: Texts and Cases on Strategy and Management*. New York: Thomson.



- Gasparetto, T., Barajas, Á., & Fernández-Jardón, C. M. (2018). Brand Teams and Distribution of Wealth in Brazilian State Championships. *Sport, Business and Management: An International Journal*, 8(1), 2-14.
- Hall, J., O'Mahony, B., & Vieceli, J. (2010). An empirical model of attendance factors at major sporting events. *International Journal of Hospitality Management*, 29(2), 328-334.
- Hogan, V., Massey, P., & Massey, S. (2017). Analysing match attendance in the European Rugby Cup: Does uncertainty of outcome matter in a multinational tournament? *European Sport Management Quarterly*, 17(3), 312-330.
- Hoye, R., Smith, A. C. T., Nicholson, M., & Stewart, B. (2018). *Sport Management: Principles and Applications* (5th ed.). London: Routledge. doi: 10.4324/9781351202190
- Humphreys, B. R., & Johnson, C. (2020). The effect of superstars on game attendance: Evidence from the NBA. *Journal of Sports Economics*, 21(2), 152-175.
- Jane, W. J. (2016). The effect of star quality on attendance demand: The case of the National Basketball Association. *Journal of Sports Economics*, 17(4), 396-417.
- Jewell, R. T. (2017). The effect of marquee players on sports demand: The case of US Major League Soccer. *Journal of Sports Economics*, 18(3), 239-252.
- Kobo, K. (2011). *Tanzanian player Mbwana Samatta joins TP Mazembe*. Retrieved from <https://www.goal.com/en/news/89/africa/2011/05/11/2481811/tanzanian-player-mbwana-samatta-joins-tp-mazembe>
- Kuenzel, S., & Yassim, M. (2007). The effect of joy on the behaviour of cricket spectators: the mediating role of satisfaction. *Managing Leisure*, 12(1), 43-57.
- Lewis, M., & Yoon, Y. (2018). An empirical examination of the development and impact of star power in Major League Baseball. *Journal of Sports Economics*, 19(2), 155-187.
- Li, B., Liu, Y., Wang, J. J., Scott, O. K., & Stokowski, S. (2019). Does star power boost soccer match attendance? Empirical evidence from the Chinese Soccer League. *International Journal of Sport Finance*, 14(2), 97-109.
- Naderifar, M., Goli, H., & Ghaljaie, F. (2017). Snowball Sampling: A Purposeful Method of Sampling in Qualitative Research. *Strides in Development of Medical Education*, 14, e67670. doi: 10.5812/sdme.67670
- Pifer, N. D., Mak, J. Y., Bae, W. & Zhang, J. J. (2015). Examining the relationship between star player characteristics and brand equity in professional sport teams. *Marketing Management Journal*, 25(2), 88-106.



- Rivers, D. H., & DeSchrive, T. D. (2002). Star players, payroll distribution, and Major League Baseball attendance. *Sport Marketing Quarterly*, 11(3), 164-173.
- Ross, S. D., James, J. D., & Vargas, P. (2006). Development of a scale to measure team brand associations in professional sport. *Journal of Sport Management*, 20(2), 260-279.
- Rowe, D., & Gilmour, C. (2010). Sport, media, and consumption in Asia: A merchandised milieu. *American Behavioural Scientist*, 53(10), 1530-1548.
- Sacheti, A., Gregory-Smith, I., & Paton, D. (2014). Uncertainty of outcome or strengths of teams: an economic analysis of attendance demand for international cricket. *Applied Economics*, 46(17), 2034-2046.
- Schreyer, D., & Däuper, D. (2018). Determinants of spectator no-show behaviour: first empirical evidence from the German Bundesliga. *Applied Economics Letters*, 25(21), 1475-1480.
- Shapiro, S. L., DeSchrive, T. D., & Rascher, D. A. (2017). The Beckham effect: Examining the longitudinal impact of a star performer on league marketing, novelty, and scarcity. *European Sport Management Quarterly*, 17(5), 610-634.
- Swaab, R. I., Schaerer, M., Anicich, E. M., Ronay, R., & Galinsky, A. D. (2014). The too-much-talent effect: Team interdependence determines when more talent is too much or not enough. *Psychological Science*, 25(8), 1581-1591.
- Vaske, J. J., Beaman, J., & Sponarski, C. C. (2017). Rethinking internal consistency in Cronbach's alpha. *Leisure Sciences*, 39(2), 163-173.
- Xilin, F., Ziyao, H., Ying, W., & Ziyang, T. (2020). A novel model for soccer match attendance rate incorporating star effect: Empirical evidence from the China Super League. In Y. K. Xing & A. H. Liang (Eds.), *2020 2nd International Conference on Economic Management and Model Engineering (ICEMME)* (pp. 580-586). Chongqing, China: Conference Publishing Service.
- Yim, B. H., & Byon, K. K. (2018). The Influence of Emotions on Game and Service Satisfaction and Behavioral Intention in Winning and Losing Situations: Moderating Effect of Identification with the Team. *Sport Marketing Quarterly*, 27(2), 93-108.



Yusof, A., See, L. H., & Yusof, A. (2008). Spectator perceptions of physical facility and team quality: A study of a Malaysian super league soccer match. *Research Journal of International Studies*, 8(2), 132-140.

Received: June 13, 2022

Revised: June 24, 2022

Accepted: July 11, 2022