

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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