

FACTORS INFLUENCING TAIWANESE AMERICANS TO ATTEND
PROFESSIONAL TEAM SPORT EVENTS

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To the Dean of the Graduate School:

I am submitting herewith a dissertation written by Yin-Feng (Ean) Chen entitled "Factors Influencing Taiwanese Americans to Attend Professional Team Sport Events." I have examined the dissertation for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Doctor of Philosophy with a major in Kinesiology.



Bettye Myers, Ph. D., Major Professor

We have read this dissertation and recommend its acceptance:



Department Chair

Accepted:



Dean of the Graduate School

DEDICATION

I want to express my sincere appreciation to my Father and Mother. Your unconditional love and support have always helped me make my dreams come true. Thank you so much for believing in me; and for encouraging me to further my studies.

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If I can see further than anyone else, it is only because I am standing on the shoulders of giants. These shoulders belong to the wonderful country of the United States, the excellent faculty and staff at TWU, and my fantastic friends and colleagues I have met.

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ABSTRACT

YIN-FENG (EAN) CHEN

FACTORS INFLUENCING TAIWANESE AMERICANS TO ATTEND PROFESSIONAL TEAM SPORT EVENTS

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The purpose of this study was to determine the important factors influencing Taiwanese Americans to attend professional team sport events. Furthermore, the favorite professional team sport of attendees and television viewers among Taiwanese Americans and the reasons why Taiwanese Americans did not attend or watch professional team sport events on television were investigated.

Taiwanese American Professional Team Sport Attendance Paired Comparison Instrument (TAPTSAPCI) and Taiwanese American Favorite Professional Team Sport Event Paired Comparison Instrument (TAFPTSEPCI) were developed for this study. Of the 241 correctly completed questionnaires, 108 were professional team sport event attendees, 117 were professional team sport television viewers, and 16 did not attend professional team sport events or watch them on television.

Based on the results of this study, the two most important factors influencing Taiwanese American professional team sport attendance were “Cultural identity with athletes (Taiwanese players)” and “Feel good when my team wins.” These results also affirmed baseball was the favorite sport for both professional team sport event attendees and television viewers among Taiwanese Americans. Finally, the major reason for not attending a professional team sport event was they watched it on

television. For Taiwanese Americans who neither attended nor watched professional team sport events, the main reason was simply that they were not interested in sport.

Because Taiwanese Americans continue to identify with their Taiwanese cultural background, professional team sport franchises might recruit and promote more elite Taiwanese players to maximize the paid attendance, television spectatorship, merchandise sales, and fan loyalty in both the United States and Taiwan.

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CHAPTER I

INTRODUCTION

Attending major professional team sport events has become one of the most popular forms of entertainment in the United States. The major professional team sport leagues are the National Football League (NFL), the Major League Baseball (MLB), the National Basketball Association (NBA), the National Hockey League (NHL), and the Major League Soccer (MLS). There are various factors influencing why spectators attend these professional team sport events (Bae, 2004; DeSchriver, 2007; Green, 1995; Hansen & Gauthier, 1989; Schofield, 1983; Wann, Schrader, & Wilson, 1999; Welki, & Zlatoper, 1994; Zhang, Lam, Bennett, & Connaughton, 2003). Paid professional sport attendance makes a significant contribution to the sport industry in the United States. It also has created many value-added businesses such as concessions, parking services, and team logo merchandises. Admission ticket sales and television rights fees have become the main sources of revenue for professional sport franchises (Mawson & Coan, 1994). Spectators spend their time and money to attend the events. Franchises need to identify and focus on these factors to maximize the professional sport attendance. Consequently, understanding the factors that influence spectators to attend professional team sport events is the key to developing creative strategy innovations and effective strategic plans that will increase the generation of profit.

According to the United States Census Bureau (2007) minority populations have reached 100.7 million and estimated to grow steadily. The total American consumers' spending was \$6.3 trillion in 2002 and the minority populations represented 18% of the total consumer marketplace (Gardyn & Fetto, 2003). In addition, the United States Department of Commerce (2000) projected that minority purchasing power may contribute 44% of total consumer's spending in 2045. Therefore, increasing minority people to attend professional team sport events is a strategic way to maximize the total attendance and revenue. The researcher examined the factors influencing a specific minority population to attend professional team sport events. Taiwanese Americans are one of the racial-ethnic minorities in the United States. Most Taiwanese Americans live in an upper-middle class environment in American society. Formosan Association for Public Affairs (2007) reported, there are more than 500,000 Taiwanese Americans in the United States and 40% are college graduates, 8% have doctoral degrees, 71% own homes, and 48% are professionals or hold managerial positions. The investigator is an international student from Taiwan. Because of his cultural background, the researcher had ample opportunities to reach the Taiwanese American community in the United States. The investigator targeted Taiwanese Americans to investigate the factors influencing them to attend professional team sport events so that the franchises can have a better understanding of how to maximize their attendance.

Conceptual Framework

The theory of planned behavior is used to predict intentions and future behavior. Ajzen (1991) stated that attitude toward the behaviors, subjective norms, and perceived

behavioral control will influence a person's intention to participate in an activity. Understanding spectators' behaviors can help to analyze the factors that influence the attendees in a sport event. Many researchers have indicated that positive attitudes towards a sport event are associated with intentions to attend the event. For instance, Cunningham and Kwon (2003) used the theory of planned behavior to examine intentions to attend a hockey game. In this study, the category of the factors influencing Taiwanese Americans to attend professional team sport events consisted of attitude toward the behavior, subjective norm, and perceived behavioral control.

The researcher used the theory of planned behavior as a conceptual framework to evaluate and select the important factors to include in the instrument that determined what influences Taiwanese Americans to attend professional team sport events.

Purpose of the Study

The general purpose of this study was to examine the important factors influencing Taiwanese Americans to attend professional team sport events. Specifically, the investigator sought to identify

1. The important factors influencing Taiwanese Americans to attend professional team sport events.
2. The important factors influencing Taiwanese Americans to attend professional team sport events among selected variables that often account for differences in behavior (i.e. age, gender, educational level, yearly household income, years lived in the United States, and season ticket holder).

3. The frequency of watching professional team sport events on television and the amount spent on purchasing favorite team's logo products among Taiwanese Americans who were not professional team sport attendees.
4. The reasons Taiwanese Americans did not attend or watch professional team sport events on television.
5. The favorite professional team sport of attendees and television viewers among Taiwanese Americans.

Research Questions

The research questions were

1. How do Taiwanese Americans value factors for attending professional team sport events?
2. How do these factors influence Taiwanese Americans to attend professional team sport events?
3. What is the favorite professional team sport of Taiwanese Americans?
4. Does age affect Taiwanese Americans' value of factors affecting their attendance at professional team sport events?
5. Does gender affect Taiwanese Americans' value of factors affecting their attendance at professional team sport events?
6. Will Taiwanese Americans with different levels of education value factors that affect their attendance of professional team sport events differently?
7. Does the number of years that Taiwanese Americans live in the United States affect the value they attach to factors affecting their attendance differently?

8. Does yearly household income affect Taiwanese Americans' value they attach to factors affecting their attendance at professional team sport events?
9. Will season ticket holders' value they attach to factors affecting their attendance at professional team sport events differ?
10. How frequently do Taiwanese Americans who do not attend professional team sport events watch them on television?
11. How much do Taiwanese Americans who do not attend professional team sport events spend buying merchandise of professional team's logo products?
12. Why do Taiwanese Americans not attend or watch professional team sport events on television?

Definition of Terms

1. Taiwanese American: "A Taiwanese American is anyone who immigrates from Taiwan and has become a citizen of the United States"(Ng, 1998, p. 2). In this study, Taiwanese Americans included Taiwanese American immigrants and their generations.
2. Professional team sport events: The professional team sport events in this study were the National Football League, the Major League Baseball, the National Basketball Association, the National Hockey League, and the Major League Soccer.
3. Attendance: The persons or number of persons present at a public performance (Gove, 1993). In this study, the persons were Taiwanese

Americans who had attended professional team sport events during January 2006 through December 2007.

4. Television viewer: A Taiwanese American who simply watched on television, but did not attend a professional team sport event during January 2006 through December 2007.

Limitations

This study was subject to the following limitations:

1. The results regarding factors for attendance reflected only the opinions of Taiwanese Americans who had attended professional team sport events during January 2006 through December 2007.
2. The results regarding reasons for not attending or watching professional team sport events on television reflected only the opinions of Taiwanese Americans who had not attended or watched professional team sport events during January 2006 through December 2007.
3. The participants answered the instruments truthfully.

Delimitations

The following delimitations were associated with this study:

1. Taiwanese American Professional Team Sport Attendance Paired Comparison Instrument (TAPTSAPCI) was developed from scholarly literature and the recommendation of a panel of three selected experts familiar with Taiwanese culture, sport management, and/or related field.
2. The participants of this study were at least 18 years old.

3. The participants were voluntaries.
4. The participants had access to a computer with internet access.
5. The participants surveyed may not represent Taiwanese Americans attending professional team sport events in the future.

Significance of the Study

Increasing paid attendance is the most important objective of professional sport franchises (Hansen & Gauthier, 1989). Hence, how to use better and creative business strategies to maximize the total attendance is always the desire of the owners of professional sport franchises. Minority populations have been usually considered as less interested in attending professional sport events than majority people. Miller reported that approximately 30% of the fans of MLB, NBA, NFL, and MLS are minority people (2006). Many previous researchers have examined why people attend professional sport events (Bae, 2004; Green, 1995; Hansen & Gauthier, 1989; Schofield, 1983; Welki & Zlatoper, 1994). There is no study that could be located with a focus on Taiwanese American professional team sport attendance. Because of their upper-middle class status, the present study targeted the Taiwanese Americans to determine the important factors influencing this minority population to attend professional team sport events. The results of this study can provide marketing specialists a better understanding of how to attract Taiwanese Americans to attend professional team sport events and watch the events on television, as well as, spend money on logos of the teams. Furthermore, the findings may lead to support for using the theory of planned behavior for selection of factors in conducting research regarding why people attend professional team sport events.

CHAPTER II

REVIEW OF THE LITERATURE

The purpose of this study was (a) to determine the important factors influencing Taiwanese Americans to attend professional team sport events, (b) to investigate the favorite professional team sport of attendees and television viewers among Taiwanese Americans, and (c) to examine the reasons why Taiwanese Americans did not attend or watch professional team sport events on television. The review of literature included the following topics: (a) Background of Taiwanese Americans, (b) Theory of Planned Behavior, and (c) Factors Influencing Professional Team Sport Attendance.

Background of Taiwanese Americans

Taiwanese Americans are immigrants from Taiwan who have become citizens of the United States. Taiwan is located in the southeast coast of China. In the past 50 years, Taiwan has dramatically changed. Taiwan was an agricultural country but has now become an industrial country. The United States Central Intelligence Agency (2008) reported that Taiwan is a strategic location in Asia, has a large trade surplus, and has one of the largest foreign reserves among the world. Furthermore, Taiwan has a powerful influence on the global economy and the world could not function without it because it is the major provider of information technology (e.g., 70% of chip foundry services, 72% of notebook computers, 68% of LCD monitors, and 79% of personal digital assistants in the global market; Einhorn, et al., 2005).

This extraordinary growth and prosperity could not be achieved without the support of the United States. Diplomatically, Taiwan is one of the strategic partners with the United States. According to the Taiwan Relations Act (TRA) of 1979, the purpose of the Act is to help maintain peace, security, and stability in the Western Pacific and to promote the foreign policy of the United States by authorizing the continuation of commercial, cultural, and other relations between the people of the United States and the people on Taiwan, and for other purposes. This American law declared that peace and stability in Taiwan is considered as an important interest of the United States. Javits (1981) commented that the Taiwan Relations Act has facilitated the United States trade and investment in Taiwan and made Taiwan become one of the most successful economic models in Asia. Lee (2000) reported that the TRA is a core element to maintain Taiwan's security and prosperity. Moreover, Brownback (2004) mentioned the TRA is to foster political economic, cultural, diplomatic, and military ties for both Taiwan and the United States.

Taiwanese Americans

Taiwanese Americans are relative newcomers to the United States since the first period of immigration from Taiwan was after World War II to 1965. The Taiwanese American population has significantly increased as a result of the Immigration and Nationality Act of 1965 to give more balance immigration to Asians (Ng, 1998). Most Taiwanese Americans have settled in large metropolitan areas such Los Angeles, San Francisco, Houston, Dallas, Chicago, and New York.

Many Taiwanese Americans were initially international students in the United States. The Institute of International Education reported that there were at least 25,000 Taiwanese students in the schools or universities in the United States for advanced study annually since 1990 (see Table 1) and Taiwanese students are one of the largest groups among all international students in the United States (2008). After their advanced study, many Taiwanese students continued to live and work in the United States and became citizens in the United States. Many Taiwanese Americans are scientists, professors, researchers, executives, or political leaders in the world. Some of the successful Taiwanese Americans are Elaine Chao, Former President of United Way of America and 24th United States Secretary of Labor; David Wu, the member of United States House of Representative; David Ho, Medical Researcher for AIDS; Ang Lee, Film Director and Producer; Yuan-Tse Lee, Nobel Prize Winner in Chemistry; Chang-Lin Tien, Former President of the University of Californian at Berkeley; Jerry Yang, Co-Founder and Chief Executive Officer of Yahoo Inc.; Min Kao, Co-Founder of Garmin Ltd; and Steve Chen, Co-Founder of YouTube LLC; etc. Because of the outstanding achievements and recognitions, the week starting with Mothers' Day is Taiwanese American Heritage Week which received the official designation in 1999 by former President Bill Clinton.

Table 1

Taiwanese Students in the United States (1990 to 2008)

Year	Taiwanese Students	% Total	Rank
2007/08	29,001	4.6%	6
2006/07	29,094	5.0%	5
2005/06	27,876	4.9%	6
2004/05	25,914	4.6%	6
2003/04	26,178	4.6%	6
2002/03	28,017	4.8%	5
2001/02	28,930	5.0%	5
2000/01	28,566	5.2%	5
1999/00	29,234	5.7%	5
1998/99	31,043	6.3%	5
1997/98	30,855	6.4%	5
1996/97	30,487	6.7%	5
1995/96	32,702	7.2%	4
1994/95	36,407	8.0%	3
1993/94	37,581	8.4%	3
1992/93	37,432	8.5%	3
1991/92	35,550	8.5%	3
1990/91	33,530	8.2%	3

Source: The Institute of International Education (2008)

Related Studies With Taiwanese Americans

Taiwanese Americans are one of the racial-ethnic minorities in the United States and most live in an upper-middle class environment. This ethnic group has made so many positive contributions to American society. Because of these successful achievements, there were many previous studies related to Taiwanese Americans.

For example, Babb (2008) investigated Taiwanese American identity formation and Tsai (1998) explored Taiwanese immigrants' adaptation to American society. In addition, gender issues have been an interest of researchers. Chee (2003) examined Taiwanese American women in transnational families and LJ and DL (2006) investigated depression and gender differences among Taiwanese American older adults.

Furthermore, health issues among Taiwanese Americans also have caught researchers' attention. For instance, an investigation of mental health in a Taiwanese American community (Gu, 2004) and the utilization of health services for older Taiwanese Americans (Kuo & Torres-Gil, 2001). Moreover, educational issues have been examined by investigators such as Taiwanese students' attitudes and beliefs about mathematics (Cribari, 2006) and educational experiences of Taiwanese American students (Lee, 2000).

All available literature in English and Chinese related to Taiwanese Americans has been reviewed by the researcher. However, there is no study located that was related to Taiwanese American professional team sport attendance. This study is the first known research designed to target Taiwanese American professional team sport attendance.

Theory of Planned Behavior

Theory of planned behavior (TPB) was developed by Ajzen (1991). This theory was designed to predict attitudes, subjective norm, and perceived behavioral control that may influence a person's intention to participate in an activity. Theory of planned behavior confirmed that the three major considerations can influence a person's intentions and behavior as follows:

The first is the *attitude toward the behavior* and refers to the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question. The second predictor is a social factor termed *subjective norm*; it refers to the perceived social pressure to perform or not to perform the behavior. The third antecedent of intention is the degree of *perceived behavioral control* which refers to the perceived ease or difficulty of performing the behavior and it is assumed to reflect past experience, as well as, anticipated impediments and obstacles. (Ajzen, 1991, p.188)

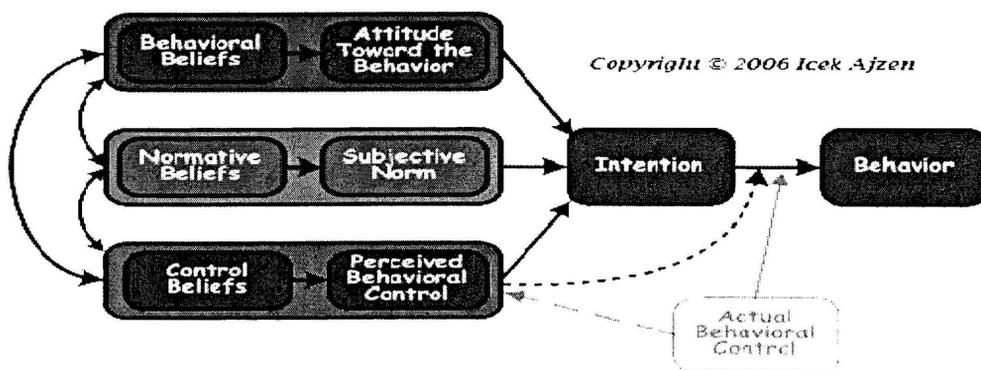


Figure 1. Diagram of the theory of planned behavior. Adapted from the *Theory of Planned Behavior* by Icek Ajzen, 2008.

Theory of planned behavior has been tested and applied to many disciplines and professions in the world. The researchers have applied theory of planned behavior as a theoretical framework such as adapted physical education (Kudláček, Válková, Sherrill, Myers, & French, 2002), international marketing of higher education (Gatfield & Chen, 2006), goal-directed behavior (Ajzen & Madden, 1986), leisure participation (Ajzen & Driver, 1991), weight loss (Schifter & Ajzen, 1985), and motivation (Chatzisarantis, Hagger, Smith, & Sage, 2006).

Furthermore, researchers have used the theory of planned behavior to examine consumer behavior such as the attitude and behavior relationship in consumer conduct (Smith, et al, 2008), consumer sales promotions (Huff & Alden, 2000), and consumption of chocolate in Belgium and Poland (Januszewska & Viaene, 2001).

Moreover, there were many researchers applying the theory of planned behavior to attendance such as the attendance in preventive parenting groups (Dumas, Nissley-Tsiopinis, & Moreland, 2007), the determinants of attendance patterns in breast cancer screening (Drossaert, Boer, & Seydel, 2003), and predicting health-check attendance (Norman & Conner, 1996). Additionally, the theory of planned behavior has been used to investigate sport attendance. For example, Cunningham and Kwon (2003) applied the theory of planned behavior to examine intentions to attend a hockey game and it was used in a study of college students' sport attendance (Chen, Yu, Chou, Sheu, & Lin, 2006). In summary, the theory of planned behavior has been used and validated in a variety of professional disciplines. It is a frequently used theory to predict human

behaviors. It is also a useful framework to investigate sport fan behavior (Cunningham & Kwon, 2003).

Factors Influencing Professional Team Sport Attendance

There are various factors influencing spectators to attend professional sport events. Previous researchers have not only investigated factors, but developed scales, and created models for professional team sport attendance.

Hansen and Gauthier (1989) have summarized previous scholarly literature under four general categories of factors affecting attendance at professional sport events. These four categories are (a) economic factors (e.g., price of ticket, television coverage of the home game, and average of income); (b) demographic factors (e.g., population size, ethnicity, and age); (c) attractiveness factors (e.g. star athletes on the roster, team's won-loss record, and closeness of competition); and (d) residual preferences factors (e.g., weekend games, availability of parking, and behavior of fan during games).

The important factors influencing attendance at professional sport events have been the acquiring topic of doctoral dissertations. Green (1995) has reviewed and examined (a) economic factors (e.g., price of a ticket, price of concessions, and other sport events available); (b) entertainment factors (e.g., games with rival teams, star players on home team, and team's won-loss record); and (c) environmental factors (e.g., weekend day games, weather condition, and new stadium) influencing attendance at professional sport events. In addition, Bae (2004) examined the selected 33 items under seven categories that impacted NHL game attendance. These seven categories are (a) overall performance (e.g., the home team's superstars, record breaking performance of the home team, and

closeness of competition); (b) uniqueness of hockey (e.g., offensive output of home games, defensive output of home team, and frequent fights and penalties); (c) facility convenience (e.g., comfortable seat, availability of parking, and clearness of facility); (d) game schedule (e.g., game time and game day); (e) game promotion (e.g., price of season ticket, ticket discount, and giveaway/prize); (f) advertising (e.g., advertising through television, advertising through internet, and direct mail); and (g) sense of community (e.g., behavior of fan during games, accompanied by friends, and excitement).

Moreover, many instruments and models related to sport attendance have been tested and confirmed. For instance, the Sport Fan Motivation Scale (SFMS) was designed to examine eight motivational factors (escape, economic, eustress, aesthetic, self-esteem, group affiliation, entertainment, and family) influencing sport attendance (Wann, Schrader, & Wilson, 1999). In another study, Zhang, Lam, Bennett, and Connaughton (2003) validated the four important factors (e.g., home team, opposing team, game promotion, and schedule convenience) for the Spectator Decision-Making Inventory (SDMI). Furthermore, Welki and Zlatoper (1994) tested a model for game attendance at National Football League.

Star athlete was one of the most frequent factors influencing sport attendance (Bae, 2004; Green, 1995; Hall & O'Mahny, 2006; Hansen & Gauthier, 1989; Zhang et al., 2003). Specifically, DeSchriver (2007) reported that a star athlete, Freddy Adu, increased more than 10,000 attendees and generated additional \$ 3.25 million in revenues for Major League Soccer in 2004 season. In addition, star player is also one of the important factors for promoting brand loyalty in professional sports. Relevant studies

validated that star players were correlated to brand association in professional team sports (Bauer, Stokburger-Sauer, & Exler, 2008; Gladden & Funk, 2002). Therefore, star players not only can increase game attendance but also promote brand loyalty for professional sport franchises.

Cultural identity is always a significant factor influencing consumer behaviors (Kacen & Lee, 2002). From the business perspective, athletes are presented as a form of product in the sport industry. Previous researchers confirmed that cultural/racial factor can significantly influence sport attendance (Armstrong, 2002a; Schollaert & Smith, 1987; Smith & Stewart, 2007). Paid admission is considered a sport consumption. Researchers have reported that cultural affiliation was an important factor for ethnic groups related to sport consumption (Armstrong & Peretto-Stratta, 2004; Armstrong, 2002b). Cultural association with sport fans has also been identified as an important factor influencing the popularity of athletes (Ludlow, 2007). Furthermore, cultural identity with athletes has incredible power to attract international sport fans' game attendance. For instance, Collins (2007) reported that numerous Japanese fans were willing to pay \$1,000 for a trip to support "Ichiro" who is a Japanese player in Major League Baseball. A tour of Yankee Stadium to support Chien-Ming Wang is also a popular tourist attraction for Taiwanese visiting New York City. Therefore, cultural identity with athletes should be included as an important factor influencing a specific minority population to attend professional team sport events. The researcher has examined the relevant available scholarly literature. A list of factors influencing

spectators to attend professional team sport events was presented in Table 2 through Table 7.

Hansen and Gauthier Categorization

Hansen and Gauthier (1989) summarized the factors influencing professional sport attendance as four categories (e.g., economic, demographic, attractiveness, and residual preferences; see Table 2).

Table 2

Hansen and Gauthier Categorization

Economic Factors

1. Television coverage of the home game in local area
2. Price of season ticket of home games
3. Television coverage of another major sport event at time of your home game
4. Price of ticket for home game
5. Price of other forms of entertainment available during your games
6. Existence of other sport teams in your area
7. Average income of population
8. Other professional franchises in your area

Demographic Factors

1. Population size of your area
 2. Ethnic mix of population
 3. Existence of minor league sports for children and youth
-

Table 2 Continued

Hansen and Gauthier Categorization

Attractiveness Factors

1. Record (won-loss) of home team
2. Number of star athletes on visitor's roster
3. Offensive output of your team
4. Number of star athletes on your roster (home team)
5. Closeness of competition (between teams during season)
6. Record (won-loss) of visiting team
7. Your team's involvement in race for 1st place
8. Rivalry between your team and opponent (visiting team)
9. Defensive output of your team
10. Record breaking performances of athletes on visiting team
11. Record breaking performances of athletes on home team
12. Special event occasions (bat day, special groups day, etc)
13. Your team's place in the league standings
14. Your team's place in the division standings
15. Your team's involvement in race for a playoff spot

Residual Performances Factors

1. Afternoon game
 2. First quarter of the season
 3. Cleanliness of the facility
 4. Behavior of fans during games
 5. Easy and/or multiple access to your facility
 6. Evening games
 7. Second quarter of the season
 8. Availability of parking at or near facility
 9. Unobstructed view of game for 80% or more fans
 10. Size of the facility (seating capacity)
 11. Weekend games (Friday night, Saturday and/or Sunday)
 12. Number of year franchise has been in the area
 13. Third quarter of the season
 14. Fourth quarter of the season
-

Green's Categorization

Green (1995) concluded the factors affecting professional sport events by three basic categories (e.g., economic, entertainment, and environmental factors; see Table 3).

Table 3

Green's Categorization

Economic Factors

1. Price of a ticket
2. Television coverage of games
3. Other sporting events being televised
4. Other sporting events available
5. Other activities taking place
6. Price of concessions

Entertainment Factors

1. Games with rival teams
2. Star players on home team
3. Star players on visiting team
4. Teams playoff potential
5. Special promotions
6. Media advertising
7. Division standings
8. Record breaking performance
9. Team's won-loss record
10. Team's offensive performance
11. Violence in the game
12. Team's defensive performance

Environmental Factors

1. A game played during the day
 2. Game played at night
 3. Weekend day games
 4. Weekend night games
 5. Weather condition
 6. Accessibility to the stadium/arena
 7. Cleanliness of the facility
 8. Years the team has been in the area
 9. New stadium or arena
 10. Expansion team
 11. Design and color of uniforms
 12. Beer available for purchase
 13. Crowd behavior at the game
 14. Variety of concessions available
-

Bae's Categorization

Bae (2004) reviewed related literature and identified 33 factors that influenced game attendance in a NHL franchise (see Table 4).

Table 4

Bae's Categorization

-
1. Behavior of fans during games
 2. Special events
 3. Accompanied by friends
 4. Excitement
 5. The home team's win/loss records
 6. Visiting teams' win/loss records
 7. The home team's superstars
 8. Visiting teams' superstars
 9. Record breaking performance of the home team
 10. Record breaking performance of visitors
 11. Rivalry of the home team and visiting teams
 12. Frequent fights and penalties
 13. Offensive output of the home team (speed of game, minutes of power play, etc.)
 14. Defensive output of the home team
 15. Closeness of competition
 16. Unobstructed view from seats
 17. Comfortable seats
 18. Easy accessibility to facility
 19. Availability of parking
 20. Seating capacity of facility
 21. Cleanliness of facility
 22. Game time (time of day: afternoon/evening)
 23. Game day (day of week: weekday/weekend)
 24. Advertising through television
 25. Advertising through newspapers
 26. Advertising through magazines
 27. Advertising through radio
 28. Advertising through internet (websites)
 29. Direct mail & notification for game promotions
 30. Giveaway and prize
 31. Ticket discount
 32. Price of season ticket
 33. Price of game ticket
-

Wann, Schrader, and Wilson Categorization

Wann, Schrader, and Wilson (1999) identified the Sport Fan Motivation Scale and included 8 subscales (e.g., eustress, self-esteem, escape, entertainment, economic, aesthetic, group affiliation, and family; see Table 5).

Table 5

Wann, Schrader, and Wilson Categorization

Eustress	<ol style="list-style-type: none">1. Get pumped when watching favorite teams2. Enjoy being physiologically aroused by the competition3. Stimulation
Self-Esteem	<ol style="list-style-type: none">1. Feel good when my team wins2. Increase my self-esteem3. My favorite team's successes and losses are my successes and losses
Escape	<ol style="list-style-type: none">1. Escape life's problems2. Forget about my problem3. Take me away from life's hassles
Entertainment	<ol style="list-style-type: none">1. Entertainment value2. Form of entertainment3. It is a good time
Economic	<ol style="list-style-type: none">1. Bet on the sporting events2. Bet on the outcome3. Make wagers
Aesthetic	<ol style="list-style-type: none">1. Artistic value2. Enjoy the beauty and grace of sports3. Form of art

Table 5 Continued

Wann, Schrader, and Wilson Categorization

Group Affiliation	1. Friends are sports fans 2. To be with other people 3. Enjoy with a large group of people
Family	1. To be with my spouse 2. To be with my family

Zhang, Lam, Bennett, and Connaughton Categorization

Zhang, Lam, Bennett, and Connaughton (2003) developed the Spectator Decision-Making Inventory (SDMI) by use of the four important factors (e.g., home team, opposing team, game promotion, and schedule convenience; see Table 6).

Table 6

Zhang, Lam, Bennett, and Connaughton Categorization

Home Team	1. Overall team performance 2. Superstar(s) 3. Win/loss record 4. League standing
Opposing Team	1. Overall team performance 2. Superstar(s)

Table 6 Continued

Zhang, Lam, Bennett, and Connaughton Categorization

Game Promotion	1. Ticket discount
	2. Advertising
	3. Publicity
	4. Direct mail/notification
	5. Give away/prize
	6. Good seats
	7. Pre and half time events
Schedule Convenience	
	1. Day of week (weekend)
	2. Game time (evening)

Welki and Zlatoper Categorization

Welki and Zlatoper (1994) validated a model for NFL game attendance (see Table 7).

Table 7

Welki and Zlatoper Categorization

1. PRICE (average ticket price)
2. INCOME (real per capita income)
3. COMCOST (price of parking at one game)
4. HMTMRECORD (season's winning proportion of the home team prior to game day)
5. VSTMRECORD (season's winning proportion of the visiting home team prior to game day)
6. GAME (number of the regular season game played by the home team)
7. TEMP (high temperature on game day)
8. RAIN (rain or no rain)
9. DOME (indoor or outdoor)
10. DIVRIVAL (teams are in same division or team are not in same division)
11. CONRIVAL (conference game or non-conference game)
12. NONSUNDAY (game day is not Sunday or game day is on Sunday)
13. SUNNIGHT (game moved to Sunday night for coverage on ESPN or otherwise)
14. BLACKOUT (if game is blacked out for local television or otherwise)

CHAPTER III

METHOD

The purpose of this study was (a) to determine the important factors influencing Taiwanese Americans to attend professional team sport events, (b) to investigate the favorite professional team sport of attendees and television viewers among Taiwanese Americans, and (c) to examine the reasons why Taiwanese Americans did not attend or watch professional team sport events on television. Procedures followed in the development of the study were described in this Chapter under the following headings: (a) Participants, (b) Instruments, (c) Data Collection, (d) Data Analysis, and (e) Human Subjects Considerations.

Participants

The participants were Taiwanese Americans across the United States. In order to recruit the potential participants, the researcher contacted the Taiwanese American organizations in California, New York, and Texas to assist in acquiring participants in the study because the majority of Taiwanese Americans live in these states where the five major professional team sport events are available every season. Samples from this population group were at least 18 years of age and had a computer with internet access.

Instruments

The researcher developed and used a demographic questionnaire and two paired comparison instruments for this study. A questionnaire is a set of questions designed to

generate the data necessary to accomplish the objectives of a research project (McDaniel & Gates, 2004). This paired comparison method was developed by Thurstone who stated that the method can be applied to psychophysical measurement in the field of social values (1927). The paired comparison technique requires the participant to make a comparative judgment between two items and select one of the two as the more important. The significant value of the paired comparison technique is that it provides a rank order of items determined by sum scores of items chosen by all participants as well as the value of the difference in sum scores between ranks.

The paired comparison technique is one of reliable statistical methods. Cohen (1967) validated paired comparison method can increase statistical power of ranked data. Jackson and Fleckenstein also mentioned that Thurstone's technique of paired comparison has been used widely in many different professional disciplines (1957). For example, Wankle and Kreisel used the paired comparison approach to investigate youth sport motivation (1985).

The study consisted of demographics (age, gender, educational level, years lived in the United States, yearly household income, and season ticket holder) and two paired comparison instruments (see Appendix A). The investigator used the theory of planned behavior to select the important factors that influence Taiwanese Americans to attend professional team sport events to develop the Taiwanese American Professional Team Sport Attendance Paired Comparison Instrument (TAPTSAPCI). Ajzen (1991) stated that the three major elements of attitude toward behavior, subjective norm, and perceived behavioral control can influence a person's behavior. The TAPTSAPCI was

recommended by a panel of three selected experts (see Appendix B) familiar with Taiwanese culture, sport management, and/or related fields. The TAPTSAPCI was developed by the following procedures:

1. The investigator reviewed the scholarly literature to compile a list of factors influencing spectators to attend professional team sport events.
2. The researcher applied the theory of planned behavior as a conceptual framework to review these factors, integrate the similar factors, and to conclude with 31 important factors that influence Taiwanese Americans to attend professional team sport events. These 31 selected factors were confirmed and approved by the dissertation committee. The important factors are described as the following three categories: (a) Attitude Toward the Behavior, (b) Subjective Norm, and (c) Perceived Behavioral Control. A list of the summarization of factors is as follows:

Attitude Toward the Behavior:

- a. Feel good when my team wins,
- b. Being there is a good time,
- c. Enjoy the beauty and grace of sports,
- d. Exciting,
- e. Forget about my problem,
- f. Get pumped when watching favorite teams, and
- g. Enjoy being physiologically aroused by the competition.

Subjective Norm:

- a. Friends are sports fans,
- b. Enjoy being with a large group of people,
- c. To be with family,
- d. Behavior of fans during games,
- e. Record of (win-loss) home team,
- f. Team's involvement in race for 1st place,
- g. Rivalry between your team and opponent (visiting team),
- h. Record breaking performance of athletes, and
- i. Cultural identity with athletes (Taiwanese players).

Perceived Behavioral Control:

- a. Unobstructed view from seats,
- b. Easy accessibility to facility,
- c. Availability of parking,
- d. Cleanliness of facility,
- e. Weather condition,
- f. Beer available for purchase,
- g. Variety of concessions available,
- h. Game not televised,
- i. Time of day (Afternoon or Night),
- j. Weekend games (Friday night, Saturday and/or Sunday),
- k. When during the season (early, middle, or later),

- l. Playoff game,
 - m. Price of a ticket/concession/parking,
 - n. Price of other forms of entertainment, and
 - o. Public transportation availability.
3. The panel of three experts used the Delphi technique to reduce these 31 important factors to 12 items for use in the instrument. The Delphi method is a technique for combining judgments systematically from a group of experts. Rowe and Wright (1999) mentioned that the Delphi technique can be used as a decision-aiding, judgment, or forecasting instrument. The researcher communicated with the group of three selected experts via e-mails. The investigator sent the instruction (see Appendix C) to the experts individually. Every expert was asked to select 4 items from each of the three categories (see Appendix D) which applied the theory of planned behavior (Attitude Toward Behavior, Subjective Norm, and Perceived Behavioral Control). The group of three experts was unanimous in their choices until the sixth round. The 12 final important factors influencing Taiwanese Americans to attend professional team sport events were (a) Attitude Toward Behavior (Feel good when my team wins, Being there is a good time, Exciting, and Get pumped when watching favorite teams); (b) Subjective Norm (Friends are sports fans, Record of home team, Rivalry between your team and opponent, and Cultural identity with athletes); and (c) Perceived Behavioral Control (Availability of parking, Time of day, Weekend games, and Price of a ticket/concession/parking).

The Taiwanese American Favorite Professional Team Sport Event Paired Comparison Instrument (TAFPTSEPCI) was developed by the researcher. This study selected five major professional team sports in the United States which were football, baseball, basketball, hockey, and soccer.

Pilot Study on Paired Comparison Instruments

A pilot test of the survey was conducted by five graduate students from different majors (Business Administration, Child Development, Family Therapy, Library Science, and Sport Management) at Texas Woman's University to determine in effectiveness and clarify of directions.

There were two participants who mentioned the paired comparison instruments differed from Likert scale and took time to get used to it. The other two participants reported it was easy to answer the questions on both instruments, but they felt confused about answering the questionnaires twice. Only one participant completely understood and answered the instruments within 15 minutes. All participants took approximately 20 minutes to finish the paired comparison instruments and affirm the direction clearly.

Data Collection

The study was conducted by the use of an online research technique. Advantages of online data collection have not only the potential of accessing a large and geographically distributed population, but could also result in more time and cost effective research (Lefever, Dal, & Matthíasdóttir, 2007). Since the majority of Taiwanese Americans live in California, New York, and Texas, the use of online data collection accessed the largest number possible of potential participants.

Participants responded on a secure survey website, SurveyMonkey.com, which can only be accessed by the researcher's confidential user name and password. Survey Monkey is an online survey company that provides people or organizations with the opportunity to develop their own surveys quickly and easily obtain feedback to make more informed decisions. Carter-Pokras, McClellan, and Zambrana (2006) stated that SurveyMonkey is one of the useful instruments for uncomplicated online data collection. Over 80% of the Fortune 100 Companies use this online technology (Survey Monkey, 2007).

The research announcement (see Appendix E) was sent to the webmasters or the leaders of major Taiwanese American organizations (see Appendix F) to request them to post or send the link of the survey to their organizational members. To obtain a higher rate of the survey participants to be involved in this study, one follow-up e-mail was sent to each of the 18 selected Taiwanese American organizations in the three states one week after the initial e-mail.

Data Analysis

The data of TAPTSAPCI and TAFPTSEPCI were treated by calculating the frequency of choice of the participants. The sum frequency score and percentages computed for each item on the two paired comparison instruments. The factors were ranked according to sum scores and percentage of each item for the two instruments. The highest sum score and percentage on the instruments were ranked the most important factor influencing professional team sport attendance and the most favorite professional team sport event to Taiwanese Americans.

For the television viewers who were not professional team sport attendees during January 2006 through December 2007, the favorite professional team sport events were ordered by their sum score and percentage in the selected demographic groups (the frequency of watching professional team sport events on television and the amount spent on purchasing favorite team's logo products).

For the attendees of professional team sport events during January 2006 through December 2007, the factors and favorite professional team sport events were ordered by their sum score and percentage in the selected demographic groups (age, gender, educational level, yearly household income, years lived in the United States, and season ticket holder). The factors of Taiwanese Americans who had not attended or watched professional team sport events on television during January 2006 through December 2007 were ordered by frequency and percentage as for the other two groups. The value of the difference in sum score between ranks and percentages were analyzed and discussed.

Human Subjects Considerations

The rights of the participants were protected by the use of the following procedures.

1. Data were collected after approval from Texas Woman's University Institutional Review Board (see Appendix G) and Graduate School (see Appendix H).
2. Participants were informed that participation in this research study was completely voluntary and they could discontinue at anytime without penalty.
3. Participants were anonymous and their data could not be identified by the investigator.

4. Participants could require a summary of the results by sending a separate e-mail to the researcher.
5. All data were downloaded and saved in the investigator's computer and only he could access it by the use of his confidential user name and password.
6. The digital files of the data will be deleted in three years.

CHAPTER IV

PRESENTATION OF FINDINGS

The purpose of this study was (a) to determine the important factors influencing Taiwanese Americans to attend professional team sport events, (b) to investigate the favorite professional team sport of attendees and television viewers among Taiwanese Americans, and (c) to examine the reasons why Taiwanese Americans did not attend or watch professional team sport events on television. In this Chapter, the results are presented under the following headings: (a) Participant Demographics, (b) Taiwanese American Professional Team Sport Attendance Paired Comparison Instrument (TAPTSAPCI) Valued by the Professional Team Sport Event Attendees, (c) Comparison of the TAPTSAPCI Factors Among the Selected Variables, (d) Television Viewers' Contributions to Professional Team Sports, (e) Reasons for Neither Professional Team Sport Event Attendee Nor Television Viewer, and (f) Comparison of the Taiwanese American Favorite Professional Team Sport Event Paired Comparison Instrument (TAFPTSEPCI) Responses Between Event Attendees and Television Viewers.

Participant Demographics

The researcher used an online research technique with a sample of Taiwanese Americans from the selected Taiwanese American organizations in California, New York, and Texas. There were 18 Taiwanese American organizations invited to participate in the study. A total of 281 participants responded to the instruments. There

were 40 questionnaires incomplete and were excluded from the data analysis. Of the 241 correctly completed questionnaires, 108 were professional team sport event attendees, 117 were professional team sport television viewers, and 16 did not watch professional team sport events on television or attend events (see Table 8).

Table 8

Participants Who Completed the Instruments

Participants	Return	Valid Participants	%
Event Attendees	133	108	81.2
Television Viewers	132	117	88.6
Did not Attend Events or Watch on Television	16	16	100.0

Professional Team Sport Event Attendees

The demographic groups of the 108 event attendees (see Table 9) were (a) More than 95% between the age of 18 to 65 and about 5% above 65 years; (b) Sixty-eight were males (62.9%) and 40 were females (37.0%); (c) Over 50% hold graduate degrees and more than 6 % were post graduates; (d) Approximately three-fourths (73%) lived in the United States between 11 to 30 years; (e) About two-thirds of event attendees have household income between \$50,001 to \$100,000 annually; and (f) Thirty attendees (27.7%) were season ticket holders and 78 attendees (72.2%) were not season ticket holders.

Table 9

Demographics of Professional Team Sport Event Attendees (N = 108)

Demographic Groups	Categories	<i>f</i>	%
	18 to 30	38	35.1
	31 to 40	24	22.2
	41 to 50	23	21.2
	51 to 65	18	16.6
	Above 65	5	4.6
Gender	Male	68	62.9
	Female	40	37.0
Educational Level	High School Diploma	0	0
	Some College	11	10.1
	College	29	26.8
	Graduate	61	56.4
	Post Graduate	7	6.4
Years Lived in the United States	1 to 5	4	3.7
	6 to 10	11	10.1
	11 to 20	45	41.6
	21 to 30	34	31.4
	Above 30	14	12.9
Yearly Household Income	Less than \$25,000	8	7.4
	\$25,001 to \$50,000	6	5.5
	\$50,001 to \$75,000	41	37.9
	\$75,001 to \$100,000	38	35.1
	Above \$100,000	15	13.8
Season Ticket Holder	Yes	30	27.7
	No	78	72.2

Television Viewers of Professional Team Sport Events

The demographics of the 117 television viewers of professional team sport events (see Table 10) were (a) Over 90% between the age of 18 to 65 and less than 7% above 65; (b) Seventy-one were males (60.6%) and 46 females (39.3%); (c) Over 50% hold graduate degrees and more than 5% post graduates; (d) Approximately three-fourths (78.5%) lived in the United States between 11 to 30 years; and (e) Over 85% television viewers have at least \$50,001 household income annually.

Neither Attended Professional Team Sport Events nor Watched on Television

The demographics of the 16 Taiwanese Americans who did not attend or watch on television at professional team sport events (see Table 11) were (a) Over 50% above the age of 50; (b) Six were males (37.5%) and 10 females (62.5%); (c) Approximately 70% hold college degrees; (d) Over 50% have lived between 11 to 30 years in the United States; and (e) More than 68% have at least \$ 50,001 yearly household income.

TAPTSAPCI Valued by the Professional Team Sport Event Attendees

From the 12 factors in the instrument, the two factors “Cultural identity with athletes” and “Feel good when my team wins” (74.3% and 74.1%, respectively) were clearly the two most important factors for why Taiwanese Americans attended professional team sport events (see Table 12). “Get pumped when watching favorite teams” (61.1%), “Weekend games” (60.3%) and “Being there is a good time” (59.8%) were the next three factors for why Taiwanese Americans attended professional team sport events. “Rivalry between your team/opponent” was chosen 50.4% of the 12 factors when compared with

the other 11 factors. Clearly, the “Availability of parking” (17.1%) was not an important factor in determining the choice to attend professional team sport events.

Table 10

Demographics of Television Viewers (N = 117)

Demographic Groups	Categories	<i>f</i>	%
Age	18 to 30	36	30.7
	31 to 40	19	16.2
	41 to 50	22	18.8
	51 to 65	32	27.3
	Above 65	8	6.8
Gender	Male	71	60.6
	Female	46	39.3
Educational Level	High School Diploma	4	3.4
	Some College	11	9.4
	College	32	27.3
	Graduate	64	54.7
	Post Graduate	6	5.1
Years Lived in the United States	1 to 5	1	0.8
	6 to 10	7	5.9
	11 to 20	39	33.3
	21 to 30	53	45.2
	Above 30	17	14.5
Yearly Household Income	Less than \$25,000	10	8.5
	\$25,001 to \$50,000	5	4.2
	\$50,001 to \$75,000	37	31.6
	\$75,001 to \$100,000	45	38.4
	Above \$100,000	20	17.0

Table 11

Demographics of Neither Attended Events nor Watched on Television (N = 16)

Demographic Groups	Categories	<i>f</i>	%
Age	18 to 30	2	12.5
	31 to 40	3	18.7
	41 to 50	2	12.5
	51 to 65	4	25.0
	Above 65	5	31.2
Gender	Male	6	37.5
	Female	10	62.5
Educational Level	High School Diploma	1	6.2
	Some College	4	25.0
	College	5	31.2
	Graduate	5	31.2
	Post Graduate	1	6.2
Years Lived in the United States	1 to 5	2	12.5
	6 to 10	4	25.0
	11 to 20	5	31.2
	21 to 30	4	25.0
	Above 30	1	6.2
Yearly Household Income	Less than \$25,000	2	12.5
	\$25,001 to \$50,000	3	18.7
	\$50,001 to \$75,000	5	31.2
	\$75,001 to \$100,000	5	31.2
	Above \$100,000	1	6.2

Table 12

TAPTSAPCI Valued by the Professional Team Sport Event Attendees (N = 108)

Rank	Factor	<i>f</i> (<i>n</i> = 1188)	%
1	Cultural identity with athletes (Taiwanese players)	883	74.3
2	Feel good when my team wins	881	74.1
3	Get pumped when watching favorite teams	729	61.1
4	Weekend games	717	60.3
5	Being there is a good time	711	59.8
6	Rivalry between your team/opponent	599	50.4
7	Friends are sports fans	560	47.1
8	Exciting	493	41.9
9	Price of ticket/concession/parking	488	41.1
10	Record of home team	473	39.8
11	Time of day	390	32.8
12	Availability of parking	204	17.1

Comparison of the TAPTSAPCI Factors Among the Selected Variables

The selected variables of TAPTSAPCI were age, gender, educational level, years lived in the United States, yearly household income, and season ticket holder. “Cultural identity with athletes” (74.1%) and “Feel good when my team wins” (74.1%) were the two major factors influencing Taiwanese Americans to attend professional team sport events. The least influential factor was “Availability of parking” (17.1%).

Age

The younger age groups from 18 to 30 years ranked “Feel good when my team wins” (73.9%) as their most important factor to attend professional team sport events (see Table 13). The other age groups (31 to 40, 41 to 50, 51 to 65, and above 65 years) all considered “Cultural identity with athletes” as their most preferred reason influencing

their attendance (see Tables 14, 15, 16, and 17) and “Feel good when my team wins” was the second factor for their age groups. “Cultural identity with athletes” was chosen 52.1% of the time when compared with the other 11 factors for the 18 to 30 years old group.

“Availability of parking” was the least important factor influencing the attendance of all age groups except for those over 65 years. The above 65 years group identified “Exciting” as the least influential factor to cause them to attend professional team sport events.

Table 13

Taiwanese American Participants: Age 18 to 30 (N = 38)

Rank	Factor	<i>f</i> (<i>n</i> = 418)	%
1	Feel good when my team wins	309	73.9
2	Get pumped when watching favorite teams	269	64.3
2	Being there is a good time	269	64.3
4	Exciting	229	54.7
5	Friends are sports fans	226	54.0
6	Cultural identity with athletes (Taiwanese players)	218	52.1
7	Weekend games	216	51.6
8	Record of home team	207	49.5
9	Rivalry between your team/opponent	203	48.5
10	Price of ticket/concession/parking	179	42.8
11	Time of day	125	29.9
12	Availability of parking	58	13.8

Table 14

Taiwanese American Participants: Age 31 to 40 (N = 24)

Rank	Factor	<i>f</i> (<i>n</i> = 264)	%
1	Cultural identity with athletes (Taiwanese players)	212	80.3
2	Feel good when my team wins	187	70.8
3	Weekend games	164	62.1
4	Get pumped when watching favorite teams	162	61.3
5	Being there is a good time	154	58.3
6	Rivalry between your team/opponent	132	50.0
7	Price of ticket/concession/parking	120	45.4
8	Exciting	109	41.2
9	Friends are sports fans	105	39.7
10	Record of home team	92	34.8
11	Time of day	91	34.4
12	Availability of parking	56	21.2

Table 15

Taiwanese American Participants: Age 41 to 50 (N = 23)

Rank	Factor	<i>f</i> (<i>n</i> = 253)	%
1	Cultural identity with athletes (Taiwanese players)	225	88.9
2	Feel good when my team wins	194	76.6
3	Weekend games	174	68.7
4	Get pumped when watching favorite teams	164	64.8
5	Being there is a good time	149	58.8
6	Rivalry between your team/opponent	143	56.5
7	Friends are sports fans	101	39.9
8	Record of home team	94	37.1
9	Price of ticket/concession/parking	83	32.8
10	Exciting	80	31.6
11	Time of day	80	31.6
12	Availability of parking	31	12.2

Table 16

Taiwanese American Participants: Age 51 to 65 (N = 18)

Rank	Factor	<i>f</i> (<i>n</i> = 198)	%
1	Cultural identity with athletes (Taiwanese players)	174	87.8
2	Feel good when my team wins	145	73.2
3	Weekend games	131	66.1
4	Being there is a good time	108	54.5
5	Get pumped when watching favorite teams	106	53.5
6	Friends are sports fans	102	51.5
7	Rivalry between your team/opponent	96	48.4
8	Price of ticket/concession/parking	88	44.4
9	Time of day	69	34.8
10	Exciting	66	33.3
11	Record of home team	64	32.3
12	Availability of parking	39	19.6

Table 17

Taiwanese American Participants: Age above 65 (N = 5)

Rank	Factor	<i>f</i> (<i>n</i> = 55)	%
1	Cultural identity with athletes (Taiwanese players)	54	98.1
2	Feel good when my team wins	46	83.6
3	Weekend games	32	58.1
4	Being there is a good time	31	56.3
5	Get pumped when watching favorite teams	28	50.9
6	Friends are sports fans	26	47.2
7	Rivalry between your team/opponent	25	45.4
7	Time of day	25	45.4
9	Availability of parking	20	36.3
10	Price of ticket/concession/parking	18	32.7
11	Record of home team	16	29.0
12	Exciting	9	16.3

Gender

Over three-fourths of the time, the two most important factors for attending professional team sport events for men were “Cultural identity with athletes” (79.5%) and “Feel good when my team wins” (77.5%). Approximately two-thirds of the time the five factors that contributed to the reasons females attended professional team sport events were “Being there is good time” (70.0%), “Feel good when my team wins” (68.4%), “Weekend games” (65.0%), “Cultural identity with athletes” (64.7%), and “Get pumped when watching favorite teams” (62.2%). “Friends are sport fans” was chosen over 50% of the time (55.4%) when compared with the other 11 factors. Both males and females named “Availability of parking” (17.9% and 15.9%, respectively) as the least important factor in attendance.

Table 18

Taiwanese American Participants: Male (N = 68)

Rank	Factor	<i>f</i> (<i>n</i> = 748)	%
1	Cultural identity with athletes (Taiwanese players)	598	79.9
2	Feel good when my team wins	580	77.5
3	Get pumped when watching favorite teams	455	60.8
4	Rivalry between your team/opponent	442	59.0
5	Weekend games	431	57.6
6	Being there is a good time	403	53.8
7	Friends are sports fans	316	42.2
8	Record of home team	309	41.3
9	Price of ticket/concession/parking	297	39.7
10	Exciting	281	37.5
11	Time of day	242	32.3
12	Availability of parking	134	17.9

Table 19

Taiwanese American Participants: Female (N = 40)

Rank	Factor	<i>f</i> (<i>n</i> = 440)	%
1	Being there is a good time	308	70.0
2	Feel good when my team wins	301	68.4
3	Weekend games	286	65.0
4	Cultural identity with athletes (Taiwanese players)	285	64.7
5	Get pumped when watching favorite teams	274	62.2
6	Friends are sports fans	244	55.4
7	Exciting	212	48.1
8	Price of ticket/concession/parking	191	43.4
9	Record of home team	164	37.2
10	Rivalry between your team/opponent	157	35.6
11	Time of day	148	33.6
12	Availability of parking	70	15.9

Educational Level

Eleven of the 108 respondents (see Table 20) indicated they had some college education and their most important reason for attending professional team sport events was “Feel good when my team wins” (80.9%). Over three-fourths of the other educational groups (College, Graduate, and Post graduate) indicated “Cultural identity with athletes” was the most important factor for attending professional team sport events 74.9%, 77.3%, 85.7%, respectively (see Tables 21, 22, and 23).

Table 20

Taiwanese American Participants: Educational Level – Some College (N = 11)

Rank	Factor	<i>f</i> (<i>n</i> = 121)	%
1	Feel good when my team wins	98	80.9
2	Get pumped when watching favorite teams	86	71.1
3	Rivalry between your team/opponent	78	64.4
4	Weekend games	72	59.5
5	Being there is a good time	71	58.6
6	Record of home team	62	51.2
7	Friends are sports fans	59	48.7
7	Cultural identity with athletes (Taiwanese players)	59	48.7
9	Exciting	58	47.9
10	Time of day	41	33.8
11	Price of ticket/concession/parking	38	31.4
12	Availability of parking	15	12.3

Table 21

Taiwanese American Participants: Educational Level – College (N = 29)

Rank	Factor	<i>f</i> (<i>n</i> = 319)	%
1	Cultural identity with athletes (Taiwanese players)	239	74.9
2	Feel good when my team wins	238	74.6
3	Get pumped when watching favorite teams	195	61.1
4	Weekend games	192	60.1
5	Being there is a good time	188	58.9
6	Friends are sports fans	164	51.4
7	Rivalry between your team/opponent	149	46.7
8	Price of ticket/concession/parking	148	46.3
9	Record of home team	139	43.5
10	Exciting	134	42.0
11	Time of day	73	22.8
12	Availability of parking	55	17.2

Table 22

Taiwanese American Participants: Educational Level – Graduate (N = 61)

Rank	Factor	<i>f</i> (<i>n</i> = 671)	%
1	Cultural identity with athletes (Taiwanese players)	519	77.3
2	Feel good when my team wins	500	74.5
3	Weekend games	429	63.9
4	Get pumped when watching favorite teams	414	61.6
5	Being there is a good time	406	60.5
6	Rivalry between your team/opponent	336	50.0
7	Friends are sports fans	308	45.9
8	Exciting	271	40.3
9	Price of ticket/concession/parking	261	38.8
10	Record of home team	244	36.3
11	Time of day	235	35.0
12	Availability of parking	103	15.3

Table 23

Taiwanese American Participants: Educational Level – Post Graduate (N = 7)

Rank	Factor	<i>f</i> (<i>n</i> = 77)	%
1	Cultural identity with athletes (Taiwanese players)	66	85.7
2	Being there is a good time	46	59.7
3	Feel good when my team wins	45	58.4
4	Time of day	41	53.2
4	Price of ticket/concession/parking	41	53.2
6	Rivalry between your team/opponent	36	46.7
7	Get pumped when watching favorite teams	34	44.1
8	Availability of parking	31	40.2
9	Exciting	30	38.9
10	Friends are sports fans	29	37.6
11	Record of home team	28	36.3
12	Weekend games	24	31.1

Years Lived in the United States

“Cultural identity with athletes” (77.2%) was the most important factor and “Being there is a good time” (75.0%) was the second most important reason for attending professional team sport events for Taiwanese Americans who have lived 1 to 5 years in the United States (see Table 24). For the 6 to 10 years participants, “Cultural identity with athletes” (85.9%) was the most important factor and “Feel good when my team wins” (76.8%) was the second influential factor for their professional team sport attendance (see Table 25). For the other three groups who lived 11 to 20 years, 21 to 30 years, and above 30 years in the United States, “Feel good when my team wins” and “Cultural identity with athletes” were the two important factors influencing their professional team sport attendance (see Tables 26, 27, and 28). “Availability of parking” was the least concern for Taiwanese Americans who lived 6 to 10 years, 11 to 20 years, 21 to 30 years, and above 30 years in the United States. “Weekend games” was the least considered factor for Taiwanese Americans who lived 1 to 5 years in the United States.

Table 24

Taiwanese American Participants: Lived in the United States for 1 to 5 Years (N = 4)

Rank	Factor	<i>f</i> (<i>n</i> = 44)	%
1	Cultural identity with athletes (Taiwanese players)	34	77.2
2	Being there is a good time	33	75.0
3	Exciting	28	63.6
4	Feel good when my team wins	25	56.8
4	Get pumped when watching favorite teams	25	56.8
6	Friends are sports fans	21	47.7
7	Record of home team	19	43.1
8	Time of day	17	38.6
8	Availability of parking	17	38.6
10	Rivalry between your team/opponent	16	36.3
11	Price of ticket/concession/parking	16	36.3
12	Weekend games	13	29.5

Table 25

Taiwanese American Participants: Lived in the United States for 6 to 10 Years (N = 11)

Rank	Factor	<i>f</i> (<i>n</i> = 121)	%
1	Cultural identity with athletes (Taiwanese players)	104	85.9
2	Feel good when my team wins	93	76.8
3	Being there is a good time	78	64.4
4	Weekend games	67	55.3
5	Get pumped when watching favorite teams	59	48.7
5	Price of ticket/concession/parking	59	48.7
7	Exciting	54	44.6
8	Rivalry between your team/opponent	53	43.8
9	Friends are sports fans	52	42.9
10	Time of day	44	36.3
11	Record of home team	40	33.0
12	Availability of parking	23	19.0

Table 26

Taiwanese American Participants: Lived in the United States for 11 to 20 Years (N = 45)

Rank	Factor	<i>f</i> (<i>n</i> = 495)	%
1	Feel good when my team wins	389	78.5
2	Cultural identity with athletes (Taiwanese players)	370	74.7
3	Get pumped when watching favorite teams	319	64.4
4	Weekend games	312	63.0
5	Being there is a good time	276	55.7
6	Rivalry between your team/opponent	262	52.9
7	Exciting	208	42.0
8	Friends are sports fans	205	41.4
9	Record of home team	201	40.6
10	Price of ticket/concession/parking	183	36.9
11	Time of day	166	33.5
12	Availability of parking	79	15.9

Table 27

Taiwanese American Participants: Lived in the United States for 21 to 30 Years (N = 34)

Rank	Factor	<i>f</i> (<i>n</i> = 374)	%
1	Feel good when my team wins	266	71.1
2	Cultural identity with athletes (Taiwanese players)	260	69.5
3	Weekend games	238	63.6
4	Get pumped when watching favorite teams	237	63.3
5	Being there is a good time	224	59.8
6	Friends are sports fans	211	56.4
7	Rivalry between your team/opponent	191	51.0
8	Price of ticket/concession/parking	176	47.0
9	Exciting	154	41.1
10	Record of home team	153	40.9
11	Time of day	89	23.7
12	Availability of parking	45	12.0

Table 28

Taiwanese American Participants: Lived in the United States for More Than 30 Years
(*N* = 14)

Rank	Factor	<i>f</i> (<i>n</i> = 154)	%
1	Feel good when my team wins	115	74.6
2	Cultural identity with athletes (Taiwanese players)	108	70.1
3	Weekend games	100	64.9
4	Get pumped when watching favorite teams	89	57.7
5	Being there is a good time	87	56.4
6	Friends are sports fans	77	50.0
7	Rivalry between your team/opponent	74	48.0
8	Price of ticket/concession/parking	71	46.1
9	Exciting	60	38.9
10	Record of home team	54	35.0
11	Time of day	49	31.8
12	Availability of parking	40	25.9

Yearly Household Income

Taiwanese Americans whose yearly household income ranged from \$25,001 to \$50,000, \$50,001 to \$ 75,000, \$75,001 to \$100,000, above \$100,000 all chose the same two major factors which were “Cultural identity with athletes” and “Feel good when my team wins” as why they attended professional team sport events (see Tables 30, 31, 32, and 33). “Being there is a good time” was the most important factor for those with a yearly household income of less than \$25,000 (see Table 29). For the \$50,001 to \$75,000 yearly household income group, “Feel good when my team wins” was their most frequent choice that influenced them to attend professional team sport events (see Table 31). “Availability of parking” was the least selected factor for participants with a yearly household income less than \$25,000, \$50,001 to \$75,000, \$75,001 to \$100,000, and above \$100,000. For those with yearly household income between \$25,001 to \$50,000,

“Rivalry between your team/opponent” considered the least selected factor influencing their attendance at professional team sport events.

Table 29

Taiwanese American Participants: Yearly Household Income – Less than \$25,000
(*N* = 8)

Rank	Factor	<i>f</i> (<i>n</i> = 88)	%
1	Being there is a good time	65	73.8
2	Cultural identity with athletes (Taiwanese players)	62	70.4
3	Get pumped when watching favorite teams	56	63.6
4	Feel good when my team wins	52	59.0
5	Exciting	51	57.9
5	Friends are sports fans	51	57.9
7	Rivalry between your team/opponent	41	46.5
8	Time of day	36	40.9
9	Weekend games	31	35.2
9	Record of home team	31	35.2
11	Price of ticket/concession/parking	30	34.0
12	Availability of parking	22	25.0

Table 30

Taiwanese American Participants: Yearly Household Income – \$25,001 to \$50,000
(*N* = 6)

Rank	Factor	<i>f</i> (<i>n</i> = 66)	%
1	Cultural identity with athletes (Taiwanese players)	51	77.2
2	Feel good when my team wins	48	72.7
3	Being there is a good time	44	66.6
4	Exciting	38	57.5
5	Friends are sports fans	32	48.4
6	Get pumped when watching favorite teams	31	46.9
6	Weekend games	31	46.9
8	Price of ticket/concession/parking	29	43.9
9	Time of day	27	40.9
10	Availability of parking	26	39.3
11	Record of home team	22	33.3
12	Rivalry between your team/opponent	17	25.7

Table 31

Taiwanese American Participants: Yearly Household Income – \$50,001 to \$75,000
(*N* = 41)

Rank	Factor	<i>f</i> (<i>n</i> = 451)	%
1	Feel good when my team wins	349	77.3
2	Cultural identity with athletes (Taiwanese players)	331	73.3
3	Being there is a good time	281	62.3
4	Weekend games	279	61.8
5	Get pumped when watching favorite teams	257	56.9
6	Rivalry between your team/opponent	230	50.9
7	Exciting	193	42.7
8	Friends are sports fans	192	42.5
9	Price of ticket/concession/parking	190	42.1
10	Record of home team	167	37.0
11	Time of day	149	33.0
12	Availability of parking	58	12.8

Table 32

Taiwanese American Participants: Yearly Household Income – \$75,001 to \$100,000
(*N* = 38)

Rank	Factor	<i>f</i> (<i>n</i> = 418)	%
1	Cultural identity with athletes (Taiwanese players)	356	85.1
2	Feel good when my team wins	337	80.6
3	Get pumped when watching favorite teams	302	72.2
4	Weekend games	284	67.9
5	Rivalry between your team/opponent	246	58.8
6	Being there is a good time	205	49.0
7	Friends are sports fans	187	44.7
8	Record of home team	181	43.3
9	Price of ticket/concession/parking	142	33.9
10	Exciting	128	30.6
11	Time of day	115	27.5
12	Availability of parking	55	13.1

Table 33

Taiwanese American Participants: Yearly Household Income – Above \$100,000 (N = 15)

Rank	Factor	<i>f</i> (<i>n</i> = 165)	%
1	Cultural identity with athletes (Taiwanese players)	116	70.3
2	Feel good when my team wins	98	59.3
3	Get pumped when watching favorite teams	97	58.7
4	Weekend games	95	57.5
5	Rivalry between your team/opponent	92	55.7
6	Being there is a good time	83	50.3
6	Friends are sports fans	83	50.3
6	Record of home team	83	50.3
9	Price of ticket/concession/parking	72	43.6
10	Exciting	65	39.3
11	Time of day	63	38.1
12	Availability of parking	43	26.0

Season Ticket Holder

The two most important factors for why Taiwanese Americans who had season tickets and those who had not were the same, two in reverse order. For the season ticket holders, “Cultural identity with athletes” (83.3%) was the most important factor influencing their professional team sport attendance (see Table 34). “Feel good when my team wins” (72.2%) was the most selected for those who did not have season tickets (see Table 35). No matter whether they were season ticket holders (13.9%) or non-season ticket holders (18.4%), all ranked “Availability of parking” as the least important factor affecting their attendance.

Table 34

Taiwanese American Participants: Season Ticket Holders (N = 30)

Rank	Factor	<i>f</i> (<i>n</i> = 330)	%
1	Cultural identity with athletes (Taiwanese players)	275	83.3
2	Feel good when my team wins	261	79.0
3	Get pumped when watching favorite teams	225	68.1
4	Rivalry between your team/opponent	202	61.2
5	Weekend games	200	60.6
6	Being there is a good time	172	52.1
7	Friends are sports fans	158	47.8
8	Record of home team	139	41.8
9	Price of ticket/concession/parking	110	33.3
10	Exciting	104	31.5
11	Time of day	88	26.6
12	Availability of parking	46	13.9

Table 35

Taiwanese American Participants: Non-Season Ticket Holders (N = 78)

Rank	Factor	<i>f</i> (<i>n</i> = 858)	%
1	Feel good when my team wins	620	72.2
2	Cultural identity with athletes (Taiwanese players)	608	70.8
3	Being there is a good time	539	62.8
4	Weekend games	517	60.2
5	Get pumped when watching favorite teams	504	58.7
6	Friends are sports fans	421	49.0
7	Rivalry between your team/opponent	397	46.2
8	Price of ticket/concession/parking	384	44.7
9	Exciting	383	44.6
10	Record of home team	315	36.7
11	Time of day	302	35.1
12	Availability of parking	158	18.4

TAPTSAPCI Conceptualized by the Theory of Planned Behavior

Three factors (“Feel good when team wins,” 74.1%, “Get pumped when watching favorite teams,” 61.1%, and “Being there is good time,” 59.8%) were chosen approximately 60% of the times under the category of attitude toward behavior (see Table 36). In addition, “Weekend games” (60.3%) was the most important factor under the category of perceived behavior control. Finally, “Cultural identity with athletes” (74.3%) was the most important selected factor among the three categories of the theory of planned behavior.

Table 36

TAPTSAPCI Conceptualized by the Theory of Planned Behavior

Theory of Planned Behavior	Rank	%
Attitude Toward Behavior		
Feel good when my team wins	2	74.1
Being there is a good time	5	59.8
Exciting	8	41.9
Get pumped when watching favorite teams	3	61.1
Subjective Norm		
Friends are sports fans	7	47.1
Record of home team	10	39.8
Rivalry between your team/opponent	6	50.4
Cultural identity with athletes (Taiwanese players)	1	74.3
Perceived Behavior Control		
Availability of parking	12	17.1
Time of day	11	32.8
Weekend games	4	60.3
Price of a ticket/concession/parking	9	41.1

Television Viewers' Contributions to Professional Team Sports

The frequency of Taiwanese Americans who did not attend games, but watched on them on television was reported in Table 37. More than 53% of the television viewers of professional team sport events watched the games at least 1 or 2 times a week.

Approximately, 18% of the television viewers watched more than 1 or 2 times a week.

At least 28% of the viewers experienced professional team sport events by watching on television less than 1 or 2 times a week.

Table 37

Frequency of Non-Attendees Watching on Television

Frequency	<i>f</i> (<i>n</i> = 117)	%
Less than 1 or 2 a week	33	28.2
1 or 2 a week	63	53.8
More than 1 or 2 a week	21	17.9

There were 61.5% of the television viewers of professional team sport events that spent money on various professional teams' logo merchandise from January 2006 through December 2007 (see Table 38). At least 70% spent at least \$100 on their favorite team's logo products and 20% spent \$300 or more on team's logo products (see Table 39).

Table 38

Team's Logo Products Bought by Television Viewers

Buy team's logo products	<i>f</i> (<i>n</i> = 117)	%
Yes	72	61.5
No	45	38.5

Table 39

Amount Spent on Team's Logo Products by Television Viewers

Amount	<i>f</i> (<i>n</i> = 72)	%
Less than \$100	21	29.1
\$101 to \$200	22	30.5
\$201 to \$300	14	19.4
\$301 to \$400	13	18.0
Above \$400	2	2.7

Reasons for Neither Professional Team Sport Event Attendee nor Television Viewer

The reason for not attending professional team sport events was varied. There were six reasons from which to choose: No time, Cost, Distance, Not interested in sport, Watch on television, and Other (see Table 40). "Watch on television" (69.1%) was the reason cited by the majority participants who did not attend professional team sport events. The other factors were "Not interested in sport" (9.7%), "No time" (8.2%), "Cost" (6.0%), "Distance" (5.2%), and "Other" (1.5%).

Table 40

Reasons for Not Attending Professional Team Sport Events

Rank	Reason	<i>f</i> (<i>n</i> = 133)	%
1	Watch on television	92	69.1
2	Not interested in sport	13	9.7
3	No time	11	8.2
4	Cost	8	6.0
5	Distance	7	5.2
6	Other	2	1.5

Reasons for neither professional team sport event attendees nor television viewers included on the instrument were: No time, No Television, Not interested in sport, Too violent, and Other (see Table 41). Over two-thirds of the respondents indicated they were “Not interested in sport.” “No time” was offered as a reason by 3 respondents (18.7%). One person indicated he/she did not watch because the professional team sport events were “Too violent” and one person named “Other.”

Table 41

Reasons for Neither Attended Events nor Watched on Television

Rank	Reason	<i>f</i> (<i>n</i> = 16)	%
1	Not interested in sport	11	68.7
2	No time	3	18.7
3	Too violent	1	6.2
4	Other	1	6.2
5	No Television	0	0

Comparison of the TAFPTSEPCI Between Event Attendees and Television Viewers

The Taiwanese American Favorite Professional Team Sport Event Paired

Comparison (TAFPTSEPCI) comprised five major professional team sports (Baseball, Basketball, Football, Soccer, and Hockey). One hundred and eight participants completed this instrument.

The most favorite professional team sport event to attend of 108 respondents clearly was Baseball (84.2%). Basketball (64.6%) and Football (54.4%) were the next in attendance (see Table 42). Less than half of Taiwanese Americans listed professional Soccer (37.0%) and Hockey (9.7%) as their favorite professional team sport event to attend.

Table 42

Favorite Professional Team Sport Event for Attendees (N=108)

Rank	Sport	<i>f</i> (<i>n</i> = 432)	%
1	Baseball	364	84.2
2	Basketball	279	64.6
3	Football	235	54.4
4	Soccer	160	37.0
5	Hockey	42	9.7

For the television viewers of professional team sport events, the 117 Taiwanese Americans who only watched professional team sport on television, ranked Baseball (76.4%) as their favorite professional team sport (see Table 43). Football (62.3%) was the second favorite professional team sport event to watch on television. Basketball (60.0%) was the third favorite professional team sport to watch. Less than half of

television viewers chose Soccer (39.1%) and Hockey (11.9%) as their favorite professional team sport events.

Table 43

Favorite Professional Team Sport Event for Television Viewers (N=117)

Rank	Sport	<i>f</i> (<i>n</i> = 468)	%
1	Baseball	358	76.4
2	Football	292	62.3
3	Basketball	281	60.0
4	Soccer	183	39.1
5	Hockey	56	11.9

CHAPTER V

SUMMARY, DISCUSSION, CONCLUSIONS, IMPLICATIONS, AND RECOMMENDATIONS FOR FUTURE STUDIES

The purpose of this study was (a) to determine the important factors influencing Taiwanese Americans to attend professional team sport events, (b) to investigate the favorite professional team sport of attendees and television viewers among Taiwanese Americans, and (c) to examine the reasons why Taiwanese Americans did not attend or watch professional team sport events on television. This Chapter is presented under the following headings: (a) Summary, (b) Discussion, (c) Conclusions, (d) Implications, and (e) Recommendations for Future Studies.

Summary

Two paired comparison instruments were developed for this study. First, the researcher used the theory of planned behavior as a conceptual framework (Attitude Toward Behavior, Subjective Norm, and Perceived Behavioral Control) to develop the Taiwanese American Professional Team Sport Attendance Paired Comparison Instrument (TAPTSAPCI). A panel of three experts evaluated and selected the factors included in the instrument. Secondly, the five major professional team sports in the United States (football, baseball, basketball, hockey, and soccer) were included in the Taiwanese American Favorite Professional Team Sport Event Paired Comparison Instrument (TAFPTSEPCI). An online research technique was used with a sample of Taiwanese

Americans from selected Taiwanese American organizations in California, New York, and Texas. The data analysis was based on a total of 241 correctly completed questionnaires.

The findings of this study related to each of specific research question were

1. How do Taiwanese Americans value factors for attending professional team sport events?
 - a. “Cultural identity with athletes” (74.3%) and “Feel good when my team wins” (74.1%) were the two most important factors influencing Taiwanese Americans to attend professional team sport events.
 - b. “Availability of parking” (17.1%) was the least important factor affecting professional team sport attendance for Taiwanese Americans.
2. How do these factors influence Taiwanese Americans to attend professional team sport events?

Supporting star players with cultural identity and feeling good when their favorite team wins were the two most important factors for Taiwanese American professional team sport attendance that may imply the star players with similar cultural identity were affiliated with a professional team sport franchise.

3. What is the favorite professional team sport of Taiwanese Americans?

The favorite sport for both professional team sport event attendees (84.2%) and television viewers (76.4%) was baseball.

4. Does age affect Taiwanese Americans' value of factors affecting their attendance at professional team sport events?
 - a. For the younger age group (18 to 30 years), "Feel good when my team wins" (73.9%) was the most important factor influencing their attendance.
 - b. The other age groups (31 to 40, 41 to 50, 51 to 65, and above 65 years) clearly considered "Cultural identity with athletes" the most significant factor affecting their attendance.
5. Does gender affect Taiwanese Americans' value of factors affecting their attendance at professional team sport events?
 - a. "Cultural identity with athletes" (79.9%) and "Feel good when my team wins" (77.5%) were the two most important factors for Taiwanese American men to attend professional team sport events.
 - b. "Being there is a good time" (70.0%) and "Feel good when my team wins" (68.4%) were the main factors influencing Taiwanese American women's attendance.
6. Will Taiwanese Americans with different levels of education value factors that affect their attendance of professional team sport events differently?
 - a. For the "some college" level participants, "Feel good when my team wins" (80.9%) was the most important factor for their attendance at professional team sport events.

- b. For the college level and graduate level participants, “Cultural identity with athletes” (74.9% and 77.3%) and “Feel good when my team wins” (74.6% and 74.5%) were the two most important factors for them to attend professional team sport events.
 - c. For the post graduate level participants, “Cultural identity with athletes” (85.7%) was the most important factor for their attendance at professional team sport events.
7. Does the number of years that Taiwanese Americans live in the United States affect the value they attach to of factors affecting their attendance differently?
- a. Taiwanese Americans who lived in the United States between 1 to 5 years ranked “Cultural identity with athletes” (77.2%) and “Being there is a good time” (75.0%) as their two most important factors to attend professional team sport events.
 - b. Taiwanese Americans who lived in the United States between 6 to 10 years considered “Cultural identity with athletes” (85.9%) as the most important factor influencing their attendance.
 - c. Taiwanese Americans who lived in the United States between 11 to 20 years, 21 to 30 years, and more than 30 years considered “Feel good when my team wins” (78.5%, 71.1%, and 74.6%) and “Cultural identity with athletes” (74.7%, 69.5%, and 70.1%) as the two most important factors influencing their attendance.

8. Does yearly household income affect Taiwanese Americans' value they attach to factors affecting their attendance at professional team sport events?
 - a. "Being there is a good time" (73.8%) and "Cultural identity with athletes" (70.4%) were the two most important factors influencing their attendance for those with yearly household incomes of less than \$25,000.
 - b. Taiwanese Americans whose yearly household income from \$25,001 to \$50,000, \$50,001 to \$75,000, \$75,001 to \$100,000 and over \$100,000 identified "Cultural identity with athletes" (77.2%, 73.3%, and 85.1%) and "Feel good when my team wins" (72.7%, 77.3%, and 80.6%) as the two most important factors affecting their professional team sport attendance.
 - c. "Cultural identity with athletes" (70.3%) was clearly the most important factor influencing their attendance for those with yearly household incomes of more than \$100,000.
9. Will season ticket holders' value they attach to factors affecting their attendance at professional team sport events differ?
 - a. For the season ticket holders, "Cultural identity with athletes" (83.3%) and "Feel good when my team wins" (79.0%) were the two most important value factors influencing their professional team sport attendance.

- b. “Feel good when my team wins” (72.2%) and “Cultural identity with athletes” (70.8%) were the most important value factors for those who did not have season tickets.

10. How frequently do Taiwanese Americans who do not attend professional team sport events watch them on television?

More than 70% of the television viewers of professional team sport events watched games at least 1 or 2 times a week.

11. How much do Taiwanese Americans who do not attend professional team sport events spend buying merchandise of professional team’s logo products?

Over 70% of the participants who did not attend professional team sport events spent at least \$100 on their favorite team’s logo products.

12. Why do Taiwanese Americans not attend or watch professional team sport events on television?

- a. The major reason for not event attendees was “Watch on television” (69.1%).
- b. Over two-thirds (68.7%) of the Taiwanese Americans who neither attended nor watched professional team sport events indicated they were “Not interested in sport.”

Discussion

The general purpose of this study was to determine the important factors influencing Taiwanese Americans to attend professional team sport events. The following discussion is based on the findings of this study and their relationship to previous studies.

Factors Influencing Taiwanese American Professional Team Sport Attendance

The most important factor influencing Taiwanese Americans to attend professional team sport events was the “Cultural identity with athletes.” This finding supports Coakley who concluded that connecting identities and relationships with sports can influence people’s decisions for participation (2004). Similarly, numerous researchers have indicated that star athlete identification was one of the key factors for professional sport attendance (Bae, 2004; DeSchrive, 2007; Green, 1995; Hansen & Gauthier, 1989; Zhang et al., 2003). Furthermore, many researchers affirmed that cultural or racial factors can significantly influence sport attendance (Armstrong, 2002a; Schollaert & Smith, 1987; Smith & Stewart, 2007).

It is important to note that Asian Americans embrace the athletes from an Asian background as a cultural hero (Coakley, 2004). Many professional team sport players in the United States are from Taiwan. Chin-Hui Taso, Chien-Ming Wang, Hong-Chih Kuo, and Chin-Lung Hu were four Taiwanese professional baseball players during the 2006 and 2007 season in Major League Baseball. Wang was the first Taiwanese pitcher to play in a postseason game in Major League Baseball. As reported in Major League Baseball literature (2008) Wang was one of the Yankees pitchers to record at least 19 wins in consecutive seasons. Because of his popularity, he was listed in *Time Magazine*

(Lord, 2007) as one of the 100 most influential people in the world. In fact, the presence of Wang in New York and his potential exposure playing in Texas and California may account for the high levels of cultural identity in this study. Baseball was identified as the favorite sport for both event attendees and television viewers. Hence, these research findings and national statements support that star athletes with cultural identity was the most significant factor affecting Taiwanese American attendance at professional team sport events.

The younger generation of Taiwanese Americans (years of 18 to 30) considered “Feel good when my team wins” as the most important factor affecting their attendance. The second generation of Taiwanese Americans were less influenced by their cultural identity. Most of the current generation of young Taiwanese Americans are between the ages 18 to 30 and/or are studying in colleges. To “support favorite teams” was the most important factor affecting their decision to attend professional team events. A finding in this study was the major factor affecting their professional team sport attendance was “Feel good when my team wins” (see Tables 13, 20, 26, and 27).

The finding in this study verified that the factors influencing the younger and older generations’ attendance at professional team sport events differ. An interesting description of many Taiwanese American families while watching baseball games was written by Ng (1998). “The parents routinely cheer for Taiwan to winning baseball, but to their consternation, their children cheer for the United States” (Ng, 1998, p. 115). In the present study, all of the other age groups considered “Cultural identity with athletes”

as the most important factor affecting their professional team sport attendance. These data support Ng's findings.

Taiwanese American men considered "Cultural identity with athletes" as the most important factor affecting their attendance. On the other hand, Taiwanese American women considered "Being there is a good time" as the most important factor influencing them to attend professional team sport events. These findings support Hall and O'Mahony's report (2006) that women were more likely motivated by entertainment factors (e.g., entertaining, enjoyable, fun, and exciting) than men in sport attendance. The most influential factor for Taiwanese American men related to professional sport attendance was star athletes with their cultural identity.

Additionally, Taiwanese Americans whose education level was at undergraduate, graduate, and postgraduate levels considered "Cultural identity with athletes" as the most important factor for their paid attendance at professional team sport events. Only a few considered "Feel good when my team wins" as the most influential factor for their professional team sport attendance. This may imply that the younger generation of Taiwanese Americans who have some college experience have different reasons for attending professional team sport events. It is interesting to note "Availability of parking" was the least important factor for all educational groups except post graduate respondents who indentified "Weekend games" as the least important factor. Where stadiums are located may have affected this finding. Many large cities have mass transportation available and finding a parking place was not a factor for this study's participants.

Taiwanese Americans who have lived in the United States from 1 to 10 years considered “Cultural identity with athletes” as the most important factor influencing them to attend professional team sport events. Nasser (2004) reported that individuals who have settled in the United States less than 10 years can be considered new immigrants. Taiwanese Americans are influenced by Taiwanese cultures even though they have lived in the United States for years (Ng, 1998). Therefore, these Taiwanese Americans perhaps were influenced by Taiwanese “homeland” cultures, values, and identities. It would not be surprising that attending professional team sport events to watch Taiwanese professional players in a world-class game as their most motivational factor. The other groups who lived in America from 11 or more years all considered “Feel good when my team wins” as their most important factor for attending professional team sport events. Basically, the longer Taiwanese Americans lived in the United States, the less they were influenced by Taiwanese cultural factors in their professional team sport attendance.

At least 85% of professional team sport event attendees had at least \$50,001 household income annually and they all considered the same two major factors as influencing their attendance. Specifically, Taiwanese Americans whose household income was over \$50,001 all chose both “Cultural identity with athletes” and “Feel good when my team wins” as their major factors for attending professional team sport events. In fact, the greater income the more important cultural identity was for attending professional team sport events. The findings of this study support other research that star players have brand association in professional team sports (Bauer, Stokburger-Sauer, & Exler, 2008; Gladden & Funk, 2002).

Taiwanese Americans who were season ticket holders and non-season ticket holders had less than 5% difference between “Cultural identity with athletes”(83.3%) and “Feel good when my team wins” (79.0%). As mentioned previously, “Cultural identity with athletes” was the most important factor for higher household income Taiwanese Americans. This finding might encourage sport marketing managers to promote season tickets for Taiwanese Americans who have a high household income.

The investigator used the theory of planned behavior as the conceptual framework for the TAPTSAPCI. Based on the theory of planned behavior, the 12 factors included in the instrument consisted of four factors in each of the three categories (Attitude Toward Behavior, Subjective Norm, and Perceived Behavioral Control). The findings of this study indicated that the factors in the category “Attitude Toward Behavior” influenced Taiwanese Americans to attend professional team sport events more than the factors in the other two categories. Three of the four factors in this category (“Feel good when my team wins,” 74.1%, “Get pumped when watching favorite teams,” 61.1%, and “Being there is good time,” 59.8%) were chosen approximately 60% of the time when compared with the factors in the other two categories. Only two factors in Subject Norm were chosen over 50% of the time and only one factor in Perceived Behavioral Control was chosen over 50% of the time when compared with the other factors. In addition, “Cultural identity with athletes” (74.3%) was the most important factor that influenced Taiwanese Americans’ behaviors. Cunningham and Kwon (2003) used the theory of planned behavior as theoretical framework to predict sport attendance and also reported that attitudes and subjective norm were significant determinants of intentions to attend a

sport event. The findings of this study also revealed that factors in the Perceived Behavior Control had less influence than Attitude Toward Behavior and Subjective Norm.

Taiwanese American Favorite Professional Team Sport Event

Baseball was the favorite sport for both professional sport event attendees and television viewers among the Taiwanese Americans who participated in this study. In Taiwan, baseball is the national sport and the most attended professional sport. Because of the great popularity and support, Taiwan has earned many world championships and developed countless elite professional baseball players. The International Baseball Federation (2008) ranked Taiwan as one of the top five countries in the world.

In the United States, baseball is also the most frequently attended professional team sport. Not surprisingly, the findings in this study affirmed that baseball was the favorite team sport for event attendees and television viewers among Taiwanese Americans. Another explanation for these results of this study is the fact that there was no Taiwanese professional player in the other four professional team sport franchises (i.e., football, basketball, soccer, and hockey) during 2006 and 2007. Owners of Major League Baseball franchises would do well to note that they might profit from continuing to recruit more Taiwanese baseball players to maximize the attendance, viewership, team performance, and merchandise sales for this population.

Reasons Why Participants Did Not Attend Events or Watch on Television

Sport spectatorship will continue to grow steadily because of more television coverage (Woods, 2007). The primary factor for those in this study who did not attend

professional team sport events was “Watch on television” (69.1%). It would appear that television coverage of games was the most important reason why Taiwanese Americans did not attend professional team sport events. “Not interested in sport” (68.7%) was the major reason for Taiwanese Americans who did not watch on television or attend professional team sport events. Moreover, the research findings in this study identified that over 70% of the television viewers of professional team sport events watched games at least 1 or 2 times a week. The results can provide marketing companies helpful information to evaluate their strategic marketing plan of team products (i.e., caps, shirts, pants, cards, and video games) to target this population. Furthermore, more than 70% of non-professional sport attendees spent at least \$100 on their favorite team’s logo products. The finding suggests perhaps professional team sport franchises can provide promotion strategies such as group ticket sales, autographic signing before a game, and special events for Taiwanese Americans to attract more of television viewers to attend events.

Conclusions

Based on the results of this study, the two most important factors influencing Taiwanese American professional team sport attendance were “Cultural identity with athletes (Taiwanese players)” and “Feel good when my team wins.” These results also affirmed baseball was the favorite sport for both professional team sport event attendees and television viewers among Taiwanese Americans. Finally, the major reason for not attending a professional team sport event was they watched it on television. For

Taiwanese Americans who neither attended nor watched professional team sport events, the main reason was simply that they were not interested in sport.

Implications

The long-term survival of a company will depend on its strategic innovation (Govindarajan & Trimble, 2003). Professional sport is one of the most profitable businesses in the United States. Consequently, the capability of strategic innovation is the core competency to sustain growth. There are numerous factors influencing professional team sport attendance. Maximizing profits is the ultimate goal of professional sport franchisees. Therefore, understanding market segments and factors affecting different groups is key to developing business strategies to increase attendance.

Increasing minority population groups to attend professional team sport events has the potential to be an effective and strategic innovation to maximize attendance for franchises. From the view of the total population in the United States, minority population groups have less professional sport attendance than the majority population. Miller (2006) mentioned that the ethnicity of approximately 70% of the total game attendance at MLB, NBA, NFL, and MLS was White. The United States Census Bureau (2007) reported that the minority population has over 100 million and estimated to continually grow. Many researchers have suggested that segmenting different ethnic groups is a successful marketing strategy to target consumers who have cultural or ethnic affiliation (Andronikidis & Dimitriadis, 2003; Kennedy & Hall, 2005; Lindridge & Dibb, 2003; Qualls & Moore, 1990; Williams & Qualls, 1989). For instance, Armstrong (2001) recommended that developing multicultural sport spectating experiences is an effective

marketing strategy to target the minority population group. Taiwanese Americans are one of the racial-ethnic minorities and live in an upper-middle class environment in American society. Because of the findings of this investigation, this ethnic group has the potential for increased financial involvement with professional team sport and corporate franchisees who market players of various ethnic backgrounds. Consequently, strategic sport marketers should target this population to maximize professional team sport attendance.

“Think outside the box” is always a strategy to achieve innovative and effective results. Marketing professional sports is based on the fact that has the potential to give birth to new and creative strategies that have never been tried. Professional sports have become a global business. Lee, Fairhurst, and Dillard (2002) validated that the promoting nature of ethnic identity of consumers is a useful strategy for international consumer marketing. Millions of fans are watching the same game outside the United States at the same time. The total professional sport attendance is limited in the United States because of its population. On the other hand, the global spectatorship has much potential to grow. For example, Taiwan has 23 million people and if there is an effective strategy to conquer this targeted market it will attract as many as the population in Texas. Currently, Major League Baseball is the only U.S. professional team sport with Taiwanese players. These elite baseball players have been considered as national heroes and successfully attracted millions of fans in Taiwan.

Because Taiwanese Americans have the same cultural background, these research findings also can provide other professional team sport franchises (e.g., the National

Basketball Association, the National Football League, the Major League Soccer, and the National Hockey League) valuable resources to develop effective marketing strategies (e.g., recruit players with Taiwanese cultural background, have strategic alliance with Taiwanese professional team sport organizations, and cooperate with Taiwanese media companies) to maximize the television spectatorship, merchandise sales, and fan loyalty in Taiwan.

Recommendations for Future Studies

As a result of the present study, the following six recommendations for future studies are suggested.

1. The researcher only investigated the factors influencing Taiwanese Americans to attend professional team sport events. Future researchers should consider comparing diverse ethnic groups' reasons for involvement with professional sports because they may have different factors which influence their participation from Taiwanese Americans.
2. The researcher only examined the five major professional team sport events (basketball, baseball, football, soccer, and hockey). Future researchers might consider investigating factors influencing attendance at each of the professional team sport events as well as why individuals attend or watch at professional individual sport events.
3. The researcher only explored factors influencing Taiwanese American professional team sport attendance. Comparison of factors influencing professional team sport television viewership and event attendance among

Taiwanese Americans or any other cultural group might be considered for future study.

4. The researcher only investigated Taiwanese Americans who lived in California, New York, and Texas. Comparison of other locations can be considered for future study because some results may have been influenced by the presence or lack of Taiwanese stars in these particular geographic areas.
5. A quantitative research design method for data analysis was used in this study with the use of the paired comparison technique to investigate Taiwanese American professional team sport event attendance. Other research designs might add additional insights to these findings.
6. In the present study, the data were gathered by the use of an online research technique. It was an effective method to access Taiwanese American population from the three states (California, New York, and Texas). However, future research projects may need more diverse geographic areas from which to obtain participants.

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APPENDIX A

Paired Comparison Instruments

Factors Influencing Taiwanese Americans to Attend Professional

1. Participant Consent and Information

TEXAS WOMAN'S UNIVERSITY

CONSENT TO PARTICIPATE IN RESEARCH

Title: Factors Influencing Taiwanese Americans to Attend Professional Team Sport Events

Investigator: Yin-Feng Chen Phone:(940)231-XXXX E-Mail:YChen@twu.edu

Advisor: Bettye Myers,Ph.D. Phone:(940)898-XXXX E-Mail:RReid@twu.edu

Explanation and Purpose of the Research

You are being asked to participate in a research study for Mr.Chen's dissertation at Texas Woman's University. The specific purposes of the study are:

1. To identify the important factors influencing Taiwanese Americans to attend professional team sport events.
2. To identify the important factors influencing Taiwanese Americans to attend professional team sport events among selected variables (age, gender, educational level, yearly household income, the number of years lived in the United States, and season ticket holders).
3. To identify the frequency of watching professional team sport events on television and the amount of money spent on purchasing favorite team's logo products among Taiwanese Americans who were not professional sports attendees.
4. To identify the favorite professional team sport of attendees and television viewers among Taiwanese Americans.

Research Procedures

The study will be conducted by an online research technique. The Taiwanese American Professional Team Sport Attendance Paired Comparison Instrument and Taiwanese American Favorite Professional Team Sport Event Paired Comparison Instrument will be used to collect the data.

Participants will respond on a secure survey website, SurveyMonkey.com, which can only be accessed by the researcher's confidential user name and password. Your maximum total time commitment in the study is approximately 20 minutes. You may withdraw from this study for any reason at any time without penalty. Completion of this survey will constitute your informed consent to act as a participant in this research.

Potential Risks

A potential risk related to your participation in the study is release of confidential information. Confidentiality will be protected to the extent that is allowed by law. All data collected will be downloaded and saved in the computer that only the investigator can access by a confidential user name and password. Individual participant cannot be identified even by the investigator.

It is anticipated that the results of this study will be published in the investigator's dissertation as well as in other research publications. You should let the researcher or advisor know at once if there is a problem and they will help you. However, TWU does not provide medical services or financial assistance for injuries that might happen because you are taking part in this research.

Participation and Benefits

Your involvement in this research study is completely voluntary, and you may discontinue your participation in the study at any time without penalty. The only direct benefit of this study to you is that at the completion of the study a summary of the results will be mailed to you upon request.*

Questions Regarding the Study

If you have any questions about the research study you may ask the investigator or advisor; their phone numbers and Email addresses are at the top of this page. If you have questions about your rights as a participant in this research or the way this study has been conducted, you may contact the Texas Woman's University Office of Research and Sponsored Programs at 940-898-3378 or via e-mail at IRB@twu.edu.

* If you would like to receive a summary of the results of this study, please contact the investigator at (940) 231-XXXX or via e-mail at YChen@twu.edu.

Factors Influencing Taiwanese Americans to Attend Professional

* 1. Are you 18 years age or above?

- Yes
 No

* 2. Are you a Taiwanese American?

- Yes
 No

2. Demographics

* 1. Age

- 18-30
 31-40
 41-50
 51-65
 Above 65

* 2. Gender

- Male
 Female

* 3. Educational level

- High School Diploma
 Some College
 College Degree
 Graduate Degree
 Post Graduate

4. Yearly household income

- Less than \$25,000
 \$25,000 to \$50,000
 \$50,001 to \$75,000
 \$75,001 to \$100,000
 Above \$100,000

Factors Influencing Taiwanese Americans to Attend Professional

* 5. Years lived in the United States

- 1~5
- 6~10
- 11~20
- 21~30
- Above 30

3.

* 1. Did you attend any professional team sport event (NFL, MLB, NBA, NHL, or MLS) during January 2006 through December 2007?

- Yes
- No

4.

* 1. How many times approximately did you attend professional team sport events during January 2006 through December 2007?

- More than 1 or 2 a month
- 1 or 2 a month
- Less than 1 or 2 a month

* 2. Did you have season tickets for any professional team sport event during January 2006 through December 2007?

- Yes
- No

5.

1. Check one of the following reasons

- No time
- Cost
- Distance
- Not interested in sport
- Watch on television
- Other

6.

Factors Influencing Taiwanese Americans to Attend Professional

* 1. Have you watched any professional team sport event on television during January 2006 through December 2007?

- Yes
 No

7.

1. Check one of the following reasons

- No time
 No television
 Not interested in sport
 Too violent
 Other

8.

* 1. How many times approximately did you watch professional team sport events on television during January 2006 through December 2007?

- Less than 1 or 2 a week
 1 or 2 a week
 More than 1 or 2 a week

* 2. Did you buy any product with your favorite team's logo for self, family, or friends during January 2006 through December 2007 ?

- Yes
 No

9.

* 1. How much did you spend on your favorite team's logo products during January 2006 through December 2007 ?

- Less than \$100
 \$101~200
 \$201~300
 \$301~400
 Above \$400

10. Taiwanese American Favorite Professional Team Sport Event Paired Comparison...

Check the item in each pair that most nearly answers the question:
Which one is your favorite professional team sport event to watch on television?

Page 4

Factors Influencing Taiwanese Americans to Attend Professional

*** 1. Football or Basketball**

- Football
- Basketball

*** 2. Baseball or Soccer**

- Baseball
- Soccer

*** 3. Hockey or Soccer**

- Hockey
- Soccer

*** 4. Football or Baseball**

- Football
- Baseball

*** 5. Basketball or Baseball**

- Basketball
- Baseball

*** 6. Hockey or Football**

- Hockey
- Football

*** 7. Soccer or Football**

- Soccer
- Football

*** 8. Basketball or Hockey**

- Basketball
- Hockey

*** 9. Baseball or Hockey**

- Baseball
- Hockey

*** 10. Soccer or Basketball**

- Soccer
- Basketball

11. Taiwanese American Favorite Professional Team Sport Event Paired

Factors Influencing Taiwanese Americans to Attend Professional Comparison...

Check the item in each pair that most nearly answers the question:
Which one is your favorite professional team sport event to attend?

*** 1. Football or Basketball**

- Football
 Basketball

*** 2. Baseball or Soccer**

- Baseball
 Soccer

*** 3. Hockey or Soccer**

- Hockey
 Soccer

*** 4. Football or Baseball**

- Football
 Baseball

*** 5. Basketball or Baseball**

- Basketball
 Baseball

*** 6. Hockey or Football**

- Hockey
 Football

*** 7. Soccer or Football**

- Soccer
 Football

*** 8. Basketball or Hockey**

- Basketball
 Hockey

*** 9. Baseball or Hockey**

- Baseball
 Hockey

Factors Influencing Taiwanese Americans to Attend Professional

* 10. Soccer or Basketball

- Soccer
- Basketball

12. Taiwanese American Professional Team Sport Attendance Paired Comparison Ins...

Check the item in each pair that most nearly answers the question:
Which factor most influences you to attend a professional team sport event?

* 1. Feel good when my team wins or Exciting

- Feel good when my team wins
- Exciting

* 2. Friends are sports fans or Rivalry between your team/opponent

- Friends are sports fans
- Rivalry between your team/opponent

* 3. Availability of parking or Weekend games (Friday night/Saturday/Sunday)

- Availability of parking
- Weekend games (Friday night/Saturday/Sunday)

* 4. Price of ticket/concession/parking or Time of day (afternoon or night)

- Price of ticket/concession/parking
- Time of day (afternoon or night)

* 5. Cultural identity with athletes (Taiwanese players) or Record of (win-loss) home team

- Cultural identity with athletes (Taiwanese players)
- Record of (win-loss) home team

* 6. Get pumped when watching favorite teams or Being there is a good time

- Get pumped when watching favorite teams
- Being there is a good time

* 7. Exciting or Rivalry between your team/opponent

- Exciting
- Rivalry between your team/opponent

Factors Influencing Taiwanese Americans to Attend Professional

- * **8. Feel good when my team wins or Weekend games (Friday night/Saturday/Sunday)**
- Feel good when my team wins
 - Weekend games (Friday night/Saturday/Sunday)
- * **9. Friends are sports fans or Time of day (afternoon or night)**
- Friends are sports fans
 - Time of day (afternoon or night)
- * **10. Availability of parking or Record of (win-loss) home team**
- Availability of parking
 - Record of (win-loss) home team
- * **11. Price of a ticket/concession/parking or Being there is a good time**
- Price of a ticket/concession/parking
 - Being there is a good time
- * **12. Cultural identity with athletes (Taiwanese players) or Get pumped when watching favorite teams**
- Cultural identity with athletes (Taiwanese players)
 - Get pumped when watching favorite teams
- * **13. Rivalry between your team/opponent or Weekend games (Friday night/Saturday/Sunday)**
- Rivalry between your team/opponent
 - Weekend games (Friday night/Saturday/Sunday)
- * **14. Exciting or Time of day (afternoon or night)**
- Exciting
 - Time of day (afternoon or night)
- * **15. Feel good when my team wins or Record of (win-loss) home team**
- Feel good when my team wins
 - Record of (win-loss) home team
- * **16. Friends are sports fans or Being there is a good time**
- Friends are sports fans
 - Being there is a good time

Factors Influencing Taiwanese Americans to Attend Professional

*** 17. Availability of parking or Get pumped when watching favorite teams**

- Availability of parking
- Get pumped when watching favorite teams

*** 18. Price of a ticket/concession/parking or Cultural identity with athletes (Taiwanese players)**

- Price of a ticket/concession/parking
- Cultural identity with athletes (Taiwanese players)

*** 19. Weekend games (Friday night/Saturday/Sunday) or Time of day (afternoon or night)**

- Weekend games (Friday night/Saturday/Sunday)
- Time of day (afternoon or night)

*** 20. Rivalry between your team/opponent or Record of (win-loss) home team**

- Rivalry between your team/opponent
- Record of (win-loss) home team

*** 21. Exciting or Being there is a good time**

- Exciting
- Being there is a good time

*** 22. Feel good when my team wins or Get pumped when watching favorite teams**

- Feel good when my team wins
- Get pumped when watching favorite teams

*** 23. Friends are sports fans or Cultural identity with athletes (Taiwanese players)**

- Friends are sports fans
- Cultural identity with athletes (Taiwanese players)

*** 24. Availability of parking or Price of a ticket/concession/parking**

- Availability of parking
- Price of a ticket/concession/parking

*** 25. Time of day (afternoon or night) or Record of (win-loss) home team**

- Time of day (afternoon or night)
- Record of (win-loss) home team

Factors Influencing Taiwanese Americans to Attend Professional

- * 26. Weekend games (Friday night/Saturday/Sunday) or Being there is a good time
- Weekend games (Friday night/Saturday/Sunday)
 - Being there is a good time
- * 27. Rivalry between your team/opponent or Get pumped when watching favorite teams
- Rivalry between your team/opponent
 - Get pumped when watching favorite teams
- * 28. Exciting or Cultural identity with athletes (Taiwanese players)
- Exciting
 - Cultural identity with athletes (Taiwanese players)
- * 29. Feel good when my team wins or Price of a ticket/concession/parking
- Feel good when my team wins
 - Price of a ticket/concession/parking
- * 30. Friends are sports fans or Availability of parking
- Friends are sports fans
 - Availability of parking
- * 31. Record of (win-loss) home team or Being there is a good time
- Record of (win-loss) home team
 - Being there is a good time
- * 32. Time of day (afternoon or night) or Get pumped when watching favorite teams
- Time of day (afternoon or night)
 - Get pumped when watching favorite teams
- * 33. Weekend games (Friday night/Saturday/Sunday) or Cultural identity with athletes (Taiwanese players)
- Weekend games (Friday night/Saturday/Sunday)
 - Cultural identity with athletes (Taiwanese players)
- * 34. Rivalry between your team/opponent or Price of a ticket/concession/parking
- Rivalry between your team/opponent
 - Price of a ticket/concession/parking

Factors Influencing Taiwanese Americans to Attend Professional

*** 35. Exciting or Availability of parking**

- Exciting
- Availability of parking

*** 36. Feel good when my team wins or Friends are sports fans**

- Feel good when my team wins
- Friends are sports fans

*** 37. Being there is a good time or Get pumped when watching favorite teams**

- Being there is a good time
- Get pumped when watching favorite teams

*** 38. Record of (win-loss) home team or Cultural identity with athletes (Taiwanese players)**

- Record of (win-loss) home team
- Cultural identity with athletes (Taiwanese players)

*** 39. Time of day (afternoon or night) or Price of a ticket/concession/parking**

- Time of day (afternoon or night)
- Price of a ticket/concession/parking

*** 40. Weekend games (Friday night/Saturday/Sunday) or Availability of parking**

- Weekend games (Friday night/Saturday/Sunday)
- Availability of parking

*** 41. Rivalry between your team/opponent or Friends are sports fans**

- Rivalry between your team/opponent
- Friends are sports fans

*** 42. Exciting or Feel good when my team wins**

- Exciting
- Feel good when my team wins

*** 43. Get pumped when watching favorite teams or Cultural identity with athletes (Taiwanese players)**

- Get pumped when watching favorite teams
- Cultural identity with athletes (Taiwanese players)

*** 44. Being there is a good time or Price of a ticket/concession/parking**

- Being there is a good time
- Price of a ticket/concession/parking

Factors Influencing Taiwanese Americans to Attend Professional

*** 45. Record of (win-loss) home team or Availability of parking**

- Record of (win-loss) home team
- Availability of parking

*** 46. Time of day (afternoon or night) or Friends are sports fans**

- Time of day (afternoon or night)
- Friends are sports fans

*** 47. Weekend games (Friday night/Saturday/Sunday) or Feel good when my team wins**

- Weekend games (Friday night/Saturday/Sunday)
- Feel good when my team wins

*** 48. Rivalry between your team/opponent or Exciting**

- Rivalry between your team/opponent
- Exciting

*** 49. Price of a ticket/concession/parking or Availability of parking**

- Price of a ticket/concession/parking
- Availability of parking

*** 50. Cultural identity with athletes (Taiwanese players) or Friends are sports fans**

- Cultural identity with athletes (Taiwanese players)
- Friends are sports fans

*** 51. Get pumped when watching favorite teams or Feel good when my team wins**

- Get pumped when watching favorite teams
- Feel good when my team wins

*** 52. Being there is a good time or Exciting**

- Being there is a good time
- Exciting

*** 53. Record of (win-loss) home team or Rivalry between your team/opponent**

- Record of (win-loss) home team
- Rivalry between your team/opponent

*** 54. Time of day (afternoon or night) or Weekend games (Friday night/Saturday/Sunday)**

- Time of day (afternoon or night)
- Weekend games (Friday night/Saturday/Sunday)

Factors Influencing Taiwanese Americans to Attend Professional

*** 55. Availability of parking or Friends are sports fans**

- Availability of parking
- Friends are sports fans

*** 56. Price of a ticket/concession/parking or Feel good when my team wins**

- Price of a ticket/concession/parking
- Feel good when my team wins

*** 57. Cultural identity with athletes (Taiwanese players) or Exciting**

- Cultural identity with athletes (Taiwanese players)
- Exciting

*** 58. Get pumped when watching favorite teams or Rivalry between your team/opponent**

- Get pumped when watching favorite teams
- Rivalry between your team/opponent

*** 59. Being there is a good time or Weekend games (Friday night/Saturday/Sunday)**

- Being there is a good time
- Weekend games (Friday night/Saturday/Sunday)

*** 60. Record of (win-loss) home team or Time of day (afternoon or night)**

- Record of (win-loss) home team
- Time of day (afternoon or night)

*** 61. Friends are sports fans or Feel good when my team wins**

- Friends are sports fans
- Feel good when my team wins

*** 62. Availability of parking or Exciting**

- Availability of parking
- Exciting

*** 63. Price of a ticket/concession/parking or Rivalry between your team/opponent**

- Price of a ticket/concession/parking
- Rivalry between your team/opponent

Factors Influencing Taiwanese Americans to Attend Professional

*** 64. Cultural identity with athletes (Taiwanese players) or Weekend games (Friday night/Saturday/Sunday)**

- Cultural identity with athletes (Taiwanese players)
- Weekend games (Friday night/Saturday/Sunday)

*** 65. Get pumped when watching favorite teams or Time of day (afternoon or night)**

- Get pumped when watching favorite teams
- Time of day (afternoon or night)

*** 66. Being there is a good time or Record of (win-loss) home team**

- Being there is a good time
- Record of (win-loss) home team

13. Thank You Very Much for Your Participation

Your participation is very significant for this research.

If you have any question about this research, please contact the investigator at (940) 231-XXXX or via e-mail at YChen@twu.edu.

Thank you so much for your participation. I appreciate your time and effort.

Best Regards,

Yin-Feng Chen

APPENDIX B

The Panel of Experts

Dr. Chia-ying (Doris) Lu



Dr. Lu earned her Baccalaureate degree in International Business at Ming Chuan University in Taipei, Taiwan, her Master of Science degree in Health and Physical Education at Louisiana Tech University, and her Ph.D. in Sport Administration at Florida State University.

Upon finishing her doctoral degree from Florida State, Dr. Lu went back to Taiwan to teach sport management at undergraduate and graduate levels. During her teaching at National Taiwan College of Physical Education, she also pursued her passion in the sport industry beyond teaching. Dr. Lu served media relations and marketing duties in several projects, including events with the Chinese Taipei Baseball Association, the Chinese Taipei University Sports Federation, the Brother Elephants Baseball Team, and the Orange Shark Diving Center. Also, she has been working with scholars to provide sport marketing consulting services to the Georgia Dome with clients such as the Professional Bull Riders Inc., SuperCross, Atlanta Football Classic, NCAA Final Four, and the Atlanta Falcons.

Dr. Lu's primary research interests include sport marketing, consumer behavior and sponsorship. She has translated three English sport management and marketing textbooks into Chinese, published studies in journals and given presentations at international, national and regional conferences. Dr. Lu is a member of the North American Society for Sport Management (NASSM) and the Sport Marketing Association (SMA).

As a world citizen, Dr. Lu became a World Vision child sponsor. Additionally, she advocates the environmental protection issue by participating in the Saving San Onofre State Beach campaign of California State Parks Foundation. To combine her sport business knowledge and the concern for the global energy crisis, she is devoting consulting time to a newly founded non-profit organization, "The GreenNova" by consulting the organization regarding how to reduce the impact of the sport industry on the environment.

For fun, she is always enjoying all kinds of sport, more recently scuba diving, surfing, volleyball, and cycling. She enjoys everything Southern Florida has to offer.

Mr. Hank Dickenson



Hank Dickenson, the longest tenured administrator at North Texas, enters his 14th football season with the Mean Green in 2008. In his role as the Deputy Athletic Director, Dickenson assists the Director of Athletics in sport oversight of football and men's basketball, scheduling, administrative management, personnel management and holds a leadership position on the senior management team.

Dickenson continues oversight of the sponsorships and advertising revenue for the athletic department while handling supervisory duties for all external activities of the athletic department. This includes the areas of scholarship fundraising, marketing, promotions, media relations and overall public relations within the community.

Dickenson created the Mean Green Corporate Partner Program and has secured multi-million dollar scoreboard renovations at Fouts Field, the Super Pit and the Mean Green Village. He also organizes the annual "Don January Golf Tournament", the major spring fundraiser for athletic scholarships. In addition, he coordinates the Mean Green Radio Network in terms of advertising, affiliate relations and contract negotiations. Dickenson also provides on-air talent as color commentator (football), play by play and color (basketball) and host of in-house productions for North Texas.

A 1987 graduate of the University of Kansas, Dickenson also holds a master's degree in sports administration from the United States Sports Academy. He is an active liaison to the community and serves on the Denton Chamber of Commerce Board of Directors, is Vice Chair of the Greater Denton Sports Commission and an Advisory Board Member for First State Bank. He was recognized by the Denton Business and Community News as the "Business Person of the Year" in 2004 and received the "Chamber of Commerce Volunteer of the Year" award in 2006. He and his wife, Missy, are parents of two boys, Dan (10) and Joe (8).

Dr. John R. Collins



Dr. Collins authored or co-authored numerous peer-reviewed publications, published abstracts, professional presentations, and technical reports.

He has been involved in approximately \$500,000.00 worth of collaborative research grants and served as a peer reviewer for several journals.

His research interests include social-psychological dimensions related to resource and community based recreation planning and management; leisure services related administration, personnel, leadership, and workteam studies.

APPENDIX C

Instructions to the Panel of Experts

Dear Dr. Chia-Ying Lu

Dr. John Collins

Mr. Hank Dickenson

I would like to thank you very much for your time and effort to participate in my research. We will use the Delphi technique to end up with 12 items that you three folks consider are the most important factors influencing Taiwanese Americans to attend professional team sports events. The Delphi technique may take two or three rounds. The Delphi technique instructions for round one are:

1. Please select 4 items from each of the three categories (see attachment) and write your selections in the space indicated. You may write comments of “why” your selections if you wish, and return your selections to me at Ychen@twu.edu
2. I will tally the items and the ones on which you are unanimous in your choices will be returned to you as “agreement” for the Taiwanese American Professional Team Sport Attendance Paired Comparison Instrument (TAPTSAPCI). For example, if you agree on three items, round two will indicate the three selected items and ask you to choose again from the remaining items. Ultimately, we will end up with the 12 items (4 in each of the categories) with which you all agree should be factors on the paired comparison instrument.

Thank you very much

Best Regards,

Yin-Feng Chen

Phone: (940) 231-XXXX

E-mail: Ychen@twu.edu

APPENDIX D

The Delphi Survey for Developing the Taiwanese American Professional Team Sport

Attendance Paired Comparison Instrument (TAPTSAPCI)

Factors Influencing Taiwanese Americans to Attend Professional Team Sport Events	Write the selected 4 items here
<p>I. Select 4</p> <ul style="list-style-type: none"> • Feel good when my team wins • Being there is a good time • Enjoy the beauty and grace of sports • Exciting • Forget about my problem • Get pumped when watching favorite teams • Enjoy being physiologically aroused by the competition 	<ul style="list-style-type: none"> ✓ Feel good when my team wins ✓ Being there is a good time ✓ Exciting ✓ Get pumped when watching favorite teams
<p>II. Select 4</p> <ul style="list-style-type: none"> • Friends are sports fans • Enjoy being with a large group of people • To be with family • Behavior of fans during games • Record of (win-loss) home team • Team's involvement in race for 1st place • Rivalry between your team and opponent (visiting team) • Record breaking performance of athletes • Cultural identity with athletes (Taiwanese players) 	<ul style="list-style-type: none"> ✓ Friends are sports fans ✓ Record of (win-loss) home team ✓ Rivalry between your team and opponent (visiting team) ✓ Cultural identity with athletes (Taiwanese players)
<p>III. Select 4</p> <ul style="list-style-type: none"> • Unobstructed view from seats • Easy accessibility to facility • Availability of parking • Cleanliness of facility • Weather condition • Beer available for purchase • Variety of concessions available • Game not televised • Time of day (Afternoon or Night) • Weekend games (Friday night, Saturday and/or Sunday) • When during the season (early, middle, or later) • Playoff game • Price of a ticket/concession/parking • Price of other forms of entertainment • Public transportation availability 	<ul style="list-style-type: none"> ✓ Availability of parking ✓ Time of day (Afternoon or Night) ✓ Weekend games (Friday night, Saturday and/or Sunday) ✓ Price of a ticket/concession/parking

APPENDIX E

The Research Announcement

Dear Taiwanese Association of America

I am a doctoral candidate at Texas Woman's University from Taiwan, working on my dissertation. The title of my dissertation as partial fulfillment of the requirements for a Doctor of Philosophy Degree is ***Factors Influencing Taiwanese Americans to Attend Professional Team Sport Events***. Your organization's members have been selected as potential participants in my research. This study has been approved by Texas Woman's University Institutional Review Board and the Graduate School.

The purpose of this study is to determine the important factors influencing why our Taiwanese Americans attend professional team sport events. Your TAA's members can help me by sending the link of this survey to your members and/or posting the link of this survey on your website so that your members can have the opportunity to participate in my study.

The participation of this study is ANONYMOUS and VOLUNTARY. The participants' response to this survey will be saved in a secure file. Individual participants cannot be identified. There is a potential of loss of confidentiality in all email, downloading, and internet transactions. Confidentiality will be protected to the extent possible that is allowed by law. The total time commitment for the participants involved will be approximately 20 minutes.

The link of this survey is provided as follow:

http://www.surveymonkey.com/s.aspx?sm=Z7NjZl3mwEgHMloEBZFkZg_3d_3d

If you have any questions please feel free to contact me or you may also contact my research advisor, Dr. Bettye Myers, at (940) 898-XXXX.

Thank you very much for considering my request.

Yin-Feng (Ean) Chen, LL.B., M.S., M.B.A.
Department of Kinesiology
Texas Woman's University
Denton, TX 76204 U.S.A.
Phone: (940) 231-XXXX
E-Mail: YChen@twu.edu

APPENDIX F

List of Taiwanese American Organizations

- Intercollegiate Taiwanese American Students Association
list@itasa.org
- Taiwanese Association of America
taausa@gmail.com
- Formosan Association for Public Affairs
irisho@fapa.org
- Taiwanese American Citizens League
tacl@tacl.org
- Taiwanese American Organization
hochie@hochie.net
- Taiwanese Association of America - DFW Chapter
webmaster@taadfw.org
- Taiwanese Association of America - Long Island
info@taali.org
- Taiwanese Association of America - Greater New York Chapter
taiwaneseny@yahoo.com
- North America Taiwanese Engineers' Association
hq@natea.org
- Taiwanese American Federation of Northern California
mchen19721@sbcglobal.net

- South Bay Taiwanese Association
hc323@hotmail.com
- Taiwanese Association of America - San Antonio
Taiwan@taiwanesesanantonio.org
- Formosan Christian of Dallas
info@fccdallas.org
- Taiwanese American Computer Professional Association
pub@taioaan.org
- Taiwan Center
taiwancenter_la@yahoo.com
- Taiwanese Chambers of Commerce of North America
james_c_hu@yahoo.com
- KMT Youth League
youngkmtusa@gmail.com
- KMT Youth League, Los Angeles
justblue@kmtla.org

APPENDIX G

Approval Letter from Institutional Review Board



Institutional Review Board

Office of Research and Sponsored Programs
P.O. Box 425619, Denton, TX 76204-5619
940-898-3378 Fax 940-898-3416
e-mail: IRB@twu.edu

December 5, 2007

Mr. Yin-Feng Chen
2421 N. Bell Ave. #124
Denton, TX 76209

Dear Mr. Chen:

Re: Factors Influencing Taiwanese Americans to Attend Professional Sporting Events

The above referenced study has been reviewed by the TWU Institutional Review Board (IRB) and was determined to be **exempt from further review.**

If applicable, agency approval letters must be submitted to the IRB upon receipt PRIOR to any data collection at that agency. Because you do not use a signed consent form in your study, the filing of signatures of participants with the TWU IRB is not required.

Another review by the IRB is required if your project changes in any way, and the IRB must be notified immediately regarding any adverse events. If you have any questions, feel free to call the TWU Institutional Review Board.

Sincerely,

A handwritten signature in black ink that reads "David J. Nichols".

Dr. David Nichols, Chair
Institutional Review Board - Denton

cc. Dr. Charlotte Sanborn, Department of Kinesiology
Dr. Bettie Myers, Department of Kinesiology
Graduate School

March 2, 2009

Office of Research and Sponsored Programs
Institutional Review Board
Texas Woman's University
P.O. Box 425619
Denton, TX 76204



Regarding: Request a Title Change

Dear Dr. David Nichols

In order to align my research with appropriate terminology, I request to change the title of my dissertation. The old title was "Factors Influencing Taiwanese Americans to Attend Professional Sporting Events. The new title will be "**Factors Influencing Taiwanese Americans to Attend Professional Team Sport Events.**"

Sincerely,

A handwritten signature in black ink that reads "Yin-Feng Chen". The signature is written in a cursive style.

Yin-Feng Chen
Department of Kinesiology
Pioneer Hall 208
P.O. Box 425647
Denton, TX 76204
(940) 898-2672

APPROVED

3/5/2009

A handwritten signature in black ink that reads "David J. Nichols". The signature is written in a cursive style.

APPENDIX H

Approval Letter from the Graduate School



The Graduate School
P.O. Box 425649, Denton, TX 76204-5649
940-898-3415 FAX 940-898-3412

0772639

December 13, 2007

Mr. Yin-Feng Chen
2421 N. Bell Ave. #124
Denton, TX 76209

Dear Mr. Chen:

I have received and approved the prospectus entitled **"Factors Influencing Taiwanese Americans to Attend Professional Sporting Events"** for your Dissertation research project.

Best wishes to you in the research and writing of your project.

Sincerely yours,

Ruth A. Johnson, Ph.D.
Associate Dean of the Graduate School

lab

cc: Dr. Bertye Myers, Department of Kinesiology
Dr. Barney Sanborn, Chair, Department of Kinesiology

