

FACTORS INFLUENCING MUSLIM AMERICANS TO ATTEND
PROFESSIONAL TEAM SPORT EVENTS

A DISSERTATION
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BY

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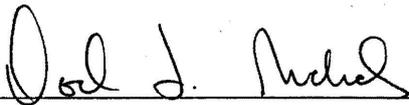
To the Dean of the Graduate School:

I am submitting herewith a dissertation written by Maher Madani Masoudi entitled "Factors Influencing Muslim 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

This Dissertation is dedicated to.....

My parents,

Madani Masoudi and Kalthoum Maosudi

My wife,

Hayat Masoudi

My children,

Ahmad, Abdulrahman, Maria, and Bayan

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All praise is due to Allah for his bounties and for whatever favors and blessing that he gave me to accomplish this work.

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Abdulrahman, Mariah, and Bayan, whose smiles always melted away the stress of writing this document.

ABSTRACT

MAHER MADANI MASOUDI

FACTORS INFLUENCING MUSLIM AMERICANS TO ATTEND PROFESSIONAL TEAM SPORT EVENTS

MAY 2011

The purpose of this study was to identify the important factors influencing Muslim Americans, 18 years of age and above, to attend (in person) or watch (on television) professional team sport events. Furthermore, important theory of planned behavior (TPB) factors were identified according to a set of demographic variables.

Muslim American Professional Team Sport Attendance Paired Comparison Instrument (MAPTSAPCI) and Muslim American Favorite Professional Team Sport Event Paired Comparison Instrument (MAFPTSEPCI) were used in this study. A total of 106 correctly completed questionnaires were used in this study, 23 of them were professional team sport event attendees, 51 were professional team sport television viewers, and 32 did not watch professional team sport events on television or attend events.

Results showed that “Exciting” and “Weekend games” were the most important factors influencing Muslim American professional team sport attendance. The results also confirmed that soccer was the favorite sport for both Muslim American attendees and television viewers. Furthermore, the reasons for not attending a professional team sport

event were they were not interested in sport and they watched on television. Finally, Muslim Americans participants who neither attended nor watched professional team sport events were not interested in sport. All four factors in category of attitude toward behavior were chosen one half of the time when compared with the other eight factors.

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CHAPTER I

INTRODUCTION

Funk & James (2006) stated that in order for sport managers to effectively package and deliver the sports product, researchers need to understand consumer attitudes and behaviors towards teams and sporting events. Many factors influence professional team sport attendance. Researchers have divided the factors into many categories, such as economic factors, demographic factors, attractiveness factors, residual preferences factors, entertainment factors, environmental factors, and others (Bae, 2004; DeSchriver, 2007; Green, 1995; Hansen & Gauthier, 1989; Schofield, 1983; Wann, Schrader & Wilson, 1999; Welki & Zlatoper, 1994; Zhang, Lam, Bennett, & Connaughton, 2003). Also, the cultural/racial factor has been examined by researchers in previous studies as a factor that can significantly influence sport attendance (Armstrong, 2002; Armstrong, 2008; Chen, 2009; Schollaert & Smith, 1987; Smith & Stewart, 2007). Furthermore, researchers have examined motivational factors for sport spectator consumption and have found many important factors that drive fans to sporting events (Al-Thibaity, 2004; Funk, Ridinger, & Moorman, 2003, 2004; Woo, Trail, Kwon, & Anderson, 2009). On the other hand, very few researchers in sport management have investigated constraints or barriers that prohibit or limit attendance (Kim & Trail, 2010; Trail, Robinson, & Kim, 2008).

According to JWT (JWT, 2007) in the article, "Study Reveals One of America's Biggest Hidden Niche Markets" the buying power of Muslim Americans is more than

\$170 billion, and they are more likely than other Americans to be swayed by brand loyalty when making purchasing decisions. However, no major brands specifically target them. According to the Pew Research Center (2007), approximately, a quarter (24%) have a college degree and an additional 10% have attained a graduate degree. “Muslim Americans mirror the U.S. public in education and income.” (p. 18). Shikoh (2009) stated that the large and growing population of Muslim Americans creates a marketer’s dream: logic dictates that if marketers want to reap the benefits of the Muslim American population they must begin to develop ideas to target this population. The \$170 billion purchasing power of Muslim Americans will be targeted in the near future (Hastings-Black, 2008). Therefore, various companies – McDonald’s, KFC, IKEA, and Wal-Mart – have begun to particularly target the Muslim Americans’ demographic. For instance, McDonald’s and KFCs are serving halal meat. Wal-Mart, also, is offering over 550 items for Muslim Americans. They begin selling Islamic greeting cards in a new store that was opened in 2008 in Dearborn, Michigan (Washington & Miller, 2010). In the present study, the researcher targeted Muslim Americans to investigate the factors influencing them to attend professional team sporting events or watch them on television. The findings of this study can be helpful for the professional sport marketing specialists to gain a better understanding of how to increase attendance, TV viewership, and boost the number of merchandise buyers among Muslim Americans.

Conceptual Framework

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (Ajzen, 1991) assumes three conceptually independent determinants of intention: the attitude toward the behavior, subjective norms, and perceived behavioral control. Attitude toward the behavior refers to the amount to which a human being has a favorable or unfavorable appraisal of a specified behavior. Subjective norms refers to the perception of social pressure to perform or not perform the behavior. Perceived behavioral control 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).

This study applied the Theory of Planned Behavior as its conceptual framework. The important factors that influence Taiwanese Americans attendance at and involvement with professional team sport events were identified and evaluated in 2009, based on the TPB, by Chen (2009). A cultural comparison of data could be of use to sports marketing staff.

Purpose of the Study

The purpose of this study was to identify the important factors influencing Muslim Americans, 18 years of age and above, to attend (in person) or watch (on television) professional team sport events. The important TPB factors were identified according to a set of demographic variables. The researcher compared the results of this study with

Chen's (2009) study regarding Taiwanese Americans who attend or watch professional team sports.

Research Questions

1. How do Muslim Americans value TPB factors as their reason to attend professional team sport events?
2. How do demographic variables affect Muslim Americans' value of factors affecting their attendance at professional team sport events?
3. How frequently do Muslim Americans watch professional team sport events on television?
4. How much do Muslim Americans spend purchasing their favorite team's logo products?
5. Why do Muslim Americans not attend or watch professional team sport events on television?
6. With regard to The Theory of Planned Behavior, how do Muslim Americans differ from Taiwanese Americans with respect to the factors that influence professional team sport attendance?
7. What is the favorite professional team sport of attendees and television viewers among Muslim Americans?

Definition of Terms

1. Muslim American: A Muslim American is any Muslim born in the United States or emigrates to and has become a citizen of the United States.

2. Attendance: In this study, the participants will have attended a professional team sport event from August 2009 through July 2010.
3. Television viewer: A participant who watched a professional team sport event on television from August 2009 through July 2010, but did not attend an event.
4. Theory of Planned Behavior (TPB): Identifies factors that include: attitude toward the behaviors, subjective norms, and perceived behavioral control.
5. The Muslim American Favorite Professional Team Sport Event Paired Comparison Instrument (MAFPTSEPCI). The name changed from the copyrighted Taiwanese American Favorite Professional Team Sport Event Paired Comparison Instrument (TAFPTSEPCI).
6. The Muslim Americans Professional Team Sport Attendance Paired Comparison Instrument (MAPTSAPCI). The name changed from The Taiwanese Americans Professional Team Sport Attendance Paired Comparison Instrument (TAPTSAPCI).
7. Professional Team Sports: National Football League (NFL), Major League Baseball (MLB), the National Basketball Association (NBA), the National Hockey League (NHL), and Major League Soccer (MLS).
8. Muslim Student Association (MSA): “an organization devoted to strengthening the Muslim community through service and activism, educating both Muslims and people of other faiths about the religion of Islam, and facilitating a better

environment for students on campus.” (MSA National, 2008, p. 3).

9. Mosque: a building used for public worship by Muslims.

Limitations

This study will be subject to the following limitations:

1. The results regarding factors for attendance may reflect only the opinions of Muslim Americans who had attended professional team sport events from August 2009 through July 2010.
2. The results regarding reasons for not attending or watching professional team sport events on television may reflect only the opinions of Muslim Americans who had not attended or watched professional team sport events from August 2009 through July 2010.
3. The findings of this study will depend on the participants' honesty and cooperation in answering the questions.

Delimitations

The following delimitations are associated with this study:

1. The participants of this study will be at least 18 years of age.
2. The extent to which the participants reflect their true beliefs on the instruments used in this study.
3. The participants are volunteers.
4. The findings of this study cannot be generalized to populations other than the population from which the sample was drawn.

5. The participants have access to a computer with internet access.
6. The participants surveyed may not represent Muslim Americans attending professional team sport events in the future.

Significance of the Study

The owners of the professional sport franchise are always willing to use creative business strategies in order to take full advantage of the overall attendance (Chen, 2009). Hansen & Gauthier (1989) reported that in the late 1980s, the most important objective of professional sport franchises was to increase paid attendance. Although there are numerous prior studies that have focused on reasons that cause people to attend professional sport events (Bae, 2004; Chen, 2009; Green, 1995; Hansen & Gauthier, 1989; Schofield, 1983; Welki & Zlatoper, 1994; Zhang, Lam, Bennett, & Connaughton, 2003), there is no published research with respect to Muslim Americans' professional team sports attendance. The buying power of Muslim Americans is more than \$170 billion a year (JWT, 2007) and the Muslim American population has been growing rapidly (Patel, 2009). Therefore, this study targets Muslim Americans in order to examine the important factors influencing this segment of the population to attend professional team sport events.

The results of this study can help professional sport marketing specialists gain a better understanding of how to attract Muslim Americans to attend professional team sport events and/or watch the events on television, while also spending money on team merchandise.

CHAPTER II

REVIEW OF THE LITERATURE

The purpose of this study was to identify the important factors influencing Muslim Americans, 18 years of age and above, to attend (in person) or watch (on television) professional team sport events. The review of literature included the following topics: (a) Background of Muslim Americans; (b) Theory of Planned Behavior; and (c) Factors Influencing Professional Team Sport Attendance.

Background of Muslim Americans

A Muslim American is any Muslim immigrant from any country who becomes a citizen of the United States, any Muslim born in the United States, or any US citizen who has converted to Islam. Immigrants have come to America from many countries around the world. In the 19th century they came from Europe. Eventually, they came from the rest of the world (Asia, Africa, the Middle East, and Central and South America) in the 20th and 21st centuries (Patel, 2009). According to Kettani (2010), the population of Muslims in the world is estimated to be 1.65 billion.

Muslim Americans

The estimated population of Muslim Americans range widely from 2 million to 7 million or more, and there is no authoritative count of the Muslim American population because the United States does not calculate population by religion (Patel, 2009).

However, the U.S. President Obama stated in June 2009 in his Cairo speech to the

Muslim world, that there are nearly 7 million Muslims in the United States. This number represents 2.49% of the total population documented in the 2000 census. Therefore, the estimate of the Muslim population in United States is 7.9 million for 2010 (Kettani, 2010).

A 2007 survey conducted by the Pew Research Center found that Muslim Americans, in general, mirror the U. S. public in income levels and education. More than one-fifth of Muslim Americans (22%) are enrolled in college classes, with immigrant Muslims (22%) slightly better educated than native-born Muslims (20%). Approximately a quarter (24%) of all Muslim Americans and 29% of immigrant Muslim Americans have a college degree, compared to 25% for the U.S. general public. Economically, 41% of all Muslim Americans and 45% of immigrant Muslim Americans report annual household incomes of \$50,000 or higher. This compares to 44% of adults nationwide who report household income. Regarding the age and gender data, 54% of all adult Muslims in the U. S. are male, while 46% are female. Muslim Americans are significantly younger than the non-Muslim population. Fifty-six percent of all adult Muslim Americans are between the ages of 18 and 39 years-old, compared to the general public, of whom 40% of adults are in this age range. In the ages of 55 and older, the percentage of Muslim Americans is 13%, while in the general population, 30% of adults fall into this group.

Related Studies with Muslim Americans

For more than one century Muslims have lived in America and, like any other ethnic or religious groups living in America, their numbers are increasing. Therefore, Muslim Americans have been targeted by many researchers regarding a variety of topics.

For instance, Livengood & Stodolska (2004) examined the effect of discrimination on leisure behavior of American Muslims in post-September 11th. Muedini (2009) examined the attitudes of Muslim American college youth 5 years after 9/11. Khan (2004) investigated the moral development of students at Islamic schools in America. Furthermore, Sheikh explored segmented assimilation among second-generation Muslim Americans (2007) and how religious and ethnic identities intersect among second-generation Muslim Americans (2008). Rangoonwala (2009) studied Muslim American women's experiences in college. Haque (2004) examined religion and the mental health of American Muslims.

Although there are many studies that relate to Muslim Americans, the researcher could not locate any study that related to Muslim Americans' attendance at professional team sport events. Therefore, this study is the first known research proposed to target Muslim American's professional team sport attendance.

Theory of Planned Behavior

Theory of planned behavior (TPB) is an extension of the theory of reasoned action (Ajzen & Fishbein, 1977; Fishbein & Ajzen, 1975). The theory of planned behavior was developed by Ajzen (1991). The central factor in the theory of planned behavior is the

individuals' intention to perform a given behavior as in the original theory of reasoned action. Intentions can indicate motivational factors that influence a behavior. Intentions can be considered indicators of how hard people are willing to try, and indicators of how much of an effort they are planning to exert in order to perform the behavior (Ajzen, 1991).

Ajzen, 1991 explained how the theory of planned behavior predicts attitudes, subjective norms, and perceived behavioral controls that may influence a person's intention to participate in an activity 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. (p. 188)

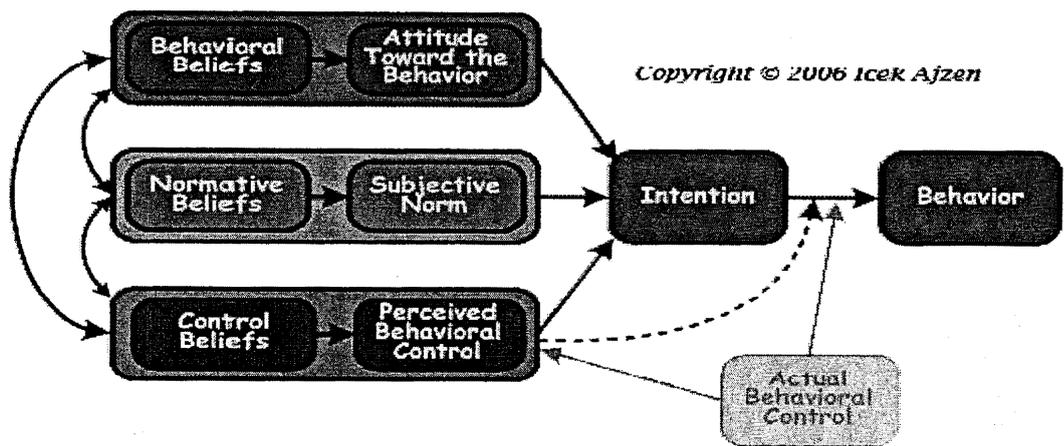


Figure 1. Diagram of the theory of planned behavior. Adapted from the *Theory of Planned Behavior* by Icek Ajzen, 2010.

The Theory of Planned Behavior (TPB) has been examined and applied across a wide range of domains and professions. Researchers have employed the theory of planned behavior to examine consumer behavior, such as past behavior (Hagger, Chatzisarantis, & Biddle, 2002), 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).

Additionally, the Theory of Planned Behavior was used by many researchers as a theoretical framework, such as for predicting physical activity (Hamilton & White, 2008), exercise intention (Fen & Sabaruddin, 2008), motivation (Chatzisarantis, Hagger, Smith, & Sage, 2006), international marketing of higher education (Gatfield & Chen, 2006), adapted physical education (Kudlaeek, Valkova, Sherrill, Myers, & French, 2002), leisure participation (Ajzen & Driver, 1991), goal-directed behavior (Ajzen & Madden, 1986), and weight loss (Schifter & Ajzen, 1985).

Additionally, the researchers have used TPB to investigate attendance, such as the attendance in preventive parenting groups (Dumas, Nissley-Tsiopinis, & Moreland, 2007) and the determinants of repeat attendance and attendance patterns in breast cancer screening (Drossaert, Boer, & Seydel, 2003). Furthermore, the theory of planned behavior has been used to examine sport attendance. For instance, Chen, Yu, Chou, Sheu, & Lin, (2006) applied the theory of planned behavior to investigate college students' sport attendance and it was used to examine intentions to attend a hockey game (Cunningham and Kwon, 2003).

Major Team Sports

According to the statistical data presented on the ESPN website, the averages of the attendance for the five major professional team sports (MLB, NBA, NFL, NHL, and MLS) are slightly different over the last 5 years (see Table 1).

From 2006 to 2010, there are some differences in the MLB attendance averages. Attendance was 31,429 in 2006 season, then the average increased in 2007 and 2008 to more than 32,000, and became more than 30,000 in the 2010 season. The average for the 5 years was 31,438 and the standard deviation was 1,107 for Major League Baseball (MLB, 2010).

In the NBA (2010), from 2006 to 2010, there are slight differences in the attendance averages. The average attendance for the last 5 years was 17,472, with a standard deviation of 223 for the National Basketball Association.

For NFL (2010), the averages of the attendance gradually decreased from 2006 to 2010. In 2006, the attendance average was 69,620, falling to 67,430 in 2010. The average of attendance for the last 5 years was 68,459, with a standard deviation of 1105.

The attendance averages of NHL (2010) was slightly increased from 2005-2006 season to 2008-2009 season and decreased in 2009-2010 season. The attendance average for the last 5 years was 17,153 and standard deviation 229.

The attendance averages of MLS (2010) increased from 2006 to 2010. The attendance average for the last five years was 16,290, with a standard deviation of 521. The only professional team sport attendance average that increased for the last 5 years among the five professional team sports was MLS.

Table 1

*Average Attendance Per Game in the Last Five Years for MLB, NBA, NFL, NHL, and
MLS*

Major Team Sports	Season	Average
Major League Baseball	2010	30,138
	2009	30,314
	2008	32,526
	2007	32,782
	2006	31,429
National Basketball Association	2010	17,149
	2009	17,502
	2008	17,394
	2007	17,757
	2006	17,557
National Football League	2010	67,430
	2009	67,519
	2008	68,065
	2007	69,661
	2006	69,620
National Hockey League	2010	17,070
	2009	17,475
	2008	17,307
	2007	16,960
	2006	16,954
Major League Soccer	2010	16,675
	2009	16,040
	2008	16,460
	2007	16,770
	2006	15,504

Factors Influencing Professional Team Sport Attendance

There are a variety of factors influencing spectators to attend professional sport events. Previous researchers have investigated factors, developed scales, and created models for professional team sport attendance as well (Armstrong, 2002; Bauer, Stokburger-Sauer, & Exler, 2008; Bae, 2004; DeSchrive, 2007; Hall & O'Mahony, 2006; Hansen & Gauthier, 1989; Gladden & Funk, 2002; Green, 1995; Kacen & Lee, 2002; Schollaert & Smith, 1987; Smith & Stewart, 2007; Wann, Schrader, & Wilson, 1999; Welki & Zlatoper, 1994; Zhang, Lam Bennett, & Connaughton, 2003).

Hansen and Gauthier (1989) identified factors that influenced professional sport attendance in four categories: (1) eight economic factors (e.g. television coverage of the home game in local area, price for season ticket of the home games, television coverage of another major sport event, price of ticket for home game, existence of other sport teams in your area, and average income of population); (2) three demographic factors (e.g. size of population, ethnicity, and age); (3) 15 attractiveness factors; (e.g. star athletes, offensive output of your team, record won-loss of home team, rivalry between your team and opponent, closeness of competition, and special event occasions); and (4) 14 residual preferences factors (e.g. afternoon game, cleanliness of the facility, behavior of fans during games availability of parking, and weekend games). Green (1995) designated three basic categories as the factors affecting professional sport events such as (1) 6 economic factors (e.g. price of a ticket, television coverage of games, other sporting events being televised, other sporting events available, and price of concessions); (2) 12

entertainment factors (games with rival teams, star players on home team, star players on visiting team, special promotions, and media advertising); and (3) 14 environmental factors (e.g. a game played during the day, game played at night, weekend night games, accessibility to the stadium/arena, and crowd behavior at the game). Bae (2004) also reviewed related literature and classified 33 factors that influenced game attendance in the NHL franchise (e.g. behavior of fans during games, special events, accompanied by friends, excitement, comfortable seats, and price of season ticket). In addition, many researchers have tested and developed instruments and models related to sports attendance. For example, Wann, Schrader, and Wilson (1999) developed the Sport Fan Motivation Scale which included 8 subscales: (1) eustress, (2) self-esteem, (3) escape, (4) entertainment, (5) economic, (6) aesthetic, (7) group affiliation, and (8) family. Al-Thibiti (2004) reviewed previous literature and developed 28 factors under 6 categories for sports fan motivation such as (1) the quality of the game, (2) escape, (3) boredom avoidance, (4) social, (5) entertainment, and (6) sport atmosphere. Moreover, Zhang, Lam Bennett, and Connaughton (2003) confirmed four significant factors, including home team, opposing team, game promotion, and schedule convenience, to develop the Spectator Decision-Making Inventory (SDMI). Additionally, Welki and Zlatoper (1994) created a model for NFL game attendance.

On the other hand, there are some constraints that appear to have a negative influence on sports attendance. Trail, Robinson, and Kim (2008) studied differences between males and females, and differences between attendees and nonattendees on structural

constraints. They created a list of 59 items that were potential structural constraints to attending a sports event. They found that there were significant differences by gender: males perceived that the opportunity for other sport entertainment, and lack of team success as greater constraints to attending game than females. However, females thought that poor weather was a bigger constraint than males. In 2010, Kim and Trail proposed a minor modification to the constraint model developed by Crawford, Jackson, & Godbey in 1991. Their proposed model consists of four dimensions: internal motivators, internal constraints, external motivators, and external constraints.

Tables 2 through Table 10 depict a list of factors influencing spectators to attend professional team sport events.

Hansen and Gauthier’s Categorization of Factors (1989)

Hansen and Gauthier (1989) have summarized previous scholarly literature regarding factors influencing professional sports attendance in four categories; economic, demographic, attractiveness, and residual preferences (see Table 2).

Table 2

Hansen and Gauthier’s Categorization of Factors (1989)

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
-

Table 2 Continued

Table 2 (Continued)

-
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

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)
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 of Factors (1995)

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

Table 3

Green's Categorization of Factors (1995)

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 o home team
 3. Star players o 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' offensive performance
 11. Violence I the games
 12. Team's defensive performance
-

Table 3 Continued

Table 3 (Continued)

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 of 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
-

Al-Thibiti's Categorization of Factors (2004)

Al-Thibiti (2004) reviewed previous literature and distinguished 28 factors under 6 categories for sport fan motivation such as the quality of the game, escape, boredom avoidance, social, entertainment, and sport atmosphere (see Table 4).

Table 4

Al-Thibiti's Categorization of Factors (2004)

The Quality of the Game

1. The high level of skills shown by players.
2. The beauty and grace of the game.
3. My high regard of sport games.
4. Because I care about sport games.
5. The good performance by players during matches.
6. The artistic value of the game.
7. For the pleasure I experience during the sport games.

Escape

1. To avoid the hustle and the bustle of daily activities.
2. To relieve stress and tension.
3. The opportunity to forget about my problems.
4. To make me feel good.
5. To relax.

Boredom Avoidance

1. To kill time.
2. Just to keep me busy or occupied.
3. To occupy my free time.
4. Because I am bored of other things in life.
5. To increase my self-esteem.

Social

1. To interact with others.
2. To spend quality time with my friends and family.
3. To be with other people.

Entertainment

1. To be entertained.
2. To have a good time.
3. To seek excitement and stimulation.

Sport Atmosphere

1. To get away from my everyday routine.
 2. To be in a friendly environment of the game
-

Bae's Model (2004)

Bae (2004) identified 33 factors that influenced game attendance for a NHL franchise after reviewing related literature (see Table 5).

Table 5

Bae's Model (2004)

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 team's 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 of 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
-

Table 5 Continued

Table 5 (Continued)

-
- 31. Ticket discount
 - 32. Price of season ticket
 - 33. Price of game ticket
-

Wann, Schrader, and Wilson's Categorization of Factors (1999)

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 6).

Table 6

Wann, Schrader, and Wilson's Categorization of Factors (1999)

Eustress

- 1. Get pumped when watching favorite teams
- 2. Enjoy being physiologically aroused by the competition
- 3. Stimulation

Self-Esteem

- 1. Feel good when my team wins
- 2. Increase my self-esteem
- 3. My favorite team's successes and losses are my successes and losses

Escape

- 1. Escape life's problems
- 2. Forget about my problem
- 3. Take me away from life's hassles

Entertainment

- 1. Entertainment value
 - 2. Form of entertainment
 - 3. It is a good time
-

Table 6 Continued

Table 6 (Continued)

Economic

1. Bet on the sporting events
2. Bet on the outcome
3. Make wagers

Aesthetic

1. Artistic value
2. Enjoy the beauty and grace of sports
3. Form of art

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's Categorization of Factors (2003)

Zhang, Lam, Bennett, and Connaughton (2003) identified the Spectator Decision-Making Inventory (SDMI) using four important factors (e.g., home team, opposing team, game promotion, and schedule convenience; see Table 7).

Table 7

Zhang, Lam, Bennett, and Connaughton's Categorization of Factors (2003)

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)

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's Categorization of Factors (1994)

Welki and Zlatoper (1994) tested a model for NFL game attendance (see Table 8).

Table 8

Welki and Zlatoper's Categorization of Factors (1994)

-
1. Price (average ticket price)
 2. Income (real per capita income)
 3. Compcost (price of parking at on game)
 4. Hmtmrecord (season's winning proportion of the hoe 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 not rain)
 9. Dome (indoor of outdoor)
 10. Divrival (teams are in same division or teams are not in same division)
 11. Conrival (conference game or non-conference game)
 12. Nonsunday (game day is not Sunday or game day is no 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)
-

Trail, Robinson, and Kim's Categorization of Factors (2008)

Trail, Robinson, and Kim (2008) created a list of 59 items that were potential structural constraints to attending a sport event. They found 15 distinct structural constraint dimensions; six based on venue aspects (Concessions, Restrooms, Seating, Cleanliness of the Venue, Professionalism of the Staff, and Parking), and nine based on non-venue aspects (Alternative Leisure Activities, Alternative Sport Entertainment, Financial Cost, Weather, Lack of Team Success, Social Commitments, Stadium

Location, Game on Radio/TV, and Work/School Commitments). There were nine items that did not rate satisfactorily on any factor (see Table 9).

Table 9

Trail, Robinson, and Kim's Categorization of Factors (2008)

Venue Factors

1. Cleanliness of Venue
 - a. Cleanliness of the concourse area
 - b. Overall cleanliness of the arena
 - c. Cleanliness of the section of the seating sections
2. Concessions
 - a. Quality of concession food and beverages
 - b. Cost of concessions
 - c. Selection of food and beverages
 - d. Courteousness of the servers at the concession stands
 - e. Overall quality of the service at the concession stands
3. Parking
 - a. Ease of Parking at the stadium
 - b. Closeness of Parking to the stadium
 - c. Accessibility of parking for the stadium
 - d. The cost of parking
4. Restrooms
 - a. The wait in line for the restroom
 - b. The amount of supplies (toilet paper, soap towels, etc) in the restroom
 - c. Cleanliness of the restroom
5. Professionalism of Staff
 - a. Professionalism of ticket salespeople
 - b. Professionalism of ushers
 - c. Professionalism of ticket takers
6. Seating
 - a. Seat location
 - b. Seat section
 - c. Seat sightlines

Table 9 Continued

Table 9 (Continued)

Non Venue Factors

1. Leisure Activities
 - a. Exercising
 - b. Working out
 - c. Watching Nonsport on TV
 - d. Attend Movies
 - e. Go to Restaurant
 2. Other Sport Entertainment
 - a. Watching Other College Football Game
 - b. Watching Other Sports on TV
 - c. Attend a Professional Sporting Event
 - d. Attending other College Games
 3. Financial Cost
 - a. Cost of Attending
 - b. Financial Cost of Going to the Game
 - c. Cost of Season Tickets
 - d. Price of Single Game Tickets
 4. Weather
 - a. Cold Weather
 - b. Bad Weather
 - c. Rain
 5. Lack of Success
 - a. Bottom Half of Conference
 - b. Losing Team
 - c. Never Won a Game
 6. Social Commitments
 - a. Family commitments
 - b. Romantic/Dating Commitments
 - c. Commitment to Friends
-

Table 9 Continued

Table 9 (Continued)

7. Stadium Location
 - a. Distance to Stadium
 - b. Inconvenient Location of Stadium
8. Game On Radio/TV
 - a. Game Being Televised
 - b. Game on Radio
9. Work/School Commitments
 - a. Work commitments
 - b. School commitments

Items that did not load highly on any factor or were on an uninterpretable factor.

- a. Fraternity/Sorority Activities
 - b. Go to Bar
 - c. Camping
 - d. Attending High School sporting Events
 - e. Attending a Concert
 - f. Church Commitments
 - g. Very Hot Weather
 - h. Traveling
 - i. Neighborhood around Stadium
-

Kim and Trail's Categorization of Factors (2010)

Kim and Trail (2010) identified unique constraints on sport consumption behavior in concert with motivators. The proposed model consists of four dimensions: internal motivators, internal constraints, external motivators, and external constraints (see Table 10).

Table 10

Kim and Trail's Categorization of Factors (2010)

Internal Motivators

1. Achievement
 - a. It increases my self-esteem.
 - b. It enhances my sense of self-worth.
 - c. It improves my self-respect.
 2. Attachment to the Community
 - a. I feel connected to numerous aspects of the (city name) community.
 - b. I feel a part of the (city name) community.
 - c. I support the (city name) community as a whole.
 3. Attachment to the Coach
 - a. I am a big fan of coach (name)
 - b. I would experience a loss if coach (name) was no longer the coach
 - c. Being a fan of coach (name) is very important to me
 4. Attachment to the Level of sport
 - a. I am a fan of the WNBA regardless of who is playing.
 - b. I consider myself a fan of WNBA. And not just one specific team
 - c. I am a big fan of the WNBA.
 5. Attachment to the Player
 - a. I am more of a fan of the individual players on the team than of the team.
 - b. I am a big fan of specific players more than I am more of a fan of the team.
 - c. I consider myself a fan of certain players rather than a fan of the team
 6. Attachment to the Sport
 - a. First and foremost I consider myself a basketball fan.
 - b. Basketball is my favorite sport.
 - c. Of all sports, I prefer basketball.
 7. Attachment to the Team
 - a. Being a fan of (team name) is very important to me.
 - b. I am a committed fan of (team name).
 - c. I consider myself to be a "real" fan of (team name).
 8. Escape
 - a. It provides me with an opportunity to escape the reality of my daily life for a while.
 - b. I can get away from the tension in my life.
 - c. It provides me with a distraction from my daily life for a while.
-

Table 10 Continued

Table 10 (Continued)

-
9. Social
 - a. I like to socialize with other.
 - b. I like having the opportunity to interact with other people.
 - c. The possibility of talking to other people.
 10. Support Women's Opportunity
 - a. I believe it's important to support women's sport.
 - b. I see myself as a major supporter of women's sport.
 - c. Attending a game demonstrates my support for women's sport in general.

Internal constraints

1. Lack of Knowledge
 - a. I don't understand the technical aspects of basketball.
 - b. I don't understand basketball strategy.
 - c. I don't understand the rules of the game of basketball.
2. Lack of Someone to Attend with.
 - a. Lack of someone to go to the game with me.
 - b. Lack of friends to go to the game with me.
 - c. Lack of spouse/significant other to go to the game with me.
3. Lack of Success
 - a. If the (team name) basketball team loss more games than they win.
 - b. If the (tea name) basketball team is in the bottom half of the conference.
 - c. If the (team name) basketball team doesn't win many games.
4. No interest from others
 - a. My family is not interested in going to a (team name) basketball game.
 - b. My spouse/significant other is not interested in going to a (team name) game.
 - c. My friends are not interested in going to a (team name) basketball game.

External Motivators

1. Aesthetics
 - a. I enjoy the artistic value.
 - b. I like the beauty and grace of the sport.
 - c. It is a form of art.
 2. Drama
 - a. I prefer close games rather than one-sided games.
 - b. I like games where the outcome is uncertain.
 - c. A tight game between two teams is more enjoyable than a blowout.
-

Table 10 Continued

Table 10 (Continued)

-
3. Media
 - a. Newspaper ads for (team name) basketball games.
 - b. (Team name) basketball television commercials.
 - c. (Team name) basketball billboard ads.
 - d. Radio ads for (team name) basketball games. Media publicity about (team name) basketball Game.
 4. Player Behavior
 - a. The conduct on the court of individual players
 - b. The behavior of individual players in the community
 - c. The personality of individual players
 5. Promotion
 - a. Special promotions.
 - b. Giveaways during the game.
 - c. Pregame events.
 6. Role Model
 - a. The players provide inspiration for girls.
 - b. The players are good role models for young girls.
 - c. The players should be emulated by young women.

External Constraints

1. Commitments
 - a. Work commitments.
 - b. Commitments to friends.
 - c. School/studying commitments.
 2. Cost
 - a. The financial cost of going to a game.
 - b. The price of season tickets.
 - c. The price of single game tickets.
 3. Leisure Alternatives
 - a. Attending movies.
 - b. Going to a restaurant.
 - c. Going to a bar.
 4. Location
 - a. Distance I need to travel to get to the arena.
 - b. Arena location.
 - c. Accessibility of arena.
-

Table 10 Continued

Table 10 (Continued)

-
5. Parking
 - a. Accessibility of parking or the arena.
 - b. Ease of parking at the arena.
 - c. Closeness of parking to the arena.
 6. Participant Sport Alternatives
 - a. Exercising.
 - b. Working out.
 - c. Playing recreational sports.
 7. Sport Entertainment
 - a. Watching other sports on TV.
 - b. Attending a (local professional baseball team name)'s game.
 - c. Attending a (local professional soccer team name)'s game.
-

CHAPTER III

METHOD

The purpose of this study was to identify the important factors influencing Muslim Americans, 18 years of age and above, to attend (in person) or watch (on television) professional team sport events. The methods utilized to develop this study are discussed in this chapter under the headings: (a) Participants, (b) Instruments, (c) Data Collection, and (d) Treatment of Data.

Participants

The population for this study included Muslim Americans who live in New York, California, Illinois, and Texas who attend or watch professional team sports. The major population of Muslim Americans live in these four states and the schedules of the five major professional team sporting events are available in every season in each state; therefore, the outreach for participants was limited to New York, California, Illinois, and Texas. The sample participants from this population group were at least 18 years of age and had a computer with internet access. The researcher contacted the Muslim Students Association and the Islamic Centers in these four states to recruit the potential participants.

Instruments

The researcher used a survey instrument, paired comparison technique, to collect and analyze the data to determine the factors influencing Muslim Americans who attend

professional team sport events. The investigator obtained permission from Chen (2009) to use his two copyrighted instruments based on the theory of planned behavior (TAPTSAPCI and TAFPTSEPCI) and changed their names to MAPTSAPCI and MAFPTSEPCI (see Appendix A).

Chen (2009) used the following procedures to develop the TAPTSAPCI:

1. The researcher reviewed the scholarly literature to compile a list of factors that influence spectators to attend professional team sport events.
2. The investigator applied the Theory of Planned Behavior as a conceptual framework to review these factors, integrated the similar factors, and concluded with 31 important factors that might influence attendance at professional team sport events. The researcher used the three categories of the Theory of Planned Behavior to describe the important factors: (a) Attitude Toward the Behavior, (b) Subjective Norm, and (c) Perceived Behavioral Control. Seven factors were listed under Attitude Toward the Behavior, nine factors were listed under Subjective Norm, and 15 factors were listed under Perceived Behavioral Control.
3. Chen (2009) had a jury of three experts judge the 31 factors and select the 4 most important factors for each of the 3 TPB categories (see Appendix B). The Delphi technique was used to determine the congruence of the 12 factors selected by the three members of the jury.

The researcher also developed the Taiwanese American Favorite Professional Team Sport Event Paired Comparison Instrument (TAFPTSEPCI). Five major professional

team sports in the United States were used in Chen's (2009) study including: football, baseball, basketball, hockey, and soccer.

Chen (2009) conducted a pilot test of the instruments with five graduate students at Texas Woman's University to determine the effectiveness and the clarity of the directions. The participants took approximately 20 min to finish the two paired comparison instruments and affirm the clarity of directions for use of the internet process.

This researcher, as Chen (2009) did, utilized the following demographics as variables: age, gender, educational level, years lived in the United States, yearly income, and season ticket holder status. In addition, ethnic background has been added to the demographic variables in this study.

Pilot Study on Paired Comparison Instruments

To test the instrument, the final draft of the paired comparison instruments were distributed to five graduate students not selected to participate in the actual study to determine the effectiveness and clarify of directions. The five graduate students were from different majors (two from Kinesiology and one each from Business Administration, Biology, and Mathematics) at Texas Woman's University. Two participants were confused by the method of the paired comparison because they thought there were duplicated questions and they should be deleted to make it easier to answer. They took about 15 min to finish the paired comparison instruments. The other three participants understood and completed the answers in about 10 min. The modifications

resulting from the pilot study were made, and the final draft of the instruments was sent to the dissertation committee for approval for use in this study.

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 C) and Graduate School (see Appendix D).
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 personal data could not be identified by the investigator.
4. Participants could request a summary of the results by sending an e-mail to the researcher.
5. All data were downloaded and saved in the investigator's computer and only he can access it by the use of his confidential user name and password.
6. The digital files of the data will be deleted after 3 years.

Data Collection

The researcher used an online research technique, SurveyMonkey, for this study to collect data to allow an examination of the factors influencing Muslim Americans who attend professional team sport events. Online data collection has several advantages, such as the potential of accessing a large and geographically distributed population, as well as being time and cost efficient for the researcher (Lefever, Dal, & Matthíasdóttir, 2007). In

view of the fact that of the five professional team sport organizations (NFL, MLB, NBA, NHL, and MLS), the majority of the population of Muslim Americans live in California, New York, Illinois, and Texas, the use of online data collection helped the researcher to access a large number of potential participants. Two paired comparison instruments, MAPTSAPCI and MAFPTSEPCI, were used to collect the data for this study. The researcher used SurveyMonkey.com to make the survey available online for the participants. Over 3 million people use SurveyMonkey, including academic institutions and organizations of all sizes (SurveyMonkey, 2009). SurveyMonkey is among the instruments that are useful for small, quick, or uncomplicated online data collection (Carter-Pokras, McClellan, & Zambrana, 2006).

The researcher requested permission by e-mail from the leaders of the Mosques/Islamic Center (see Appendix E) that are located in California, New York, Illinois, and Texas to contact potential participants. According to Patel (2009), there are 198 mosques in California, 131 in New York, 43 in Illinois, and 58 in Texas. Also, the researcher asked for permission from the President of the Muslim Student Association (MSA), an association on college campuses, who were asked to utilize their listings (see Appendix E). After obtaining agreement from the leaders of the Mosques to participate in the study, the researcher requested the leaders permission to post the link of the survey on their website or to send the link of the survey to their members. Also, MSAs were contacted to send the link of the survey to their members. According to the data supplied by Survey Monkey, it took approximately 15 min to complete this online survey. The

investigator downloaded and saved all data collected in his computer which cannot be accessed by any other person except the investigator.

Treatment of Data

After the researcher obtained the data from MAPTSAPCI and MAFPTSEPCI, the frequency of selection of each of the 12 factors were calculated. For each factor on the two paired comparison instruments, the sum frequency score and percentages were computed. According to sum score and percentage of each factor, the factors were ranked for the two instruments. The most important factors that influence professional team sport attendance and the favorite professional team sport for Muslim Americans were determined based on the highest sum score and percentage on the instruments.

The favorite professional team sport for television viewers who were not professional team sport attendees from August 2009 through July 2010 were ordered by their sum score and percentage in the selected demographic groups as was the amount spent on purchasing favorite team merchandise.

The factors and the favorite professional team sport for the attendees of professional team sport events from August 2009 through July 2010 were ordered by their sum score and percentage in the selected demographic groups: age, gender, ethnic background, educational level, yearly household income, years lived in the United States, and season ticket holder status. The reasons why Muslim Americans had not attended or watched professional team sport events on television from August 2009 through July 2010 were

ordered by frequency and percentage as for the other groups. The researcher analyzed and discussed the value of the difference in sum score between ranks and percentage.

The reader should be aware that in reading the Tables regarding the data from the paired comparison instruments, the ($n=$) in the titles of the table represents the number of participants involved and the ($\# =$) under the f represents the number of times the item appeared for choice in the instrument.

CHAPTER IV

PRESENTATION OF FINDINGS

The purpose of this study was to identify the important factors influencing Muslim Americans, 18 years of age and above, to attend (in person) or watch (on television) professional team sport events. In this Chapter, the results are presented under the following headings: (a) Participant Demographics; (b) Muslim American Professional Team Sport Attendance Paired Comparison Instrument (MAPTSAPCI); (c) comparison of the MAPTSAPCI 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 Muslim American Favorite Professional Team Sport Event Paired Comparison Instrument (MAFPTSEPCI) Responses Between Event Attendees and Television Viewers.

Participant Demographics

An online research technique was used in this study with a sample of Muslim Americans from selected Islamic Centers and Muslim Students Associations in California, New York, Illinois, and Texas. The researcher invited at least 15 Islamic Centers and 20 Muslim Students Associations in each state to participate in the study. After two reminders had been sent by the researcher to potential participants, a total of 123 responses were returned to the researcher. There were 17 incomplete questionnaires which were excluded from the data analysis. There were 106 correctly completed

questionnaires, and 23 of them were professional team sport event attendees, 51 were professional team sport television viewers, 32 did not watch professional team sport events on television or attend events, and there were 6 of them not specified (see Table 11).

Table 11

Participants who Completed the Instruments

Participants	Return	Valid Participants	%
Event Attendees	33	23	69.7
Television Viewers	52	51	98.1
Did not Attend Events or Watch on Television	32	32	100
Not specified (excluded from data)	6	0	0

The Professional Team Sport Event Attendees

The demographic groups of the 23 event attendees (see Table 12) included: (a) More than 91% between the age of 18 to 50 and about 9% between the age of 51 to 65; (b) 19 were males (82.6%) and 4 were females (17.4%); (c) 13 were Arab (56.5%), 8 were Asian (34.8%) and 2 were White (8.6%); (d) About 39% hold college degrees, 30% hold graduate degrees, and more than 21% were postgraduates; (e) Over 30% were born here in the United States, and about 61% of the event attendees lived in the United States between 6 to 30 years; (f) More than half (51%) of them have household incomes between \$25,001 to \$75,000; and more than 30% have household incomes \$75,001 and above; (g) 17.4% were season ticket holders and 19 of the attendees (82%) were not season ticket holders.

Table 12

Demographics of Professional Team Sport Event Attendees (n=23)

Demographic Groups	Categories	<i>f</i>	%
Age	18 to 30	11	47.8
	31 to 40	5	21.7
	41 to 50	5	21.7
	51 to 65	2	8.7
	Above 65	0	0
Gender	Male	19	82.6
	Female	4	17.4
Ethnic Background	African	0	0
	Arab	13	56.5
	Asian	8	34.8
	White	2	8.6
	Other	0	0
Educational Level	High School Diploma	1	4.3
	Some College	1	4.3
	College	9	39.1
	Graduate	7	30.4
	Post Graduate	5	21.7
Years Lived in the United States	Born here	7	30.4
	1 to 5	1	4.3
	6 to 10	4	17.4
	11 to 20	6	26.1
	21 to 30	4	17.4
	Above 30	1	4.3

Table 12 Continued

Table 12 (Continued)

Demographic Groups	Categories	<i>f</i>	%
Yearly Household Income	Less than \$25,000	4	17.4
	\$25,001 to \$50,000	5	21.7
	\$50,001 to \$75,000	7	30.4
	\$75,001 to \$ 100,000	2	8.7
	Above \$100,000	5	21.7
Season Ticket Holder	Yes	4	17.4
	No	19	82.6

Television Viewers of Professional Team Sport Events

The demographics of the 51 television viewers of professional team sport events (see Table 13) were: (a) More than 98% between the age of 18 to 65 and less than 2% above the age of 65; (b) 42 of the television viewers were males (82.4%) and 9 of them were females; (c) 22 of the television viewers were Arab (43.1%), also 22 of them were Asian (43.1%), 4 were other (7.8%), and 3 were White (5.9%); (d) More than one third (39%) hold college degrees, more than one third (35.3%) hold graduate degrees, and 13% were postgraduates; (e) About 20% were born in the United States, more than 62% lived in the United States from 6 to 30 years, and less than 6% lived in the United States more than 30 years; (f) a quarter of them have household income of \$50,000 or less and approximately 55% of the television viewers have at least a \$50,000 annual income.

Table 13

Demographics of Television Viewers (n= 51)

Demographic Groups	Categories	<i>f</i>	%
Age	18 to 30	23	45.1
	31 to 40	14	27.5
	41 to 50	7	13.7
	51 to 65	6	11.8
	Above 65	1	1.9
Gender	Male	42	82.4
	Female	9	17.6
Ethnic Background	African	0	0
	Arab	22	43.1
	Asian	22	43.1
	White	3	5.9
	Other	4	7.8
Educational Level	High School Diploma	2	3.9
	Some College	4	7.8
	College	20	39.2
	Graduate	18	35.3
	Post Graduate	7	13.7
Years Lived in the United States	Born here	10	19.6
	1 to 5	6	11.8
	6 to 10	11	21.6
	11 to 20	11	21.6
	21 to 30	10	19.6
	Above 30	3	5.9
Yearly Household Income	Less than \$25,000	12	23.5
	\$25,001 to \$50,000	11	21.6
	\$50,001 to \$75,000	8	15.7
	\$75,001 to \$ 100,000	14	27.5
	Above \$100,000	6	11.8

Neither Attended Professional Team Sport Events nor Watched on Television

The demographics of the 32 Muslim Americans who did not attend or watch on the television professional team sport events (see Table 14) were: (a) Over three-quarters of them were from 18 to 40 years of age and 22% were from 41 to 65 years-old; (b) Twenty were males (62.5%) and 12 females (37.5%); (c) 43% were Asian and 34% Arab; (d) Approximately 95% hold college degrees; (e) More than 15% were born in the United States, more than 34% lived in the United States from 1 to 10 years, and more than 34% lived in the United States from 11 to 30 years; (f) More than 56% have at least a \$ 50,001 yearly household income.

Table 14

Demographics of Neither Attended Events nor Watched on Television (n=32)

Demographic Groups	Categories	<i>f</i>	%
Age	18 to 30	11	34.4
	31 to 40	13	40.6
	41 to 50	5	15.6
	51 to 65	2	6.3
	Above 65	1	3.1
Gender	Male	20	62.5
	Female	12	37.5
Ethnic Background	African	3	9.4
	Arab	11	34.4
	Asian	14	43.8
	White	1	3.1
	Other	3	9.4

Table 14 Continued

Table 14 (Continued)

Demographic Groups	Categories	<i>f</i>	%
Educational Level	High School Diploma	1	3.1
	Some College	1	3.1
	College Degree	14	43.8
	Graduate	13	40.6
	Post Graduate	3	9.4
Years Lived in the United States	Born here	5	15.6
	1 to 5	7	21.9
	6 to 10	4	12.5
	11 to 20	5	15.6
	21 to 30	6	18.8
	Above 30	5	15.6
Yearly Household Income	Less than \$25,000	8	25.0
	\$25,001 to \$50,000	6	18.8
	\$50,001 to \$75,000	5	15.6
	\$75,001 to \$ 100,000	7	21.9
	Above \$100,000	6	18.8

MAPTSAPCI Factors Valued by the Professional Team Sport Event Attendees

The four most important factors for why Muslim Americans attend professional team sport events (see Table 15) included: “Exciting”, “Weekend games”, “Price of ticket/concession/parking”, and “Feel good when my team wins” (58.8%, 58.1%, 56.1%, and 55.3%, respectively). The other four important factors chosen over 50% of the time were: “Rivalry between your team/opponent” (52.5%) and “Get pumped when watching favorite teams” (52.1%), as well as “Being there is a good time” and “Friends are sports fans” were the two factors chosen (51.7% and 50.9%, respectively). From the 12 factors in the instrument, the two factors “Availability of parking” (37.1%) and “Cultural identity

with athletes” (39.5) were the two least important factors for why Muslim Americans attend professional team sport events when compared with the other 10 factors.

Table 15

MAPTSAPCI Factors Valued by the Professional Team Sport Event Attendees (n=23)

Rank	Factor	<i>f</i> (#=253)	%
1	Exciting	149	58.80
2	Weekend games (Friday night, Saturday and/or Sunday)	147	58.10
3	Price of ticket/concession/parking	142	56.10
4	Feel good when my team wins	140	55.30
5	Rivalry between your team/opponent	133	52.50
6	Get pumped when watching favorite teams	132	52.10
7	Being there is a good time	131	51.70
8	Friends are sports fans	129	50.90
9	Record of home team	113	44.60
10	Time of day	108	42.60
11	Cultural identity with athletes (Muslim players)	100	39.50
12	Availability of parking	94	37.15

Comparison of the MAPTSAPCI Factors among the Selected Variables

The selected demographic variables of MAPTSAPCI were age, gender, ethnic background, educational level, years lived in the United States, yearly household income, and season ticket holder status.

Age

The factor “Weekend games” (59.5%) was chosen by the age group of 18 to 30 years-old as the most important factor in attending professional team sport events (see Table 16). Other factors chosen were “Feel good when my team wins” (54.5%), “Price of

ticket/concession/parking” (54.5%), and “Being there is a good time” (52.8%). On the other hand, the least important factor for this group was “Record of the home team” (42.9%).

The age group from 31 to 40 years-old ranked two factors equally (see Table 17) as the most important factors influencing them to attend professional team sport events “Being there is a good time” (65.4%) and “Exciting” (65.4%). However, “Cultural identity with athletes” (18.1%) was the least important factor for them to attend the professional team sport events.

The 41 to 50 year-old group clearly identified “Feel good when my team wins” (see Table 18) as the most preferred reason for their attendance (65.4%). The least preferred reason for their attendance was the factor “Availability of parking”.

“Exciting” was the factor selected as most important by the 51 to 65 year-old group (see Table 19). “Being there is a good time” was ranked by this group as the least important factor. However, “Being there is a good time”, as well as “Exciting” were selected as the most important factors for the 31 to 40 year-old group (65.4%).

Table 16

Muslim American Participants: Age 18 to 30 (n=11)

Rank	Factor	<i>f</i> (#=121)	%
1	Weekend games (Friday night, Saturday and/or Sunday)	72	59.5
2	Feel good when my team wins	66	54.5
3	Price of ticket/concession/parking	66	54.5
4	Being there is a good time	64	52.8
5	Exciting	63	52.0
6	Friends are sports fans	61	50.4
7	Rivalry between your team/opponent	60	49.5
8	Time of day	60	49.5
9	Get pumped when watching favorite teams	56	46.2
10	Availability of parking	53	43.8
11	Cultural identity with athletes (Muslim players)	53	43.8
12	Record of home team	52	42.9

Table 17

Muslim American Participants: Age 31 to 40 (n=5)

Rank	Factor	<i>f</i> (#=55)	%
1	Being there is a good time	36	65.4
2	Exciting	36	65.4
3	Get pumped when watching favorite teams	34	61.8
4	Weekend games (Friday night, Saturday and/or Sunday)	33	60.0
5	Feel good when my team wins	31	56.3
6	Friends are sports fans	29	52.7
7	Rivalry between your team/opponent	29	52.7
8	Record of home team	27	49.1
9	Price of ticket/concession/parking	26	47.2
10	Time of day	20	36.3
11	Availability of parking	19	34.5
12	Cultural identity with athletes (Muslim players)	10	18.1

Table 18

Muslim American Participants: Age 41 to 50 (n=5)

Rank	Factor	<i>f</i> (#=55)	%
1	Feel good when my team wins	36	65.4
2	Rivalry between your team/opponent	32	58.1
3	Cultural identity with athletes (Muslim players)	31	56.3
4	Exciting	30	54.5
5	Friends are sports fans	30	54.5
6	Get pumped when watching favorite teams	30	54.5
7	Price of ticket/concession/parking	30	54.5
8	Being there is a good time	26	47.2
9	Weekend games (Friday night, Saturday and/or Sunday)	26	47.2
10	Record of home team	25	45.4
11	Time of day	18	23.7
12	Availability of parking	16	29

Table 19

Muslim American Participants: Age 51 to 65 (n=2)

Rank	Factor	<i>f</i> (#=22)	%
1	Exciting	20	90
2	Price of ticket/concession/parking	20	90
3	Weekend games (Friday night, Saturday and/or Sunday)	16	72.7
4	Get pumped when watching favorite teams	12	54.5
5	Rivalry between your team/opponent	12	54.5
6	Time of day	10	45.4
7	Friends are sports fans	9	40.9
8	Record of home team	9	40.9
9	Feel good when my team wins	7	31.8
10	Availability of parking	6	27.2
11	Cultural identity with athletes (Muslim players)	6	27.2
12	Being there is a good time	5	22.7

Gender

The two most important factors for attending professional team sport events for men (see Table 20) were “Exciting” (59.8%) and “Weekend games” (57.4%). “Feel good when my team wins” and “Price of ticket/concession/parking” were chosen 55.9% of the time by males. Approximately 60% of the time the two factors that cause females to attend professional team sports events were “Weekend games” (61.3%) and “Being there is a good time” (59%). The two factors “Get pumped when watching favorite teams” and “Price of ticket/concession/parking” were chosen 56.8% of the time by females as important factors for attending games (see Table 21). The two least important factors in attendance for males were “Cultural identity with athletes (Muslim players)” (37.7%) and “Availability of parking” (36.8%). Females named “Availability of parking” and “Record of home team” (38.6%, for each) as the least important factors that contributed to the reasons they attended professional team sport events.

Table 20

Muslim American Participants: Male (n=19)

Rank	Factor	<i>f</i> (#=209)	%
1	Exciting	125	59.8
2	Weekend games (Friday night, Saturday and/or Sunday)	120	57.4
3	Feel good when my team wins	117	55.9
4	Price of ticket/concession/parking	117	55.9
5	Rivalry between your team/opponent	113	54.0
6	Friends are sports fans	110	52.6
7	Get pumped when watching favorite teams	107	51.1
8	Being there is a good time	105	50.2
9	Record of home team	96	45.9
10	Time of day	88	42.1
11	Cultural identity with athletes (Muslim players)	79	37.7
12	Availability of parking	77	36.8

Table 21

Muslim American Participants: Female (n=4)

Rank	Factor	<i>f</i> (#=44)	%
1	Weekend games (Friday night, Saturday and/or Sunday)	27	61.3
2	Being there is a good time	26	59.0
3	Get pumped when watching favorite teams	25	56.8
4	Price of ticket/concession/parking	25	56.8
5	Exciting	24	54.5
6	Feel good when my team wins	23	52.2
7	Cultural identity with athletes (Muslim players)	21	47.7
8	Rivalry between your team/opponent	20	45.4
9	Time of day	20	45.4
10	Friends are sports fans	19	43.1
11	Availability of parking	17	38.6
12	Record of home team	17	38.6

Ethnic Background

The ethnicity of the participants who attended professional team sport events were Arab, Asian, and White. The two most important factors for Muslim American, with Arab ethnic background, that contributed to the reasons for attending professional team sport events were “Exciting” and “Price of ticket/concession/parking” (59.4%, for each; see Table 22). Over 55% of the respondents with an Asian background chose “Weekend games” (56.8%), “Exciting” (55.6%), “Rivalry between your team/opponent” (55.6%) and “Price of ticket/concession/parking” (55.6%) as their preferred reasons for attending professional team sport events (see Table 23). Approximately three-fourths of the time, the most important factor for attending professional team sport events for participants with white ethnic backgrounds was “Get pumped when watching favorite teams” (72.7%; see Table 24). Approximately two-thirds of the time they chose “Exciting” (68.1%) and “Weekend games” (68.1%) as important factors.

The least important factor for both Arab and White Muslim Americans was “Availability of parking” (36.3 and 27.7%, respectively). Asians selected two factors, “Cultural identity with athletes” (30.6%) and “Availability of parking” (42%), as the least important factors to attend professional team sport events.

Table 22

Muslim American Participants: Ethnic Background – Arab (n=13)

Rank	Factor	<i>f</i> (#=143)	%
1	Exciting	85	59.4
2	Price of ticket/concession/parking	85	59.4
3	Feel good when my team wins	84	58.7
4	Weekend games (Friday night, Saturday and/or Sunday)	82	57.3
5	Get pumped when watching favorite teams	72	50.3
6	Rivalry between your team/opponent	72	50.3
7	Being there is a good time	70	48.9
8	Friends are sports fans	69	48.2
9	Cultural identity with athletes (Muslim players)	67	46.8
10	Record of home team	64	44.7
11	Time of day	56	39.1
12	Availability of parking	52	36.3

Table 23

Muslim American Participants: Ethnic Background – Asian (n=8)

Rank	Factor	<i>f</i> (#=88)	%
1	Weekend games (Friday night, Saturday and/or Sunday)	50	56.8
2	Exciting	49	55.6
3	Rivalry between your team/opponent	49	55.6
4	Price of ticket/concession/parking	49	55.6
5	Being there is a good time	48	54.5
6	Friends are sports fans	48	54.5
7	Feel good when my team wins	47	53.4
8	Get pumped when watching favorite teams	44	50
9	Time of day	42	47.7
10	Record of home team	38	43.1
11	Availability of parking	37	42
12	Cultural identity with athletes (Muslim players)	27	30.6

Table 24

Muslim American Participants: Ethnic Background – White (n=2)

Rank	Factor	f (#=22)	%
1	Get pumped when watching favorite teams	16	72.7
2	Exciting	15	68.1
3	Weekend games (Friday night, Saturday and/or Sunday)	15	68.1
4	Being there is a good time	13	59.0
5	Friends are sports fans	12	54.5
6	Rivalry between your team/opponent	12	54.5
7	Record of home team	11	50.0
8	Time of day	10	45.4
9	Feel good when my team wins	9	40.9
10	Price of ticket/concession/parking	8	36.3
11	Cultural identity with athletes (Muslim players)	6	27.2
12	Availability of parking	5	22.7

Educational Level

The effect of educational level and factors affecting attendance at professional team sport events are depicted in Tables 25, 26, 27, 28, and 29. The attendees in this study had five educational levels to choose from: high school diploma, some college, college degree, graduate degree, and post graduate. The most important reasons for attending professional team sport events for the high school group were “Cultural identity with athletes” and “Feel good when my team wins” (90.9%, for each). About two-thirds of the time the most important factor influencing attendance for the some college group was “Time of day” (63.6%). Approximately two-thirds of time, the two most important reasons for the college degree group were “Price of ticket/concession/parking” and

“Weekend games” (62.6%, for each). The graduate degree group chose “Get pumped when watching favorite teams” and “Exciting” two-thirds of the time (67.5%, 66.2%, respectively) as the most preferred factors for attending professional team sport events. “Exciting” and “Feel good when my team wins” (62%, for each) were named as important factors by the postgraduate group. The high school and the some college groups indicated “Availability of parking” (0% and 36.3%, respectively) as the least important factors influencing the attendance. Also “Availability of parking” and “Cultural identity with athletes (Muslim players)” (29.8%, for each) were the two least important factors named by the graduate degree group. In addition, the least important factor for post-graduates to attend professional team sport events was “Cultural identity with athletes (Muslim players)” (34.5%). For the college group, the least important factor was “Record of home team” (35%).

Table 25

Muslim American Participants: Educational Level- High School Diploma (n=1)

Rank	Factor	f (#=11)	%
1	Cultural identity with athletes (Muslim players)	10	90.9
2	Feel good when my team wins	10	90.9
3	Get pumped when watching favorite teams	9	81.8
4	Rivalry between your team/opponent	8	72.7
5	Being there is a good time	7	63.6
6	Friends are sports fans	6	45.4
7	Exciting	4	36.3
8	Price of ticket/concession/parking	4	36.3
9	Weekend games (Friday night, Saturday and/or Sunday)	4	36.3
10	Time of day	3	27.2
11	Record of home team	2	18.1
12	Availability of parking	0	0

Table 26

Muslim American Participants: Educational Level-Some College (n=1)

Rank	Factor	f (#=11)	%
1	Time of day	7	63.6
2	Being there is a good time	6	54.5
3	Cultural identity with athletes (Muslim players)	6	54.5
4	Get pumped when watching favorite teams	6	54.5
5	Record of home team	6	54.5
6	Weekend games (Friday night, Saturday and/or Sunday)	6	54.5
7	Exciting	5	45.4
8	Feel good when my team wins	5	45.4
9	Friends are sports fans	5	45.4
10	Price of ticket/concession/parking	5	45.4
11	Rivalry between your team/opponent	5	45.4
12	Availability of parking	4	36.3

Table 27

Muslim American Participants: Educational Level - College Degree (n=9)

Rank	Factor	<i>f</i> (#=99)	%
1	Price of ticket/concession/parking	62	62.6
2	Weekend games (Friday night, Saturday and/or Sunday)	62	62.6
3	Exciting	56	56.5
4	Feel good when my team wins	55	55.5
5	Being there is a good time	52	52.5
6	Time of day	51	50.5
8	Friends are sports fans	45	45.4
9	Availability of parking	44	44.4
10	Cultural identity with athletes (Muslim players)	42	42.4
11	Get pumped when watching favorite teams	40	40.4
12	Record of home team	35	35.3

Table 28

Muslim American Participants: Educational Level- Graduate (n=7)

Rank	Factor	<i>f</i> (#=77)	%
1	Get pumped when watching favorite teams	52	67.5
2	Exciting	51	66.2
3	Weekend games (Friday night, Saturday and/or Sunday)	47	61.0
4	Friends are sports fans	44	57.1
5	Price of ticket/concession/parking	44	57.1
6	Record of home team	42	54.5
7	Rivalry between your team/opponent	38	49.3
8	Feel good when my team wins	37	48.0
9	Being there is a good time	36	46.7
10	Time of day	25	32.4
11	Availability of parking	23	29.8
12	Cultural identity with athletes (Muslim players)	23	29.8

Table 29

Muslim American Participants: Educational Level- Post Graduate (n=5)

Rank	Factor	f (#=55)	%
1	Exciting	33	60
2	Feel good when my team wins	33	60
3	Rivalry between your team/opponent	32	58.1
4	Being there is a good time	30	54.5
5	Friends are sports fans	30	54.5
6	Record of home team	28	50.9
7	Weekend games (Friday night, Saturday and/or Sunday)	28	50.9
8	Price of ticket/concession/parking	27	49.0
9	Get pumped when watching favorite teams	25	45.4
10	Availability of parking	23	41.8
11	Time of day	22	40.0
12	Cultural identity with athletes (Muslim players)	19	34.5

Yearly Household Income

There were five household income groups for Muslim Americans who attended professional team sport events. More than two-thirds of the time the most important factors for the attendees who have less income than \$25,000 (see Table 30) was “Friends are sports fans” (70%), while the \$25,001 to 50,000 group (see Table 31) named “Friends are sports fans” as the least important factor (32.7%). For the groups that their yearly household income ranged from \$25,001 to 50,000 and from \$50,001 to \$75,000, both groups preferred “Price of ticket/concession/parking” (69.1% and 54.5%, respectively) as the major factor for why they attended professional team sport events (see Table 31 and 32). “Feel good when my team wins”, “Rivalry between your team/opponent”, and

“Weekend games” (68.1%, for each) were the most frequently selected factors why participants with yearly household income \$75,001 to \$100,000 (see Table 33). For yearly household income above \$100,000, the most selected factor for why they attended professional team sport events was “Exciting” (see Table 34).

The least important factor for less than \$25,000 group (see Table 30) was “Record of home team” (29.5%). For the \$50,001 to \$75,000 yearly household income group, “Availability of parking” was the least frequent reason that influenced them to attend professional team sport events (see Table 32). “Cultural identity with athletes (Muslim players)” was the least preferred factor for participants with a yearly household income \$75,001 to \$100,000 and above \$100,000 (see Tables 33 and 34).

Table 30

Muslim American Participants; Yearly Household Income – Less than \$25,000 (n=44)

Rank	Factor	<i>f</i> (#=44)	%
1	Friends are sports fans	31	70.0
2	Exciting	29	65.9
3	Feel good when my team wins	28	63.6
4	Weekend games (Friday night, Saturday and/or Sunday)	27	61.3
5	Being there is a good time	26	59.0
6	Get pumped when watching favorite teams	23	52.2
7	Price of ticket/concession/parking	22	50.0
8	Rivalry between your team/opponent	21	47.7
9	Availability of parking	15	34.0
10	Cultural identity with athletes (Muslim players)	15	34.0
11	Time of day	14	31.8
12	Record of home team	13	29.5

Table 31

Muslim American Participants; Yearly Household Income – \$25,001 to 50,000 (n=5)

Rank	Factor	<i>f</i> (#=55)	%
1	Price of ticket/concession/parking	38	69.1
2	Cultural identity with athletes (Muslim players)	33	66.0
3	Feel good when my team wins	30	54.5
4	Weekend games (Friday night, Saturday and/or Sunday)	30	54.5
5	Availability of parking	29	52.7
6	Being there is a good time	29	52.7
7	Exciting	29	52.7
8	Time of day	29	52.7
9	Rivalry between your team/opponent	25	45.4
10	Get pumped when watching favorite teams	21	38.1
11	Record of home team	19	34.5
12	Friends are sports fans	18	32.7

Table 32

Muslim American Participants; Yearly Household Income – \$50,001 to \$75,000 (n=7)

Rank	Factor	<i>f</i> (#=77)	%
1	Price of ticket/concession/parking	42	54.5
2	Cultural identity with athletes (Muslim players)	40	51.9
3	Exciting	40	51.9
4	Feel good when my team wins	40	51.9
5	Get pumped when watching favorite teams	40	51.9
6	Record of home team	40	51.9
7	Friends are sports fans	39	50.6
8	Rivalry between your team/opponent	39	50.6
9	Weekend games (Friday night, Saturday and/or Sunday)	39	50.6
10	Being there is a good time	37	48.0
11	Time of day	34	44.1
12	Availability of parking	32	41.5

Table 33

Muslim American Participants; Yearly Household Income – \$75,001 to \$100,000 (n=2)

Rank	Factor	<i>f</i> (#=22)	%
1	Feel good when my team wins	15	68.1
2	Rivalry between your team/opponent	15	68.1
3	Weekend games (Friday night, Saturday and/or Sunday)	15	68.1
4	Time of day	14	63.6
5	Get pumped when watching favorite teams	13	59.1
6	Being there is a good time	12	54.5
7	Price of ticket/concession/parking	12	54.5
8	Record of home team	10	45.4
9	Exciting	9	40.9
10	Friends are sports fans	7	31.8
11	Availability of parking	6	27.2
12	Cultural identity with athletes (Muslim players)	4	18.1

Table 34

Muslim American Participants; Yearly Household Income – Above \$100,000 (n=5)

Rank	Factor	<i>f</i> (#=55)	%
1	Exciting	42	76.3
2	Weekend games (Friday night, Saturday and/or Sunday)	36	65.4
3	Get pumped when watching favorite teams	35	63.6
4	Friends are sports fans	34	61.8
5	Rivalry between your team/opponent	33	60.0
6	Record of home team	31	56.3
7	Price of ticket/concession/parking	28	50.9
8	Being there is a good time	27	49.1
9	Feel good when my team wins	27	49.1
10	Time of day	17	30.9
11	Availability of parking	12	21.8
12	Cultural identity with athletes (Muslim players)	8	14.5

Years Lived in the United States

Muslim Americans who were born in the United States selected “Being there is a good time” (68.5%) as the most important factor why they attended professional team sport events (see Table 35). “Availability of parking” and “Being there is a good time” (72.7%, for each) were the most important factors for those who have lived in the United States from 1 to 5 years (see Table 36), while the born in the United States group selected “Availability of parking” (32.4%) as the least important factor that influences their attendance (see Table 35). For both 6 to 10 and above 30 years having lived in the United States groups (see Tables 37 and 40), the important factor was “Exciting” (65.9 and 90.9%, respectively). “Price of ticket/concession/parking” (59.1%) was the most important factor selected by those who lived in the United States 11 to 20 years as the preferred reason for attendance (see Table 38). The most important factor for the group who have lived in the United States for 21 to 30 years (see Table 39) was “Weekend games” (65.9%).

The least important factors for attending professional team sport events were “Cultural identity with athletes (Muslim players)” (9.1 and 25%, respectively) for those who have lived from 1 to 5 and from 21 to 30 years in the United States (see Table 36 and 39); “Get pumped when watching favorite teams” and “Record of home team” (43%, for each) for those who have lived from 6 to 10 years in the United States (see Table 37); “Availability of parking” and “Time of day” (39.3%, for each) for Muslim Americans who have lived from 11 to 20 years in the United States (see Table 38); and “Availability of parking” and

“Cultural identity with athletes (Muslim players)” (0% for each) for those who have lived over 30 years in the United States (see Table 40).

Table 35

Muslim American Participants; Born in the United States (n=7)

Rank	Factor	<i>f</i> (#=77)	%
1	Being there is a good time	53	68.8
2	Price of ticket/concession/parking	45	58.4
3	Weekend games (Friday night, Saturday and/or Sunday)	44	57.7
4	Feel good when my team wins	43	55.8
5	Exciting	40	51.9
6	Get pumped when watching favorite teams	40	51.9
7	Rivalry between your team/opponent	38	49.3
8	Cultural identity with athletes (Muslim players)	37	48.0
9	Friends are sports fans	37	48.0
10	Record of home team	30	38.9
11	Time of day	30	38.9
12	Availability of parking	25	32.4

Table 36

Muslim American Participants; 1 to 5 Years Lived in the United States (n=1)

Rank	Factor	f (#=11)	%
1	Availability of parking	8	72.7
2	Being there is a good time	8	72.7
3	Exciting	7	63.6
4	Feel good when my team wins	7	63.6
5	Get pumped when watching favorite teams	7	63.6
6	Weekend games (Friday night, Saturday and/or Sunday)	7	63.6
7	Friends are sports fans	6	54.5
8	Record of home team	5	45.4
9	Price of ticket/concession/parking	4	36.3
10	Time of day	4	36.3
11	Rivalry between your team/opponent	2	18.1
12	Cultural identity with athletes (Muslim players)	1	9.1

Table 37

Muslim American Participants; 6 to 10 Years Lived in the United States (n=4)

Rank	Factor	f (#=44)	%
1	Exciting	29	65.9
2	Feel good when my team wins	26	59.1
3	Price of ticket/concession/parking	26	59.1
4	Weekend games (Friday night, Saturday and/or Sunday)	25	56.8
5	Rivalry between your team/opponent	24	54.5
6	Time of day	24	54.5
7	Availability of parking	22	50.0
8	Cultural identity with athletes (Muslim players)	21	47.7
9	Friends are sports fans	21	47.7
10	Being there is a good time	16	36.3
11	Get pumped when watching favorite teams	15	34.0
12	Record of home team	15	34.0

Table 38

Muslim American Participants: 11 to 20 Years Lived in the United States (n=6)

Rank	Factor	<i>f</i> (#=66)	%
1	Price of ticket/concession/parking	39	59.1
2	Feel good when my team wins	37	56.0
3	Exciting	36	54.5
4	Friends are sports fans	35	53.0
5	Rivalry between your team/opponent	35	53.0
6	Get pumped when watching favorite teams	34	51.5
7	Record of home team	34	51.5
8	Weekend games (Friday night, Saturday and/or Sunday)	33	50.0
9	Being there is a good time	31	46.9
10	Cultural identity with athletes (Muslim players)	30	45.4
11	Availability of parking	26	39.3
12	Time of day	26	39.3

Table 39

Muslim American Participants: 21 to 30 Years Lived in the United States (n=4)

Rank	Factor	<i>f</i> (#=44)	%
1	Weekend games (Friday night, Saturday and/or Sunday)	29	65.9
2	Exciting	27	61.3
3	Rivalry between your team/opponent	27	61.3
4	Get pumped when watching favorite teams	26	59.1
5	Price of ticket/concession/parking	25	56.8
6	Record of home team	24	54.5
7	Feel good when my team wins	23	52.2
8	Friends are sports fans	23	52.2
9	Time of day	20	45.4
10	Being there is a good time	16	36.3
11	Availability of parking	13	29.5
12	Cultural identity with athletes (Muslim players)	11	25.0

Table 40

Muslim American Participants: More Than 30 Years Lived in the United States (n=1)

Rank	Factor	f (#=11)	%
1	Exciting	10	90.9
2	Get pumped when watching favorite teams	10	90.9
3	Weekend games (Friday night, Saturday and/or Sunday)	9	81.8
4	Being there is a good time	7	63.6
5	Friends are sports fans	7	63.6
6	Rivalry between your team/opponent	7	63.6
7	Record of home team	5	45.4
8	Feel good when my team wins	4	36.3
9	Time of day	4	36.3
10	Price of ticket/concession/parking	3	27.2
11	Availability of parking	0	0
12	Cultural identity with athletes (Muslim players)	0	0

Season Ticket Holder Status

The three most important factors that encourage Muslim Americans who had season tickets (see Table 41) to attend professional team sport events were “Being there is a good time” (63.6%), “Exciting” (61.3%), and “Feel good when my team wins” (61.3%). For participants who did not have season tickets, they selected “Exciting” (58.3%), “Weekend games” (57.9%), and “Price of tickets concession/parking” (56.9%) as the most important reasons for their attendance (see Table 42). The least important factor for the season ticket holders (see Table 41) was “Time of day” (27.2%). For those who did not have season tickets, “Availability of parking” (38.2%) was the least important factor that influenced their attendance (see Table 42).

Table 41

Muslim American Participants: Season Ticket Holders (n=4)

Rank	Factor	<i>f</i> (#=44)	%
1	Being there is a good time	28	63.6
2	Exciting	27	61.3
3	Feel good when my team wins	27	61.3
4	Record of home team	26	59.1
5	Weekend games (Friday night, Saturday and/or Sunday)	26	59.1
6	Get pumped when watching favorite teams	24	54.5
7	Price of ticket/concession/parking	23	52.2
8	Friends are sports fans	22	50.0
9	Rivalry between your team/opponent	21	47.7
10	Availability of parking	14	31.8
11	Cultural identity with athletes (Muslim players)	14	31.8
12	Time of day	12	27.2

Table 42

Muslim American Participants: Non-Season Ticket Holders (n=19)

Rank	Factor	<i>f</i> (#=209)	%
1	Exciting	122	58.3
2	Weekend games (Friday night, Saturday and/or Sunday)	121	57.9
3	Price of ticket/concession/parking	119	56.9
4	Feel good when my team wins	113	54.0
5	Rivalry between your team/opponent	112	53.5
6	Get pumped when watching favorite teams	108	51.6
7	Friends are sports fans	107	51.1
8	Being there is a good time	103	49.2
9	Time of day	96	45.9
10	Record of home team	87	41.6
11	Cultural identity with athletes (Muslim players)	86	41.1
12	Availability of parking	80	38.2

MAPTSAPCI Conceptualized by the Theory of Planned Behavior

All factors under the category of attitude toward behavior “Exciting” (58.8%), “Feel good when my team wins” (55.3%), “Get pumped when watching favorite teams” (52.1%) and “Being there is a good time” (51.7%) were selected more than 50% of time by Muslim Americans who attended professional team sport events (see Table 43). Only two factors under the category of subjective norm were chosen at least 50% of the time as reasons for attending; “Rivalry between your team opponent” (52.5%) and “Friends are sports fans” (50.9%). The two factors “Weekend games” (58.1%) and “Price of a ticket/concession/parking” (56.1%) were selected over 55% of the time under the category of perceived behavior control. As a final point, the two most important factors for why Muslim Americans attended professional team sport events were “Exciting” (58.8%, attitude toward behavior) and “Weekend games” (58.1%, perceived behavior control).

Table 43

MAPTSAPCI Conceptualized by the Theory of Planned Behavior

Theory of Planned Behavior	Rank	%
Attitude Toward Behavior		
Feel good when my team wins	4	55.30
Being there is a good time	7	51.70
Exciting	1	58.80
Get pumped when watching favorite teams	6	52.10
Subjective Norm		
Friends are sports fans	8	50.90
Record of home team	9	44.60
Rivalry between your team opponent	5	52.50
Cultural identity with athletes (Muslim players)	11	39.50
Perceived Behavior Control		
Availability of parking	12	37.10
Time of day	10	42.60
Weekend games	2	58.10
Price of a ticket/concession/parking	3	56.10

Comparison between MAPTSAPCI and TAPTSAPCI Conceptualized by the Theory of Planned Behavior

The two most important factors for why Muslim Americans attended professional team sport events were “Exciting” (58.8%, Attitude toward Behavior) and “Weekend games” (58.1%, Perceived Behavior Control). On the other hand, Taiwanese Americans indicated that “Cultural identity with athletes” (74.3%, Subjective Norm) and “Feel good when my team wins” (74.1%, Attitude toward Behavior) were clearly the most important factors that influenced Taiwanese Americans to attend professional team sport events.

Muslim Americans chose 8 factors over 50% of the time, but none were chosen more than 58.8%. Whereas, Taiwanese Americans chose 6 factors over 50% of the time but, 2 were chosen in the 70% category, 2 in 60%, and 2 in 50%.

For both Muslim Americans and Taiwanese Americans, “Availability of Parking” in perceived behavior control category (Ranked 12th by both groups) was the least important factor that influenced their attendance at professional team sport events (see Table 44).

Table 44

MAPTSAPCI and TAPTSAPCI Conceptualized by the Theory of Planned Behavior

Theory of Planned Behavior	<i>MAPTSAPCI</i>		<i>TAPTSAPCI</i>	
	Rank	%	Rank	%
Attitude Toward Behavior				
Feel good when my team wins	4	55.3	2	74.1
Being there is a good time	7	51.7	5	59.8
Exciting	1	58.8	8	41.9
Get pumped when watching favorite teams	6	52.1	3	61.1
Subjective Norm				
Friends are sports fans	8	50.9	7	47.1
Record of home team	9	44.6	10	39.8
Rivalry between your team opponent	5	52.5	6	50.4
Cultural identity with athletes	11	39.5	1	74.3
Perceived Behavior Control				
Availability of parking	12	37.1	12	17.1
Time of day	10	42.6	11	32.6
Weekend games	2	58.1	4	60.3
Price of a ticket/concession/parking	3	56.1	9	41.1

Events Attendees' Contributions to Professional Team Sports

There were 23 Muslim Americans who attended professional team sport events. Of the participants who attended professional team sport events, 13% of them attended more than 2 times a month, 8.7% attended 1 or 2 times a month, and 78.3% attended less than 1 time a month (see Table 45).

Table 45

Frequency of Attending Sport Events (n=23)

Frequency	<i>f</i>	%
More than 2 a month	3	13.0
1 or 2 a month	2	8.7
Less than 1 a month	18	78.3

There were 52.2% of Muslim Americans who attended professional team sport events from August 2009 through July 2010 that spent money on a variety of professional teams' logo merchandise, while 47.8% of Muslim Americans attendees did not spend money on their professional teams' logo merchandise (see Table 46).

Table 46

Team's Logo Products Bought by Participants who Attended Sport Events (n=23)

Buy team's logo products	<i>f</i>	%
Yes	12	52.2
No	11	47.8

Two-thirds of the attendees spent up to \$100 on their favorite team’s logo products and a fourth of them spent more than \$100 up to \$200, and 8.3% spent more than \$400 on teams’ logo products (see Table 47).

Table 47

Amount Spent of Team’s Logo Products by Events Attendees (n=12)

Amount	<i>f</i>	%
Less than \$100	8	66.7
\$101 to \$200	3	25.0
Above \$400	1	8.3

Television Viewers’ Contributions to Professional Team Sports

The frequency of Muslim Americans who did not attend professional team sport events, but watched them on television is presented in Table 48. Over one third of the Muslim Americans (39.2%) indicated that they watched professional team sport events on television more than 2 times a week, while 23.5% of viewers watched games 1 or 2 times a week. Slightly over a third (37.3%) of the television viewers of professional team sport events watched the game less than 1 time a week.

Table 48

Frequency of Non-Attendees Watching on Television (n=51)

Frequency	<i>f</i>	%
More than 2 a week	20	39.2
1 or 2 a week	12	23.5
Less than 1 a week	19	37.3

From August 2009 through July 2010, more than 21% of Muslim Americans who watched professional team sport events on television spent money on various professional teams' logo merchandise. More than 81% of viewers spent up to \$100 and more than 18% spent from \$101 to \$300 on team's logo products (see Table 50)

Table 49

Team's Logo Products Bought by Television Viewers (n=51)

Buy team's logo products	<i>f</i>	%
Yes	11	21.6
No	40	78.4

Table 50

Amount Spent by Television Viewers on Team's Logo Products (n=11)

Amount	<i>f</i>	%
Less than \$100	9	81.8
\$101 to \$200	1	9.1
\$201 to \$300	1	9.1

Reasons for Neither Attending Professional Team Sport Events or Watching on Television

Participants in this study had six options to express the main reason why they did not attend professional team sport events. The choices were No time, Cost, Distance, Not interested in sport, Watch on television, and Other (see Table 51). More than 31% of the participants who did not attend professional team sport events indicated that they were not interested in sport. One-fifth (21.6%) selected that they watched on television as a

reason for why they did not attend games. The other reasons were “No time” (16.8%), “Other” (13.2%), “Cost” (9.6%) and “Distance” (7.2%). Eleven (11) out of 83 participants selected “other” as a reason for not attending games. Four of them expressed the opinion that the game environment is a bad one because of alcohol being served.

Table 51

Reason for Not Attending Professional Team Sport Events (n=83)

Rank	Reason	<i>f</i>	%
1	Not interested in sport	26	31.3
2	Watch on television	18	21.6
3	No time	14	16.8
4	Other	11	13.2
5	Cost	8	9.6
6	Distance	6	7.2

For those who were neither professional team sport event attendees nor television viewers, there were five reasons from which to choose: No time, No Television, Not interested in sport, Too violent, and Other (see Table 52). Over 50% of the respondents selected they were “Not interested in sport”. Approximately one-third indicated that “No time” was the reason why they did not attend games or watch on television. “No television” and “Other” were selected by 6.3%, and “Too violent” was chosen by 3.3%.

Table 52

Reason for Neither Attended Events nor Watched on Television (n=32)

Rank	Reason	<i>f</i>	%
1	Not interested in sport	17	53.1
2	No time	10	31.3
3	No television	2	6.3
4	Other	2	6.3
5	Too violent	1	3.3

Contributions of Neither Attendees nor Watching on Television to Professional Team Sports

There were 32 participants who neither attended professional team sport events nor watched on television, although 18.8 % of the participants spent their money on various professional teams’ logo merchandise from August 2009 through July 2010 (see Table 53). Over three-fourths of Muslim Americans who neither attended nor watched on television spent up to \$100 (83.3%) and above \$400 (16.7%) on a variety of professional teams’ logo merchandise (see Table 54).

Table 53

Team’s Logo Products Bought by Neither Attended Events nor Watched on Television (n=32)

Buy team’s logo products	<i>f</i>	%
Yes	6	18.8
No	26	81.3

Table 54

Amount Spent of Team's Logo Products by Neither Attended Events nor Watched on Television (n=6)

Amount	<i>f</i>	%
Less than \$100	5	83.3
Above \$400	1	16.7

Comparison of the MAFPTSEPCI between Event Attendees and Television Viewers

Muslim American Favorite Professional Team Sport Event Paired Comparison (MAFPTSEPCI) included five major professional team sports (baseball, basketball, football, soccer, and hockey). Twenty-three participants completed the instrument and selected their favorite professional team sport event.

The most preferred professional team sport event to attend for Muslim Americans was soccer (69.5%). Basketball and football (63%, for each) were the next in attendance (see Table 55). Over one-quarter of Muslim Americans indicated baseball (29.3%) and hockey (25%) as their favorite professional team sport event to attend.

Table 55

Favorite Professional Team Sport Events for Attendees (n=23)

Rank	Sport	<i>f</i> (#=92)	%
1	Soccer	64	69.5
2	Basketball	58	63
3	Football	58	63
4	Baseball	27	29.3
5	Hockey	23	25

For the television viewers of professional team sport events, 51 Muslim Americans who watched professional team sport on television ranked soccer (80.3%) as their favorite professional team sport (see Table 56). After that, football (62.3%) was the second favorite professional team sport event to watch on television for Muslim Americans. The third favorite professional team sport to watch was basketball (61.7%). More than one-fourth of Muslim Americans selected baseball (25.5%) and hockey (20.5%) as their favorite professional team sport event.

Table 56

Favorite Professional Team Sport Events for Television Viewers (n=51)

Rank	Sport	<i>f</i> (#=204)	%
1	Soccer	164	80.3
2	Football	131	62.6
3	Basketball	126	61.7
4	Baseball	52	25.5
5	Hockey	42	20.5

CHAPTER V
SUMMARY, DISCUSSION, CONCLUSION, IMPLICATIONS, AND
RECOMMENDATIONS FOR FUTURE STUDIES

The purpose of this study was to identify the important factors influencing Muslim Americans, 18 years of age and above, to attend (in person) or watch (on television) professional team sport events. This Chapter includes the following topics: (a) Summary, (b) Discussion, (c) Conclusions, (d) Implications, and (e) Recommendations for Future Studies.

Summary

This study used two paired comparison instruments which were developed and copyrighted by Chen (2009). The first instrument, Taiwanese Americans Professional Team Sport Attendance Paired Comparison Instruments (TAPTSAPCI) was based on The Theory of Planned Behavior. The second instrument, Taiwanese Americans Favorite Professional Team Sport Event Paired Comparison instrument (TAFPTSEPCI) included the five major professional team sports in the United States (football, baseball, basketball, hockey and soccer). Chen (2009) gave permission to substitute Muslim Americans for Taiwanese Americans on each of the instruments. The researcher used an online technique for this study with a sample of Muslim Americans from selected Islamic Centers and Muslim Student Associations (MSA) in California, New York, Illinois, and Texas. A total of 106 correctly completed questionnaires were used for data analysis.

A summary of the findings is presented with respect to the specific research questions which guided the development of this study.

1. How do Muslim Americans value TPB factors as their reason to attend professional team sport events?
 - a. “Exciting” (58.8%) and “Weekend games” (58.1%) were the two most important factors influencing Muslim Americans to attend professional team sport events.
 - b. “Availability of parking” (37.1%) was the least important factor affecting professional team sport attendance for Muslim Americans.
2. How do demographic variables (age, gender, ethnic background, educational level, yearly household income, years lived in the United States, and season ticket holder status) affect Muslim Americans’ value of factors affecting their attendance at professional team sport events?
 - a. Each age group has different important factors. The most important factor for Muslim Americans, ages 18 to 65 years-old, to attend professional team sport events were “Weekend games” which was selected by the younger group from 18 to 30 years-old (59.5%), “Being there is a good time” and “Exciting” were indicted by the group from 31 to 40 years-old (65.4%, for each), “Feel good when my team wins” was designated by the group from

41 to 50 years-old (65.4%), and “Exciting” and “Price of ticket/concession/parking” were chosen by the group from 51 to 65 years-old (90%, for each).

- b. “Exciting” (59.8%) and “Weekend games” (57.4%) were selected by Muslim American males as the two most important factors to attend professional team sport events. On the other hand, Muslim American females preferred “Weekend games” (61.3%) and “Being there is a good time” (59%) as the reason for attending of professional team sport events.
- c. Arab, Asian, and White were included among the Muslim American participants. The four important factors for the Arabs were “Exciting” (59.4%), “Price of ticket/concession/parking” (59.4%), “Feel good when my team wins” (58.7%) and “Weekend games” (57.3%). The four important factors for Asians were “Weekend games” (56.8%), “Exciting”, “Rivalry between your team/opponent” and “Price of ticket/concession/parking” (55.6%, for each). The three important factors for Whites were “Get pumped when watching favorite teams” (72.7%), “Exciting”, and “Weekend games” (68.1%, for each).
- d. For High school level participants, “Cultural identity with athletes” and “Feel good when my team wins” (90.9%, for each) were the most important factors to attend professional team sport events. For the participants who had some college, “Time of day” (63.6%) was the major

important factor. For the college degree level participants, “Price of ticket/concession/parking” and “Weekend games” (62.6%). For graduate level participants, “Get pumped when watching favorite teams” (67.5%) and “Exciting” (66.2%) were the most important factors. For post graduate level participants, the two major important factors were “Exciting” and “Feel good when my team wins” (60%, for each)

- e. “Friends are sports fans” (70%) and “Exciting” (65.9%) were the two most important factors for Muslim Americans whose yearly household incomes were less than \$25,000. For those with yearly household incomes from \$25,001 to \$50,000, the most important factors were “Price of ticket/concession/parking” (69.1%) and “Cultural identity with athletes” (66%). The participants with yearly household incomes from \$50,001 to \$75,000 preferred “Price of ticket/concession/parking” (54.5%) as the most important reason for attendance. “Feel good when my team wins”, “Rivalry between your team/opponent”, and “Weekend games” (68.1%, for each) were the most other selected factors for participants with yearly household incomes from \$75,001 to \$100,000. For those with yearly household income above \$100,000, the most selected factor for why they attended professional team sport events was “Exciting” (76.3%).
- f. Muslim Americans who were born in the United States designated “Being there is a good time” (68.8%) as the most important factor for attending

professional team sport events. Muslim Americans who lived in the United States between 1 to 5 years selected “Availability of parking” and “Being there is a good time” (72.7%, for each). Muslim Americans who lived in the United States between 6 to 10 years indicated “Exciting” (65.9%) as the most important factor influencing their attendance. Muslim Americans who lived in the United States between 11 to 20 years chose “Price of ticket/concession/parking” (59.1%) as the most important factor for attending the games. Muslim Americans who lived in the United States between 21 to 30 years considered “Weekend games” (65.9%) as the most important factor influencing their attendance. Muslim Americans who have lived in the United States more than 30 years ranked “Exciting” and “Get pumped when watching favorite teams” (90.9%, for each) as the two most important reasons for their attendance.

- g. For the season ticket holder participants, “Being there is a good time” (63.6%) was the most important factor for attending professional team sport events. Muslim Americans who did not have season tickets considered “Exciting” (58.3%), “Weekend games” (57.9%) and “Price of ticket/concession/parking” (56.9%) as the important factors for attending professional team sport events.

3. How frequently do Muslim Americans watch professional team sport events on television?

More than 62.7% of the Muslim American television viewers of professional team sport events watched games at least 1 time a week.

4. How much do Muslim Americans spend purchasing favorite team's logo products?

a. Over 66% of Muslim Americans who attend professional team sport events spent less than \$100 and more than 33% of them spent at least \$101 on their favorite team's logo products.

b. More than 81% of Muslim Americans who watch professional team sport events on television spent less than \$100 and more than 18% of them spent between \$101 and \$300 on their favorite team's logo products.

c. More than 83% of Muslim Americans who neither attended events nor watched on television spent less than \$100 and 16% spent above \$400 on their favorite team's logo products.

5. Why do Muslim Americans not attend or watch professional team sport events on television?

a. The major reasons for Muslim Americans not attending professional team sport events was "Not interested in sport" (31.3%) and "Watch on television" (21.6%).

b. More than one-half of Muslim Americans who neither attended nor watched professional team sport events on television designated they were

“Not interested in sport” (53.1%) and about one-third of them selected “No time” (31.3%).

6. With regard to The Theory of Planned Behavior, how do Muslim Americans differ from Taiwanese Americans with respect to the factors that influence professional team sport attendance?

a. Muslim Americans chose “Exciting” (58.8%) under attitude toward behavior category and “Weekend games” (58.1%) under perceived behavior control category as the two most important factors that influenced their attendance at professional team sport events. Whereas, Taiwanese Americans chose “Cultural identity with athletes” (74.3%) under the subjective norm category, and “Feel good when my team wins” (74.1%) under attitude toward behavior category as their two most important reasons for attending professional team sport events.

b. The least important factor affecting professional team sport attendance was “Availability of parking”, perceived behavior control, for both Muslim Americans (37.1%) and Taiwanese Americans (17.1%).

7. What is the favorite professional team sport of attendees and television viewers among Muslim Americans?

The favorite sport for both the Muslim American professional team sport attendees (69.5%) and television viewers (80.3%) was soccer.

Discussion

The purpose of this study was to identify the important factors influencing Muslim Americans, 18 years of age and above, to attend (in person) or watch (on television) professional team sport events. The discussion presented is based on the findings of this study and their relationship with previous studies.

Factors Influencing Muslim Americans Professional Team Sport Attendance

“Exciting” and “Weekend games” were the most important factors influencing Muslim Americans to attend a professional team sport event. The findings support Al-Thibiti’s findings (2004) which indicated that “to seek excitement and stimulation” is one of the items used to assess the entertainment motive which attendees or television viewers refer to as the reason influencing their attendance or watching the game. Furthermore, the entertainment motive represents the desire of some sport fans to enjoy the excitement. Some researchers have used the expression “enjoy the excitement” to express the eustress (i.e., euphoric stress) motive which involves a desire to gain excitement and stimulation through sport (Gantz, 1981; Sloan, 1989). When fans have high levels of eustress motivation they enjoy the excitement and arousal they experience watching sport (Wann, Grieve, Zapalac, & Pease, 2008).

“Weekend games” (58.1%) was the second important factor why Muslim Americans attended professional team sport events. This is consistent with Robinson & Carpenter’s research (2002) which found that spectators who were 35-39 years-old attended higher than expected on Saturday, and those who work full-time attended higher than expected

on Saturday and lower than expected on Thursday. Many researchers examined how weekend and end-of-season games increase event attendance while afternoon games decrease event attendance (Drever & MacDonald, 1981; Fillingham, 1977; Hay & Thueson, 1986; Hill et al., 1982; Siegfried & Eisenberg, 1980). In general, spectators prefer weekend games; therefore, games should be scheduled so that they are most suitable for spectators. Even though it is not possible to schedule all season home games on the weekends, increasing the number of weekend games is important. Moreover, promotional messages should notify spectators when the game is scheduled for a weekend (Zhang, Lam, & Connaughton, 2003; Zhang et al., 1995). Douvis (2007) indicated that findings revealed that managers were aware of spectators' concern about factors, such as attractiveness of the game and residual preferences. Other researchers used game schedule or weekend game under the category of residual performance (Hansen & Gauthier, 1989).

Each age group of Muslim Americans had different reasons for attending professional team sport events. Based on the results of their studies, Wann and Branscombe suggested that when we examine spectator behaviors it is significant not to assume that the team is equally important to all fans (1990) because there are many differences among sport fans regarding to their behavioral, affective, and cognitive reaction (1993). The younger Muslim Americans (18 to 30 years-old) considered the factor "Weekend games" as the important reason influencing their attendance. The finding of this study is different from the finding in Chen's study (2009) which indicated that Taiwanese Americans 18 to 30

years of age selected “Feel good when my team wins”. A finding in this study “Weekend games” as the important factor that influenced their professional team sport events attendance was selected by several different demographics groups, such as female Muslim Americans, Asian Muslim Americans, Muslim Americans who hold a college degree, Muslim Americans with \$75,001 to \$100,000 yearly household income, and Muslim Americans who lived 21 to 30 years in the United States.

The age 18 to 30 years-old formed almost 50% of Muslim Americans participants. This age range reflects that they were students or working; therefore, weekend games was an important factor for their attendance. More than likely, this age group is busy with their school or work during weekdays, so they were more concerned with the game being available on the weekend. Female Muslim Americans are also busy during the weekdays because even if they do not work during school days, they are busy helping their children with homework and doing other household responsibilities, so their free time is on the weekend. Finally, Muslim American college degree holders who participated in this study seemed to be most busy during the weekdays, as well as other groups who preferred weekend games.

The age group of 31 to 40 years-old selected equally “Being there is a good time” and “Exciting” as the major important factors that cause them to attend professional team sport events. A finding in this study that differed from Chen’s study (2009) which verified that the age group of 31 to 40 years-old named “Cultural identity with athletes” as the reason for them to attend professional team sport events. “Being there is a good

time” was an important factor for attending professional team sport events for the age group of 31 to 40 years-old and was also an important choice for other groups in this study: Muslim Americans who were born in the United States, Muslim Americans who lived 1 to 5 years in the United States, and Muslim Americans who were season ticket holders. On the other hand, “Exciting” was selected by several groups in this study, such as Muslim Americans who were 51 to 65 years-old, male Muslim Americans, Arab Muslim Americans, Muslim Americans who were postgraduate, Muslim Americans with yearly household incomes above \$100,000, Muslim Americans who lived 6 to 10 years and more than 30 years in the United States, and those who were not season ticket holders.

Both factors “Being there is a good time” and “Exciting” have been considered under the entertainment category by several researchers and the findings of the present study are consistent with previous research that entertainment was a very important factor for spectators (Al-Thibiti, 2004; Hall & O’Mahony, 2006; Shank, 2001; Wann, 1995; Wann, Schrader, & Wilson, 1999). Attendees who were concerned more about “overall quality of the entertainment experience” more than “the outcome of sporting event” are described as social fans (Milne & McDonald, 1999; Sutton, McDonald, Milne, & Cimperman, 1997). The core product and product extensions are the two dimensions that form the game or event itself (Mullin, Hardy, & Sutton, 2000). Entertainment is one of the items that the product extensions are composed of. Marketers should not only consider the

elements of the core product of sport, but also the core product extensions to develop suitable and useful marketing plans (Parks, Quarterman, & Thibault, 2007).

Therefore, sport marketers could enhance the sport atmosphere by improving the outside field conditions at the facility in order to attract those who focused more on entertainment values (Kahle & Riley, 2004). As suggested by Al-Thibiti (2004), an advertising campaign should contain entertainment attractions. Sport marketers might increase the enjoyment of these groups by giving them the opportunity to meet players and design a variety of ticket plans for them to purchase (Sutton et al., 1997).

The age group of 41 to 50 years-old chose “Feel good when my team wins” as the major important factor for professional team sport events attendees. Chen’s findings (2009) verified that all age groups considered “Cultural identity with athletes” as the most important reason for professional team sport events attendance, except the younger group who selected “Feel good when my team wins”. The findings of this study revealed that Muslims who hold a high school diploma or a postgraduate degree, and Muslim Americans with household incomes of \$75,001 to \$100,000 also selected “Feel good when my team wins” as a major factor that caused them to attend professional team sport events.

In addition to the “Exciting” factor, the group ages 51 to 65 years-old chose “Price of ticket/concession/parking” (90%), while Arab Muslim Americans selected “Price of ticket/concession/parking” (59.4%) as the most important factors for their attending professional team sport events. “Price of ticket/concession/parking” was also the most

important factor for Muslim Americans attendees who hold a college degree, with yearly household incomes from \$25,001 to \$75,000, and who have lived 11 to 20 years in the United States. Muslim Americans, like many Americans, seem economically affected at this time because the economy is down. Usually, when the economy is down, people first decrease their spending on entertainment and that is probably why they are concerned about the price of tickets, concession, and parking.

With respect to the cultural identity of Muslim Americans, white Muslim Americans, Muslim Americans who hold a graduate degree, and those who have lived in the United States for more than 30 years all chose “Get pumped when watching favorite teams” as the most important reason for their attendance at professional team sport events. Chen (2009) found that for Taiwanese Americans who held a graduate degree “Cultural identity with athletes” and for those who have lived more than 30 years in the United States “Feel good when my team wins” were the most important factors affecting their attendance.

In addition to “Feel good when my team wins” (90.9%), Muslim Americans who had a high school diploma selected “Cultural identity with athletes” (90.9%) as the most important factor affecting their attendance. Muslim Americans who had some college named “Time of day” as the most important factor for their attendance.

Chen (2009) identified “Cultural identity with athletes” as the most important factor for Taiwanese Americans for attending professional team sport events. However, this is not the case in the present study with Muslim Americans, although there are several

Muslim American players in the NBA and NFL, but not in MLS, which was the favorite sport for Muslim Americans. With an exception, the younger generation who had a high school diploma considered “Cultural identity with athletes” as the important factor affecting their attendance. There are many Muslim soccer players in Europe, so this might be an important factor affecting Muslims attendance in Europe.

The least important factor for many groups of Muslim Americans for attending professional team sport events was “Availability of parking”. This factor was selected as the most important factor for those who lived from 1 to 5 years in the United States. However, the longer Muslim Americans lived in the United States, the less important the factor became.

The theory of planned behavior was used for this study as a conceptual framework for the MAPTSAPCI. The three categories based on the theory of planned behavior are Attitude Toward Behavior, Subjective Norm, and Perceived Behavioral Control. The 12 factors used in the instrument were divided into four factors under each category of the TPB. Based on the findings of this study, the most important factors influencing the attendance of Muslim Americans were in the category of “Attitude toward behavior”. Over 50% of the time, the four factors selected by Muslim Americans attendees were: “Exciting”, “Feel good when my team wins”, “Get pumped when watching favorite teams”, and “Being there is a good time”. The findings of this study supports the findings in Chen’s study (2009) which indicated that Taiwanese Americans attendees were most influenced by factors under the category of “Attitude toward behavior”. In the present

research, the second category affecting Muslim Americans attendees was “Perceived behavior control” that includes “Weekend games”, “Price of ticket/concession/parking”, “Time of day”, and “Availability of parking”. This finding indicated that Muslim Americans attendees differed from Taiwanese Americans attendees who were influenced by “Subjective Norm” as their second TPB category.

Muslim American Favorite Professional Team Sport Event

Soccer was the favorite sport for Muslim American participants who attended professional team sport events, as well as those who watched on television. In this study, the majority of the Muslim Americans participants were Arab and Asian. Union Arab de Football Association consists of 22 countries and the most popular sport in these Arab countries is soccer. Interestingly, Muslim Americans seem to have integrated into American culture because the second favorite team for television viewers was football even though most countries where Muslim Americans are from do not have football as a sport. The attendees equally ranked basketball and football as the second favorite team.

Reasons Why Participants Did Not Attend Events or Watch on Television

The major reasons participants did not attend professional team sport events were because they were not interested in sport or they watched on television. It is interesting to note that over 40.4% of these Muslim Americans who participated in this study spent money on their favorite team logo product.

Conclusions

The results of this study indicated the two most important factors for Muslim Americans to attend professional team sport events were “Exciting” and “Weekend games”. The results of this study also confirmed that soccer was the most favorite sport for both professional team sport attendees and television viewers among Muslim Americans participants. In addition, the reasons for not attending a professional team sport event were that they were not interested in sport and they watch on television. Furthermore, Muslim Americans participants who neither attended nor watched professional team sport events were not interested in sport. All four factors in the category of attitude toward behavior were chosen one half of the time when compared with the other eight factors.

Implications

The sports marketer can significantly benefit from improving their understanding about spectator and fan motivation. (James & Ross, 2004; Trail, Eink, & Anderson, 2003; Trail & James, 2001). The findings in this study give a glimpse into a new segment in sport marketing in the United States. According to Kwon and Trail (2001), “The motives that drive a spectator or fan of a particular sport to follow or consume that sport may be very different among countries, cultures, and contexts” (p. 18). This concept is certainly lived out among Muslim Americans. There is ethnic diversity among Muslim Americans because they come from many different countries. Several researchers have pointed out that the segmenting of various ethnic groups is an effective marketing strategy to target

consumers who have a cultural or ethnic affiliation (Andronikidis & Dimitriadis, 2003; Kennedy & Hall, 2005; Lindridge & Dibb, 2003; Qualls & Moore, 1990; Williams & Qualls, 1989). For example, Armstrong (2001) suggested that in targeting a minority population group, sport marketers need to create an effective marketing strategy based on the multicultural sport spectating experiences of the targeted group. By focusing on Muslim Americans, sport marketers can target several cultural groups.

Muslim Americans come from different countries and each country has a different culture. They associate with the religion of Islam which means they have many similar principles, values, and factors that can affect their decisions. Sports are encouraged in Islamic law; therefore, Muslim Americans practice and are involved in sports. However, Muslim Americans have concerns about how and when to practice or attend sports. For instance, Muslims pray five prayers a day at fixed times, so during the game they need to pray, but there is no place for them to do so. Additionally, Muslims do not drink alcohol and they do not like to be in places where alcohol is served (this was the stated reason for some Muslim American participants in this study who did not attend professional team sport events).

Companies should not target mainstream consumers only, but should also customize their offerings to each ethnic group as suggested by the customization approach in the international marketing literature (Armstrong, 2008; Buzell, 1968; Jain, 1989). As suggested, using customized market strategy for different ethnic groups who have significantly different market behaviors based on ethnic segments would be a worthwhile

effort. A good example of the customization technique in marketing would be the way Peterbilt Trucks design their products. Peterbilt does not merely “sell” trucks; they design the truck to meet the exact specification of the customer (buyer). The customization technique may initially cost the franchise money; however, in the future they should profit from their investment (Douglas & Wind, 1987; Lee, Fairhurst, & Dillard, 2002).

Muslim Americans are clearly different from other groups because what can be a factor for others to attend games would be an obstacle for Muslim Americans, such as alcohol. Sport marketers could eliminate constraints for Muslim Americans by using the customization technique. Sport marketers could draw the attention of Muslim Americans to attend games by providing a room that can be used for prayer, so Muslim Americans attendees can go during the game for 5 or 10 min to pray and then return back to enjoy the game. Presently, smoking is not allowed in the seating area of any professional sport stadium in the United States. It might be a radical idea in sport, but perhaps other cultural groups, as well as Muslim Americans, would attend more events if all professional sports would reserve a section for no alcohol. Customization can also be used to increase the purchasing of team merchandise if the sport marketers design the merchandise for Muslim Americans to use as a gift on Muslim holydays.

Recommendations for Future Studies

The purpose of this study was to identify the important factors influencing Muslim Americans, 18 years of age and above, to attend (in person) or watch (on television)

professional team sport events. As a result, there are some recommendations for future research.

1. The researcher only examined the five major professional team sport events in the United States (baseball, basketball, football, hockey, and soccer). Future research could examine factors influencing attendance at other sporting events.
2. In this study, the researcher explored factors influencing Muslim American professional team sport attendance. Future studies could compare factors influencing professional team sport television viewership and event attendance among Muslim Americans or any other cultural group.
3. The researcher investigated factors influencing Muslim Americans to attend professional team sport events. Future research might examine the constraints that prevent Muslim Americans from attending professional team sport events.
4. In the present study, the researcher investigated Muslim Americans in the United States. Future research could examine Muslims in European countries or make comparisons between Muslim Americans and Muslims in Europe regarding attendance at professional soccer and basketball events.
5. The researcher in this study used an online research technique to gather the data. It was helpful in reaching Muslim Americans in the four states (California, Illinois, New York, and Texas). However, using both paper and online survey and more diverse geographic areas to collect data might be useful to maximize the number of participants and perhaps influence the results.

6. In this study, a quantitative research design method for data analysis was used with the use of the paired comparison technique to investigate Muslim Americans professional team sport event attendance with respect to the Theory of Planned Behavior. Future research designs might include an additional theoretical framework to compare with these findings.
7. Qualitative study perhaps would reveal even more specific motive of why people got involved with professional team sports.

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APPENDIX A

Paired Comparison Instruments

Factors Influencing Muslim Americans to Attend Professional Team sport

TEXAS WOMAN'S UNIVERSITY

CONSENT TO PARTICIPATE IN RESEARCH

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

Investigator: Maher M. Masoudi Phone: (940) 595 7153 E-Mail: mmasoudi@twu.edu

Advisor: Bettye Myers, Ph.D. Phone: (940) 898-2575 E-Mail: RReid@twu.edu

Explanation and Purpose of the Research

You are being asked to participate in a research study for Mr. Masoudi's Dissertation at Texas Woman's University.

The specific purposes of the study are:

1. To identify the important factors influencing Muslim Americans to attend professional team sport events.
2. To identify the important factors influencing Muslim Americans to attend professional team sport events among selected variables (age, gender, ethnic background, educational level, yearly household income, the number of years lived in the United States, and season ticket holders status).
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 Muslim Americans who were not professional sports attendees.
4. To identify the favorite professional team sport of attendees and television viewers among Muslim Americans.

Research Procedures

The study will be conducted by an online research technique. The Muslim American professional Team Sport Attendance Paired Comparison Instrument and Muslim 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 10-15 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. There is a potential risk of loss of confidentiality in all email, downloading, and internet transactions. 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 participants 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) 595-7153 or via e-mail at mmasoudi@twu.edu.

Factors Influencing Muslim Americans to Attend Professional Team sport

* 1. Are you 18 years of age or above?

Yes

No

* 2. Are you a Muslim American?

Yes

No

* 1. Age

18-30

31-40

41-50

51-65

Above 65

* 2. Gender

Male

Female

* 3. Ethnic Background

African

Arab

Asian

White

Other

Other (please specify)

Factors Influencing Muslim Americans to Attend Professional Team sport

* 4. Educational Level

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

* 5. 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

* 6. Years lived in the United States as citizen

- Born here
- 1-5
- 6-10
- 11-20
- 21-30
- Above 30

* 7. Did you attend any professional team sport event (NFL, MLB, NBA, NHL, or MLS) during August 2009 through July 2010

- Yes
- No

* 1. How many times approximately did you attend professional team sport events during August 2009 through July 2010?

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

Factors Influencing Muslim Americans to Attend Professional Team sport

*** 2. Did you have season tickets for any professional team sport event during August 2009 through July 2010?**

Yes

No

*** 3. Did you buy any product with your favorite team's logo for self, family, or friends during August 2009 through 2010?**

Yes

No

*** 1. How much did you spend on your favorite team's logo products during August 2009 through July 2010?**

Less than \$100

\$101 - \$200

\$201 - \$300

\$301 - \$400

Above \$400

*** 1. If you did not attend any professional team sport event during August 2009 through July 2010, check one of the following reasons.**

No time

Cost

Distance

Not interested in sport

Watch on television

Other

Other (please specify)

*** 2. Have you watched any professional team sport event (NFL, MLB, NBA, NHL, or MLS) on television during August 2009 through July 2010?**

Yes

No

Factors Influencing Muslim Americans to Attend Professional Team sport

*** 1. How many times approximately did you watch professional team sport events during August 2009 through July 2010?**

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

*** 2. Did you buy any product with your favorite team's logo for self, family, or friends during August 2009 through 2010?**

- Yes
 No

*** 1. How much did you spend on your favorite team's logo products during August 2009 through July 2010?**

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

*** 1. If you did not watch any professional team sport event during August 2009 through July 2010, check one of the following reasons:**

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

Other (please specify)

*** 2. Did you buy any product with your favorite team's logo for self, family, or friends during August 2009 through 2010?**

- Yes
 No

Factors Influencing Muslim Americans to Attend Professional Team sport

*** 1. How much did you spend on your favorite team's logo products during August 2009 through July 2010?**

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

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?

*** 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

Factors Influencing Muslim Americans to Attend Professional Team sport

* 7. Soccer or Football

- Soccer
 Football

* 8. Basketball or Hockey

- Basketball
 Hockey

* 9. Baseball or Hockey

- Baseball
 Hockey

* 10. Soccer or Basketball

- Soccer
 Basketball

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

Factors Influencing Muslim Americans to Attend Professional Team sport

* 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

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

Factors Influencing Muslim Americans to Attend Professional Team sport

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

- Availability of parking
- Weekend game (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 (Muslim Players) or Record of (win-loss) home team**

- Cultural identity with athletes (Muslim 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

*** 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) home team**

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

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

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

Factors Influencing Muslim Americans to Attend Professional Team sport

*** 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 (Muslim players) or Get pumped when watching favorite teams**

- Cultural identity with athletes (Muslim 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

*** 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 (Muslim players)**

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

Factors Influencing Muslim Americans to Attend Professional Team sport

*** 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 (Muslim players)**

- Friends are sports fans
- Cultural identity with athletes (Muslim 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

*** 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

Factors Influencing Muslim Americans to Attend Professional Team sport

*** 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 (Muslim players)**

- Exciting
- Cultural identity with athletes (Muslim 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 (Muslim player)**

- Weekend games (Friday night/Saturday/Sunday)
- Cultural identity with athletes (Muslim player)

*** 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 Muslim Americans to Attend Professional Team sport

*** 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 (Muslim players)**

- record of (win-loss) home team
- Cultural identity with athletes (Muslim 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

Factors Influencing Muslim Americans to Attend Professional Team sport

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

- Get pumped when watching favorite teams
- Cultural identity with athletes (Muslim 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

* 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 (Muslim players) or Friends are sports fans

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

Factors Influencing Muslim Americans to Attend Professional Team sport

*** 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)

*** 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 (Muslim players) or Exciting**

- Cultural identity with athletes (Muslim 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

Factors Influencing Muslim Americans to Attend Professional Team sport

*** 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

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

- Cultural identity with athletes (Muslim 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

Thank you to be willing to participate, however you do not meet the criteria:

(1) you have to be 18 years of age or above and

Factors Influencing Muslim Americans to Attend Professional Team sport

(2) you have to be a Muslim American

Your participation is very significant for this research.

If you have any question about this research, please contact the investigator via e-mail at mmasoudi@twu.edu.

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

WA JAZAKUM ALLAH KHAER (May ALLAH reward you greatly).

Maheer Masoudi

Appendix B

Jury of Experts Judge the 31 Factors to Select 12 Out of Them

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

From Chen' (2009).

APPENDIX C

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

May 25, 2010

Mr. Maher Masoudi
3500 E. McKinney, Apt. #2820
Denton, TX 76209

Dear Mr. Masoudi:

Re: Factors Influencing Muslim Americans to Attend Professional Team Sport 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 a signed consent form is not required for exempt studies, the filing of signatures of participants with the TWU IRB is not necessary.

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,

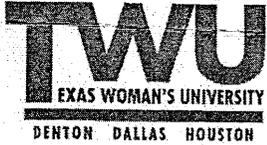
A handwritten signature in black ink that reads "Kathy DeOrnellas Ph.D." The signature is written in a cursive style.

Dr. Kathy DeOrnellas, Chair
Institutional Review Board - Denton

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

APPENDIX D

Approval Letter from the Graduate School



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

0829057

June 7, 2010

Maher Masoudi
3500 E. McKinney Apt. 8202
Denton, TX 76209

Dear Mr. Masoudi:

I have received and approved the prospectus entitled *Factors Influencing Muslim Americans to Attend Professional Team Sport 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

kb

cc: Dr. Bettye Myers, Kinesiology
Dr. Barney Sanborn, Chair, Kinesiology

APPENDIX E

The Research Announcement

Dear Islamic Center

Asalam Alikum

I am a doctoral candidate under the direction of Professor Bettye Myers in the Department of Kinesiology at Texas Woman's University. The title of my dissertation is Factors Influencing Muslim Americans to Attend Professional Team Sport Events. Your Islamic Center'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 Muslim Americans attend or watch (TV) professional team sport events. You 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.

Participant will be asked to complete 2 short questionnaires. This instrument should not take more than 10-15 minutes to complete. Participation in this study is voluntary and anonymous. Individual participants cannot be identified. There is a potential risk of loss of confidentiality in all email, downloading, and internet transactions. Confidentiality will be protected to the extent possible that is allowed by law. Participant can withdraw from the study at any time, there will be no penalty.

The link of this survey is provided as follow:

<http://www.surveymonkey.com/s/8HFB9MW>

Although there may be no direct benefit to you, your participation would, however, be greatly appreciated and is crucial to the success of this research endeavor.

If you have any questions concerning this research study, please feel free to contact me or may also contact my research advisor, Dr. Bettye Myers, at (940) 898-2575

Thank you so much for considering my request.

Maher Masoudi, MS.
Department of Kinesiology
Texas Woman's University
Denton, TX
Phone; (940)595-7153
E-Mail: mahermmm@hotmail.com

Dear Muslim Students Association (MSA)

Asalam Alikum

I am a doctoral candidate under the direction of Professor Bettye Myers in the Department of Kinesiology at Texas Woman's University. The title of my dissertation is Factors Influencing Muslim Americans to Attend Professional Team Sport Events. Your 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 Muslim Americans attend or watch (TV) professional team sport events. You 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.

Participant will be asked to complete 2 short questionnaires. This instrument should not take more than 10-15 minutes to complete. Participation in this study is voluntary and anonymous. Individual participants cannot be identified. There is a potential risk of loss of confidentiality in all email, downloading, and internet transactions. Confidentiality will be protected to the extent possible that is allowed by law. Participant can withdraw from the study at any time, there will be no penalty.

The link of this survey is provided as follow:

<http://www.surveymonkey.com/s/8HFB9MW>

Although there may be no direct benefit to you, your participation would, however, be greatly appreciated and is crucial to the success of this research endeavor.

If you have any questions concerning this research study, please feel free to contact me or may also contact my research advisor, Dr. Bettye Myers, at (940) 898-2575

Thank you so much for considering my request.

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