

Event Quality Dimensions That Influence Spectators' Willingness To Attend Semi-Professional Basketball Matches In Gauteng, South Africa.

Katleho Mokoena^{1*}, Peace Nhlawutelo Mabasa², Sumari Tesnear³

¹ Human Resources Management, Vaal University of Technology, Vanderbijlpark, South Africa, Orcid: 0000-0002-4519-2523

² Marketing, Retail Business and Sport Management, Vaal University of Technology, Vanderbijlpark, South Africa, Orcid: 0000-0001-7867-664X

³ Marketing, Retail Business and Sport Management, Vaal University of Technology, Vanderbijlpark, South Africa, Orcid: 0000-0003-0656-3499

Keywords

Keyword 1; event quality

Keyword 2: willingness to attend

Keyword 3: spectators

Keyword 4: basketball

Keyword 5: sport

Abstract

Basketball spectator attendance varies depending on motivation and event quality, particularly in South Africa. This study examines the event quality dimensions influencing willingness to attend semi-professional basketball matches in Gauteng, South Africa. 302 questionnaires were received and analysed through descriptive statistics, correlation analysis, and regression analysis using Statistical Packages for Social Sciences (SPSS) version 28. The results indicate that for semi-professional basketball events, game quality, interaction quality and physical quality significantly influenced the spectators' willingness to attend semi-professional basketball matches in Gauteng, South Africa. The current research collected data from semi-professional basketball events in Gauteng, South Africa. Furthermore, the current study adopted only three salient event quality dimensions (i.e., game quality, interaction quality and physical quality). Finally, current research measured only willingness to attend as a dependent variable. The findings suggest that game quality, interaction quality, and physical environment are critical event quality factors influencing spectators' willingness to attend semi-professional basketball matches in Gauteng, South Africa. The study's findings reveal insight into service research and offer relevant recommendations to managers for future service improvement and the development of marketing approaches in this setting.

^{1*}Corresponding Author

* E-mail address: katlehom20@gmail.com

² E-mail address: nhlawutelom@vut.ac.za

³ E-mail address: sumarit@vut.ac.za

1. Introduction

1.1. Background

Sport have become a tremendous unifier globally since authorities, territories, and associations use sport to unite individuals (Oliver, 2014:4; Mabasa, 2022). The sport business is one of the fastest-growing business subdivisions, and its chief goal/objective is to create revenue from spectators. As cited by Gitari (2016), sport are not just matches but small-scale versions for spectators and are a source of a good economy. The South African sport business substantially impacts the national economy. It contributes almost R60 billion yearly, a substantial figure given South Africa's GDP of around R5 trillion (Global Africa Network Report, 2024). Furthermore, the industry creates several employment chances, with over 600,000 individuals in countless roles, from support to staff athletes (Global Africa Network Report, 2024). Many families receive income from this occupation, lowering the nation's unemployment rate.

Significant spectator sport makes up a sizable, competitive business constantly growing. With professional sport organisations, providing high-quality events and services has become a crucial concern in this competitive commercial climate (Tuncer *et al.*, 2021). Like in many service sectors, offering top-notch services encourages attendance, which raises the service provider's profitability (Jeong & Kim, 2020). This study investigates the relationship between event quality dimensions and willingness to attend (WTA) semi-professional basketball matches in Gauteng, South Africa. In spectator sport, an overall impression of the gameplay, facilities, extra services, event personnel, and service-delivery systems is what "event quality" means (Shonk *et al.*, 2017).

In sport, providing and maintaining highly appreciated extra services at a stadium or venue can improve spectators' game-day experience (Ma & Kaplanidou, 2020). The sporting event can be viewed as a core product affecting spectators' views of service quality (Mabasa, 2023). It is critical to comprehend how spectator perceptions of event quality relate to their level of pleasure with the event and their behavioural WTA (Choi *et al.*, 2018; Tian *et al.*, 2021; Biscaia *et al.*, 2023). One of the most critical variables that may be utilised to forecast future consumption patterns is the quality of the sport services (Phonthanukitithaworn & Sellitto, 2018).

A growing body of research studied several elements to quantify event quality in the background of sport industries. For instance, Armbrrecht (2021) investigated event quality, perceived value, satisfaction and behavioural intentions in an event context. The above studies found that event quality positively affects participants' behavioural intentions. Furthermore, Ma & Kaplanidou (2020) investigated service quality, perceived value and behavioural intentions among highly and lowly identified baseball consumers across nations. Again, Tian *et al.* (2021) examined the relationship between service quality, perceived value, and sport consumption at the Wuhan Tennis Open. These researchers found a positive relationship between event quality dimensions and WTA sport events.

From the discussions above, it is evident that in South Africa, limited research thoroughly investigates the event quality dimensions that influence spectator WTA semi-professional basketball matches in South Africa (Kruger, 2020). In this case, expanding the literature concerning event quality and WTA, the outcomes of the current study should contribute to future research in consumer behaviour regarding the sport event industries striving to attract potential spectators and maintain existing spectators for semi-professional sporting codes. It is more significant for sport managers to comprehend what motivates spectators to attend basketball matches and what hinders them from attending (Stander & Van Zyl, 2016; Tichaawa & Harilal, 2016).

Thus, this study investigates the relationships between the event quality dimension and the intention to attend semi-professional basketball matches in Gauteng to suggest useful information to researchers and marketing practitioners in the sport industry. Having insights into what makes spectators intend to attend a semi-professional game is essential for basketball teams to be able to return spectators to semi-professional matches, which is necessary for basketball teams to frame relevant, effective marketing strategies (Samra & Wos, 2014; Weiner & Dwyer, 2017).

1.2. Problem Statement

The quality of sport events has a significant and decisive influence on the development of sport organisations, so it is critical to understand their event quality dimensions to analyse it, keep their roles in mind, and improve the efficiency and accuracy of the service (Mallen & Adams, 2017). The same is true for basketball since football (soccer) is the most popular sport in South Africa, trailing just rugby and cricket (SafariNow, 2020). Although basketball is not one of the three most-watched sporting codes in South Africa, it nevertheless attracts people who are interested in this sport and attend their games (Mqondisi, 2020).

Subsequently, claiming that basketball remains semi-professional in South Africa seems reasonable. It was also reported that the clubs are facing their biggest challenge in growing basketball because there are no dedicated facilities for basketball (Dlulane, 2015), resulting in a lack of spectators. Giving the best possible service quality is critical for success in the sport industry, particularly basketball, in attaining loyal spectators. Generally, sport clubs generate revenue from gate entrance fees, and to increase this income stream, event quality needs to improve (Chen *et al.*, 2019). To address this issue, Armbrecht and Andersson (2020) mentioned that the four event quality dimensions of the framework could be used (game quality, interaction quality, physical environment quality and outcome quality) to identify potential challenging areas in event operations and, thus, guide future improvement of sport services.

In the sport sector, a deeper understanding of how the service experience affects significant results is critical to retaining consumers (Choi *et al.*, 2018). Several studies on event quality have been conducted in a variety of contexts and sport, including *high school football* (Dixon 2016), *men's and*

women's basketball games (Gemar & Pope, 2022), price tiers in the sport industry (Enz & Canina, 2017), and professional soccer (Foroughi *et al.*, 2019). Shonk *et al.* (2017:85) also looked into measuring event quality, satisfaction, and intention to return to an international ICF Canoe Slalom World Championships event.

Furthermore, Satitsamitpong *et al.* (2024:51) cited that fewer studies have been conducted on various domains of event quality (such as game performance and in-game entertainment) that influence spectators' behavioural intentions. Furthermore, a few research studies have focused on specific events, such as college basketball games (Hwang, 2016). In this scenario, there needs to be more knowledge of spectators' perceptions about sport events' quality and consumption decisions, especially in semi-professional sport codes like basketball.

Considering the above studies, the current research investigates the event quality dimensions influencing spectators' willingness to attend semi-professional basketball matches in Gauteng, South Africa.

1.3. Research objectives

The primary objective of this study is to determine the event quality dimensions that influence spectators' willingness to attend semi-professional basketball matches in Gauteng, South Africa. To achieve the primary objective, the following secondary objectives were formulated:

- To review the background of semi-basketball matches in South Africa
- To review the literature on event quality dimensions (game quality, interaction quality, and physical environment quality).

2. Literature Review

2.1. Semi-professional basketball matches in South Africa

Semi-professional basketball is a developing part of South Africa's sport industry. Basketball has long been eclipsed by sport such as soccer and rugby, but it is gradually gaining popularity, particularly among urban adolescents (Slater *et al.*, 2022). Semi-professional leagues act as a bridge between amateur local leagues and entirely professional leagues, allowing talented players to exhibit their abilities and potentially further their careers (Mateus & Pillay, 2019). The semi-professional landscape includes several regional leagues that frequently operate with little money and resources (Taylor *et al.*, 2024). Despite these limitations, players and teams compete at a high level because they are passionate about the game. Many of these leagues are created by passionate basketball lovers and former players who wish to develop the sport in the country further.

Semi-professional basketball has grown and developed mainly with the support of organisations such as Basketball South Africa (BSA) and relationships with international basketball groups (Ukpong,

2020:2). These efforts include coaching clinics, training programs, and tournaments that help raise the play level. Furthermore, business sponsorships and community backing are critical to the continued success of these leagues, allowing them to provide better facilities and opportunities for their players. Overall, semi-professional basketball in South Africa is an important step forward in the sport's development since it nurtures local talent while expanding its visibility and appeal (Lee & Kim, 2023:5). As the sport grows, these leagues are projected to professionalise further and contribute considerably to South Africa's basketball environment.

2.2 Study constructs and hypotheses development

2.2.1 Game quality and WTA

The primary service product in spectating sport is attending a sporting event, so this model's initial dimension is game quality. Game quality is defined as a spectator's judgement about sport-related characteristics' overall excellence or superiority (Foroughi *et al.*, 2016:120). Studying game quality is crucial to understanding how sport organisations can cultivate relationships with spectators and maintain a competitive edge in the market (Toshboyeva, 2022:292). Game attractiveness, team performance, core product/service and game quality have been used interchangeably in the sport consumption literature (Foroughi *et al.*, 2019:42; Mabasa, 2022); this study will use game quality for consistency. The game quality makes individuals come to the stadium, and it involves the activities that produce the entertainment they are willing to pay for (Byon *et al.*, 2018:316). Since game quality is associated with increased consumer WTA and better revenues, it has been suggested that it is a crucial component in the success of sport organisations (Rocha & Fleury, 2017:487). In addition, Paek *et al.* (2021) found a significant relationship between game quality and intention to attend sport events among spectators. Thus, this study proposes that;

H₁: game quality has a significant relationship with willingness to attend semi-professional basketball matches in Gauteng, South Africa.

2.2.2 Interaction quality and WTA

Spectators generally expect socio-psychological benefits such as pleasure, enjoyment, and social interaction among employees and other spectators when attending a sport event (Mabasa, 2023). For this reason, interaction quality is defined as a consumer's experience due to the result of the interaction with events personnel (employees) and other spectators in attendance (Theodorakis *et al.*, 2015:92). Sporting events have power to bring big groups of people together to be delighted while also enhancing their lives through socialisation, friendship, and dedication (Foroughi *et al.*, 2014:43). The relationship between interaction quality and WTA have been tested and supported in the sport consumption context. For instance, Milovanović *et al.* (2021) and Đurađević *et al.* (2022) found that the interaction quality dimension significantly positively influences WTA. This has also been

endorsed by Wang *et al.* (2024), who found that interaction quality is among the most critical factors influencing WTA. Thus, this study proposes that;

H₂: interaction quality has a significant relationship with willingness to attend semi-professional basketball matches in Gauteng, South Africa

2.2.3 Physical Environment and WTA

In sport events, the physical environment is essential because quality services occur in an environment where spectators are present as a whole and part of the service process (Moran *et al.*, 2014:7; Mabasa & Masitenyane, 2024). In sport businesses, most services are produced and consumed simultaneously and immediately. Spectators experience the complete service within the setting of a physical facility (Ko *et al.*, 2011:309). The sporting facility has been seen as central to the consumers' experiences with event services. Jeong *et al.* (2019:11) indicated that to advance the quality of the physical environment, facility managers should increase safety-orientated security and sustain the cleanliness of sport facilities because spectators prefer a decent quality and clean physical environment. A direct link between the physical environment dimension and spectator WTA has been tested in the sport spectatorship literature. For example, Cho *et al.* (2019) established a relationship between the physical environment dimension and WTA. Furthermore, Çevik (2020) and Kogoya *et al.* (2022) found that the physical environment of the sporting arena is essential to WTA because spectators attending sporting events typically spend hours at that facility. Thus, this study proposes that;

H₃: physical environment has a significant relationship with willingness to attend semi-professional basketball matches in Gauteng, South Africa

3. Research Methodology

3.1. Study design

This study was conducted using a quantitative research design. This strategy utilised statistical data and mathematical expressions to discover and explain the link between factors in a population. Due to the need for an accurate database, getting a precise sample frame for this investigation took time. Therefore, the study's target participants were South African men and women who watched semi-professional basketball. Between January and March 2023, questionnaires were provided to spectators at semi-professional basketball matches in Gauteng Province, South Africa. The researcher determined the sample size using a pragmatic, subjective analysis of historical data (Burns *et al.*, 2017:265). Examples of prior research that served as the foundation for the sample size selection were used to determine the study's sample size, as shown in Table 1. The study's sample size was determined to be n = 302 respondents.

Table 1: Sample size determination based on the historical evidence approach.

Author	Year	Scope of the study	Sample size
Dale, B., van Iwaarden, J., Van der Wiele, V. and Williams, R.	2005	Service improvement in a sports environment: a study of spectator attendance.	290
Dubihlela, J., Dhurup, M. and Surujlal, J.	2009	Factors affecting fan decisions to attend PSL games in South Africa	367
Dhurup, M., Mafoka, M.A. and Surujlal, J.	2010	The relationship between stadium sports capes dimensions, desire to stay and future attendance	170
Gencer, R.T.	2015	Spectator motives and points of attachment: gender differences in professional football	331
Silveira, M.P., Cardoso, M.V. and Quevedo-Silva, F.	2019	Factors influencing attendance at stadiums and arenas	273

3.2. Sampling method

A sampling frame consisted of basketball arenas or facilities in Gauteng province, South Africa, that held semi-professional basketball matches. The sample included male and female spectators from all racial groupings across the country. The non-probability convenience sampling strategy was used for this investigation since it is affordable and convenient.

3.3. Research instrument

A self-administered, semi-structured questionnaire was used to collect data during the survey. Surveys are frequently used to eliminate response bias and respondents' ability to communicate with the researcher (Malhotra *et al.*, 2017). A self-administered questionnaire was chosen since respondents can complete it at their leisure, and the cheap cost-per-completion makes it an affordable way to survey large populations (Maxfield & Babbie, 2017). The questionnaire was broken into four sections (A through D). Section A was used to acquire demographic data of the respondents, including gender, age, and ethnicity; Section B was used to capture the frequency of attendance using multiple-choice and dichotomous questions.

Section C, separated into sub-sections, consists of aspects of event quality (game, interaction, and physical environment quality). Section D featured WTA semi-professional basketball matches. Sections C to D of the questionnaire used a five-point Likert scale, with 1 indicating severe disagreement and 5 indicating strong agreement. The questionnaire contained a cover letter that described the study's scope and goal and requested participation.

3.4. Data collection

The primary data for the study were collected using a self-administered semi-structured questionnaire and a cross-sectional field survey. Professional field workers were hired to disseminate the questionnaire. Participants completed the questionnaire when convenient for them and returned it to the fieldworkers at a set time. The respondents used the survey's implied informed consent mechanism because their participation was voluntary, and no incentives were provided. After

scientifically screening all questionnaires and discarding incomplete ones, 316 out of 350 were found usable, representing an 86% per cent response rate.

3.5. Ethics

Similarly, this research endeavour was accepted and got ethical clearance from the Vaal University of Technology, with the ethical number **FRECMS-23112022-136** granted.

4. Results and Findings

4.1. Sample composition

The sample had a higher proportion of males ($n = 187$; 61.9%) than females ($n = 115$; 38.1%), as it is widely assumed that males are more drawn to basketball than female spectators. Most respondents were between 30 and 39 years old ($n = 121$; 40.1%), followed by those between 18 and 29 ($n = 91$; 30.1%). The third highest responders are allotted to the group 40-49 years of age ($n = 67$; 22.2%), although the ages of 50-59 years of age ($n = 19$; 6.3%) and respondents who were above 60 years of age ($n = 4$; 1.3%) represented respectively the fourth and fifth highest places.

The vast majority of participants ($n = 132$; 43.7%) attended semi-professional basketball games on a monthly schedule, followed by those who attended quarterly ($n = 128$; 42.4%) and those who attended irregularly ($n = 41$; 13.6%). During January and March 2023, all participants were spectators at semi-professional basketball matches in the Gauteng province of South Africa.

4.2. Reliability and validity measures

The internal consistency of the measuring device was assessed using Cronbach's coefficient alpha. All of the reported Cronbach's alpha values in Table 1 exceeded the benchmark value of 0.7, which is considered acceptable (Mcdaniel & Gates, 2018). Slight modifications were made after consulting subject matter experts in sport marketing. The questionnaire scale questions were reworded to ensure both face and content validity. Regression analysis, however, was used to achieve predictive validity. (Nardi, 2018).

4.3. Correlation analysis

This analysis aims to determine if two or more variables are related to one another in any manner (Leedy & Ormond, 2021). Correlation analysis is required to describe the direction and strength of a linear relationship between two variables, according to Creswell *et al.* (2016). Additionally, according to Edmonds and Kennedy (2017), the quantitative measurement of the association between variables might be positive (+1.00), neutral (0.00), or negative (-1.00). All feasible combinations of the study variables were significant at the 0.01 level, according to the correlation matrix displayed in Table 1 below, implying a perfect positive association.

Table 1: Inter-construct correlations, descriptive statistics and reliabilities

Construct	GQ	IQ	PQ	WTA	MEANS	SD	Cronbach alpha
GQ	1				3.72	1.304	.809
IQ	.243**	1			3.65	1.324	.845
PQ	.474**	.523**	1		3.76	1.283	.765
WTA	.543**	.174**	.757*	1	3.33	1.364	.864

GQ = Game quality, IQ = Interaction quality, PQ = Physical quality, WTA = Willingness to attend.

**Correlation is significant at the 0.05 level (2-tailed).

A correlation matrix analysis indicates significant positive connections among the research constructs.

4.4. Regression analysis

A multi-collinearity test was conducted before performing regression analysis to ascertain whether the data were appropriate for regression analysis. Multicollinearity was evaluated in this study, and Table 2 below shows that all independent variables had VIF values of 0.10, ruling out any possibility of multicollinearity (Flick, 2015). Moreover, diagnostics for collinearity were regarded as a component of the multiple regression process. Table 2 shows no evidence of multicollinearity in this study because, per Wiid and Diggins's (2015) recommendation, none of the associations between the study constructs are larger than +0.70 or -0.70. These figures indicate that multicollinearity is not an issue for this investigation.

Table 2: Regression model

DEPENDENT VARIABLE:					Collinearity statistics	
Willingness to attend	Standardise d beta	T	Sig	Tol.	VIF	
Independent variables						
Game quality (H ₁)	.457	8.887	.000	.771	1.230	
Interaction quality (H ₁)	.302	6.030	.003	.729	1.371	
Physical quality (H ₁)	.211	3.557	.000	.583	1.721	
R=0.571 R²=0.326 Adjusted R²=0.320 F change 53.588 **sig at p<0.05				Tol. = Tolerance value,		

In all, 32% (Adjusted R² = 0.320) of the variance in WTA was explained by the three predictor variables (GQ, IQ and PQ). These findings suggest that the combined impact of the three factors accounts for WTA.

5. DISCUSSION OF RESULTS

5.1 Descriptive statistics

In terms of descriptive statistics, Table 1 shows that every construct's mean score obtained was more significant than three on the Likert scale (>3 - <5), indicating that the respondents acknowledge the importance of these constructs in the basketball consumption setting. Since the standard deviations were fewer than two, the mean values accurately represent the average perceptions of the majority.

5.2 Correlations

The results of the correlation analysis showed a significant strong positive association between game quality and WTA ($r=0.543$; $p<0.05$). These results suggest that enhancing in-game quality may improve WTA among spectators in a basketball setting. A significant yet weak positive correlation existed between interaction quality and WTA ($r=0.174$; $p<0.05$). This result implies increased interaction among spectators within the arenas may slightly improve their WTA. Further analysis of the correlation matrix indicates a significant, strong positive association between physical quality and WTA ($r=0.757$; $p<0.05$). This suggests that as perceived physical quality increases among spectators, they will experience a high level of WTA.

5.3 Regression

The first hypothesis (**H₁**) states a significant relationship exists between game quality and spectators' WTA semi-professional basketball matches in Gauteng, South Africa. The regression analysis results ($\beta=0.457$, $t\text{-value}=8.887$, $p>0.000$) show that game quality significantly predicts WTA. These results reinforce the outcomes of previous studies by Ritonga (2019), which demonstrated that game quality positively influences spectators' WTA. Therefore, H₁ is proved.

The second hypothesis (**H₂**) states a significant relationship exists between interaction quality and spectator's WTA semi-professional basketball matches in Gauteng, South Africa. The regression analysis results show that interaction quality is positively associated with WTA ($\beta=0.302$, $t\text{-value}=6.030$, $p>0.000$). This finding is supported by Milovanović *et al.* (2021), who revealed that when spectators perceive high level of interaction quality, they often feel they are getting more value for their money, increasing their likelihood of attending similar events. Thus, H₂ is accepted.

The third hypothesis (**H₃**) states a significant relationship between physical quality and spectator's WTA semi-professional basketball matches in Gauteng, South Africa. The regression analysis results

($\beta=0.211$, $t\text{-value}=3.557$, $p<0.000$) provide an empirical indication to prove the H_3 . This study's results align with previous studies undertaken by Kogoya *et al.* (2022), which suggested that the physical environment of the sporting arena is vital to WTA because spectators attending sporting events typically spend hours at that facility.

5. Managerial Implications

The event quality dimensions comprising game quality, interaction quality, and physical quality have important managerial implications for increasing spectators' willingness to attend semi-professional basketball events in Gauteng, South Africa. Game quality, which includes the match's competition, excitement, and overall entertainment value, directly impacts viewers' inclination to attend events. Managers should concentrate on acquiring skilled players, encouraging competitive matches, and adopting techniques to keep fans excited during the game. Furthermore, improving the in-game experience through compelling halftime performances and interactive aspects can increase game quality.

Interaction quality, which includes the interactions among spectators and staff and between spectators, is essential for developing a positive event atmosphere. Managers must ensure well-trained staff are friendly and responsive to spectators' requirements. Establishing prospects for spectators to engage with each other, such as through spectator zones or social media integration, can boost the sense of community and belonging, making the event more enjoyable and encouraging willingness to attend.

Physical quality refers to the event's concrete characteristics, such as the venue's comfort and cleanliness, the seating quality, and the availability of amenities such as food and beverages. Keeping the site in good condition and providing enough facilities can significantly impact the spectator experience. Managers should invest in frequent venue upkeep and upgrades and offer a selection of high-quality concessions to cater to a wide range of tastes and preferences. By improving these three characteristics of event quality, managers may provide a more appealing and rewarding experience for spectators, increasing their propensity to attend semi-professional basketball games. This can increase attendance numbers and revenue and create a more extensive spectator base for semi-professional basketball in Gauteng, South Africa.

6. Conclusions, Limitations and Future Research

The results are limited to spectators from semi-professional basketball events in Gauteng, South Africa. Therefore, these results cannot be generalised across the categories of sport consumption motives at a national level. The results must, thus, be viewed with caution. Future related studies can contemplate a broader and more geographically diverse group of spectators. This would enlarge the research sample to include a much more representative section of the population. Only three event quality dimensions (game quality, interaction quality and physical quality) were part of the study. Additionally, other event quality variables could be avenues for further research. Furthermore, the

study used self-reported data to test the suggested conceptual framework. It is possible that some respondents overestimated or underestimated the amount to which they evaluated the study constructs. Finally, only one data collection method (the quantitative approach) was adopted. Future research should examine combining quantitative and qualitative research methodologies to complement one another.

References

- Ambrecht, J. (2021). Event quality, perceived value, satisfaction and behavioural intentions in an event context. *Scandinavian Journal of Hospitality and Tourism*, 21(2), 169-191.
- Ambrecht, J., & Andersson, T. D. (2020). The event experience, hedonic and eudaimonic satisfaction and subjective well-being among sports event participants. *Journal of policy research in tourism, leisure and events*, 12(3), 457-477.
- Biscaia, R., Yoshida, M., & Kim, Y. (2023). Service quality and its effects on consumer outcomes: a meta-analytic review in spectator sport. *European Sport Management Quarterly*, 23(3), 897-921.
- Byon, K. K., Zhang, M. Y., Hsu, N. Y., Drane, D., Pitts, B. G., & Zhang, J. J. (2018). General game support programs associated with professional team sports. *The Global Football Industry*, 6(9), 303-330.
- Cant, M., & Wiid, J. (2012). Service quality and spectator satisfaction on university sporting grounds. *The International Business & Economics Research Journal*, 11(12), 1311-1324.
- Çevik, H. (2020). The effect of stadium atmosphere on the satisfaction and behavioral intention of spectators: New Eskişehir Stadium case. *Sportif Bakış: Spor ve Eğitim Bilimleri Dergisi*, 7(1), 75-92.
- Chen, C. Y., Lin, Y. H., Lee, C. Y., Lin, Y. K., Chuang, M. C., & Lee, K. N. (2019). Reflective or impulsive buying or both? Evidence from the sport merchandise consumption context. *Social Behavior and Personality: an international journal*, 47(11), 1-8.
- Cho, H., Lee, H. W., & Pyun, D. Y. (2019). The influence of stadium environment on attendance intentions in spectator sport: The moderating role of team loyalty. *International Journal of Sports Marketing and Sponsorship*, 20(2), 276-290.
- Choi, C., Greenwell, T. C., & Lee, K. (2018). Effects of service quality, perceived value, and consumer satisfaction on behavioral intentions in virtual golf. *Journal of Physical Education and Sport*, 18(3), 1459-1468.

- Choi, C., Greenwell, T. C., & Lee, K., (2018). Effects of service quality, perceived value, and consumer satisfaction on behavioral intentions in virtual golf. *Journal of Physical Education and Sport*, 18(3), 1459-1468.
- Creswell, J. W., Ebersohn, L., Eloff, I., Ferraira, R., Ivankova., Jansen, J.D., Nieuwenhuis, J., Pietersen, J., & Plano-Clark, V. L. (2016). *First Steps in Research*. 2nd ed. K, Maree (Ed). Pretoria: Van Schaik.
- Dixon, K. (2016). *Consumption In Studying Football*. Routledge.
- Dlulane, B. N. (2015). The Mail Guardian. [Online]. Available at: <<https://www.sportreport.co.za/news/more-stories-1458177>>. Accessed: 28/12/2021.
- Duradević, M., Dimitrovski, D., & Senić, V. (2022). Revisiting revisit intention based on a rafting sporting event (EVENTQUAL). *Tourism and hospitality management*, 28(3), 621-640.
- Edmonds, N., & Kennedy, N. (2017). *An Applied Guide to Research Designs: Quantitative, Qualitative, and Mixed Methods*. 2nd ed. SAGE.
- Enz, C.A., & Canina, L. (2017). Competitive pricing in the golf industry. *Journal of Revenue and Pricing Management*, 16(8), 139-153.
- Flick, U. (2015). *Introducing research methodology: A beginner's guide to doing a research project*. Sage.
- Foroughi, B., Mohammad Shah, K. A., Ramayah, T., & Iranmanesh, M. (2019). The effects of peripheral service quality on spectators' emotions and behavioural intentions. *International Journal of Sports Marketing and Sponsorship*, 20(3), 495-515.
- Gemar, A., & Pope, S. (2022). Women's consumption of men's professional sport in Canada: Evidence of the 'feminization' of sports fandom and women as omnivorous sports consumers?. *International review for the sociology of sport*, 57(4), 552-574
- Gitari, J. G. (2016). Role of sporting activities in tourism development in Nairobi county (Doctoral dissertation, Moi University).
- Global Africa Network Report. (2024). June. Uncovering the power of South African sport: A brief look at the industry: The South African sports industry significantly impacts the national economy. Available at: <https://www.globalafricanetwork.com/company-news/uncovering-the-power-of-south-african-sport-a-brief-look-at-the-industry/>. Accessed: 13/06/2024
- Hwang, G. (2016). The influence of team performance on home attendance in college sports: A case study of NCAA Division I men's basketball. *Case Studies Journal*, 5(1), 1-10.

- Jeong, Y., & Kim, S., (2020). A study of event quality, destination image, perceived value, tourist satisfaction, and destination loyalty among sport tourists. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 940-960.
- Jeong, Y., Kim, S. K., & Yu, J.G. (2019) . Determinants of behavioral intentions in the context of sport tourism with the aim of sustaining sporting destinations. *Journal of Sustainability*, 11(9), 1-15.
- Kogoya, K., Guntoro, T. S., & Putra, M. F. P. (2022). Sports event image, satisfaction, motivation, stadium atmosphere, environment, and perception: A study on the biggest multi-sport event in Indonesia during the pandemic. *Social Sciences*, 11(6), 1-13.
- Koo, S. K. S., Byon, K. K., & Baker III, T. A. (2014). Integrating event image, satisfaction, and behavioral intention: Small-scale marathon event. *Sport Marketing Quarterly*, 23(3), 129-144.
- Kruger, A. (2020). Cognition, personality and emotional intelligence among South African rugby union players: an exploratory study. Doctoral dissertation, North-West University (South-Africa).
- Leedy, P.D., & Ormrod, J.E. (2021). Practical research: planning & design. 12th ed. Essex, UK: Pearson.
- Ma, S. C., & Kaplanidou, K. (2020). Service quality, perceived value and behavioral intentions among highly and lowly identified baseball consumers across nations. *International Journal of Sports Marketing and Sponsorship*, 21(1), 46-69.
- Mabasa, P. N. (2022). *Selected motivational variables that influence spectator attendance of professional woman's soccer matches* (Doctoral dissertation, Vaal University of Technology).
- Mabasa, P. N. (2023). SSIRC 2023-017: Using Motivational Factors And Spectator Satisfaction To Predict Intention To Attend MFC Soccer League. *ID Paper Title and Author (s) Page*, p.103-117.
- Mabasa, P. N., & Masitenyane, L. A. (2024). Sportscape Variables and Spectator Satisfaction Towards Willingness to Return to Designated Professional Women's Soccer Events. *African Journal of Hospitality, Tourism and Leisure*, 13(1), 174-182.
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). *Marketing research: an applied approach*. 5th ed. UK: Pearson.
- Mallen, C., & Adams, L. J. (2017). *Event management in sport, recreation and tourism: theoretical and practical dimensions*. Routledge.
- Mateus, I. S. M., & Pillay, D. (2019). Musculoskeletal pain in South African wheelchair basketball players of different point classifications. *South African Journal of Sports Medicine*, 31(1), 1-14.

- Maxfield, M. G., & Babbie, E. R. (2017). *Research methods for criminal justice and criminology*. Cengage Learning.
- Mcdaniel, C., & Gates, R. (2018). *Marketing research*. John Wiley & Sons.
- Milovanović, I., Matić, R., Alexandris, K., Maksimović, N., Milošević, Z., & Drid, P. (2021). Destination image, sport event quality, and behavioral intentions: The cases of three World Sambo Championships. *Journal of Hospitality & Tourism Research*, 45(7), 1150-1169.
- Moran, M., Van Cauwenberg, J., Hercky-Linnewiel, R., Cerin., Deforche, B., & Plaut, P. (2014). Understanding the relationships between the physical environment and physical activity in older adults: a systematic review of qualitative studies. *International Journal of Behavioral Nutrition and Physical Activity*, 11, 1-12.
- Mqondisi, T. (2020). The South African Sage. [Online]. Available at: <<https://www.thesouthafrican.com/sport/sports-south-african-basketball/>> Accessed: 27/12/2022.
- Nardi, P. M. (2018). *Doing survey research: A guide to quantitative methods*. Routledge.
- Paek, B., Morse, A., Hutchinson, S., & Lim, C. H. (2021). Examining the relationship for sport motives, relationship quality, and sport consumption intention. *Sport Management Review*, 24(2), 322-344.
- Phonthanakitithaworn, C., & Sellitto, C. (2018). Perceptions of service quality at football stadiums: influence on fans' intention to attend future games. *Managing Sport and Leisure*, 23(3), 204-224.
- Ritonga, R. M. (2019). Analysis Of Event Quality Effect On Satisfaction And Behavioural Intentions Of The Ramayana Ballet Attendees (Case Study Of Puspo Budoyo Culture House). *Jurnal Hospitality dan Pariwisata*, 5(1), 53-68
- Rocha, C. M., & Fleury, F. A. (2017). Attendance of Brazilian soccer games: The role of constraints and team identification. *European Sport Management Quarterly*, 17(4), 485-505.
- SAFARINOW. (2020). [Online]. Available at: <<https://www.iol.co.za/ios/news/more-stories-1458177>>. Accessed: 27/08/2021.
- Samra, B., & Wos, A. (2014). Consumer in Sports: Fan typology analysis. *Journal of Intercultural Management*, 6(4-1), 263-288.
- Satitsamitpong, M., Napontun, K., Senachai, P., Tovara, S., & Daengmeesee, S. (2024). Enhancing spectator engagement in e-sports events. *ABAC Journal*, 44(2), 41-60.

- Shonk, D.J., Bravo, G.A., Velez-Colon, L., & Lee, C. (2017). Measuring event quality, satisfaction, and intent to return at an international sport event: The ICF Canoe Slalom World Championships. *Journal of Global Sport Management*, 2(2), 79-95.
- Slater, K., Burch, L. M., & Zimmerman, M. H., (2022). On the “Basketball Africa League”: Framing analysis of the broadcast commentary of an African professional basketball league. *Communication & Sport*, 11(5), 1-14.
- Stander, F. W., & Van Zyl, L. E. (2016). See you at the match: Motivation for sport consumption and intrinsic psychological reward of premier football league spectators in South Africa. *Journal of Industrial Psychology*, 42(1), 1-13.
- Taylor, T., O’Brien, W., Toohey, K., & Hanlon, C. (2024). The psychological contract of women athletes in semi-professional team sports. *Sport Management Review*, 27(1), 111-129.
- Tian, J., Xu, C., Kim, K., Nauright, J., Kim, M., David Pifer, N., & Zhang, J. J., (2021). Examining the relationship among service quality, perceived value, and sport consumption at the Wuhan tennis open. *Sport in Society*, 24(10), 1810-1826.
- Tichaawa, T. M., & Harilal, V. (2016). Golf Tourism in South Africa: Profiling Attendees at a Major Championship Event. *African Journal for Physical Activity and Health Sciences*, 22(1), 795-807.
- Toshboyeva, M. B. (2022). Wrestling is a Kind of Sport with an Example of the First Training jar the Importance of the Formation of FastPaced Power Attributes with the Help of Moving Games. *Texas Journal of Multidisciplinary Studies*, 6(4), 291-294.
- Tuncer, I., Unusan, C., & Cobanoglu, C., (2021). Service quality, perceived value and customer satisfaction on behavioral intention in restaurants: An integrated structural model. *Journal of Quality Assurance in Hospitality & Tourism*, 22(4), 447-475.
- Ukpong, E. (2020). BNL Bulletin. [Online]. Available at: <https://bnlsa.com/wp-content/uploads/2020/12/BNL-Newsletter-Vol-1.pdf>. Accessed: 09/11/2021.
- Wang, F., Zhou, J., & Fan, C. (2024). Exploring the factors influencing public intention for spectator sports consumption based on grounded theory. *Scientific Reports*, 14(1), 1-14
- Weiner, J. & Dwyer, B. (2017). A new player in the game: Examining differences in motives and consumption between traditional, hybrid, and daily fantasy sport users. *Sport Marketing Quarterly*, 26(3), 1-17.
- Wiid, J., & Diggins, C. (2015). *Marketing research 3rd ed. South Africa, Durban*. Juta and Company.

