







# “Understanding spectators’ intention to attend sport events: A perspective on perceived value”

<b>AUTHORS</b>	Trang Quang Le  Thuy Thi Thu Phung  Huong Vo Song Le  Thi Chau Tran  Duy Tran Tien Dinh 
<b>ARTICLE INFO</b>	Trang Quang Le, Thuy Thi Thu Phung, Huong Vo Song Le, Thi Chau Tran and Duy Tran Tien Dinh (2024). Understanding spectators’ intention to attend sport events: A perspective on perceived value. <i>Innovative Marketing</i> , 20(3), 249-260. doi: <a href="https://doi.org/10.21511/im.20(3).2024.20">10.21511/im.20(3).2024.20</a>
<b>DOI</b>	<a href="http://dx.doi.org/10.21511/im.20(3).2024.20">http://dx.doi.org/10.21511/im.20(3).2024.20</a>
<b>RELEASED ON</b>	Tuesday, 17 September 2024
<b>RECEIVED ON</b>	Sunday, 24 March 2024
<b>ACCEPTED ON</b>	Wednesday, 04 September 2024
<b>LICENSE</b>	 This work is licensed under a <a href="https://creativecommons.org/licenses/by/4.0/">Creative Commons Attribution 4.0 International License</a>
<b>JOURNAL</b>	"Innovative Marketing "
<b>ISSN PRINT</b>	1814-2427
<b>ISSN ONLINE</b>	1816-6326
<b>PUBLISHER</b>	LLC “Consulting Publishing Company “Business Perspectives”
<b>FOUNDER</b>	LLC “Consulting Publishing Company “Business Perspectives”



NUMBER OF REFERENCES

65



NUMBER OF FIGURES

1



NUMBER OF TABLES

5

© The author(s) 2024. This publication is an open access article.



## BUSINESS PERSPECTIVES



LLC "CPC "Business Perspectives"  
Hryhorii Skovoroda lane, 10,  
Sumy, 40022, Ukraine  
[www.businessperspectives.org](http://www.businessperspectives.org)

**Received on:** 24<sup>th</sup> of March, 2024  
**Accepted on:** 4<sup>th</sup> of September, 2024  
**Published on:** 17<sup>th</sup> of September, 2024

© Trang Quang Le, Thuy Thi Thu Phung, Huong Vo Song Le, Thi Chau Tran, Duy Tran Tien Dinh, 2024

Trang Quang Le, Ph.D., Faculty of Sport Science, Ton Duc Thang University, Vietnam. (Corresponding author)

Thuy Thi Thu Phung, MBA, Faculty of Sport Science, Ton Duc Thang University, Vietnam.

Huong Vo Song Le, Undergraduate Student, Faculty of Sport Science, Ton Duc Thang University, Vietnam.

Thi Chau Tran, Undergraduate Student, Faculty of Sport Science, Ton Duc Thang University, Vietnam.

Duy Tran Tien Dinh, Undergraduate Student, Faculty of Sport Science, Ton Duc Thang University, Vietnam.



This is an Open Access article, distributed under the terms of the [Creative Commons Attribution 4.0 International license](https://creativecommons.org/licenses/by/4.0/), which permits unrestricted re-use, distribution, and reproduction in any medium, provided the original work is properly cited.

**Conflict of interest statement:**  
Author(s) reported no conflict of interest

Trang Quang Le (Vietnam), Thuy Thi Thu Phung (Vietnam), Huong Vo Song Le (Vietnam), Thi Chau Tran (Vietnam), Duy Tran Tien Dinh (Vietnam)

# UNDERSTANDING SPECTATORS' INTENTION TO ATTEND SPORT EVENTS: A PERSPECTIVE ON PERCEIVED VALUE

## Abstract

Sport events of various scales are becoming increasingly popular in modern society, attracting diverse audiences and offering significant entertainment value. This study aims to explore the factors that influence spectators' intention to attend the stadium, by extending theory of planned behavior model from the perspective of perceived value. Using a quantitative research approach, the study involved a sample size of 334 spectators surveyed from the 2023 Vietnam Student Football Championship and utilized Smart PLS version 4.0 for data analysis. The results indicated that perceived enjoyment significantly affects both attitude ( $\beta = 0.358$ ,  $p = 0.000$ ) and perceived value ( $\beta = 0.712$ ,  $p = 0.000$ ). Perceived fee negatively affects attitude ( $\beta = -0.084$ ,  $p = 0.025$ ) and perceived value ( $\beta = -0.068$ ,  $p = 0.047$ ). Perceived risk negatively affects attitude ( $\beta = -0.130$ ,  $p = 0.001$ ) but does not significantly affect perceived value. Attitude positively influences intention ( $\beta = 0.227$ ,  $p = 0.000$ ), and perceived value significantly influences both attitude ( $\beta = 0.293$ ,  $p = 0.000$ ) and intention ( $\beta = 0.437$ ,  $p = 0.000$ ). Team identification moderates the relationship between attitude and intention ( $\beta = 0.128$ ,  $p = 0.010$ ). The findings highlight the importance of enhancing perceived value to positively shape spectators' attitude and intention, thereby increasing attendance at sport events.

## Keywords

sport event, spectator behavior, perceived value, team identification

## JEL Classification

M10, M30, M31, L83

## INTRODUCTION

Sport events encompass a diverse range of competitive activities, from highly structured, organized games to more informal and spontaneous athletic pursuits. Within these events, participants engage in competition, typically adhering to a predetermined set of rules established by the event organizers. The scale of sport events varies considerably, ranging from local matches to mega-events like the Olympic Games or the FIFA World Cup, which captivate millions of spectators globally (Fédération Internationale de Football Association, 2018). Traditionally, sport events played a significant role in shaping and expressing social and cultural values. They served not only as platforms for individuals to showcase their athletic prowess and ethical conduct, but also as opportunities for nations to demonstrate solidarity and camaraderie.

Sport events demonstrably significantly affect the economy, not only through spectator expenditure on tickets, but also through ancillary spending on travel, lodging, and merchandise (Burgan & Mules, 1992). However, the rise of digital platforms and streaming services has fundamentally reshaped how audiences engage with sport events. The proliferation of smart devices facilitating online viewership has

demonstrably led to a decline in stadium attendance (J. Kim & M. Kim, 2020). This shift in spectator behavior has prompted stakeholders within the sports industry to seek innovative solutions to enhance live event participation. Beyond the well-established advantages for tourism and economic growth, hosting major sport events possesses the potential to catalyze infrastructure development and generate new employment opportunities.

## 1. LITERATURE REVIEW AND HYPOTHESES

Attitude serves as a significant variable in predicting consumer behavior and in understanding consumers' intention and decision. In the context of a sport event, spectator attitudes influence their willingness to participate in live sport experiences (Cunningham and Kwon, 2003). Extreme excitement, intensity, and an atmosphere of joy created by the games and the fans in the stadium are at the center of the sport experience. These factors make spectators more satisfied overall and encourage them to look forward to future experiences (Dismore & Bailey, 2011).

The theory of planned behavior (TPB), developed by Ajzen (1991), predicts behavioral intentions across different contexts, proposing that an individual's intention to engage in a behavior is influenced by their attitude toward that behavior. This theory has been widely used across different domains to anticipate intentions related to usage, purchasing, participation, or adoption (Liao et al., 2022; Huang, 2023), which demonstrates the strong ability of TPB theory to predict behavioral intentions. Besides, in the sport context, TPB has also been applied by several studies to investigate intentions regarding attendance at sport clubs (Salim, 2023); sport tourism (Ito, 2023), and e-sport (Lee et al., 2023). In sport event, spectator attitudes influence their willingness to participate in live sport experiences (Cunningham & Kwon, 2003).

Moreover, crucial factor influencing spectator decisions about attending live sport events is perceived value, defined as an individual's subjective assessment of the benefits received versus the sacrifices made for a service or product (Zeithaml, 1988). This evaluation often involves comparing the perceived benefits gained from consuming a product or service with the associated sacrifices, ultimately influencing the consumer's decision-making process (Sweeney & Soutar, 2001).

Understanding these various dimensions of perceived value is essential for designing strategies to enhance the live event experience and ultimately increase stadium attendance. This study investigates the influence of both positive and negative factors on spectators' perceived value of attending live sport events.

Within the context of sports events, perceived value encompasses a range of considerations, including functional value (e.g., ease of access, comfortable facilities), social value (e.g., shared experiences with friends and family, sense of community), and emotional value (e.g., excitement, nostalgia) (Mykletun & Rumba, 2014; Funk et al., 2007). These positive dimensions collectively contribute to a spectator's overall perception of value. However, negative factors such as high ticket prices or inconvenient stadium locations also significantly impact perceived value. Specifically, perceived enjoyment refers to the emotional sensations of excitement and positive emotions derived from observing a sports event, reflecting the hedonic dimension of perceived value (Gárdan et al., 2020; Theodorakis et al., 2014; Waterman, 1993).

Conversely, negative dimensions of perceived value in spectator sports events include perceived fee and perceived risk. Perceived fee is defined as the degree of individual assessment concerning the financial expenditures associated with a particular product, service, or event (Zeithaml, 1988). Expenses incurred while attending a sports event encompass financial investments required for ticket purchases, transportation, and additional costs (Hayduk et al., 2021; Drayer et al., 2015). The overall perceived value of attending an event is determined by weighing these costs against the anticipated benefits.

Concerns about safety, crowd behavior, or the quality of the experience are various forms of perceived risk (Carroll et al., 2014). Spectators assess these risks against the expected benefits to de-

cide whether attending the event is worthwhile. Perceived fee and perceived risk can act as barriers that deter spectators from attending sport events. Spectators weigh these costs and risks against the anticipated enjoyment to assess the overall value of attending the event. High perceived fees can make spectators question the value proposition, leading to less positive perceptions (Koenig-Lewis et al., 2017). Similarly, perceived risk can make spectators less enthusiastic about attending, as worries about safety or event quality can deter them (Kim et al., 2019; Li et al., 2020).

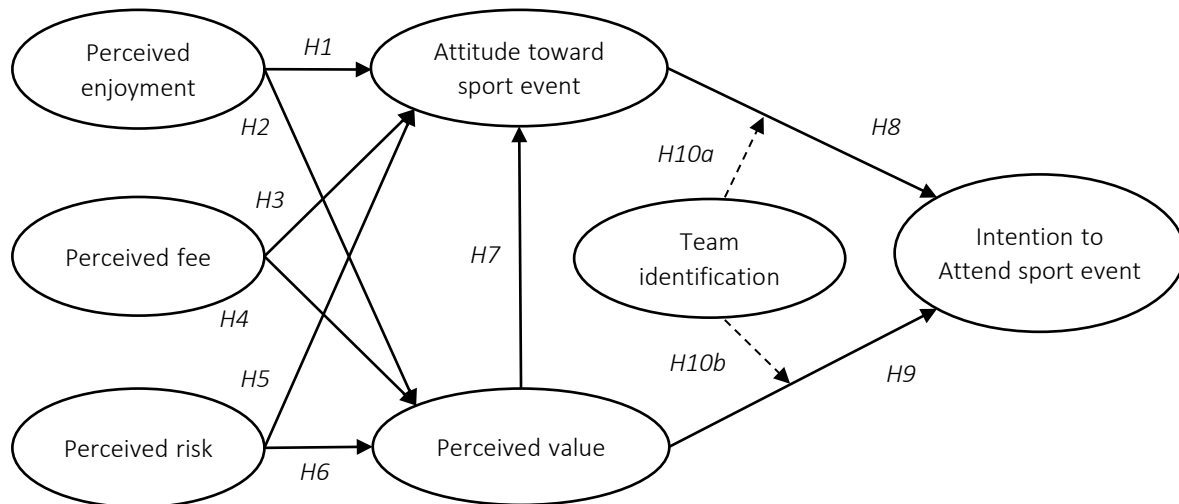
Besides that, perceived value reflects the perceived worth or utility derived from the event experience, incorporating both hedonic and utilitarian aspects (Sweeney & Soutar, 2001). Spectators evaluate factors such as the quality of the sport event, the excitement of the competition, the atmosphere of the venue, and the overall experience in relation to the monetary costs and potential risks. Previous research findings indicated that perceived value significantly influences spectators' attitude toward attend sport events (Meeprom & Silanoi, 2020; Kunkel et al., 2017). High value perceived by spectators in attending the event is likely to lead to the development of positive attitudes and intentions to participate. (Tian et al., 2021; Ulaga & Chacour, 2001). Positive experiences, such as enjoyable interactions with other spectators, memorable moments during the event, and overall satisfaction with the event experience, contribute to favorable attitude toward attendance (Jones & Byon, 2020; Biscaia et al., 2012). Additionally, when spectators perceive that the event provides good value for the money spent and entails acceptable levels of risk, they are more inclined to view attendance positively (Jin et al., 2013). Therefore, perceived value leads to more positive attitudes, as spectators recognize the benefits and utility derived from the event experience in relation to the costs and risks involved. Spectators who have positive attitudes regarding sport events based on their overall assessments, feelings, and perceptions are more likely to indicate a desire to attend future events (Zhang et al., 2020; Lundberg & Andersson, 2022). Previous research in other contexts has shown that attitude has a considerable influence on behavioral intention (Kim et al., 2013; Kuo & Yen, 2009; Gupta & Arora, 2017). Besides, it was also discovered that spectators who have a positive impression of the

value of attending sport events are more inclined to plan to attend such events in the future (Kim & Baek, 2019).

Team identification, the degree to which individuals psychologically connect with a particular sports team (Branscombe & Wann, 1992), is often associated with heightened emotional involvement and loyalty. This study explores how team identification might moderate the relationships between attitude, perceived value, and intention to attend sport events. Existing research suggests that strong team identification can lead to more positive attitudes towards the team and a greater sense of perceived value from attending events involving that team (Ahn et al., 2013; Chun & Kaplanidou, 2019; Ellemers et al., 2011; Kunkel et al., 2017). Additionally, a positive fan attitude has been shown to be positively correlated with developing strong team identification (Gau & Kim, 2011). Furthermore, research indicates a positive relationship between team identification and sport event attendance (Matsuoka et al., 2003; Lee et al., 2020). Given these, this study investigates whether team identification strengthens the relationships between attitude, perceived value, and intention to attend sport events.

Drawing from the reviewed literature, this study proposes an extended TPB model to determine the factors that impact the perceived value of spectators and explore the unrevealed impact of the moderating effect of team identification on the association between attitude and intention, as well as perceived value and intention. The proposed hypotheses, aligned with the conceptual framework illustrated in Figure 1, are as follows:

- H1: *Perceived enjoyment positively influences attitude toward sport events.*
- H2: *Perceived enjoyment positively influences perceived value.*
- H3: *Perceived fee negatively influences attitude toward sport events.*
- H4: *Perceived fee negatively influences perceived value.*
- H5: *Perceived risk negatively influences attitude toward sport events.*



**Figure 1.** Conceptual model

*H6: Perceived risk negatively influences perceived value.*

*H7: Perceived value positively influences attitude toward sport events.*

*H8: Attitude toward sport event positively influences intention to attend sport events.*

*H9: Perceived value positively influences intention to attend sport events.*

*H10a: Team identification positively moderates the relationship between attitude toward sport event and intention to attend sport event, such that attitude toward sport event influences the intention to attend sport event more strongly when team identification is higher.*

*H10b: Team identification positively moderates the relationship between perceived value and intention to attend sport event, such that perceived value influences intention to attend sport event more strongly when team identification is higher.*

fans who had experience as spectator within at least 6 months recently. For data collection, the study enlisted the assistance of volunteer students and utilized a non-probability snowball sampling method. Volunteer approached survey participants at the 2023 Vietnam Student Football Championship, respondents get a survey link through QR codes. Upon completing the survey, respondents received an email containing a QR code, enabling them to further distribute the survey link to their respective friend groups and social networks. As shown in Table 1, in a total of 334 participants, 53.3% were male and 46.7% were female. Concerning age groups, the majority belonged to 18-25 age group at 60.5%, followed by 25-35 age group at 25.7%, and finally, above 35 age group at 13.8%. Lastly, in terms of the number of live sports matches watched in the last 6 months, 54.8% watched between 4 to 7 matches, 34.1% watched between 1 to 3 matches, 9.3% watched between 8 to 11 matches, and only 1.8% watched 12 matches or more.

The questionnaire was structured into two distinct sections, the initial segment was designed to elicit demographic data from the respondents, to facilitate a comprehensive understanding of the sample population. Subsequently, the second section was dedicated to assessing the targeted constructs outlined in the research framework. Measurement scales adapted from previous research, as depicted in Table 2, were utilized and adapted for this research. All items were assessed on a Likert 7-point scale, ranging from “strongly disagree” (1) to “strongly agree” (7).

## 2. METHODOLOGY

Quantitative research methodology was utilized to investigate the research objectives in this study. The data collection was conducted from February to March 2023. The target respondents were sport

**Table 1.** Respondents’ demographic characteristics

Classification	Respondents	
	Frequency	Percentage (%)
<b>Gender</b>		
Male	178	53.3%
Female	156	46.7%
<b>Age</b>		
18-25	202	60.5%
25-35	86	25.7%
Above 35	46	13.8%
<b>Occupation</b>		
Student	172	51.4%
Employee	103	30.8%
Others	59	17.8%
<b>Income</b>		
100-300\$	215	64.3%
Over 300-500\$	82	24.6%
Over 500-1000\$	37	11.1%
<b>Number of matches watched live in the last 6 months</b>		
1-3	114	34.1%
4-7	183	54.8%
8-11	31	9.3%
12+	6	1.8%

**Table 2.** Measurement items

Measurement scale	Source
Perceived enjoyment	Wang et al. (2021)
Perceived fee	Crespo Hervás et al. (2020)
Perceived risk	Carroll et al. (2014)
Attitude toward sport events	Yordy and Lent (1993)
Perceived value	Jin et al. (2013)
Intention to attend sport events	Eddosary et al. (2015)
Team identification	Cuesta-Vainoa et al. (2022)

The research methodology involved utilizing Smart PLS software to conduct comprehensive analyses of the proposed framework. Factor anal-

ysis was used to assess the relationships between constructs, followed by composite reliability analysis to evaluate internal consistency. Convergent validity was confirmed by calculating the Average Variance Extracted (AVE), ensuring that each construct adequately captured the variance of its indicators. Discriminant validity was assessed using the Fornell-Larcker criterion and heterotrait-monotrait ratio to compare construct correlations with the square root of the AVE, ensuring distinctiveness between constructs. Multicollinearity was evaluated to address potential concerns, and structural equation modeling was performed to explore construct relationships. This methodological approach was chosen for its suitability in achieving the research objectives and ensuring the validity of the results.

### 3. RESULTS

The model’s reliability and validity, evaluated according to Hair et al. (2011), were presented in Table 3. Factor loadings, ranging from 0.725 to 0.927, exceeded the threshold of 0.7 (Chin, 1998), indicating strong construct relationships. Additionally, composite reliability (CR) values between 0.813 and 0.942 demonstrated satisfactory internal consistency. Convergent validity was confirmed, with AVE values ranging from 0.633 to 0.842, exceeding the recommended threshold of 0.5 (Chin, 1998).

The research assessed discriminant validity using the Fornell-Larcker criterion (Calder et al., 1981) and the HTMT (Henseler et al., 2015). As indicat-

**Table 3.** Reliability measures for the measurement model

Variables/items	Factor loading	CR	AVE	VIF	R <sup>2</sup>
<b>Attitude toward sport event</b> ( $\alpha = 0.938$ )		0.942	0.842		
ASE1: Unpleasant–pleasant	0.913			3.281	0.461
ASE2: Dull–entertaining	0.927			4.152	
ASE3: Worthless–valuable	0.923			3.835	
ASE4: Not comfortable–comfortable	0.908			3.541	
<b>Intention to attend sport event</b> ( $\alpha = 0.843$ )		0.850	0.761		
ISE1: I will go to the stadium to watch the sport event.	0.873			1.867	0.458
ISE2: I am currently planning to attend the sport event.	0.861			2.073	
ISE3: I will make an effort to attend the sport event.	0.882			2.149	
<b>Perceived enjoyment</b> ( $\alpha = 0.902$ )		0.904	0.836		
PE1: I watch live sports to achieve mental and physical satisfaction.	0.913			2.917	n/a
PE2: Watching live sports is enjoyable.	0.909			2.717	
PE3: Watching live sports brings me happiness.	0.921			2.944	

**Table 3 (cont.).** Reliability measures for the measurement model

Variables/items	Factor loading	CR	AVE	VIF	R <sup>2</sup>
<b>Perceived fee</b> ( $\alpha = 0.893$ )		0.932	0.755		
PF1: I acknowledge the effort I put into prioritizing live sports over other commitments, such as family or a significant other.	0.915			3.184	n/a
PF2: I am aware of the expenses incurred when attending live sports events.	0.910			3.323	
PF3: I recognize the financial investment made in attending live sports events, which could have been allocated to other activities.	0.841			2.434	
PF4: I am conscious of the time spent traveling to the stadium and the related expenses involved.	0.803			1.855	
<b>Perceived risk</b> ( $\alpha = 0.807$ )		0.813	0.721		
PR1: I worry about the risk of injury from rowdy fans.	0.857			1.791	n/a
PR2: The team(s) may not perform as expected.	0.854			1.976	
PR3: I'm concerned about not getting my money's worth from the event.	0.837			1.617	
<b>Perceived value</b> ( $\alpha = 0.831$ )		0.863	0.747		
PV1: Attending this event enhances my well-being.	0.903			2.103	0.557
PV2: The quality of the sports event is exceptional.	0.882			2.192	
PV3: The event fees are reasonable.	0.804			1.675	
<b>Team identification</b> ( $\alpha = 0.809$ )		0.825	0.633		
TI1: Winning of my favorite team is highly significant to me.	0.725			1.645	n/a
TI2: I am a devoted fan of my favorite team.	0.839			2.038	
TI3: My friends perceive me as a dedicated fan of my favorite team.	0.839			1.843	
TI4: During the season, I closely follow my favorite team on a regular basis.	0.772			1.459	

Note:  $\alpha$  = Cronbach's alpha; CR = composite reliability; AVE = average variance extracted; VIF = variance inflation factor.

ed in Table 4, each variable's AVE square root was higher than its correlations with other constructs, meeting the validity criteria. Furthermore, Table 4 demonstrates that the highest HTMT value was 0.837, which is below the suggested threshold of 0.9 (Henseler et al., 2015). It has been confirmed that all variables clearly demonstrate discriminant validity.

To conduct the structural model analysis, the research performed multicollinearity evaluation following Leguina (2015). Multicollinearity is a concern when the tolerance is below 0.20 or when the variance inflation factor (VIF) exceeds 5. As

shown in Table 3, the VIF values range from 1.617 to 4.152, all of which are below the threshold of 5. Therefore, multicollinearity was not a significant concern in this study.

In Table 5, the model explains 46.1% of attitude variance, 55.7% of perceived value variance, and 45.8% of intention variance. Perceived enjoyment significantly affects attitude and perceived value ( $\beta = 0.358, \beta = 0.712, p < 0.01$ ), supporting *H1* and *H2*. Perceived fee weakly impacts attitude and perceived value negatively ( $\beta = -0.084, \beta = -0.068, p < 0.05$ ), backing *H3* and *H4*. Perceived risk negatively affects attitude ( $\beta = -0.130, p < 0.05$ ), support-

**Table 4.** Assessment of discriminant validity

Construct	ASE	ISE	PE	PF	PR	PV	TI
ASE	<b>0.918</b>	0.609	0.685	0.204	0.378	0.683	0.592
ISE	0.550	<b>0.872</b>	0.773	0.097	0.269	0.738	0.552
PE	0.634	0.678	<b>0.914</b>	0.181	0.390	0.837	0.601
PF	-0.195	-0.189	-0.170	<b>0.869</b>	0.064	0.200	0.265
PR	-0.334	-0.225	-0.336	0.139	<b>0.849</b>	0.360	0.158
PV	0.614	0.632	0.744	-0.287	-0.148	<b>0.864</b>	0.602
TI	0.524	0.472	0.519	0.025	0.132	0.506	<b>0.795</b>

Note: The matrix displays the square roots of AVEs along the diagonal. Above the diagonal are the HTMT values, and below the diagonal are the correlation coefficients between the construct values. ASE = attitude toward sport events, ISE = intention to attend sport events, PE = perceived enjoyment; PF = perceived fee; PR = perceived risk; PV = perceived value; TI = team identification.

**Table 5.** Summary of hypothesis testing results

Hypotheses	Path coefficient	p-values	Result
H1: Perceived enjoyment → Attitude	0.358***	0.000	Significant
H2: Perceived enjoyment → Perceived value	0.712***	0.000	Significant
H3: Perceived fee → Attitude	-0.084*	0.025	Significant
H4: Perceived fee → Perceived value	-0.068*	0.047	Significant
H5: Perceived risk → Attitude	-0.130**	0.001	Significant
H6: Perceived risk → Perceived value	-0.062	0.080	Insignificant
H7: Perceived value → Attitude	0.293***	0.000	Significant
H8: Attitude → Intention	0.227***	0.000	Significant
H9: Perceived value → Intention	0.437***	0.000	Significant
Moderating effects			
H10a: Team identification x Attitude → Intention	0.128*	0.010	Significant
H10b: Team identification x Perceived value → Intention	-0.133*	0.013	Insignificant

Note: \*p < 0.05; \*\*p < 0.01; \*\*\*p < 0.001.

ing H5. However, its impact on perceived value is not significant ( $\beta = -0.062$ ,  $p > 0.05$ ), rejecting H6. Attitude positively influences intention ( $\beta = 0.227$ ,  $p < 0.01$ ), supporting H8. Perceived value significantly affects attitude and intention ( $\beta = 0.293$ ,  $\beta = 0.437$ ,  $p < 0.01$ ), supporting H7 and H9.

The moderating effect of team identification is significant, positively affecting the attitude–intention relationship ( $\beta = 0.128$ ,  $p < 0.05$ ), but negatively affecting the perceived value–intention relationship ( $\beta = -0.133$ ,  $p < 0.05$ ), supporting H10a and rejecting H10b.

## 4. DISCUSSION

The study revealed a positive association between spectator attitudes and participation intentions. Perceived enjoyment influenced attitude toward sport events, consistent with previous research (Harb et al., 2019; Capasa, 2022). Strong positive relationship was also found between perceived enjoyment and perceived value (Behnam, 2020; Ladhari & Souiden, 2020; Wang et al., 2021). This finding shows how important it is to include enjoyable aspects since these aspects greatly affect how valuable people think a sport event is. Organizers can enhance perceived value and attract a larger audience by focusing on the event’s experiential qualities and benefits (Xu et al., 2023). Considering this phenomenon, event managers and marketers have to come up with techniques to enhance spectators’ enjoyment, such as providing interactive experiences, organizing entertaining activities before and after the match, and ensuring efficient events management.

Surprisingly, it was discovered that perceived fee had a weakly negative effect on both attitude toward the sport events and perceived value. The negative effect of perceived fee on attitude and perceived value implies that when individuals perceive the cost associated with attending a sport events to be high, their overall attitude towards events becomes slightly less positive. This finding aligns with the economic theory of cost-benefit analysis (Drèze et al., 1987), suggesting that individuals tend to evaluate the worth of an experience based on the perceived benefits compared against the incurred costs. In the context of sport events, a higher perceived fee may create a higher expectation for the quality of the event, and if these expectations are not met, it may lead to a slight decline in attitude and perceived value. On the other hand, the negative impact of perceived risks on attitude toward sport event suggests that when individuals perceive potential risks or uncertainties associated with attending a sport event, their overall attitude tends to become less favorable. Sport events often come with various perceived risks, including concerns about safety, crowd management issues, or uncertainties regarding the event’s performance or outcome. These perceived risks can diminish the overall appeal of the event and reduce individuals’ willingness to attend or engage with it. This involves enhancing security measures, providing clear and accurate information about event logistics, or implementing comprehensive health and safety protocols.

However, contrary to previous findings (Shapiro et al., 2019; Carroll et al., 2014), this study did not identify a significant correlation between perceived risk and perceived value. Nonetheless, the

results highlight the substantial impact of perceived value on shaping attitudes and intentions toward attending sport events, consistent with Um and Yoon's (2021) discovery of a positive correlation between perceived value and attitude toward sport events. Spectators who perceive the event as valuable are more likely to hold a positive attitude toward it.

Furthermore, in line with prior research, attitudes toward sport events were identified as significant factors influencing the intention to attend such events (Cho et al., 2020; Kaplanidou & Gibson, 2012). Individuals with more positive attitudes were more likely to express their intention to attend events, highlighting attitudes as precursors to behavioral intentions. To boost event participation, organizers should concentrate on fostering positive attitudes through effective event management and promotional strategies. Besides,

perceived value emerged as a robust predictor of the intention to attend (Jin et al., 2013; Byon et al., 2013). Spectators who perceive the event as valuable are more inclined to express their intention to attend. Finally, the result indicates a positive relationship between attitude toward attending and intention to attend a sport event when considering team identification. The coefficient implies that as team identification increases, there is a tendency for intention to attend sport event to increase. In other words, individuals who have a stronger identification with the team may be more inclined to attend the event when they hold a positive attitude toward attending. As a moderator role of team identification, event organizers and marketers can develop targeted marketing campaigns and initiatives that tap into individuals' team affiliation. This can include team-related activities, fostering team spirit, and creating a sense of belonging and camaraderie among attendees.

---

## CONCLUSIONS

This study aimed to examine the factors influencing attitudes toward and intentions to attend sports events, focusing on perceived enjoyment, fee, risk, and value, as well as the moderating role of team identification. The findings revealed several key insights.

Perceived enjoyment significantly influenced both attitudes and perceived value, emphasizing the importance of enhancing the experiential qualities of sports events. While perceived fee had a weakly negative effect on attitudes and perceived value, it emphasized the need to ensure that event costs align with the quality and experience provided. Perceived risk negatively impacted attitudes, indicating that addressing safety and logistical concerns can improve spectators' willingness to attend. Attitudes toward sports events were found to significantly influence attendance intentions, underscoring the importance of fostering positive attitudes through effective event management and promotional strategies. Perceived value emerged as a strong predictor of attendance intention, reinforcing the need for high-quality, enjoyable experiences. Team identification moderated the relationship between attitude and attendance intention, suggesting that stronger team affiliation increases the likelihood of attendance. Finally, to attract and retain spectators, event organizers should focus on enhancing the overall event experience, ensuring value for money, mitigating perceived risks, and leveraging team identification to build strong, positive attitudes and intentions toward attending sports events.

Besides that, these are some of limitations highlight areas for future research and provide opportunities for further investigation. First and foremost, it is essential to recognize that most participants in this study were young adults, mainly university students from Vietnam, who demonstrated a strong passion for sport events. This demographic skew could potentially introduce biases into the data collected and limit the extent to which the findings can be applied to other demographic groups or geographic regions. Future research should aim to include a more diverse sample, encompassing a wider range of age groups, occupations, and cultural backgrounds, to ensure broader applicability of the results. Secondly, an unexpected finding emerged in the research, indicating an insignificant relationship between perceived risk and perceived value within the context of sport events. This finding deviates from the commonly

observed consumer perception and requires further examination. Future research should investigate this phenomenon to gain a deeper understanding of how perceived risk influences perceived value in the context of sport events.

## AUTHOR CONTRIBUTIONS

Conceptualization: Trang Quang Le, Thuy Thi Thu Phung.

Data curation: Huong Vo Song Le, Thi Chau Tran, Duy Tran Tien Dinh.

Formal analysis: Trang Quang Le, Duy Tran Tien Dinh.

Investigation: Huong Vo Song Le, Thi Chau Tran, Duy Tran Tien Dinh.

Methodology: Trang Quang Le, Huong Vo Song Le.

Project administration: Trang Quang Le, Thuy Thi Thu Phung.

Software: Trang Quang Le, Duy Tran Tien Dinh.

Supervision: Trang Quang Le, Thuy Thi Thu Phung.

Validation: Huong Vo Song Le, Thi Chau Tran, Duy Tran Tien Dinh.

Visualization: Huong Vo Song Le, Thi Chau Tran, Duy Tran Tien Dinh.

Writing – original draft: Trang Quang Le, Thuy Thi Thu Phung, Huong Vo Song Le.

Writing – review & editing: Trang Quang Le, Thuy Thi Thu Phung, Thi Chau Tran, Duy Tran Tien Dinh.

## REFERENCES

- Ahn, T., Suh, Y. I., Lee, J. K., & Pedersen, P. M. (2013). Sport fans and their teams' redesigned logos: An examination of the moderating effect of team identification on attitude and purchase intention of Team-Logoed merchandise. *Journal of Sport Management*, 27(1), 11-23. <https://doi.org/10.1123/jsm.27.1.11>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Behnam, M., Sato, M., Baker, B. J., Delshab, V., & Winand, M. (2020). Connecting customer knowledge management and intention to use sport services through psychological involvement, commitment, and customer perceived value. *Journal of Sport Management*, 34(6), 591-603. <https://doi.org/10.1123/jsm.2020-0033>
- Biscaia, R., Correia, A., Rosado, A., Maroco, J., & Ross, S. (2012). The effects of emotions on football spectators satisfaction and behavioural intentions. *European Sport Management Quarterly*, 12(3), 227-242. <https://doi.org/10.1080/16184742.2012.679949>
- Burgan, B., & Mules, T. (1992). Economic impact of sport events. *Annals of Tourism Research*, 19(4), 700-710. [https://doi.org/10.1016/0160-7383\(92\)90062-T](https://doi.org/10.1016/0160-7383(92)90062-T)
- Byon, K. K., Zhang, J. J., & Baker, T. A. (2013). Impact of core and peripheral service quality on consumption behavior of professional team sport spectators as mediated by perceived value. *European Sport Management Quarterly*, 13(2), 232-263. <https://doi.org/10.1080/16184742.2013.767278>
- Calder, B. J., Phillips, L. W., & Tybout, A. M. (1981). Designing research for application. *Journal of Consumer Research*, 8(2), 197-207. <https://doi.org/10.1086/208856>
- Capasa, L., Zulauf, K., & Wagner, R. (2022). Virtual reality experience of mega sport events: A technology acceptance study. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(2), 686-703. <https://doi.org/10.3390/jtaer17020036>
- Carroll, M. S., Connaughton, D. P., Spengler, J. O., & Byon, K. K. (2014). A multidimensional model of perceived risk in spectator sport. *International Journal of Sport Management and Marketing*, 24(1), 80-95. Retrieved from [https://www.researchgate.net/publication/286246308\\_A\\_multi-dimensional\\_model\\_of\\_perceived\\_risk\\_in\\_spectator\\_sport](https://www.researchgate.net/publication/286246308_A_multi-dimensional_model_of_perceived_risk_in_spectator_sport)
- Chin, W. W. (1998). Commentary: Issues and opinion on structural equation modeling. *MIS Quarterly*, 22, 7-16. Retrieved from <https://www.scirp.org/reference/ReferencesPapers?ReferenceID=2126824>
- Cho, H., Li, C., & Wu, Y. (2020). Understanding sport event volunteers continuance intention: An environmental psychology approach. *Sport Management Review*, 23(4), 615-625. <https://doi.org/10.1016/j.smr.2019.08.006>
- Chun, S., & Kaplanidou, K. (2019). Service quality, perceived value and behavioral intentions among highly and lowly identified baseball consumers across nations. *International Journal of Sport Marketing & Sponsorship*, 21(1), 46-69. <https://doi.org/10.1108/ijms-02-2019-0018>
- Crespo Hervás, J., Prado-Gascó, V., & González-Serrano, M. H. (2020). Perceived value in sport events (PVSP): A further step for the strategic management. *Sustain-*

- ability, 12(14), 5498. <https://doi.org/10.3390/su12145498>
14. Cuesta-Valiño, P., Gutiérrez-Rodríguez, P., & Loranca-Valle, C. (2022). Sponsorship image and value creation in E-sport. *Journal of Business Research*, 145, 198-209. <https://doi.org/10.1016/j.jbusres.2022.02.084>
  15. Cunningham, G. B., & Kwon, H. (2003). The Theory of Planned Behaviour and Intentions to Attend a Sport Event. *Sport Management Review*, 6(2), 127-145. [https://doi.org/10.1016/s1441-3523\(03\)70056-4](https://doi.org/10.1016/s1441-3523(03)70056-4)
  16. Dismore, H., & Bailey, R. (2011). Fun and enjoyment in physical education: young peoples attitudes. *Research Papers in Education*, 26(4), 499-516. <https://doi.org/10.1080/02671522.2010.484866>
  17. Dowling, G. R., & Staelin, R. (1994). A model of Perceived Risk and Intended Risk-Handling activity. *Journal of Consumer Research*, 21(1), 119. <https://doi.org/10.1086/209386>
  18. Drayer, J., Greenhalgh, G. P., & Jee, W. S. F. (2015). An examination of partitioned pricing of sport event tickets and environmental fees. In *Sport Marketing Association Conference, Atlanta, GA*. Retrieved from [https://scholar.google.com/citations?view\\_op=view\\_citation&hl=en&user=ek1ppsIAAAAJ&citation\\_for\\_view=ek1ppsIAAAAJ:9yKSN-GCB0IC](https://scholar.google.com/citations?view_op=view_citation&hl=en&user=ek1ppsIAAAAJ&citation_for_view=ek1ppsIAAAAJ:9yKSN-GCB0IC)
  19. Drèze, J., & Stern, N. (1987). The theory of cost-benefit analysis. *Handbook of Public Economics*, 2, 909-989. [https://doi.org/10.1016/S1573-4420\(87\)80009-5](https://doi.org/10.1016/S1573-4420(87)80009-5)
  20. Eddosary, M., Ko, Y. J., Sagas, M., & Kim, H. Y. (2015). Consumers intention to attend soccer events: application and extension of the theory of planned behavior. *Psychological Reports*, 117(1), 89-102. <https://doi.org/10.2466/01.05.PR0.117c13z7>
  21. Ellemers, N., Sleebos, E., Stam, D., & De Gilder, D. (2011). Feeling included and valued: How perceived respect affects positive team identity and willingness to invest in the team. *British Journal of Management*, 24(1), 21-37. <https://doi.org/10.1111/j.1467-8551.2011.00784.x>
  22. Fédération Internationale de Football Association (FIFA). (2018). *FIFA World Cup 2018 Global Broadcast and Audience Executive Summary*. Retrieved from <https://inside.fifa.com/tournaments/mens/worldcup/2018russia/media-releases/more-than-half-the-world-watched-record-breaking-2018-world-cup>
  23. Funk, D. C., Toohey, K., & Bruun, T. (2007). International sport event participation: prior sport involvement; destination image; and travel motives. *European Sport Management Quarterly*, 7(3), 227-248. <https://doi.org/10.1080/16184740701511011>
  24. Gârdan, D. A., Gârdan, I. P., Andronie, M., & Dumitru, I. (2020). Sport events customers behavior in the light of hedonic consumption. *International Journal of Marketing Studies*, 12(3), 26. <https://doi.org/10.5539/ijms.v12n3p26>
  25. Gau, L., & Kim, J. (2011). The influence of cultural values on spectators sport attitudes and team identification: An East-West perspective. *Social Behavior and Personality*, 39(5), 587-596. <https://doi.org/10.2224/sbp.2011.39.5.587>
  26. Gupta, A., & Arora, N. (2017). Consumer adoption of m-banking: a behavioral reasoning theory perspective. *International Journal of Bank Marketing*, 35(4), 733-747. <https://doi.org/10.1108/ijbm-11-2016-0162>
  27. Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139-152. <https://doi.org/10.2753/mtp1069-6679190202>
  28. Harb, A. A., Fowler, D., Chang, H. J., Blum, S. C., & Alakaleek, W. (2019). Social media as a marketing tool for events. *Journal of Hospitality and Tourism Technology*, 10(1), 28-44. <https://doi.org/10.1108/JHTT-03-2017-0027>
  29. Hayduk, T., Brison, N. T., & Drayer, J. (2021). The effect of partitioned ticket prices on sport consumer perceptions and enduring attitudes. *Journal of Sport Management*, 35(6), 522-536. <https://doi.org/10.1123/jsm.2020-0246>
  30. Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43, 115-135. <https://doi.org/10.1007/s11747-014-0403-8>
  31. Hervás, J. C., Prado-Gascó, V., & González-Serrano, M. H. (2020). Perceived Value in Sport Events (PVSP): a further step for the strategic management. *Sustainability*, 12(14), 5498. <https://doi.org/10.3390/su12145498>
  32. Huang, Y. (2023). Integrated concepts of the UTAUT and TPB in virtual reality behavioral intention. *Journal of Retailing and Consumer Services*, 70. <https://doi.org/10.1016/j.jretconser.2022.103127>
  33. Ito, E. (2023). Predicting Japanese sport tourist behaviour: an extension of theory of planned behaviour with tourism ideal affect. *Journal of Sport & Tourism*, 27(3), 187-203. <https://doi.org/10.1080/14775085.2023.2234889>
  34. Jin, N., Lee, H., & Lee, S. (2013). Event quality, perceived value, destination image, and behavioral intention of sport events: the case of the IAAF World Championship, Daegu, 2011. *Asia Pacific Journal of Tourism Research*, 18(8), 849-864. <https://doi.org/10.1080/10941665.2012.711336>
  35. Jones, C. W., & Byon, K. K. (2020). Central actors in the live sport event context: a sport spectator value perception model. *Sport, Business and Management*, 10(1), 58-81. <https://doi.org/10.1108/sbm-10-2018-0080>
  36. Kaplanidou, K., & Gibson, H. J. (2012). Event image and traveling parents intentions to attend youth sport events: a test of the reasoned action model. *European Sport Management Quarterly*, 12(1), 3-18. <https://doi.org/10.1080/16184742.2011.637173>

37. Kim, J., & Kim, M. (2020). Spectator e-sport and well-being through live streaming services. *Technology in Society*, 63. <https://doi.org/10.1016/j.techsoc.2020.101401>
38. Kim, K., & Baek, W. (2019). Customer-to-customer value co-creation and co-destruction in sport events. *Service Industries Journal*, 40(9-10), 633-655. <https://doi.org/10.1080/02642069.2019.1586887>
39. Kim, M., Choi, K. H., & Leopkey, B. (2019). The influence of tourist risk perceptions on travel intention to mega sport event destinations with different levels of risk. *Tourism Economics*, 27(3), 419-435. <https://doi.org/10.1177/1354816619879031>
40. Kim, S., Sun, K., & Kim, D. (2013). The Influence of Consumer Value-Based Factors on Attitude-Behavioral Intention in Social Commerce: The Differences between High- and Low-Technology Experience Groups. *Journal of Travel & Tourism Marketing*, 30(1-2), 108-125. <https://doi.org/10.1080/10548408.2013.751249>
41. Koenig-Lewis, N., Asaad, Y., & Palmer, A. (2017). Sport events and interaction among spectators: examining antecedents of spectators value creation. *European Sport Management Quarterly*, 18(2), 193-215. <https://doi.org/10.1080/16184742.2017.1361459>
42. Kunkel, T., Doyle, J. P., & Berlin, A. (2017). Consumers perceived value of Sport Team Games – A multi-dimensional approach. *Journal of Sport Management*, 31(1), 80-95. <https://doi.org/10.1123/jsm.2016-0044>
43. Kuo, Y., & Yen, S. (2009). Towards an understanding of the behavioral intention to use 3G mobile value-added services. *Computers in Human Behavior*, 25(1), 103-110. <https://doi.org/10.1016/j.chb.2008.07.007>
44. Ladhari, R., & Souiden, N. (2020). The role of mega-sport event experience and host city experience in explaining enjoyment, city image, and behavioral intentions. *Journal of Travel & Tourism Marketing*, 37(4), 460-478. <https://doi.org/10.1080/10548408.2020.1783427>
45. Lee, H., Cho, H., Newell, E. M., & Kwon, W. H. (2020). How multiple identities shape behavioral intention: place and team identification on spectator attendance. *International Journal of Sport Marketing & Sponsorship*, 21(4), 719-734. <https://doi.org/10.1108/ijms-09-2019-0097>
46. Lee, Y. H., Shin, W., & Cho, H. (2023). Factors influencing the intentions of people with disabilities to participate in e-sport: An application of the theory of planned behavior. *International Journal of Sport Science & Coaching* 19(3), 1153-1163. <https://doi.org/10.1177/17479541231216411>
47. Leguina, A. (2015). A primer on partial least squares structural equation modeling (PLS-SEM). *International Journal of Research & Method in Education*, 38(2), 220-221. <https://doi.org/10.1080/1743727X.2015.1005806>
48. Li, Y., Kim, A., Liu, O. X., Mastro-martino, B., Wang, Y., & Zhang, J. J. (2020). Impact of perceived value on behavior intention of parent-child runners in a marathon event. *Sport in Society*, 24(5), 811-829. <https://doi.org/10.1080/17430437.2020.1804143>
49. Liao, Y. K., Wu, W., Le, T., & Phung, T. T. T. (2022). The integration of the Technology Acceptance Model and Value-Based Adoption Model to study the adoption of E-Learning: The Moderating Role of E-WOM. *Sustainability*, 14(2), 815. <https://doi.org/10.3390/su14020815>
50. Lundberg, E., & Andersson, T. D. (2022). Subjective Well-being (SWB) of sport event participants: Causes and effects. *Event Management*, 26(1), 41-57. <https://doi.org/10.3727/152599521x16192004803601>
51. Matsuoka, H., Chelladurai, P., & Harada, M. (2003). Direct and interaction effects of team identification and satisfaction on intention to attend games. *Sport Marketing Quarterly*, 12(4), 244-253. Retrieved from <https://www.cabdirect.org/abstracts/20033210184.html>
52. Meeprom, S., & Silanoi, T. (2020). Investigating the perceived quality of a special event and its influence on perceived value and behavioural intentions in a special event in Thailand. *International Journal of Event and Festival Management*, 11(3), 337-355. <https://doi.org/10.1108/ijefm-09-2019-0043>
53. Mykletun, R. J., & Rumba, M. (2014). Athletes experiences, enjoyment, satisfaction, and memories from the Extreme Sport Week in Voss, Norway. *Sport, Business and Management*, 4(4), 317-335. <https://doi.org/10.1108/sbm-12-2013-0046>
54. Salim, Z. A. A. (2023). Investigating the predictors of physical activity behavior among female college students in Saudi Arabia using the theory of planned behavior. *Physical Education of Students*, 27(5), 270-278. <https://doi.org/10.15561/20755279.2023.0507>
55. Shapiro, S. L., Reams, L., & So, K. K. F. (2019). Is it worth the price? The role of perceived financial risk, identification, and perceived value in purchasing pay-per-view broadcasts of combat sport. *Sport Management Review*, 22(2), 235-246. <https://doi.org/10.1016/j.smr.2018.03.002>
56. Sweeney, J., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203-220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
57. Theodorakis, N. D., Kaplanidou, K., & Karabaxoglou, I. (2014). Effect of Event Service Quality and Satisfaction on Happiness Among Runners of a Recurring Sport Event. *Leisure Sciences*, 37(1), 87-107. <https://doi.org/10.1080/01490400.2014.938846>
58. Tian, J., Xu, C., Kim, K., Nauright, J., Kim, M., Pifer, N. D., & 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. <https://doi.org/10.1080/17430437.2021.1901345>
59. Ulaga, W., & Chacour, S. (2001). Measuring customer-perceived value in business markets: a prerequisite for marketing strategy

- development and implementation. *Industrial Marketing Management*, 30(6), 525-540. [https://doi.org/10.1016/S0019-8501\(99\)00122-4](https://doi.org/10.1016/S0019-8501(99)00122-4)
60. Um, J., & Yoon, S. (2021). Evaluating the relationship between perceived value regarding tourism gentrification experience, attitude, and responsible tourism intention. *Journal of Tourism and Cultural Change*, 19(3), 345-361. <https://doi.org/10.1080/14766825.2019.1707217>
61. Wang, Z., Cao, R., Liu, X., Zhang, L., & Wang, C. (2021). Influence of Multiple Interactions in Value Co-creation on Sport Spectators Perceived Value of Sport Events. *Complexity*, 1, 1-12. <https://doi.org/10.1155/2021/9972225>
62. Xu, M., Li, B., Scott, O. K., & Wang, J. J. (2023). New platform and new excitement? Exploring young educated sport customers perceptions of watching live sport on OTT services. *International Journal of Sport Marketing and Sponsorship*, 24(4), 682-699. <https://doi.org/10.1108/IJSMS-07-2022-0140>
63. Yordy, G. A., & Lent, R. W. (1993). Predicting aerobic exercise participation: Social cognitive, reasoned action, and planned behavior models. *Journal of Sport & Exercise Psychology*, 15(4), 363-374. <https://doi.org/10.1123/jsep.15.4.363>
64. Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of evidence. *Journal of Marketing*, 52(3), 2. <https://doi.org/10.2307/1251446>
65. Zhang, Y., Kim, E., & Zunming, X. (2020). Image congruence between sport event and host city and its impact on attitude and behavior intention. *International Journal of Sport Marketing & Sponsorship*, 22(1), 67-86. <https://doi.org/10.1108/ijSMS-03-2020-0040>