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**THE WHOS AND WHYS OF LIVE GOLF TOURNAMENT
ATTENDANCE: A LONGITUDINAL STUDY**

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This paper examines the characteristics of people who attend live golf tournaments. More to the point, we investigate the determinants of: a) frequency of watching live golf tournaments ; b) motivation in attending live golf tournaments; and c) willingness to attend future tournaments. Factors such as perception of ticket price, importance placed on names of players, TV viewing behavior related to golf tournaments, involvement with golf (e.g., heavy/light golf player), and other demographic factors (gender, marital status, age, formal education, annual household income) are used as explanatory variables. Statistical tools such as multiple regression analysis and discriminant analysis are used to analyze longitudinal data. We undertook a survey based marketing research project at the 2006 Chrysler Classic of Greensboro golf tournament. A random sample was selected. 342 people participated in the survey. We are planning to replicate the survey with some adaptation at the 2007 Wyndham Championship (name changed in 2007). The sample size for 2007 will be roughly the same as 2006. The findings are expected to help the tournament management to improve their strategy to achieve their goal of making Wyndham Championship among the top 10 tournaments in the PGA TOUR.

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