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### Dimensions of Event Quality Associated with High School Football Games: Scale Development

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Dimensions of Event Quality Associated with High School Football Games: Scale Development  
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## Abstract

The current study was the first attempt to develop a scale that measures high school football event quality that could lead to sport consumption. With continued improvement of the scale, the EQS-HSF has great potential to be a valuable marketing tool to examine sport consumption behavior associated with high school football games.

## Keywords

Event Quality, Market Demand, Confirmatory Factor Analysis