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### Up Rooting: Sports Marketing Analytics and Attendance in Major League Baseball

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# **Up Rooting: Sports Marketing Analytics and Attendance in Major League Baseball**

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## **ABSTRACT**

*Spurred by a continuous decline in Major League Baseball (MLB) ticket sales and attendance, this study examines external and internal factors affecting team financial performance. Using only secondary data, constructs for external factors (i.e. population, facility age, etc.), team offensive performance (i.e. at-bats, homeruns, etc.), attendance, and revenue-based financial metrics were analyzed with PLS-SEM. The findings reveal external factors positively affect both attendance and team financials, but the relationship between a team’s offensive performance and team financials is fully mediated by attendance. The findings imply future sales growth may need to come from marketing strategies and promotional efforts beyond a team’s surrounding geographical area, and possibly through the adoption of new technology to reach their target market.*

## **ABOUT THE AUTHORS**

**Adam Merkle** Adam is the purchasing agent at Bishop State Community College, an adjunct instructor of marketing at the University of Mobile, and a marketing PhD student at the University of South Alabama.

**Catherine Hessick** Catherine is a full-time lecturer in the Department of Marketing at James Madison University and marketing PhD student at the University of South Alabama.

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