

A Study of Factors Influencing CBA Audience Satisfaction

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Abstract: The number of CBA viewers is increasing. The importance of CBA viewer satisfaction is self-evident. Audience is the lifeline of sports events, and their support and satisfaction directly affect the atmosphere of the game, ratings, box office revenues, and the interest of sponsors. This paper searches for related literature through the literature method, and the main purpose is to find out the influencing factors affecting CBA audience satisfaction through literature. The study shows that the influencing factors of CBA viewer satisfaction mainly include two aspects of viewing motivation and game service quality.

Keywords: CBA audience, satisfaction, influencing factors

1. Introduction

CBA has a large and growing audience base. With the booming development of basketball in China, the popularity of basketball in China is increasing, and the number of basketball fans and enthusiasts is growing. CBA attracts a large number of viewers, especially young people, who are full of enthusiasm for basketball games, and not only pay attention to the local players, but also keen on the performance of the international stars, and they have higher and higher expectations of CBA games. Thus, the importance of CBA audience satisfaction is self-evident. Audience is the lifeline of a sports event, and their support and satisfaction directly affects the atmosphere of the game, ratings, box office revenue, and the interest of sponsors. In the CBA league, audience satisfaction concerns the popularity of teams, their fan base, and the reputation and sustainability of the entire league. Therefore, the relevant organisations should take the enhancement of CBA viewer satisfaction as an important strategic goal and make continuous efforts to improve and optimise their products or services to meet viewers' needs and win their support and trust.

Satisfaction is not only about whether spectators like the game or not, but also involves all aspects of the whole tournament such as organisation, management, safety and service quality. Enhancing spectator satisfaction requires the league side to start from a number of aspects, such as improving the organisation and arrangement of matches, upgrading the facilities and service level of venues, enhancing safety management, adding interactive and entertainment elements, and so on. Through continuous improvement and satisfying audience needs, the CBA league can enhance its attractiveness, promote the development of basketball and achieve long-term sustainable development. Therefore, this paper starts from the perspective of CBA audience, analyses the factors affecting audience satisfaction, and provides a theoretical basis for how to improve audience satisfaction.

2. The concept of satisfaction and related research

Satisfaction, as an important concept in the field of marketing, has been systematically studied as early as the 1950s. Cardozo (1965), an American scholar, first put forward the theory of customer satisfaction, and defined customer satisfaction as "satisfaction is a kind of comparison between the expected acquisition and the actual perception of a state, which is based on the expected value and the actual value of the formation of a psychological gap between the gap affects the next purchase behaviour." [1]

Another viewpoint measures customer satisfaction in terms of the proportionality between what consumers pay and what they get in return; Howard et al. (1969) argued that "when consumers pay their own price for a product or service, their perceived state of whether the return on their investment

is in line with their expectations";[2] Ostrom A et al. (1995) believe that customer satisfaction with a service or product is only a judgement in favour of a relative degree, and it is more accurate to base the judgement on the weight of the customer's investment and return. [3] Wu S (2016) argues that customer satisfaction is the level of the customer's feeling state, which is the result of comparing the customer's perceived performance of the firm's products and services with the customer's expectations. If the perceived performance is less than expectations, the customer is dissatisfied; if the perceived performance is commensurate with expectations, the customer is satisfied; and if the perceived performance exceeds expectations, the customer is very satisfied. [4]

There are also some scholars believe that customer satisfaction should be a kind of subjective feeling from consumers, is a kind of recognition, favourite degree of goods or services after consumption. Currently widely recognised view is Oliver (1980) that customer satisfaction is a kind of generation in the customer's inner state, it comes from a psychological feeling after the needs are met; [5] Woodside A G (1989) is a more concise expression of customer satisfaction, he believes that customer satisfaction is "when the consumer purchases a product or service after the purchase of a product or service, a natural state of mind about the purchased product". [6]

In terms of sports competitions, numerous scholars have defined the audience satisfaction of sports competitions. According to Fang Dui et al. (2017), the satisfaction of live spectators is a state of feeling that compares the quality of products and services provided by large sports events with the expectations of spectators. [7] Wang Yue (2014) and others, on the other hand, argue that football spectator satisfaction is an indicator of the quality of football matches and other match-related services. [8]

Jia Ruifang (2015) argues that sports spectators are targeted at live spectators watching sports matches, and sports spectator satisfaction focuses on the subjective and objective evaluation of the experience of live spectators watching sports events. [9] Xu Wenxin et al. (2017) similarly argued that the audience satisfaction of sports event services refers to the evaluation of the level of pleasure achieved by the consumption of a series of services consisting of a series of services obtained and experienced by the live audience for the purpose of watching sports events. [10] Whereas, Yao Yahui (2017) argued that the satisfaction of live spectators at sports events is influenced by the consumer's expectations of the product as well as the degree of realisation of the benefits of the product and services. [11]

In summary, CBA audience satisfaction is defined as a psychological state in which the audience's viewing expectations are compared with the actual viewing experience. CBA audience satisfaction mainly includes satisfaction with the quality of CBA games, team performance, game programmes and entertainment, but also includes the degree of audience satisfaction with tournament organisation, arena facilities, ticketing services, security measures, arena environment, service level and other aspects. Indicators for evaluating CBA audience satisfaction can include the audience's overall satisfaction rating, willingness to participate in the tournament, willingness to purchase tickets again, word-of-mouth communication, and audience survey feedback. By comprehensively evaluating these indicators, the CBA League can understand the audience's feelings and opinions about its tournaments, so as to timely adjust and improve the organisation of the tournaments and the level of service, enhance the audience's satisfaction and promote the sustainable development of the league.

3. Influencing factors of CBA viewers' satisfaction

3.1 The Relationship between Viewing Motivation and Satisfaction

Viewing motivation refers to the intrinsic reason or drive of viewers who choose to watch basketball games. There may be different motives behind why people choose to spend time and energy watching the game. Motivation for watching a game mainly contains the following aspects: first, entertainment and leisure. Many viewers watch basketball games to relax, kill time and enjoy the entertainment and fun brought by the game. The fierce confrontation, brilliant goals and players' high skills in the game can attract the audience's attention and make them feel pleasure and relaxation. Secondly, to support a team or a player. Many viewers will choose to watch a match because of their love for a certain team or player. They may be hardcore fans of the team and will fully support the team no matter how it performs, or they may be fans of a certain player and choose to follow his matches because they like his style, technique or personal charisma. Third, socialising and communication. Watching a basketball game is also a social activity. People can watch the game with friends, family or colleagues, discussing and exchanging their feelings together. During the game, they can share each

other's excitement, disappointment, surprise and other emotions to enhance their emotional connection. Fourthly, gaining achievements. Some viewers may support a certain team or player as part of their identity, and therefore choose to watch the game to preserve their identity and sense of belonging. They feel proud and fulfilled when their team wins; they may feel lost and frustrated when their team falls behind or loses. Fifth, to learn and improve. Some basketball enthusiasts may choose to watch games in order to learn and improve their basketball skills. They will pay attention to the players' technical moves, tactical deployment, etc., and get inspiration and experience from them to improve their performance in basketball. Overall, the motives for watching the game are varied and different people have different motives for choosing to watch basketball games. These motives may be manifestations of needs and desires for entertainment, support, socialising, gaining achievement, learning, etc., which together constitute the intrinsic drive of spectators to watch the game.

There is a close relationship between motivation and satisfaction. In cognitive psychology, motivation is inextricably linked to the expected outcome of an individual's behaviour. Simply put, whether or not an individual engages in a particular behaviour depends to a large extent on the desired outcome of that behaviour, and the completion of the desired behaviour brings satisfaction, which is dependent on motivation, which occurs prior to the experience, and satisfaction, which occurs after the experience. This would suggest that there is a correlation between motivation and satisfaction.

Funk (2009) pointed out that different viewing motives reflect people's different viewing needs, and satisfaction increases when these needs are met. [12] In terms of social and escape motives, Song (2014) found that leisure motives have a significant positive impact on people's life and leisure satisfaction through a survey and analysis of leisure sports in China. These motives include the desire to interact with family, friends, and others; to perceive the artistic beauty of sport; to experience the excitement of competition; to seek alternative outcomes; and to escape from daily routines to relieve stress. [13] Chang (2017) found that self-actualisation motivation, social interaction motivation, motivation to learn knowledge and motivation to release stress had a significant positive effect on satisfaction in a sample of participants in a road running race. [14] In the aspect of alternative achievement, Elizabeth (1991) took sightseeing tourists as the target and analysed their pre-tour motivation and post-tour satisfaction, and concluded that the spectators who came to watch the game live could improve their life satisfaction by supporting their favourite teams or players, and concluded that alternative achievement had a significant positive effect on satisfaction. [15] In terms of stargazing motivation, there is no well-established literature that has explored the relationship between stargazing motivation and satisfaction.

However, not all scholars agree on the impact of motivation and satisfaction, Wang Kai (2017) took the Snooker Masters as a research object and found that not all sporting event motivations can have a significant impact on satisfaction, and the study found that social motivation, although it can promote viewers' participation in watching sporting events, does not significantly enhance viewers' satisfaction. [16] This shows that the relationship between the influence of motivation on satisfaction may also change in different sports event programmes.

In summary, in the field of modern sports events, there have been a large number of studies showing that spectator viewing motivation has a positive effect on satisfaction. Basketball and other sports events also have similar characteristics, and there is a higher probability that spectators' motivation to watch the game has a positive effect on satisfaction.

3.2 The relationship between service quality and satisfaction

The service quality of CBA games covers a number of aspects, aiming to provide spectators with a comprehensive and enjoyable viewing experience. The following are some of the main aspects: first, arena facilities. The comfort and convenience of arena facilities is an important factor affecting spectators' experience. This includes seating comfort, the quality of the view of the game, convenient entry routes, catering and sanitary facilities, and so on. Secondly, safety and security. Ensuring the safety of spectators is a basic prerequisite for the quality of match services. This covers the setting of safety exits, the provision of fire-fighting facilities, the deployment of safety personnel and the formulation of emergency disposal plans. Third, ticketing management, efficient ticketing management can ensure the smooth purchase of tickets for spectators, reducing queuing time and unnecessary trouble. This includes the diversity of online and offline ticketing channels, the stability and security of the ticketing system, and the reasonableness of the ticket price setting. Fourth, pre-match and post-match activities. Organising various activities before and after the match can increase audience participation and satisfaction. For example, fan meetings, autograph sessions, interactive games, etc.,

so that the audience has the opportunity to get close to the players and feel the atmosphere of the tournament. Fifth, fan service. Providing attentive fan service can enhance audience satisfaction and loyalty. This includes the courtesy and professionalism of the stadium staff, the timeliness and accuracy of answering the audience's questions, and the provision of convenient information enquiry services. Sixth, entertainment, entertainment around the arena can increase spectator entertainment and participation. This includes musical performances, basketball skill challenges, raffle prizes, etc. to enrich the spectators' viewing experience. Seventh, peripheral supporting services: provide various supporting services around the match venue, such as car parks, catering, shopping, etc., to facilitate the audience's travel and consumption. It can be seen that the service quality of CBA games covers many aspects such as venue facilities, safety and security, ticket management, pre-game and post-game activities, fan services, entertainment activities, and peripheral supporting services, etc., aiming at providing the audience with a safe, comfortable, convenient and enjoyable experience of watching the games.

Match service quality is one of the key factors affecting spectator satisfaction. High-level matches, intense rivalry, technical action and tactical deployment can attract the audience's attention and enhance their viewing experience. The excitement of a basketball game is directly related to the audience's recognition and satisfaction of the league. If the quality of the game is poor, with obvious one-sided situations or poor performance of players, viewers' interest may wane, affecting their satisfaction. On the other hand, the quality of tournament organisation and operation is also an important factor affecting spectator satisfaction. This includes aspects such as venue facilities, safety and security, ticketing management, and pre and post match activities. A good organisation and operation system can guarantee the smooth running of the tournament, ensure the safety and comfort of the spectators, and enhance the spectators' viewing experience and satisfaction.

Wakefield and Blodgett (1994) used an experimental method to compare college students who watched videotapes of two different Major League Baseball games with those who watched the games on-site, in order to explore the impact of the perceived quality of intangible services or sports facilities on spectators' satisfaction and re-purchase intention, and the study found that the quality of the sports facilities had a direct impact on the spectators' satisfaction, and the higher the perceived quality of sports facilities, the higher the spectator satisfaction. Perceived quality of sports facilities has a positive effect on satisfaction with sports facilities. In the videotape simulation study, excitement directly affected spectator satisfaction. [17]

In summary, the literature on the effect of service quality on satisfaction is large and the research tends to be mature. Therefore, from what the literature has combed through, the service quality of CBA games has a positive impact on spectator satisfaction.

4. Conclusion

CBA audience satisfaction refers to a psychological state in which the audience's expectation of watching the game is compared with the actual experience of watching the game, and the level of audience satisfaction directly affects the audience's willingness to watch the game. It is affected by the audience's motivation and the quality of game service, so it can be seen that the motivation and the quality of service are important factors affecting the satisfaction, and both have a positive impact. If the CBA league can stimulate the interest and enthusiasm of the audience and provide high-quality matches and services, it can enhance the audience's satisfaction, promote the league to form a sustainable development pattern, and help the CBA league successfully complete the market transformation.

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