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Exploring Season Ticket Holder Renewal Behavior:

Moderating Role of Seating Options, Regular vs. Premium

Abstract

Understanding season ticket holders (STHs) behavior is crucial to expand and retain STHs and generate continued revenues for sports teams (Karg et al., 2021). Previous studies have concentrated on factors leading to renewals of season tickets, and they have been identified that length of relationship and service quality-related factors significantly influence renewals (Karg et al., 2021; McDonald, 2010; McDonald et al., 2014; Won & Lee, 2022). Although informative, existing studies rarely explore the variations of STHs' renewal behavior, especially because existing STH research has considered STHs as a homogenous group (Katz et al., 2020; McDonald et al., 2013). Accordingly, I attempted to examine merchandise spending and donations as key predictors of season ticket renewal in conjunction with the two types of STHs, including premium (P-STH, seats with a price range of higher than $1900) vs. regular ($R$-STH, normal stadium seats).

The data was obtained from one of the SEC athletic departments, I utilized a 2018 season dataset of STH spending/donations that included 1,210 STHs and 7,240 purchase transactions that occurred throughout the regular season. This study utilized a logistic regression method to examine the causal effects of merchandise spending and donation on STHs renewal/churning

decisions. As result, merchandise spending is significantly different between renewed and non-renewed groups (H1). Similarly, the amount of donated funds is significantly different between renewed and non-renewed groups (H2). As such, STHs who spent more on team merchandise were more likely to renew their season plan. Likewise, the same result was shown in donations. With respect to average spending on merchandise, premium seat holders spent more than regular seat holders. In terms of merchandise spending, T-shirts, accessories, hats, and polos were the most purchased items for both groups. Regular holders preferred to purchase sweatshirts, whereas premium holders spent more money on jackets.

The findings of this study provide insights into positioning strategies aimed at strategically targeting two different market segments. Recent studies suggest that consumers' decision-making processes could vary given the product categories they purchased in hierarchically ordered product classes (e.g., premium vs. regular) (Kim et al., 2020) or consumption habits (Wirtz et al., 2020); then, the results reflect that renewed STHs prefer to consume more indulgent products and desire for more luxurious viewership experiences. Further theoretical and practical implications associated with the heterogeneous consumption characteristics, corresponding to the two types of STHs, will be discussed.

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Introduction

Season ticket Holders (STHs) account for a huge portion of the sports team revenue (McDonald, 2010). In the business aspect of the sports team, it is vital to grow and retain the STHs due to their significant financial and emotional support (Won & Lee, 2022). By doing so, understanding STHs' behavior is fundamental to expanding and retaining STHs as well as generating continued revenues for sports teams (Lee et al., 2019). Therefore, previous research has mainly focused on exploring the factors leading to renewals of season tickets using data from survey respondents, and it has identified that among a range of factors, length of relationship and service quality-related factors significantly influence renewals (Karg et al., 2021; McDonald, 2010; Won & Lee, 2022). Existing STH studies have provided informative insights into factors leading to renewal behavior, but they rarely explored the variations of STHs' renewal behavior corresponding to the two types of STHs, including premium vs. regular seat holders because they have considered STH as a homogenous group (Katz et al., 2020; McDonald et al., 2013). Also, they have not sought to analyze the actual behaviors of STHs. Accordingly, I attempted to examine merchandise spending and donations as the key predictors of season ticket renewal behavior in conjunction with the two types of STHs. And using the data I analyzed, I will provide insights into positioning strategies in merchandise sales aimed at strategically targeting two different market segments.

Literature Review

Churn Rate

Some sports teams have a reputation and long franchise history with huge fandom nationwide, however, it is not hard to see that their churn (non-renewal) rate among STHs sometimes greater than 20% during the renewal season (McDonald, 2010). STH churn in professional sports has similar characteristics to companies in volatile industries such as insurance, consumer services, and retailing (McDonald, 2010). Dissatisfaction with the team alone is not the major reason for leaving STHs (Reichheld & Sasser, 1990). Actually, a lot of STHs who were satisfied with the team also churned (East et al., 2012). Among STHs, involuntary churn such as change circumstances in work and family accounted for only 16% (McDonald & Stavros, 2007). McDonald (2010) indicated that the key variables for predicting churn are the length of the relationship and the number of games attended. And his study heavily investigated the importance of the length of the relationship to churn rates. With increasing the length of the relationship with the team, the consumers become more identified with the team. Hence, the demands for maintaining a connection with the team increase. They eventually seek to increase behavioral involvement such as attendance and merchandise purchase (Mullin et al., 2007). A keen sense of community and involvement and treating patrons with better services could be effective in reducing the churn rate.

Team Identification

STHs are considered the crucial fundamental of the team because they are at the highest level of consumption compared to general patrons (Mullin et al., 2014). The revenues generated from the STHs are significant for the team and provide a steady revenue pipeline regardless of how the team performs in the season (Lee et al., 2020). Retaining current customers is important to continue the business, and customer satisfaction is directly related to this (Cronin et al., 2000). Recently, Won and Lee (2022) investigated how four quality factors, facility quality (basic

factor), interaction quality on a game day (performance factor), entertainment quality (excitement factor), and season ticket service quality, influence satisfaction and renewal intention. In this study, they used the team identification concept to explain STHs' attachment to sports teams. Team identification is about a level of attachment to a particular team (Won & Lee, 2022). The identification process is fundamentally different depending on each sports consumer (Stewart et al., 2003). This identification is complicated but a key factor in explaining consumer behavior in sports (Meinick & Wann, 2011). A study found that sports teams can produce prominent levels of customer identification (Underwood et al., 2001), and high fan identification induces a boost in consumption to the subject team (Lanzillo, 2010). For example, highly identified fans are likely to watch more games and spend more time and money on merchandise for their favorite teams (Shapiro & Drayer., 2012).

Consumer Behaviors in Sports

For decades, many researchers have investigated motivators for sports consumption and have identified some factors that play a crucial role in attracting fans (Sloan, 1989; Trail & James, 2001; Stewart et al., 2003). Some other researchers developed a conceptual framework to explain consumer behaviors. (Kim & Trail, 2010; Stewart et al. 2003). Nonetheless, there is no such single perfect conceptual framework to explain consumer (Stewart et al., 2003). However, previous studies found that sports-consuming behavior conveyed various emotional connections (Stewart et al., 2003). These kinds of emotional connections with the players, teams, and sports that individuals have are complex and deeper because they vary in intensity as well as in form (Stewart et al., 2003). Due to their various emotional connections to the subject team or sports, fans' behavior can be shown in diverse ways, and it can be impulsive, permanent, temporary, or obsessive (Stewart et al., 2003). For example, some fans expressed their interest in the teams by

reading articles, watching games, and chattering while others dressed up in team colorways to express their affiliation with the team (Hunt et al., 1999; Gladden & Funk, 2002). A strong sense of connection with the team and desire for involvement resulted in purchasing team merchandise. Fans with higher loyalty and identification are likelier to buy team merchandise (Wang, 2012). The tendency to impulse buy is one of the characteristics that is manifested in sports consumers' behavior, and it is observed when a fan has highly identified with the team's brand (Kwon & Armstrong, 2002). Furthermore, sports consumers that are in a highly cohesive group tend to impulsive spending (Chen, Lin & Chang, 2013).

Methods

Samples and Data Analyses

Through a partnership with one of the Southeastern Conference (SEC) athletic departments, I utilized a 2018 season dataset of STH spending/donations that included 1,210 STHs and 7,240 purchase transactions that occurred throughout that year. This study utilized a univariate logistic regression method to examine the causal effects of merchandise spending and donation on STHs' renewal/churning decisions and was able to predict STHs' intention to renew. The actual renewal behaviors were collected to function as a dependent variable. Each merchandise-consuming behavior and donation behavior have functioned as the independent variables in the logistics regression model. This research has relied on cross-sectional studies. The research model was estimated by using the target team's 2018 season data, and thus the nominal variable of renewal behavior was created to project renewal/churning behavior in the 2019 season. To differentiate from previous research that considered STHs as a homogenous group (Katz et al., 2020; McDonald et al., 2013), I categorized STHs into two groups based on the seats purchased: regular (*R*-STH, normal stadium seats such as Touchdown Chairbacks,

Chairbacks, Mezzanine, etc.) and premium seats (*P*-STH, seats with a price range of higher than $1900, including Champions Club, Premium Suites, Touchdown Terrace, etc.).

Results

Demographic Information

Table 1 and Table 2 represented demographic info for the regular and premium season ticket groups. The total number of *R*-STH is 1037 (see Table 1) and the total number of *P*-STH is 173 (see Table 2). Most regular season ticket holders are male ($n = 682$, 65.8%), white ($n = 939$, 90.5%), and residents in the subject school ($n = 898$, 86.6%). As regards the household income of *R*-STH, the greater than $124,999 ($n = 301$, 29%) bracket was the biggest one, followed by $50,000 - $74,999 ($n = 228$, 22%), $75,000 - $99,999 ($n = 172$, 16.6%), and $100,000 - $124,999 ($n = 113$, 10.9%) brackets. Regarding their education level, 58.7 percent of *R*-STHs have either college or higher degrees ($n = 608$). On the subject of household age, 91.7 percent of *R*-STHs were aged between 25 and 34 ($n = 951$). Regarding the marital status for regular ticket holders, married accounted for 57.7% ($n = 597$), followed by 22% of single ($n = 228$), and inferred married ($n = 122$, 11.8%). 565 *R*-STHs have at least one child (54.5%), and 272 *R*-STHs do not have children (26.2%). In terms of attending sporting events such as MLB, NBA, NCAA, and March Madness, about a quarter of the STHs attended between 21 and 60 events per year ($n = 228$, 22%), followed by 61 – 100 ($n = 188$, 18.1%), more than 220 ($n = 163$, 15.7%), and 101 – 140 events ($n = 150$, 14.5%).

The premium STHs are shown to have similar demographic characteristics to regular STHs. Male ($n = 124$, 71.7 %), white ($n = 150$, 86.7%), and resident ($n = 159$, 91.9%) are dominant in the premium group. In addition, the biggest bracket for *P*-STHs' household income

is greater than $124,999 (*n* = 76, 43.9%), followed by $50,000 - $74,999 (*n* = 26, 15%) and

$75,000 - $99,999 (*n* = 24, 13.9%). Premium ticket holders who have a household income

greater than $124,999 are significantly higher than regular ticket holders. Regarding the

education level, it shows a similar feature to regular STHs. The above 50 percent of *P*-STHs

have either college or higher degrees (*n* = 100, 57.8%). In terms of household age, the majority

of *P*-STH were aged 55 or above (*n* = 79, 45.7%) and were aged between 45 and 54 (*n* = 48,

27.7.7%) whereas over 90% of *R*-STH were aged between 25 and 34. Relating to marital status

for *P*-STH, 49% of premium ticket holders were married (*n* = 83), which is lower than regular

ticket holders (57.7%). However, those who said single accounted as similar to regular season

ticket holders. In terms of the child, about half of *P*-STH has a child (*n* = 93, 53.8%). It is similar

to *R*-STHs (54.5%). As regards attending sporting events (MLB, NBA, NCAA, and March

Madness), the majority of *P*-STH has attended between 21 and 60 events per year (*n* = 50,

28.9%). 22.5% of *P*-STH has attended more than 220 sporting events (*n* = 39).

Descriptive and Correlation Analysis

Concerning average spending on merchandise, regular seat holders spent $156.33, while

premium seat holders spent $192.15 (see Table 3). In the matter of the average donations, Table

3 shows that the premium group donated about 6.21 times higher than the regular group. In fact,

premium groups donated $173,957.7 whereas regular groups donated $28,001.24.

In addition, the results revealed that merchandise spending is significantly different

between renewed and non-renewed groups (see Table 4 and Table 5). For example, the regular

renewed group spent an average of $159.98 on team merchandise whereas the average spending

for the non-renewed group was $120.52 (see Table 4). Furthermore, the same aspect was

observed among premium season ticket holders. The average spending on team merchandise for the premium renewed group was $80.96 higher than for the non-renewed group (see Table 5).

Similarly, according to Table 4 and Table 5, the amount of donated funds is significantly different between renewed and non-renewed groups. As reported in Table 4, renewed regular ticket holders donated $18,598.96 more than the non-renewed group. In addition, P-STH non-renewed group has only donated $24,988.89 on average, but the renewed group has donated $182,132.82 on average, which is 7.29 times higher (see Table 4). The same aspect was observed in the donation, but in much greater differences than the merchandise spending.

Likewise, significant differences were found not only between renewed and non-renewed groups but also between resident and non-resident groups regarding merchandise spending and donations. As shown in Table 4, with reference to the average merchandise spending, the non-resident in regular STH spent $204.8 while the resident group only spent $148.83 on the team merchandise. Table 5 shows that non-residents in premium STH also spent $71.57 more than the resident group. Furthermore, Figure 3 clearly showed that non-resident STHs relatively spent more money than resident STHs. For example, the premium renewed/non-resident group spent the most money on the team merchandise followed by regular renewed/non-resident, premium renewed/resident, regular renewed/resident, regular non-renewed/resident, regular non-renewed/resident, premium non-renewed/resident groups (see Figure 3). As shown in Figure 4, just like merchandise spending, the premium renewed/non-resident group has donated the most. They donated $552,434.65 on average, which is much higher than the sum average donations of other groups (see Table 4 and Table 5). However, unlikely the merchandise spending behavior, among R-STHs, resident groups donated more than non-resident groups.

While examining the merchandise spending data, I also explored which item categories are the most purchased by the residential status (resident vs. non-resident). Moreover, in this study, I primarily focused on the products that were purchased by the renewed group. 4701 items were purchased in total for regular season ticket holders and 875 items were purchased in total for premium season ticket holders. According to Tables 6 and 7, T-shirts (Rn =1593, 33.89%, Pn = 293, 33.49%), accessories (Rn = 554, 11.78 %, Pn = 103, 11.77%), hats (Rn = 355, 7.55%, Pn = 75, 8.57%), and polo (Rn = 268, 5.7%, Pn = 60, 6.86%) were the most purchased items for both groups. Regular seat holders preferred to purchase sweatshirts (n = 289, 6.15%) whereas premium seat holders spent more money on jackets (n = 53, 6.08%).

As shown in Table 6, regular renewed resident ticket holders bought 1203 T-shirts (33.2%), 442 accessories (12.2%), 285 hats (7.86%), 216 sweatshirts (5.96%), and 206 polo shirts (5.68%). Also, regular renewed non-resident ticket holders bought 247 T-shirts (34.45%), 79 accessories (11.02%), 51 sweatshirts (7.11%), 45 hats (6.28%), and 42 polo shirts (5.86%). Both resident and non-resident groups in renewed R-STHs bought T-shirts, accessories, hats, sweatshirts, and polo shirts are the most.

The result (Table 7) shows that the top five items purchased by premium renewed resident season ticket holders are T-shirts (n = 259, 33.5%), accessories (n = 94, 12.16%), hats (n = 65, 8.41%), polo shirts (n = 49, 6.34%), and each jacket and sweatshirt were equally purchased 46 (5.95%). The non-resident group in P-STH also purchased T-shirts (n = 21, 28%), accessories (n = 9, 12%), polo shirts (n = 9, 12%), hats (n = 7, 9.33%), and shoes (n = 7, 9.33%). Interestingly, the demand for shoes is not high in any group, but non-resident P-STH preferred to buy shoes.

Regression Analysis

Predicting the renewal intention for STH could be challenging. In order to determine the STH renewal intention, I created two single univariate logistic regression models (Model 1 and Model 2). In those models, I set each STHs' merchandise-consuming and donations behavior as the independent variables and tested how the independent variables affected the dependent variable (renewal). As a result, the independent variables have identified that there are significant correlations with STH renewal intention.

In Model 1, a positive association between total merchandise spending and renewal decisions with statistical significance (OR: 1.001625, 95% CI: 1.003318 - 1.000277, $p < .0363$) was found. To be specific, when there is a unit increase in total merchandise spending, STH are likely to renew their season ticket 1.001625 times higher. As shown in Figure 1, STHs who spent more than $159 on team merchandise were more likely to renew their season plan, so H1 has been demonstrated. Another positive association between total donated funds and renewal decisions with statistical significance (Model 2, OR: 1.000021, 95% CI: 1.000035 - 1.000011, $p < .000374$) was also found. Specifically, when there is a unit increase in total donated funds, STH are likely to renew their season ticket 1.000021 times higher. Likewise, Figure 2 shows that when STHs donated more, their renewal intention also increased (H2). Analysis including descriptive, correlation, and logistic regression all indicated that consuming and donation behaviors are the variables most closely related to renewal behavior.

Discussion

The aim of this study was to find the correlation between merchandise-consuming/donations behaviors and STHs' actual renewal behavior. After that, analyze what kind of products are consumed among different STH segments (regular vs. premium). I was able

to predict season ticket holders' renewal intention for the following season, based on their merchandise spending and donations behaviors using logistics regression modeling.

The Churn rate is an important factor for the team to continue their business in the industry. Previous studies have indicated that the length of the relationship, the number of attending games (McDonald, 2010), facility quality, interaction quality, entertainment quality, service quality (Won & Lee, 2022), team performance, and tangible services (Chen et al., 2009) are the important factors to minimize STHs' churning. If the team successfully manages the churn rate by providing exceptional experiences and maintaining the relationship with STHs and successfully renewing the season ticket for the following season, STHs' team identification will be stronger because of increasing the length of the relationship with the team (McDonald, 2010). As a result, STHs' demands for involvement with the team increase. Thus, it leads to an increase in behavioral involvement like attending and watching more games and purchasing more team merchandise (Mullin et al., 2007; Shapiro et al., 2013). Increasing behavioral involvement shows the level of STHs' attachment to the subject sports team, and it is explained as the team identification concept (Won & Lee, 2022). Team identification is an important concept to describe sports consumer behavior (Meinick & Wann, 2011). Fans who have highly identified with a particular team are more likely to spend more time and money on the team's products (Shapiro et al., 2013). Our results revealed that the given team's renewed STHs who are considered highly identified fans are spending more and donating more funds to the team than non-renewed STHs. Lots of increasing season ticket sales revenues came from about 20% of the current season ticket holders renewing and upgrading their current plans (Mullin et al., 2014). As I mentioned earlier, it is important to retain the current STH and to reduce churn rates. Our

results indicate that when STHs spend more money on the team, their renewal intentions increase. Thus, it is crucial to let STH spend its financial resources on the team.

Product Development and Marketing Strategies

The findings of this study provide insights into positioning strategies aimed at strategically targeting two different market segments. Recent studies suggest that consumers' decision-making processes could vary given the product categories they purchased in hierarchically ordered product classes (e.g., premium vs. regular) (Kim et al., 2020) or consumption habits (Wirtz et al., 2020); then, the results reflect that renewed STHs prefer to consume more indulgent products and desire for more luxurious viewership experiences. When it comes to product development to target STHs, using visual displays will induce more merchandise sales (Kwon, 2002). For instance, Kwon (2002) found that in his study, the size of the team logo matters that big logos are more attractive to sports fans than small logos because sports consumers are paying more attention to larger visual displays than smaller ones (Solomon, 2009). According to the study by Castro Jr. (2014), many fans did not buy team merchandise because of a lack of new products and items in the team store. Furthermore, sports fans are affected by the way the items in the store are displayed (Castro Jr., 2014). Thus, it will be very helpful to increase retail sales if the team store changed the layout of how they display the items in more effective and attractive ways. To let STHs stay more time in the store and spend more money on the team merchandise to create a solid pipeline for continuous revenue growth, the team needs to develop current product lines with new colorways and designs frequently and change the interior in the store that stimulates STHs' team identification. Specifically, it is important to decide on target market segments. According to Table 6, to target regular renewed STHs, the team needs to focus on product development in T-shirts, accessories, hats, sweatshirts,

and polo shirts since these items are the most purchased by both resident and non-resident ticket holders. Moreover, to target premium market segments, the team not only needs to develop products in T-shirts, accessories, hats, sweatshirts, and polo shirts but also needs to develop shoes and jackets as well. Also, it will be effective to capture premium STH using market strategies that target people who are aged over 45 and who earned a relatively high income. In contrast, the majority of regular STHs are aged between 25 and 34. Young professionals are more active users of social media than other age groups (Niland et al., 2017). The team needs to introduce strategies to target young adults in online advertising using social media, pricing, and expanding product lines. Poe and Drea (2020) examined the sale and renewal of MLB season tickets. They suggested that the most popular types of season ticket promotional incentives were exclusive offers, complementary items, discounts, tickets option and services, and payment plans. In that study, they indicated that although sports teams are more focused on entertainment activities, STHs are more favorable on tangible promotions such as team merchandise giveaways and discounts (Poe & Drea ,2020). Therefore, when it comes to the promotion strategy of STHs to encourage their spending on merchandise, the team needs to consider executing promotion events such as using coupons or discounts.

Limitations and Future Research

The interesting finding in this study is that non-resident STHs spend more and donate more than resident STHs. Some previous research indicated that people consumed sport to escape the routine of their daily life (Gladden & Funk, 2002). And when consumers are in episodic, non-local, rare, and unusual situations, they often show hedonic and indulgent behavior (May & Irmak, 2018). I found that this behavior is captured in merchandise spending but not in donations. In regular STH groups, average donations for resident STH are $7762.99 higher than

in non-resident groups. In looking to future research, I encourage researchers to investigate what factors influence STHs donation and invent the theorization for donation behavior.

In this study, I did not distinguish where STHs purchased their merchandise. The significant development of technology and the consumers' behaviors changed by the pandemic, the millions of people shop online today, thus the online market is significantly increased (Škerháková et al., 2022). It might show a different result if future researchers could differentiate markets in-store or online. In that case, the team has to approach customers in different ways and set a marketing strategy differently based on where they buy team merchandise (online vs. in-person). It may affect the development of product lines as well.

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Table 1. Regular STHs Demographic Information ($n = 1037$)

Variable	Frequency	Variable	Frequency
Gender		Ethnicity	
Female	240 (23.1%)	Asian	7 (0.7%)
Male	682 (65.8%)	Black	30 (2.9%)
Unknown	115 (11.1%)	Hispanic	39 (3.8%)
State		White	939 (90.5%)
Resident	898 (86.6%)	Unknown	22 (2.1%)
Non-Resident	139 (13.4%)	Education	
Home		Completed High School	284 (27.4%)
Owner	940 (90.6%)	Completed College	349 (33.7%)
Renter	10 (1%)	Completed Graduate School	259 (25%)
Unknown	87 (8.4%)	Attended Vocational/Technical School	5 (0.5%)
Child		Unknown	140 (13.5%)
Yes	565 (54.5%)	Household Age	
No	272 (26.2%)	Under 25	5 (0.5%)
Unknown	200 (19.3%)	25 - 34	951 (91.7%)
Marital Status		35 - 44	23 (2.2%)
Inferred Married	122 (11.8%)	45 - 54	10 (1%)
Inferred Single	41 (4%)	55 or above	39 (3.8%)
Married	597 (57.6%)	Unknown	69 (6.7%)
Single	228 (22%)	Household Income	
Unknown	49 (4.7%)	Less than $15,000	14 (1.4%)
		$15,000 - $19,999	19 (1.8%)
Attending Sporting Events (MLB, NBA,		$20,000 - $29,999	23 (2.2%)

NCAA, and March
Madness)

0 – 20	102 (10%)	$30,000 – $39,999	41 (4%)
21 – 60	228 (22%)	$40,000 - $49,999	57 (5.5%)
61 – 100	188 (18.1%)	$50,000 - $74,999	228 (22%)
101 – 140	150 (14.5%)	$75,000 - $99,999	172 (16.6%)
141 – 180	82 (7.9%)	$100,000 - $124,999	113 (10.9%)
181 – 220	99 (9.5%)	Greater than $124,999	301 (29%)
More than 220	163 (15.7%)	Unknown	69 (6.7%)
Unknown	22 (2.1%)		

Table 2. Premium STHs Demographic Information (*n* =173)

Variable	Frequency	Variable	Frequency
Gender		Ethnicity	
Female	38 (22%)	Asian	1 (0.6%)
Male	124 (71.7%)	Black	3 (1.7%)
Unknown	11 (6.4%)	Hispanic	12 (6.9%)
State		White	150 (86.7%)
Resident	159 (91.9%)	Unknown	7 (4%)
Non-Resident	14 (8.1%)	Education	
Home		Completed High School	38 (22%)
Owner	151 (87.3%)	Completed College	48 (27.7%)
Renter	1 (0.6%)	Completed Graduate School	52 (30.1%)
Unknown	21 (12.1%)	Unknown	35 (20.2%)
Child		Household Age	
Yes	93 (53.8%)	25 - 34	4 (2.3%)
No	34 (19.7%)	35 - 44	22 (12.7%)
Unknown	46 (26.6%)	45 - 54	48 (27.7%)
Marital Status		55 or above	79 (45.7%)
Inferred Married	28 (16.2%)	Unknown	20 (11.6%)
Inferred Single	8 (4.6%)	Household Income	
Married	83 (48%)	Less than $15,000	3 (1.7%)
Single	37 (21.4%)	$15,000 - $19,999	2 (1.2%)
Unknown	17 (9.8%)	$20,000 - $29,999	6 (3.5%)
		$30,000 – $39,999	3 (1.7%)
Attending Sporting Events (MLB, NBA,		$40,000 - $49,999	4 (2.3%)

NCAA, and March
Madness)

0 – 20	26 (15%)	$50,000 - $74,999	26 (15%)
21 – 60	50 (28.9%)	$75,000 - $99,999	24 (13.9%)
61 – 100	20 (11.6%)	$100,000 - $124,999	10 (5.8%)
101 – 140	18 (10.4%)	Greater than $124,999	76 (43.9%)
141 – 180	9 (5.2%)	Unknown	19 (11%)
181 – 220	10 (5.8%)		
More than 220	39 (22.5%)		

Table 3. Average of Merchandise Purchasing and Donation Amounts in Regular STH Group and Premium STH Group

Group	Regular	Premium
Average Merchandise Spending	$156.33	$192.15
Average Donations	$28,001.24	$173,957.7

Table 4. Average of Merchandise Purchasing and Donation Amounts in Regular STH Group in Renewal and Non-renewal (*n* = 1037)

Renewed	Yes		No		Total		Total	
	Resident	Non-Resident	Resident	Non-Resident	Resident	Non-Resident	Yes	No
Average Merchandise Spending	$152.06	$210.79	$117.55	$141.34	$148.83	$204.8	$159.98	$120.52
Average Donations	$30,837.64	$22,789.23	$11,950.08	$5,557.92	$29,042.9	$21,279.91	$ 29,750.02	$ 11,151.06

Table 5. Average of Merchandise Purchasing and Donation Amounts in Premium STH Group in Renewal and Non-renewal (*n* = 173)

Renewed	Yes		No	Total		Total	
	Resident	Non-Resident	Resident	Resident	Non-Resident	Yes	No
Average Merchandise Spending	$190.61	$222.46	$115.4	$186.36	$257.93	$196.36	$115.4
Average Donations	$164,945.8	$522,434.65	$24,988.89	$157,023.71	$366,279.5	$ 182,132.82	$ 24,988.89

Table 6. Most Purchased Items in Regular STH Group by Residence ($n = 4701$)

Renewed	Yes		No		
Items/Residence	Resident	Non-resident	Resident	Non-resident	Total
Hat	285	45	21	4	355
Kid	96	10	17	0	123
Hoodie & Sweatshirt	219	51	15	4	289
Tee	1203	247	125	18	1593
Collection	50	21	3	1	75
Cup	43	10	4	3	60
Accessory	442	79	28	5	554
Polo	206	42	15	5	268
Jacket	177	35	11	2	225
Shorts	95	28	12	0	135
Jewelry	51	7	8	0	66
Shoes	150	29	15	0	194
Car	102	25	3	2	132
Women Pants	29	4	0	0	33
Jersey	57	7	5	1	70
Autographed	14	14	0	0	28
Shirt	59	13	2	1	75
Equipment	15	5	3	0	23
Swim	15	2	1	0	18
Socks	89	18	6	0	113
Dress	42	4	3	1	50
Bed	16	2	1	0	19
Tank top	43	7	4	0	54

Office	4	1	1	0	6
Sweater	12	1	3	1	17
Skirt	1	0	0	0	1
Flag	55	7	1	2	65
Blanket	4	1	0	0	5
Seat	8	0	0	0	8
Infant	20	0	3	0	23
Thermal long sleeve T-shirt	2	0	0	0	2
Men Pants	10	1	0	0	11
Gift Card	1	0	0	0	1
Home goods	1	0	0	0	1
Scrub	5	0	0	0	5
Lady	1	1	0	0	2
Helmet	2	0	0	0	2
Total	3624	717	310	50	4701

Table 7. Most Purchased Items in Premium STH Group by Residence ($n = 875$)

| Renewed | Yes | | No | | |
Items/Residence	Resident	Non-resident	Resident	Non-resident	Total
Hat	65	7	3	-	75
Kid	9	1	0	-	10
Hoodie & Sweatshirt	46	4	1	-	51
Tee	259	21	13	-	293
Collection	5	0	0	-	5
Cup	7	0	0	-	7
Accessory	94	9	0		103
Polo	49	9	2	-	60
Jacket	46	6	1	-	53
Shorts	26	4	4	-	34
Jewelry	9	0	0	-	9
Shoes	42	7	1	-	50
Car	25	2	0	-	27
Women Pants	4	1	0	-	5
Jersey	5	1	1	-	7
Autographed	0	0	0	-	0
Shirt	20	1	0	-	21
Equipment	13	0	0	-	13
Swim	1	0	0	-	1
Socks	16	1	1	-	18
Dress	4	1	0	-	5
Bed	3	0	0	-	3
Tank top	8	0	0	-	8
Office	0	0	0	-	0

Sweater	3	0	0	-	3
Skirt	1	0	0	-	1
Flag	6	0	0	-	6
Blanket	1	0	0	-	1
Seat	0	0	0	-	0
Infant	2	0	0	-	2
Thermal long sleeve T-shirt	0	0	0	-	0
Men Pants	1	0	0	-	1
Gift Card	0	0	0	-	0
Home goods	0	0	0	-	0
Scrub	3	0	0	-	3
Lady	0	0	0	-	0
Helmet	0	0	0	-	0
Total	773	75	27	-	875
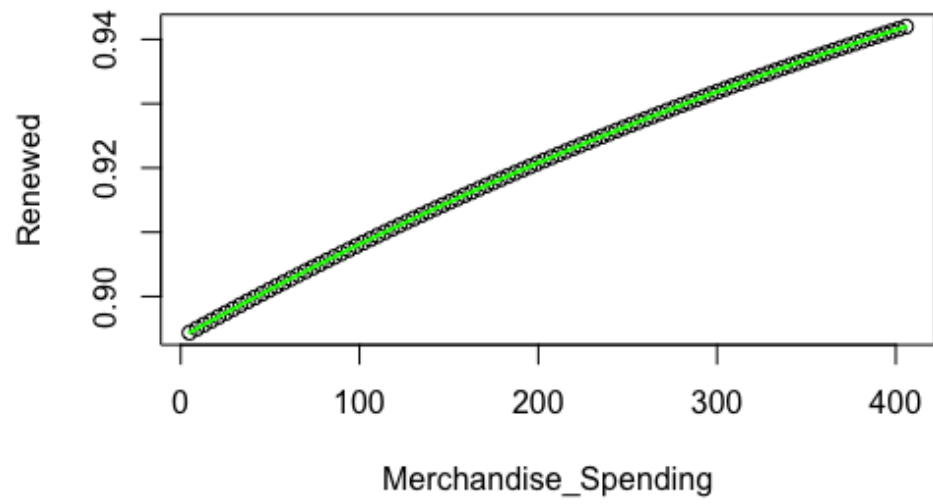
Figure 1. Predicting STHs' Renewal Intention in Merchandise Consuming Behavior
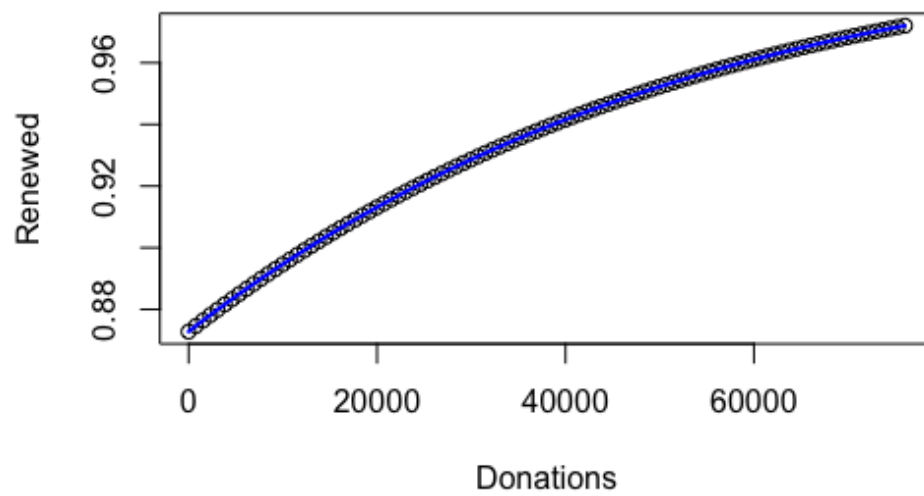
Figure 2. Predicting STHs' Renewal Intention in Donation Behavior
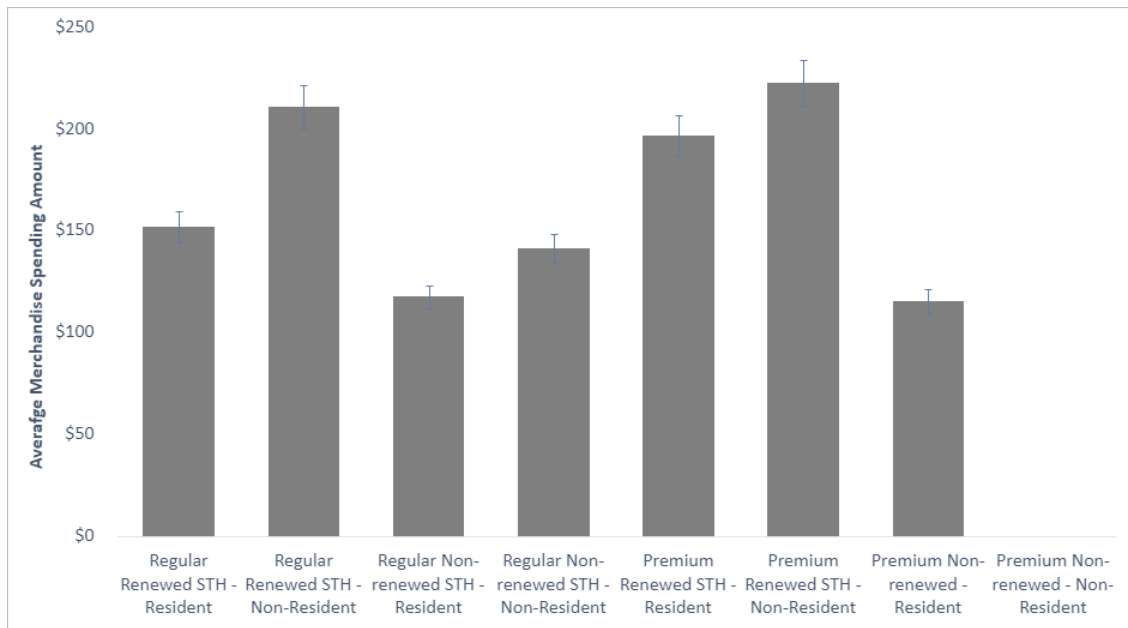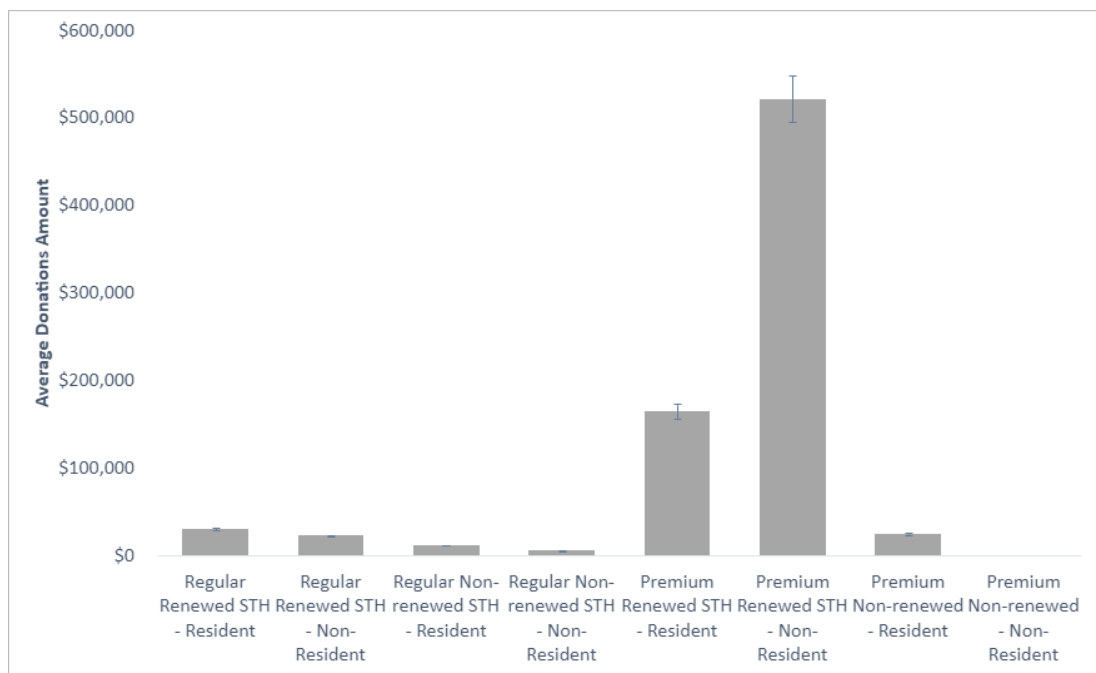
Figure 3. The Average Amount of Merchandise Spending
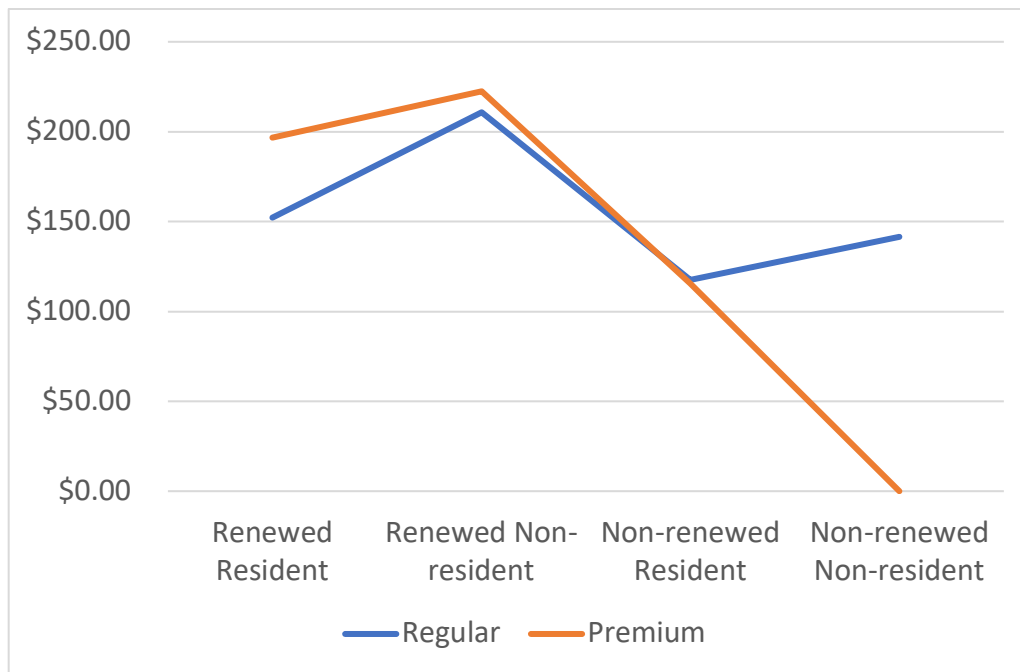
Figure 4. The Average Amount of Donations
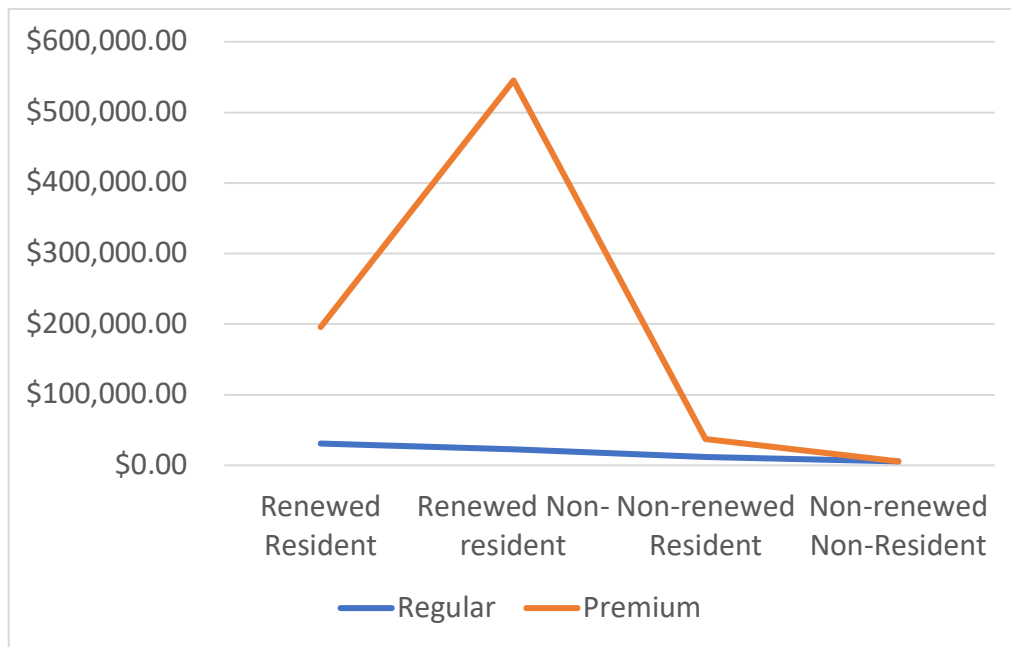
Figure 5. The Average Amount of Merchandise Spending (line)

Figure 6. The Average Amount of Donations (line)