

4-30-2026

Understanding what Drives College Football Season Ticket Renewals

Chris Greenwell

University of Louisville, tcgreenwell@louisville.edu

Adam Cocco

University of Louisville, adam.cocco@louisville.edu

Nels Popp

University of North Carolina, nelspopp@email.unc.edu

Follow this and additional works at: <https://voljournals.utk.edu/jasm>



Part of the [Social and Behavioral Sciences Commons](#), and the [Sports Management Commons](#)

Recommended Citation

Greenwell, Chris; Cocco, Adam; and Popp, Nels (2026) "Understanding what Drives College Football Season Ticket Renewals," *Journal of Applied Sport Management*. Vol. 18 : Iss. 1.

<https://doi.org/10.7290/jasm18s8T6>

Available at: <https://voljournals.utk.edu/jasm/vol18/iss1/5>

This article is brought to you freely and openly by Volunteer, Open-access, Library-hosted Journals (VOL Journals), published in partnership with The University of Tennessee (UT) University Libraries. This article has been accepted for inclusion in *Journal of Applied Sport Management* by an authorized editor. For more information, please visit <https://voljournals.utk.edu/jasm>.

Understanding What Drives College Football Season Ticket Renewals

Chris Greenwell

Adam Cocco

University of Louisville

Nels Pop

University of North Carolina at Chapel Hill

Please send correspondence to: Chris Greenwell, tcgreenwell@louisville.edu.

Abstract

Recent changes in intercollegiate athletics have significantly impacted the economics of college football. Heightened competition and increased operational costs have necessitated greater revenue generation through ticket sales, as ticket sales contribute a significant amount of revenue to college athletic department's budgets. Therefore, this study utilizes self-determination theory to investigate factors influencing football season ticket holders' intentions to renew. Employing a survey of 6,777 season ticket holders from 11 schools competing in an NCAA Division I Power 4 conference, the study identifies significant predictors of renewal intentions based on intrinsic (Team Direction, Game Day Experience, and Sense of Being Valued) and extrinsic factors (Affordability, Seat Location, Season Ticket Discounts, and Season Ticket Holder Perks). Findings reveal that intrinsic motivations such as Team Direction and Game Day Experience are significantly associated with renewal intentions, emphasizing the importance of engagement and appreciation for enhancing fan loyalty and sustaining revenue streams.

Keywords: college football, economics, motivation, renewals, season tickets, sports

Recent changes in intercollegiate athletics, particularly the introduction of revenue-sharing models, have significantly impacted the economics of college sport (Christovich, 2025). Schools are experiencing increased financial pressures, forcing athletic departments to rethink their ticket policies to enhance revenues. Given football generates approximately 53% of the revenue for Power 4 college athletic departments (“Sportico,” 2025), much of the focus has been on maximizing football revenues through ticketing. For example, the University of Tennessee decided to increase 2025 football ticket prices (and affiliated required donations) by an average of 14.5% as a “Talent Fee” to help fund athlete revenue sharing payments in 2025–2026 (Sparks, 2024).

Season ticket sales generate the highest percentage of ticket revenue, compared to single game tickets, group tickets, and so forth. For example, at Texas A&M, Kyle Field has a capacity of just under 103,000, and 93,000 of those seats were purchased as part of a season ticket package heading into the 2025 season (Perreault, 2025). Similarly, at the University of Tennessee, with a home football stadium capacity of just under 102,000 seats, 70,500 season tickets were sold for the 2025 season (University of Tennessee, 2025). Because single game ticket sales are more prone to external factors such as opponent quality or weather conditions (Popp et al., 2023), season ticket purchases provide a more predictable ticket revenue stream.

Considering season tickets make up the bulk of ticket revenues and provide more income predictability, understanding why consumers renew their tickets each season is vital, especially given the changing economic landscape of college athletics (Christovich, 2025) and significant alterations to attendance patterns and consumer expectations of value and experience caused by the COVID-19 pandemic (Das, 2022; Sickman, et al., 2023). As teams and athletic departments navigate this new landscape, grasping the motivations behind season ticket renewals can inform strategies that increase the likelihood of retention. Factors such as pricing, game-day experience, and exclusive perks are now more critical as consumers weigh their options amidst a plethora of entertainment choices, including at-home viewing.

Therefore, this study utilizes Self-Determination Theory (Ryan & Deci, 2017), which suggests that individuals are motivated by both intrinsic and extrinsic factors, to understand salient determinants associated with the likelihood to renew. By understanding these factors, athletic departments should be able to develop better strategies to retain existing ticket holders and reduce churn. Given tenure as a season ticket holder may affect renewal intentions (Chang et al., 2023; Karg et al., 2021, McDonald, 2010) and reasons for purchasing tickets, this study examines factors across two groups: those who have short tenures as season ticket holders and those with longer tenures.

RQ 1: What factors are significantly associated with a short tenured (1–5 years) college football season ticket holder’s likelihood to renew their season tickets?

RQ 2: What factors are significantly associated with a long tenured (6+ years) college football season ticket holder’s likelihood to renew their season tickets?

Season Ticket Renewals

The exploration of ticket renewal intentions has been a central focus of prior literature. McDonald et al. (2024) highlighted dissatisfaction alone does not strongly correlate with non-renewal, signaling the need to examine a broader range of factors influencing renewal behavior. Katz et al. (2020) also found the number of games attended in the prior season was not a significant predictor for season ticket renewal among college football fans. Prior research does, however, underscore that the overall game-day experience (Yoshida et al., 2014) and entertainment value (Chang et al., 2023) can be critical in shaping renewal decisions.

Additionally, value is an important consideration as discounted tickets and affordability have been found to be relevant determinants of season ticket renewals (Chang et al., 2023), and the perceived value of the season ticket package, including pricing, added benefits, or exclusive events, significantly impacts loyalty (McDonald & Stavros, 2007).

On-field performance is another key driver of renewals, as winning records and team success enhance fan satisfaction (Matsuoka et al., 2003). For instance, perceptions of past and potential future team performance play a role in renewal intentions, even during less favorable seasons (Brown et al., 2009; Karg et al., 2021). However, relational factors such as fans' sense of being valued and recognized by the organization can also play a crucial role in fostering emotional connections that drive renewals. For example, relationship quality was found to have a significant effect on willingness to attend (Lee et al., 2020), and interaction quality has been found to be positively associated with intention to renew (Won & Lee, 2020). Effective communication and relationship marketing efforts enhance the likelihood of season ticket renewals, as personalized interactions can strengthen the fan–team relationship (George & Wakefield, 2018; Kim et al., 2013).

Self-Determination Theory

Self-Determination Theory (SDT) posits that motivation arises from both intrinsic and extrinsic sources. Intrinsic motivation involves engaging in activities for inherent satisfaction and personal enjoyment, whereas extrinsic motivation is driven by external rewards or outcomes such as tangible benefits or social approval (Ryan & Deci, 2017). SDT further delineates extrinsic motivation along a continuum—from external regulation, where behavior is controlled by external incentives, to integrated regulation, where external motives are fully assimilated into one's values and identity (Ryan & Deci, 2017). Research indicates that environments fostering intrinsic motivation enhance overall engagement, whereas overreliance on extrinsic rewards may diminish intrinsic drive if not properly balanced (Deci et al., 1999).

This framework offers insight into the renewal behavior of season ticket holders. Intrinsically, fans may renew their season tickets because they genuinely enjoy the experience of attending games and the excitement of watching their team play. These internal motivations are tied to the enjoyment of the overall game-day experience, fulfilling their psychological needs for

positive social interactions (Dalakas et al., 2022). On the extrinsic side, fans may be motivated by tangible benefits such as season ticket discounts, exclusive perks, events, and gifts that make them feel valued and rewarded for their loyalty (Fombelle et al., 2015). Satisfaction with these extrinsic rewards can enhance their motivation to renew by reinforcing a sense of recognition and special treatment.

Method

Data were collected through an online questionnaire after the 2023 NCAA college football season. Questionnaire links were sent to season ticket holders from eleven different schools competing in a NCAA Division I Power 4 conference. Schools reflected a wide range of preseason expectations and actual performance outcomes, including teams projected to contend for conference titles and ultimately winning 9–10 games, mid-tier programs expected to reach bowl eligibility and finishing near .500, and others anticipated to struggle and posting below-average records. Only those respondents indicating they were season ticket holders were included in the analysis. The sample was split into two groups: short tenured (1–5 years) and longer tenured (6+ years) in alignment with McDonald’s (2010) findings related to length of time as a season ticket holder and churn rates. This cutoff was selected because early tenure ticket holders typically exhibit the highest variability in renewal behavior, as this period represents the formative stage of habit development, value assessment, and attachment formation. After approximately five years, renewal patterns tend to stabilize, and fans who remain beyond this point generally demonstrate more entrenched, long-term commitment, making 6+ years a meaningful distinction.

The factors used to identify predictors of season ticket holders’ willingness to renew were carefully selected through existing literature and feedback from conference administrators. Three intrinsic factors (Team Direction, Game Day Experience, and Sense of Being Valued) and four extrinsic factors (Affordability, Seat Location, Season Ticket Discounts, and Season Ticket Holder Perks) were identified. A measure of team direction was utilized to measure the effects of team performance rather than wins and losses as this measure accounts for the subjectivity of team success (see Pond et al., 2022) and it relates to how consumers see the team going forward. Respondents were asked to rate the following seven factors on a 5-point Likert-type scale (1 = *highly dissatisfied* to 5 = *highly satisfied*): “Location of your seats”; “The overall game day experience”; “Affordability of the tickets/overall cost of attending a game”; “Season ticket discount versus individual game pricing”; “Sense that you are valued by the organization”; “Exclusive season ticket holder perks, benefits, gifts and events”; and “Team is headed in the right direction.” Respondents were also asked to indicate their intention to renew. Respondents who indicated they were not renewing or considering not renewing were coded as “0”, and those who intended to renew were coded as “1”.

Results

A total of 6,777 usable questionnaires were received. Respondents had been season ticket holders for an average of 18.34 years. Approximately 23.6% of the sample had season tickets for 1–5 years, and 76.4% had season tickets for 6 or more years. In terms of renewal intentions, 70% of those who has season tickets for 1–5 years, and 74.6% of those who had season tickets for 6 or more years indicated they definitely would renew. Table 1 lists means and standard deviations for each item according to season ticket tenure.

Table 1

Means and Standard Deviations by Season Ticket Tenure

Item	1–5 years (n = 1,600)	6+ years (n = 5,177)
	M (SD)	M (SD)
The overall game day experience (I)	4.02 (1.003)	3.72 (1.060)
Team is headed in the right direction (I)	3.54 (1.389)	3.42 (1.422)
Affordability of the tickets/overall cost of attending a game (E)	3.74 (0.939)	3.52 (0.979)
Season ticket discount versus individual game pricing (E)	3.72 (0.949)	3.56 (0.947)
Sense that you are valued by the organization (I)	3.60 (0.982)	3.39 (1.073)
Location of your seats (E)	4.21 (0.914)	4.37 (0.823)
Exclusive season ticket holder perks, benefits, gifts & events (E)	3.33 (1.026)	3.25 (0.953)

Note. I = Intrinsic motivation factor; E = Extrinsic motivation factor

To address RQ 1, a binary logistic regression analysis was conducted to identify the most important factors associated with a short tenured (1–5 years) college football season ticket holders ($n = 1,600$) likelihood to renew their season tickets. Because respondents were nested within schools, we estimated the logistic regression model using school-clustered robust standard errors to account for potential non-independence of observations to adjust for statistical inference for shared variance within clusters. Checks for multicollinearity indicated no

issues, with all variance inflation factors falling within acceptable ranges (below 2.5). A statistically significant model for predicting season ticket renewal intentions was present, $\chi^2(7) = 415.622$, $p < .001$. The Nagelkerke R^2 was .325, indicating a moderate effect. Game Day Experience ($p < .001$, Odds Ratio = 1.432), Team Direction ($p < .001$, Odds Ratio = 1.623), and Affordability ($p < .001$, Odds Ratio = 1.379) had the highest odd ratios, indicating higher satisfaction in these areas are more strongly correlated with a likelihood of season ticket renewal. Season Ticket Discounts ($p < .001$, Odds Ratio = 1.296) was also a significant predictor. The model correctly classified 70.1% of cases, demonstrating good predictive accuracy. In addition to statistical significance, the effect sizes indicate that several predictors meaningfully shape renewal intention. Game Day Experience and Team Direction emerged as the strongest drivers, with odds ratios of 1.584 and 1.572, respectively, meaning that for each one-unit increase in fans' evaluations of these factors, the odds of intending to renew increase by roughly 57–58%. Affordability also demonstrated a substantive effect (OR = 1.379), suggesting that more favorable price perceptions meaningfully enhance renewal likelihood. Season Ticket Discounts showed a smaller but still meaningful magnitude (OR = 1.296). In contrast, factors such as feeling valued, seat location, and ticketholder perks demonstrated minimal practical influence, as their odds ratios were close to 1.00 and nonsignificant. Wald statistics and odds ratios can be found in Table 2.

Table 2

Logistic Regression Analysis of Retention Intention for Ticket Holder Renewals (1-5 years)

	B	S.E.	Wald	p	Odds Ratio
Game Day Experience (I)	.460	.085	37.154	<.001***	1.584
Team Direction (I)	.453	.049	85.586	<.001***	1.572
Affordability (E)	.322	.079	14.866	<.001***	1.379
Season Ticket Discounts (E)	.259	.063	8.975	<.001***	1.296
Sense of Being Valued (I)	.124	.095	1.760	.191	1.132
Seat Location (E)	.086	.074	1.416	.243	1.090
Season Ticket Holder Perks (E)	-.084	.103	.930	.415	.920

* $p < .05$, ** $p < .01$, *** $p < .001$

To address RQ 2, a binary logistic regression analysis was conducted to identify the most important factors associated with a long tenured (6+ years) college football season ticket holders ($n = 5,177$) likelihood to renew their season tickets. Because respondents were nested within schools, we estimated the logistic regression model using school-clustered robust standard errors to account for potential non-independence of observations to adjust for statistical inference for shared variance within clusters. Checks for multicollinearity indicated no issues, with all variance inflation factors falling within acceptable ranges (below 2.5). A statistically significant model for predicting attendance at both was present, $\chi^2(7) = 1340.338$, $p < .001$. The Nagelkerke R^2 was .337, indicating a moderate effect. Team Direction ($p < .001$, Odds Ratio =

1.623), Game Day Experience ($p < .001$, Odds Ratio = 1.432), and Affordability ($p < .001$, Odds Ratio = 1.415) had the highest odds ratios, indicating higher scores in these areas would lead to a greater probability of consumers indicating they would renew their tickets. Sense of Being Valued ($p < .001$, Odds Ratio = 1.372), and Seat Location ($p < .001$, Odds Ratio = 1.176) were also significant predictors. The model correctly classified 79.6% of cases, demonstrating good predictive accuracy. In addition to statistical significance, the effect sizes demonstrate that several predictors exert meaningful practical influence on renewal intentions. Team Direction again emerged as the strongest driver (OR = 1.609), indicating that each one-unit improvement in perceptions of the team's trajectory increases the odds of intending to renew by approximately 61%. Game Day Experience (OR = 1.450), Affordability (OR = 1.415), and Feeling Valued (OR = 1.372) also showed substantive effects, suggesting that positive evaluations of instadium experience, pricing, and relational treatment meaningfully enhance renewal likelihood. Seat Location displayed a modest but still significant effect (OR = 1.176). In contrast, factors such as Season Ticket Discounts and Perks had odds ratios near 1.00 and were not statistically significant, indicating minimal practical influence on retention in this model. Wald statistics and odds ratios can be found in Table 3.

Table 3

Logistic Regression Analysis of Retention Intention for Ticket Holder Renewals (6+ years)

	B	S.E.	Wald	p	Odds Ratio
Team Direction (I)	.475	.054	273.638	< .001***	1.609
Game Day Experience (I)	.371	.046	80.165	< .001***	1.450
Affordability (E)	.347	.061	59.668	< .001***	1.415
Sense of Being Valued (I)	.316	.041	41.711	< .001***	1.372
Seat Location (E)	.162	.033	13.596	< .001***	1.176
Season Ticket Discounts (E)	.046	.052	.889	.375	1.047
Season Ticket Holder Perks (E)	-.085	.043	2.397	.047	.919

* $p < .05$, ** $p < .01$, *** $p < .001$

Discussion

This study's findings offer insights into the factors associated with college football season ticket holders' renewal decisions. Among intrinsic factors, perceptions of the team's direction emerged as one of the strongest predictors of renewal intentions, aligning with prior literature suggesting that fans' emotional investment in a team's prospects plays a critical role in their loyalty (Brown et al., 2009; Karg et al., 2021). Similarly, satisfaction with the overall game-day experience, encompassing factors such as stadium atmosphere, comfort, and entertainment, was a significant driver, reflecting the importance of delivering memorable and enjoyable experiences to fans (Yoshida et al., 2014). Given intrinsic factors were better predictors, this study's findings emphasize the critical role of relationship marketing and effective communication in fostering

emotional connections with fans (George & Wakefield, 2018; Kim et al., 2013), reinforcing the need for athletic departments to go beyond transactional interactions and focus on creating personalized and engaging experiences for their most loyal consumers. This notion is especially true for the long tenured group as Sense of Being Valued was important for them but not the short tenured group. Many sport organizations realize there is higher churn among more recent season ticket holders who are more likely to be younger and have different habits and preferences in addition to different budgetary constraints, and they rightfully emphasize cultivating relationships with new buyers. Season ticket holders with longer tenures, however, are frequently overlooked and may be given less attention. Too often, athletics department personnel take for granted season ticket renewal among existing season ticket holders (with minimal relationship building) and focus resources solely on new business rather than on customer service and retention of existing accounts (Carter & Meitin, 2014).

Although less important than intrinsic factors, extrinsic factors also played a notable role in influencing renewal behavior. The fact both intrinsic and extrinsic factors are related to renewals supports the theoretical framework of Self-Determination Theory (Ryan & Deci, 2008). For instance, season ticket discounts may not only offer financial value but also enhance fans' feelings of recognition and loyalty. In terms of specific factors, Affordability significantly predicted renewal intentions for both groups, suggesting price and total cost are important considerations. Season Ticket Discounts was a significant predictor for the short tenured group and Seat Location was important for the long tenured group, suggesting that newer season ticket holders are more interested in making choices based on economics while those having tickets for longer times were more tied to having better seating options.

Practical Implications

First, engaging fans in the team's journey is critical to enhancing their perceptions of the team's direction. This includes fostering a sense of optimism and connection by sharing the team's vision, progress, and future goals through strategic communication efforts such as storytelling, behind-the-scenes content, and player interactions. Highlighting the team's successes and reinforcing a shared sense of purpose can deepen fans' emotional attachment and long-term loyalty, even during challenging seasons. Athletic departments can create additional engagement through fan forums, meet-and-greet events, and exclusive updates for season ticket holders. Teams should focus additional attention on servicing and strengthening relationships with longer tenured season ticket holders rather than only focusing on attracting new season ticket buyers or servicing shorter tenure accounts (Carter & Meitin, 2014).

Additionally, being competitive with pricing is essential. Transparent pricing models, combined with tangible benefits such as discounts for long-term commitments or family packages, can alleviate concerns over rising ticket costs (Morehead et al., 2021). Offering flexible payment plans and ensuring that pricing reflects the value provided can help attract and retain a diverse base of fans. Offering discounts will be more valued by those with shorter tenures as season ticket holders.

Recognizing and valuing fans is going to be more important for those with longer tenures as season ticket holders. Athletic departments can foster loyalty by acknowledging season ticket holders through personalized communications, exclusive perks, and loyalty programs. Showing appreciation through small gestures, such as thank-you notes, exclusive merchandise, or recognition events, strengthens the bond between fans and the organization.

Limitations and Future Research

First, the sample is drawn exclusively from season ticket holders of NCAA Division I schools within a single Power-4 conference, which may limit the generalizability of the findings. Future research could expand the sample to include a broader range of athletic programs and fan bases to improve generalizability. It could also incorporate additional control variables such as demographic characteristics, market factors, and local sport competition to reduce potential omitted variable bias and provide a more comprehensive test of these relationships. Additionally, this study is based on self-reported renewal intentions rather than actual renewals. Although intentions may be meaningful indicators of future behavior, they may not always translate directly into action. Therefore, future designs incorporating actual behavioral data is warranted. Finally, this study focuses primarily on intrinsic and extrinsic motivations; future work could explore additional psychological and contextual factors, such as the influence of social media engagement or external economic pressures, to paint a more comprehensive picture of season ticket renewal behavior.

References

- Brown, M., Misko, D., & Lee, D. (2009). Membership retention in professional sports organisations. *International Journal of Sport Management and Marketing*, 6(1), 52–67.
- Carter, A., & Meitin, M. (2014). Filling the house. *Athletic Management*, 26(6), 32–36.
- Chang, Y., Warren, C., & Katz, M. (2023). Determinants of subscription renewal behavior in sport spectatorship services: A CHAID decision tree modeling approach. *Sport Marketing Quarterly*, 32(2), 124–136.
- Christovich, A. (2025, January 4). College sports facing major changes in 2025. *Front Office Sports*. <https://frontofficesports.com/the-biggest-changes-to-college-sports-are-coming-in-2025/>
- Das, D., Sarkar, A., & Debroy, A. (2022). Impact of COVID-19 on changing consumer behaviour: Lessons from an emerging economy. *International Journal of Consumer Studies*, 46(3), 692–715. <https://doi.org/10.1111/ijcs.12786>
- Dalakas, V., Tseng, M., & Melancon, J. (2022). Encouraging and rewarding customer loyalty: Key considerations for sports teams. *Atlantic Marketing Journal*, 11(1), Article 2.
- Deci, E. L., & Ryan, R. M. (2008). Self-determination theory: A macrotheory of human motivation, development, and health. *Canadian Psychology/Psychologie Canadienne*, 49(3), 182–185.
- Deci, E. L., Koestner, R., & Ryan, R. M. (1999). A meta-analytic review of experiments

- examining the effects of extrinsic rewards on intrinsic motivation. *Psychological Bulletin*, 125(6), 627–668.
- Fombelle, P. W., Sirianni, N. J., Goldstein, N. J., & Cialdini, R. B. (2015). Let them all eat cake: Providing VIP services without the cost of exclusion for non-VIP customers. *Journal of Business Research*, 68(9), 1987–1996.
- George, M., & Wakefield, K. L. (2018). Modeling the consumer journey for membership services. *Journal of Services Marketing*, 32, 113–125. doi:10.1108/JSM-03-2017-0071
- Karg, A., Tamaddoni, A., McDonald, H., & Ewing, M. (2021). Predicting season ticket holder retention using rich behavioral data. *Journal of Sport Management*, 35(5), 426–439.
- Katz, M., Heere, B., & Melton, E. N., (2020). Predicting fan behavior through egocentric network analysis: Examining season-ticket holder renewal. *Journal of Sport Management*, 34(3), 217–228.
- Kim, Y. K., Trail, G. T., & Magnusen, M. J. (2013). Transition from motivation to behaviour: Examining the moderating role of identification (ID) on the relationship between motives and attendance. *International Journal of Sports Marketing and Sponsorship*, 14(3), 35–56.
- Lee, M. A., Kunkel, T., Funk, D. C., Karg, A., & McDonald, H. (2020). Built to last: Relationship quality management for season ticket holders. *European Sport Management Quarterly*, 20(3), 364–384.
- Matsuoka, H., Chelladurai, P., & Harada, M. (2003). Direct and interaction effects of team identification and satisfaction on intention to attend games. *Sport Marketing Quarterly*, 12(4), 244–253.
- McDonald, H. (2010). The factors influencing churn rates among season ticket holders: An empirical analysis. *Journal of Sport Management*, 24(6), 676–701. doi:10.1123/jsm.24.6.676
- McDonald, H., & Stavros, C. (2007). A defection analysis of lapsed season ticket holders: A consumer and organizational study. *Sport Marketing Quarterly*, 6, 218–229.
- McDonald, H., Dunn, S., Schreyer, D., & Sharp, B. (2024). Understanding consumer behaviour in evolving subscription markets—Lessons from sports season tickets research. *Journal of Service Management*, 35(1), 89–107.
- Morehead, C. A., Shapiro, S. L., Reams, L., McEvoy, C., & Madden, T. M. (2021). A qualitative exploration of ticket-pricing decisions in intercollegiate athletics. *Journals of Issues in Intercollegiate Athletics*, 14(1).1-27.
- Perreault, R. (2025, July 3). Texas A&M football season tickets sold out for 2025. <https://12thman.com/news/2025/7/3/texas-am-football-season-tickets-sold-out-for-2025>
- Pond, A. (2022). Athletic success and donation intentions: Does sense of community mediate? *Journal of Amateur Sport*, 8(1), 48–71.
- Popp, N., Simmons, J., Shapiro, S. L., & Watanabe, N. (2023). Predicting ticket holder no-shows: Examining differences between reported and actual attendance at college football games. *Sport Marketing Quarterly*, 32(1), 3–17. doi:https://doi.org/10.32731/SMQ.321.032023.01
- Ryan, R. M., & Deci, E. L. (2017). Self-determination theory: Basic psychological needs in motivation, development, and wellness. Guilford.

- Sickman, R., Jacobs, A., & DeCurtis, M. (2023, July 27). Fans are hungry for new seating options at sports venues. <https://www.gensler.com/blog/new-seating-options-at-sports-venues>
- Sparks, A. (2024, September 17). Tennessee football ticket price hike in 2025 to help pay players in revenue sharing era. Knox News. <https://www.knoxnews.com/story/sports/college/university-of-tennessee/football/2024/09/17/tennessee-football-ticket-price-increase-2025-pay-players-revenue-sharing-nil/75085214007/>
- Sportico's Intercollegiate Finance Database. (2025, February 18). <https://www.sportico.com/leagues/college-sports/2023/college-sports-finances-database-intercollegiate-1234646029/>
- University of Tennessee. (2025, April 29). Football season tickets sold out for third straight year with 70,500 purchased. <https://utsports.com/news/2025/4/29/football-season-tickets-sold-out-for-third-straight-year-with-70-500-purchased>
- Won, D., & Lee, C. (2024). What influences season ticket holders' satisfaction and renewal intention? The role of season ticket service quality. *Managing Sport and Leisure*, 29(4), 572–590.
- Yoshida, M., Gordon, B., Nakazawa, M., & Biscaia, R. (2014). Conceptualization and measurement of fan engagement: Empirical evidence from a professional sport context. *Journal of Sport Management*, 28(4), 399–417.