

Spending Behaviour among Sports Event Attendees during the 2023 Men's Hockey Junior World Cup, Kuala Lumpur

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Abstract: This study analyses the expenditure patterns of participants at the 2023 Men's Hockey Junior World Cup in Kuala Lumpur, emphasising the identification of key regions with significant economic impacts. A quantitative survey was conducted with 99 participants to examine their spending behaviours. The results show that expenditures on food, beverages, and personal transportation were the most prominent, highlighting the strong influence of local enterprises in these areas. The study also identifies opportunities for revenue growth through strategic marketing and improved merchandising. Understanding attendee spending patterns is essential for improving financial outcomes in future sports events. This study provides actionable insights for event organisers, local businesses, and policymakers, contributing to the existing literature on the economic impact of sports events.

Keywords: Economic impact, event management, marketing strategies, spending behaviour, sports events

Introduction

Sports events have a profound impact on social and cultural dynamics, drawing diverse audiences from across the globe. International sports championships provide considerable economic benefits to host cities, largely driven by the spending behaviours of attendees. Understanding these spending trends is crucial for event organisers, marketers, and local businesses, as it can enhance financial outcomes and improve the overall event experience (Mason et al., 2021). Despite the recognised economic importance of sports events, there is a lack of research specifically examining attendee spending behaviours at international sporting events in Malaysia. Prior studies have primarily focused on larger, more established markets, leading to a limited understanding of the economic impacts in emerging sports destinations like Malaysia (Preuss, 2019). The economic influence of sporting events transcends ticket sales, incorporating several consumer expenditure categories including food, beverages, transportation, lodging, and retail (Getz, 2022). A thorough comprehension of these patterns can greatly enhance strategic planning and decision-making by stakeholders in the sports sector.

Research demonstrates that multiple factors, such as motivations for attending sporting events, event characteristics, and the socio-demographic profiles of attendees, significantly influence spending behaviour (Alguacil et al., 2018). The magnitude and renown of an event, along with the attendance of elite athletes, might stimulate increased spending, as spectators are inclined to invest in premium experiences and rare items (Pischedda et al., 2020). Moreover, efficient marketing and promotional tactics

are recognised to substantially affect the expenditure patterns of attendees, increasing their propensity to acquire tickets, merchandise, and other event-related items (Newland & Yoo, 2020).

Nonetheless, obstacles remain in obtaining precise data, especially in Malaysia, where research in this area is scarce. The intricacy of measuring the economic effects of sports events frequently results in methodological discrepancies, complicating the ability to reach conclusive determinations (Dimitrovski et al., 2022). This study seeks to fill these gaps by examining the expenditure patterns of participants in the international sport event in Kuala Lumpur, thereby offering a detailed insight into the underlying economic processes.

Literature review

Economic impact of sports event

Sports activities are seen as important drivers of local economic development. Gratton et al. (2000) assert that the financial ramifications of these events surpass just ticket sales, including expenditures on food, beverages, lodging, and goods. This expenditure frequently has a multiplier effect, in which early outlays generate a cascade of economic activity that advantages adjacent industries, such as retail and transportation (Preuss, 2019). The author stated that major, globally recognised events typically generate greater economic benefits, as international attendees are predisposed to invest more in premium experiences and exclusive offerings (Saayman & Kruger, 2020). Conversely, although smaller, local events substantially contribute to the economy, their impact is often undervalued, especially with their advantages for small enterprises (Getz, 2022).

Consumer Expenditure Patterns at Sporting Events

Analysis of purchasing behaviour reveals that fans' motives for attending sports events surpass the sport itself. Yoshida et al. (2019) indicate that expenditures on food and beverages frequently constitute the predominant portion of spending, since several participants perceive these purchases as essential to their overall event experience. This conclusion is supported by Lee et al. (2012), who contended that superior food and beverage selections improve both pleasure and expenditure at events. A significant category of spending is transportation. Jones and Davies (2016) posited that numerous participants favour the convenience of personal vehicles, as the expenses associated with gasoline, tolls, and parking frequently surpass those of public transportation. The authors contended that adaptability and ease propel this inclination. Although merchandise sales are crucial, considerable potential remains unexploited. Chen and Funk (2020) discovered that event-branded products, especially when marketed as exclusive or limited edition, can significantly enhance sales. Yoshida and James (2020) observed that numerous event organisers neglect to maximise goods sales by inadequately generating demand through marketing tactics.

Methodology

This research utilised a quantitative survey methodology using open-ended questions to investigate the expenditure patterns of event participants. Ethical approval was secured from the UiTM Research Ethics Committee, guaranteeing compliance with ethical norms and confidentiality protocols. Data were gathered from 99 voluntary participants who attended the 13th FIH Hockey Junior World Cup 2023. The participants were chosen using convenience sampling, an approach that, despite its limitations in generalizability, offers significant preliminary insights on attending behaviour (Lin et al., 2010).

The survey concentrated on total expenditures across multiple areas, including transportation, housing, food and beverages, sporting goods, shopping, and ticketing. This method facilitated a thorough examination of the expenditure patterns of participants during the event. The data were examined through

descriptive statistics to discern trends and patterns, yielding insights into the economic effects on local enterprises and the overall economy.

Results

The spending patterns of sports event attendees were analysed in this study to identify trends in their behavior. A rigorous descriptive analysis was employed to provide a clear image of how sports event goers allocate their expenditures.

Table 1. Event attendees average spending by category

Category	Average Spending (RM)	Total Spending (RM)
Own transportation (including tolls, petrol and parking)	62.02	6140
Public transportation	3.57	353
Accommodation	24.64	2439
Food and beverages	65.81	6515
Sports (activity and sport gear)	21.77	2155
Event merchandise	10.40	1030
Shopping	7.07	700

The survey data analysis indicated that the predominant expenditure categories among attendees were food and beverages, averaging RM65.81 per person, followed by personal transportation, averaging RM62.02 per person. Additional expenditure categories encompassed housing, averaging RM24.64 per individual, and event-related items, averaging RM10.40 per individual.

The cumulative expenditure in these principal categories totalled RM19,332 from the sample of respondents. The substantial investment in food and beverages underscores its essential contribution to improving the entire experience for event participants. This discovery corroborates other research highlighting the significance of culinary experiences in augmenting happiness and elevating expenditure during sporting events (Pellegrini et al., 2021). Likewise, the substantial expenditure on personal transportation highlights the significance of comfort and mobility, especially in an urban environment such as Kuala Lumpur, where public transit alternatives may not always satisfy the requirements of international travellers (Park et al., 2019). The low spending on accommodation suggests that a significant proportion of attendees were either residents or visitors who opted for non-commercial lodging options, such as staying with friends or family. This pattern indicates a potential area for growth, where targeted marketing and promotional strategies could encourage higher spending on accommodation by offering bundled packages or exclusive deals (Tzoumaka et al., 2022).

Discussion

The results highlight the significant economic impact of visitor expenditures during international sporting events. The prevalence of expenditure on food and beverages corresponds with prior literature that

underscores these categories as essential elements of visitor pleasure and overall spending patterns (Kwiatkowski, 2016). The economic ramifications of these expenditures surpass immediate consumption, enhancing the whole economy via the multiplier effect, in which initial spending stimulates further economic activity in associated sectors (Siegfried & Zimbalist, 2002).

Transportation and Mobility

The significant spending on personal transportation indicates a clear preference for convenience and mobility among attendees. This preference is consistent with previous research, which shows that sporting event attendees often prioritise flexibility and reliability, especially in urban areas (Xu et al., 2022). Event organisers can capitalise on this opportunity by improving transportation infrastructure and offering convenient alternatives, such as shuttle services or partnerships with ride-sharing companies.

Accommodation and Merchandise

The comparatively lower spending on accommodation highlights the necessity of comprehending participant demographics. The findings indicate that numerous attendees were local or regional tourists who did not necessitate overnight accommodations, thus diminishing their total expenditure on lodging. Event organisers and local companies could formulate strategies to attract additional international tourists, who are expected to expend more on accommodations and other services (Mason et al., 2021). The little investment in event-related items offers potential for expansion. Organisers can enhance visitor engagement and elevate spending in this category by providing special items, limited-time discounts, or by crafting immersive retail experiences within the event venue (Anderson & Knott, 2020). Furthermore, utilising marketing methods that highlight the distinctiveness and rarity of event-branded products might augment sales.

The Multiplier Effect

The multiplier effect of visitor expenditure emphasises the wider economic ramifications of sporting events. Initial expenditures on food, transportation, and ancillary services not only immediately help the connected firms but also enhance the local economy via supply chain effects, job creation, and augmented tax revenues (Tzoumaka et al., 2022). This highlights the significance of strategic preparation and collaboration among event organisers, local enterprises, and governments to optimise the economic advantages of sports events.

Implications And Recommendations

The study emphasises numerous critical areas of economic importance, notably the substantial expenditures on food, beverages, and personal transportation. The findings underscore the necessity for local vendors and transportation services to carefully prepare for significant sports events, ensuring they can accommodate the heightened demand during these periods (Gratton et al., 2000). The inclination towards personal transportation indicates that event logistics must incorporate adequate parking, enhanced traffic management, and accessible transit alternatives to improve the attendance experience (Li & Jago, 2013).

To maximise the economic impact of forthcoming sports events, it is advisable to vary food and beverage selections, improve transit infrastructure, and formulate targeted marketing plans for lodging and retail. Collaborating with local enterprises through partnerships and providing event-related marketing can enhance community involvement and elevate expenditure, so boosting the local economy (Mason et al., 2021). Furthermore, developing engaging merchandise experiences and optimising

economic multipliers via local supply chains can enhance economic advantages, fostering sustainable local development (Wilson, 2006).

Conclusion

The study of expenditure patterns among participants at the Hockey Men's Junior World Cup 2023 offers essential insights into the economic dynamics of sporting events. The results underscore the significance of food, beverages, and personal transportation in influencing the overall event experience and economic ramifications. The inclination towards personal transportation highlights the importance of comfort and mobility in event organisation, although reduced expenditure on accommodation indicates a robust local attendance (Tzoumaka et al., 2022). These observations highlight the necessity for strategic preparation by event organisers and local enterprises to maximise economic advantages. By diversifying offers in high-expenditure categories, improving transit infrastructure, and developing targeted marketing techniques, stakeholders can more effectively harness the complete economic potential of such events (Mason et al., 2021). Additionally, the unexploited potential in event-related items offers a significant opportunity for expansion, necessitating novel strategies to engage participants and stimulate expenditure in neglected categories (Saayman & Saayman, 2014). This study provides significant insights to the subject and presents practical ideas for augmenting the economic advantages of forthcoming sports events, therefore fostering the sustainable development of local economies.

Co-Author Contribution

All the authors contribute to the data collection and data analysis as well as the write up the whole article.

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