



PROMOTIONAL SPORTS EVENT:
FACTORS THAT MOTIVATE SPORT SPECTATORS TO
ATTEND LIVE SPORTS EVENT: A CASE STUDY OF
MALAYSIAN SUPER LEAGUE (MSL) IN SABAH

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ABSTRACT

Football is the number one sports in Malaysia. The decrease number of spectators' attendance in Malaysian Super league has become the concern of Football Association of Malaysia as well as the Sabah Football Association. This study examines how different factors contribute to the motivation of spectators attending Malaysian Super League game in Sabah. The outcome of this study will be used as a guideline for sports marketers especially in football to initiate marketing strategies based on the outcome of this study.

Keywords: Spectators motivation, attendance, Malaysian Super League.