In order to provide an experience that meets or exceeds a spectator’s expectations, it is important to understand customers’ expectations. Given sport consumers may have experience with similar service providers or similar products, it is important for sport managers to understand which sporting events spectators may be comparing when constructing their expectations. Results from this study suggest spectators may base their expectations on sports they are most familiar with and other sports competing at a similar level. Further, results suggest spectators’ attendance intentions are more likely to be based on predictive expectations when spectators have direct experience with a sport, but based on ideal expectations when experience is limited.

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