

Marketing a Successful CPBL: A Survey Study on How the CPBL Could Learn From the NPB

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Abstract

Despite of its popularity, the box-office revenues for the CPBL were poor. The average audience per game for the CPBL was 5,532 in 2015, while that of the most flourishing professional baseball league in Asia— Japan’s NPB—was 29,116 in 2016. The gap between the sizes of the two audiences should not be that large. This study explored the marketing strategies that the CPBL could learn from the NPB. A survey study was conducted when the four league teams played during the summer session. In total, 187 paper questionnaires were collected from the audiences in the stadium; and 740 questionnaires were from the fans of the four league teams through the Internet. Attitudinal questions in the questionnaires were reduced with factor analysis to six factors, and t-test and one-way ANOVA were used for further analysis. The study identified the respondents’ perceptions toward the deficiencies in the Taiwan’s stadium, the insufficient marketing strategies of baseball league teams, inclination toward a better atmosphere in Taiwan’s stadium, and preference to clear marks in the stadium. It also showed their negative attitude toward the unreasonable ticket pricing policy of the CPBL. These findings may help the CPBL improvise strategies to attract more audiences to get in to the stadium.

Key word: CPBL, NPB, stadium management, marketing strategies