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**Leif Brandes**

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Consumer Demand for Sport:  
Empirical Evidence from European Soccer Leagues**

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## **Leif Brandes - Heterogeneity and Heuristics in the Consumer Demand for Sport: Empirical Evidence from European Soccer Leagues**

Over the last two decades, analysing the demand for sport has become a major research activity in the fields of (sports) economics and psychology. From an economic point of view, the strong interest in understanding attendance demand seems justified, as revenues from admission ticket sales account for a significant share of club revenues. On the other hand, taking into account the high degree of emotional involvement of many consumers, it should not come as a surprise that psychologists have long shown interest into what brings people out to the game. Although an increasing influence from psychology to economics has been seen in recent years, so far, very little interaction can be observed in the field of sports economics.

In its first part, this book starts out from the traditional view of sports economics on consumer demand. In particular, the influence of competitive balance on consumer demand is analyzed for European Soccer Leagues. Based on time series data, a strong heterogeneity across leagues is found. This leads to the adoption of empirical techniques that allow for the existence of heterogeneity within a league, a topic which has largely been ignored in the previous literature. Based on censored quantile regression estimation results on data of the German Bundesliga, strong empirical evidence on the existence of heterogeneity is presented.

In the second part of the book, psychological concepts of consumer demand are incorporated into the empirical analysis. More precisely, the existence of choice heuristics, such as availability, representativeness and mental anchoring is empirically analysed for match attendance demand in the German Bundesliga. In addition, a theoretical model is presented that shows the influence of “basking in reflected glory” on consumer demand. Finally, a binary choice model for a representative consumer who is subject to mental anchoring is estimated based on a logit specification. The empirical results provide clear support for the concept of mental anchoring in the consumer demand for sport. The book concludes with an outlook on future research topics.