

Nuttavut Phonsri 2013: Factors Influencing the Intention to Attendance Professional Football Thai Premier League. Doctor of Philosophy (Sport Science), Major Field: Sports Science, Faculty of Sports Science. Thesis Advisor: Mr. Pongsak Sawatdikiat, Ph.D. 185 pages.

The purpose of this study aims to examine the relationship among factors influencing and fans' intention related to attendance at home games in Thai Premier League for the 2012 season and predicts attendance using the selected factors. The data was collected from Stratified Sampling of 470 in 10 teams and examined using correlation and multiple linear procedures. The results indicate that there are several factors that are predictors of fans' intention of attendance such as re-attendance, word of mouth, recommendation to friends, following games on television and other media, purchasing team-related merchandise and participation in club's activities. These factors will result in increasing frequency of fans' attendance in the future. Consequently, understanding of factors influencing sport event attendance is crucial for the income of clubs. The results can be useful for professional football clubs in fans retention and operating sustainable business.

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Thesis Advisor's signature