

Stephen F. Austin State University

SFA ScholarWorks

Faculty Publications

Management and Marketing

2011

Required Donations: Prospect Theory & Framing of Per-Seat Contributions in Intercollegiate Athletics [Abstract]

Jason D. Reese

Stephen F Austin State University, Department of Management, Marketing, And International Business,
reesejd1@sfasu.edu

Gregg Bennett

Texas A & M University - College Station

Follow this and additional works at: https://scholarworks.sfasu.edu/management_facultypubs



Part of the [Business Commons](#)

[Tell us](#) how this article helped you.

Repository Citation

Reese, Jason D. and Bennett, Gregg, "Required Donations: Prospect Theory & Framing of Per-Seat Contributions in Intercollegiate Athletics [Abstract]" (2011). *Faculty Publications*. 18.

https://scholarworks.sfasu.edu/management_facultypubs/18

This Abstract is brought to you for free and open access by the Management and Marketing at SFA ScholarWorks. It has been accepted for inclusion in Faculty Publications by an authorized administrator of SFA ScholarWorks. For more information, please contact cdsscholarworks@sfasu.edu.

Required Donations: Prospect Theory & Framing of Per-Seat Contributions in Intercollegiate Athletics [Abstract]

While prospect theory has been used to examine donations to non-profit organizations, relatively few have examined prospect theory and the framing of per-seat contributions (PSC) in intercollegiate athletic donations. The purpose of this paper is to examine how PSCs are framed, and attempt to understand the affects of different frames on consumer perceptions and behavior. In doing so, we apply prospect theory to explain how framing the outcome can change preferences and ultimately purchase behavior. In addition to prospect theory, measurements for fan identification, price fairness (equity theory), and exchange theory are examined. Throughout the overview of our theoretical framework, 11 propositions are presented on Following the theoretical framework section, potential research analyses are proposed to test the propositions. Finally, conclusions and managerial implications are discussed.