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The Effects of High Player Turnover on Marketing of Minor League Baseball and the Perceptions of the fan experience High player turnover is becoming a common problem for virtually all baseball teams and sports administrators globally. The turnover culture mainly affects marketing and the perceptions of the fan experience at the minor league baseball competition (Rosner & Kenneth 199). In addition, the outstanding performance of a baseball player positively impacts his assignment to the league and eventual promotion to another. Virtually all professional baseball players often begin their career by joining a baseball team in the minor league. These players undergo painstaking training that helps to improve their baseball skills. Meanwhile, observers normally reveal the baseball players' inherent or innate ability over time (Rosner & Kenneth 199). Learning and revelation of intrinsic ability are commonplace in almost all sporting activities and occupations. The relationship between player turnover and marketing of minor league baseball underscore the importance of outstanding performance.

Many baseball teams lose a significant amount of talent and revenue when high caliber players leave the baseball league. Such teams would, therefore, need a meticulous spring camp to prepare adequately for the next season. As a result, the marketing of minor league baseball is notably compromised, as well as the perceptions of the fan experience (Armour & Daniel 342). High player turnover not only affects the team's performance during subsequent seasons but also impact its marketing approach, as well as that of the league in entirety. A positive effect on the baseball league will arguably improve its

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marketing approach and competitiveness. If the high player turnover negatively impacts the minor league baseball, the league consequently suffers a massive decline in its marketing goals and perceptions of the fan experience.

Meanwhile, the minor league baseball could also attain considerable benefits from a high player turnover. For instance, many baseball teams in the league could still maintain their winning percentages despite high turnover differential (Fried et al. 49). Player experience also increases the batting average of minor league baseball players. The experience and reputation of incoming players would particularly influence baseball fans to rethink their arguably waning support for the league in the wake of high player turnover during a given season. Similarly, the quality and competence of players leaving the minor baseball league will positively or negatively affect their perceptions of the league (Fried et al. 49). Most baseball enthusiasts will show even greater support for the league if less experienced, inept players leave the league and pave the way for highly experienced players from other leagues.

In summary, the minor baseball league should assess and evaluate the ultimate effects of high player turnover on marketing of the league and the perceptions of the fan experience. Many baseball teams and leagues are finding it increasingly hard to retain players. Players are partly to blame since they tend to shift their loyalty every few seasons. The baseball teams, on the other hand, incur high turnover costs, including selection, recruitment, and training of new players. However, the turnover costs often vary from one organization to another. The market conditions may spur high player

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turnover and are always difficult to manage. Minor league baseball teams should particularly play their part of imparting the right training and skills to enable players to effectively develop their careers and foster the league's profitability.

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