

**MOTIVATIONAL FACTORS AFFECTING  
SPECTATORS' DECISIONS TO ATTEND SUPER LEAGUE SOCCER  
GAMES IN TURKEY**

**A THESIS SUBMITTED TO  
THE GRADUATE SCHOOL OF NATURAL AND APPLIED SCIENCES  
OF  
MIDDLE EAST TECHNICAL UNIVERSITY**

**BY**

**BARIŞ SÖZERİ**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS  
FOR  
THE DEGREE OF MASTER OF SCIENCE  
IN  
THE DEPARTMENT OF PHYSICAL EDUCATION AND SPORTS**

**DECEMBER 2005**

Approval of the Graduate School of (Name of the Graduate School)

---

Prof. Dr. Sencer AYATA  
Director

I certify that this thesis satisfies all the requirements as a thesis for the degree of  
Master of Science/Arts / Doctor of Philosophy.

---

Prof. Dr. Feza KORKUSUZ  
Head of Department

This is to certify that we have read this thesis and that in our opinion it is fully  
adequate, in scope and quality, as a thesis for the degree of Master of  
Science/Arts/Doctor of Philosophy.

---

Assoc. Prof. Dr. M. Settar KOÇAK  
Supervisor

**Examining Committee Members**

Prof. Dr. Ömer GEBAN (METU, SSME)

Assoc. Prof. Dr. M. Settar KOÇAK (METU, PES)

Assist. Prof. Dr. Sadettin KİRAZCI (METU, PES)

---

---

---

**I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.**

Name, Surname : Barış Sözeri

Signature :

## **ABSTRACT**

### **MOTIVATIONAL FACTORS AFFECTING SPECTATOR DECISIONS TO ATTEND SUPER LEAGUE SOCCER GAMES IN TURKEY**

SÖZERİ, Barış

M.S., Physical Education and Sports

Supervisor: Assoc. Prof. Dr. M. Settar KOÇAK

December 2005, 101 pages

Interest in sport, especially in soccer has been increasing in Turkey. Consequently, sport clubs should ascertain the reasons why people attend sporting events and what motivates them to attend in order not to lose their interest. From this point; the purpose of this study was to examine the motivational factors affecting spectator attendance of soccer games in Turkey. In order to measure the sport fan motivations of the spectators, the Turkish version of Motivational Scale for Sport Consumption (MSSC) was distributed to 602 spectators in three different Super League Soccer games with the systematic sampling procedure.

Results of this study indicated that the physical skills of the athletes, aesthetics related with the game of soccer and the achievement motives are the most effective motives in explaining spectators' decisions to attend soccer games in Turkey. On the other hand, escape, drama, and social interaction motives were found to be the least important motives of the Turkish soccer spectators. The findings of this study

also revealed that the more frequent ticket consumers' achievement and acquisition of knowledge motivations were higher than the other consumer types in spectator segmentation. Multiple regression analysis revealed that 27 % of the variance in future ticket consumption intentions can be accounted for by the linear combination of 6 of the 12 variables including past ticket consumption frequency, fan identification with the team, and the motives of achievement, acquisition of knowledge, aesthetics, and social interaction.

These findings indicated that Turkish spectators are mainly motivated by the core product of the sport, the game itself. However, previous studies indicated that overarching motives (escape, social interaction) should be one of the aspects of the game attendance. Thus, findings of this study showed that Turkish spectators do not perceive the attending a sport game as a social and stress releasing activity.

In conclusion, motivations are the needs of the sport consumers, therefore, Turkish sport clubs should try to fulfill the needs of their customers, in this case, acquiring skilled soccer players, playing good team soccer, and playing combatively to win games should be the prerequisites of the sport clubs to not to lose their spectators' interest in following their team from the stadium.

**Key Words:** Sport marketing, spectator attendance, spectator motives, soccer.

## ÖZ

### SEYİRCİLERİN TÜRKİYE SÜPER LİGİ FUTBOL MÜSABAKALARINA GİTMELERİNE ETKEN OLABİLECEK MOTİVE EDİCİ FAKTÖRLERİN ANALİZİ

SÖZERİ, Barış

Yüksek Lisans, Beden Eğitimi ve Spor Anabilim Dalı

Tez Yöneticisi: Doç. Dr. M. Settar KOÇAK

Aralık 2005, 101 sayfa

Türkiye’de spora, özellikle de futbola karşı olan ilgi giderek artmaktadır. Dolayısıyla, spor kulüpleri izleyicilerin sözüedilen ilgilerini kaybetmemelerini sağlamak için insanların neden dolayı spor müsabakalarına seyirci olarak katılım gösterdiklerini ve onları nelerin motive ettiğini belirlemek zorundadır. Bu doğrultuda bu çalışmanın amacı Türkiye Süper Ligi futbol müsabakalarına seyirci olarak katılan kişileri katılıma motive eden etkenleri analiz etmektir. Motive edici etkenlerin ölçümü için Trail ve James (2001) tarafından geliştirilen «Motivatinal Scale for Sport Consumption» «MSSC»’ nin Türkçe versiyonu olan «Spor Tüketimi Güdülenme Envanteri» «STGE» 3 Süper Lig müsabakasına izleyici olarak katılan 602 seyirciye sistematik örnekleme metodu kullanılarak dağıtılmıştır.

Çalışmadan elde edilen bulgular göstermiştir ki sporcuların fiziksel becerileri, futbolun estetik güzelliği ve başarıya duygusu güduları kişilerin futbol müsabakalarına katılma motivasyonlarının açıklanmasında en etkili etkenlerdir. Bir

diğer yandan, günlük hayattan kaçış ve rahatlama, drama ve sosyal ilişki kurma güdüleri ise Türk futbol izleyicilerini en düşük motive eden etkenler olarak ortaya çıkmıştır. Çalışmadan elde edilen diğer bir sonuca göre daha sık müsabakalara katılan izleyiciler başarıma duygusu ve bilgi edinme güdülerinden daha az müsabaka izleyen seyircilere oranla daha fazla motive olmaktadır. Çoklu regresyon analizi sonuçlarına göre ileri tarih bilet tüketim isteği ilgili toplam varyansın %27'lik kısmı 12 değişkenin 6 tanesinin lineer kombinasyonu ile açıklanmaktadır. Sözüedilen 6 değişken; geçmiş bilet tüketim sıklığı, takıma bağlılık ve fanatiklik durumu ve başarı, bilgi edinme, estetik ve sosyal ilişki kurma güdüleridir.

Elde edilen bu bulgular Türk futbol seyircilerinin sporun asıl ürünü olan oyun ile daha çok ilgilendiklerini göstermektedir. Ancak, konuyla ilgili daha önce yapılan çalışma sonuçları göstermiştir ki oyun harici güdüler (günlük hayattan kaçış, sosyal ilişki) seyirci sayısını etkileyen en önemli etkenlerden birisidir. Buna göre Türk futbol izleyicilerinin spor müsabakalarına gitmeyi bir sosyal ve stress azaltıcı bir aktivite olarak algılamadıklarını söylemek mümkündür.

Sonuç olarak, motive edici etkenler spor tüketicilerinin ihtiyaçlarıdır, bu doğrultuda Türk spor kulüpleri müşterilerinin ihtiyaçlarını karşılamalıdır. Bunun için ise daha becerili ve yetenekli futbolcular alınmalı, güzel takım oyunu ortaya koymalı ve tüm müsabakaları kazanmak için mücadele etmelidir ki müsabakaları izlemeye gelen seyircilerin ilgi ve desteklerini kaybetmesinler.

**Anahtar Kelimeler:** Spor pazarlaması, seyirci katılımı ve motivasyonları, futbol.

I dedicate this master thesis to my family members.

## ACKNOWLEDGEMENTS

This thesis study was accomplished with the contribution and support of very valuable people. Thus, I would like to express my greatest appreciation for each of these people in order to endure their support and assistance.

First of all, I would like to extend my sincere appreciation to my supervisor Assoc. Prof. Dr. Settar Koçak for his guidance, cooperation and support throughout my master education and this thesis. Above all, I am very grateful for working with a great person, I owe him so much.

My deepest gratitude is extended to my committee: Prof. Dr. Ömer Geban and Assoc. Prof. Dr. Sadettin Kirazcı. Each in different ways has provided me invaluable comments, suggestions and support on several aspects of this master thesis. I would also like to thank to Prof. Dr. Galen T. Trail who gave me the survey and advised me in several parts of this thesis.

I would also like to thank to my friends and colleagues Ahmet, Yaşar, and Mehmet for their help in collecting data, thank you for all. I also like to thank my players Anıl, Atilla, and Serdar who also helped in collecting data from the stadium.

Lastly, I would like to thank to my family for the trustworthy support throughout my all life. Without their trust and support I could not be here.

## TABLE OF CONTENTS

PLAGIARISM.....	iii
ABSTRACT.....	iv
ÖZ.....	vi
DEDICATION.....	viii
ACKNOWLEDGEMENTS.....	ix
TABLE OF CONTENTS.....	x
LIST OF TABLES.....	xiii
LIST OF FIGURES.....	xiv
LIST OF ABBREVIATIONS.....	xv
CHAPTER	
I. INTRODUCTION.....	1
1.1. Statement of the Problem.....	4
1.2. Significance of the Study.....	5
1.3. Purpose of the Study.....	6
1.4. Hypothesis.....	7
1.5. Assumptions of the Study.....	8
1.6. Limitations of the Study.....	8
1.7. Definition of Terms.....	9
II. LITERATURE REVIEW.....	11
2.1. General Attendance Variables .....	11
2.1.1. Game Attractiveness.....	12
2.1.2. Economic Factors.....	14

2.1.3. Demographic Factors.....	15
2.1.4. Audience Preferences.....	16
2.1.5. Other Factors.....	17
2.2. Exploration of Sport Fan Motivations Affecting Attendance...	21
2.2.1. Spectator Motives in the Literature.....	22
2.2.2. Previous Researches on Sport Fan Motivations.....	28
III. METHOD AND PROCEDURES.....	42
3.1. Selection of Participants.....	42
3.2. Instrument.....	43
3.3. Data Analysis.....	45
IV. RESULTS.....	47
4.1. Reliability of the Instrument.....	47
4.2. Demographic Profile of the Spectators.....	49
4.2.1. Gender.....	49
4.2.2. Age.....	51
4.2.3. Marital Status.....	52
4.2.4. Educational Status.....	52
4.2.5. User Type.....	53
4.2.6. Self-Rated Fanship.....	54
4.3. Motives Related with Fan Attendance.....	56
4.4. Mean Differences among Group's Motivational Factors.....	57
4.4.1. Gender Differences.....	58
4.4.2. Age Differences.....	59
4.4.3. Marital Status Differences.....	63

4.4.4. Educational Status Differences.....	66
4.4.5. User Type Differences.....	67
4.4.6. Self-Rated Fandom Group Differences.....	69
4.5. Correlations Among Variables.....	72
4.6. Multiple Regression Analysis.....	73
V. DISCUSSION.....	77
5.1. Sport Fan Motivations of Turkish Soccer Spectators.....	78
5.2. Demographic Differences & Sport Fan Motivations.....	81
5.3. The Relationships between the Sport Fan Motivations and User Segmentation & Fan Identification.....	83
5.4. Implications of Regression Analysis.....	86
VI. CONCLUSION and RECOMMENDATIONS.....	88
REFERENCES.....	91
APPENDICES	98
A. The Turkish Version of MSSC.....	98

## LIST OF TABLES

### TABLES

1.	Reliability Values of the Instrument.....	48
2.	Demographic Profile of the Spectators.....	50
3.	Descriptive Statistics for Spectator Motives.....	56
4.	Gender Differences in Spectator Motives.....	59
5.	One Way ANOVA Table for Age Groups.....	61
6.	Independent Samples t-test Results for Marital Status.....	63
7.	One Way ANOVA Results for Education & Spectator Motives.....	65
8.	One Way ANOVA Results for User Type & Spectator Motives.....	67
9.	One Way ANOVA Results for Fan Identification & Spectator Motives.....	69
10.	Bivariate Correlations among Dependent Variables & Spectator Motivations.....	72
11.	Multiple Regression Analysis Related With Future Ticket Consumption.....	74
12.	Multiple Regression Analysis “Effects of Fan Motives on Future Ticket Consumption Intentions”.....	75

## LIST OF FIGURES

### FIGURES

1.	Fan Loyalty Model, Proposed by Mahony et al, (2000).....	19
2.	Attendance Factors in LU's study (2002).....	20
3.	Fan Attendance Model (Kahle et al.,1996).....	30
4.	Structural Model of Fan Attendance (Swanson et al., 2003).....	36
5.	Model of Fan Motives and Points of Attachment (Trail et al., 2003)..	37
6.	Team Sport Involvement Model (TSI) by Funk et al., (2004).....	41
7.	Gender Profile of the Spectators in This Study.....	49
8.	Age groups of the Spectators.....	51
9.	Marital Status of the Spectators.....	52
10.	Educational Status of the Spectators.....	53
11.	User Segmentation of the Spectators.....	54
12.	Self-Rated Fandomship (Fan Identification) with the Team.....	55
13.	Spectator Motives.....	57
14.	Male and Female Spectators Motives.....	58
15.	Different Age Group's Spectator Motives.....	60
16.	Single and Married Spectators' Motives.....	64
17.	Spectator Motives of Different Educational Background Groups.....	66
18.	User Type Motivational Differences.....	68
19.	Fan Identification Motivational Differences.....	70

## **LIST OF ABBREVIATIONS**

SFMS	Sport Fan Motivation Scale
MSC	Motivation of the Sport Consumer
SII	Sport Interest Inventory
WWC	Women's World Cup
MSSC	Motivational Scale for Sport Consumption
PAI	Points of Attachment Index
SMS	Spectator Motivation Scale
NBA	National Basketball Association
MLB	Major League Baseball
NFL	National Football League
WNBA	Women NBA
NHL	National Hockey League
NCAA	National Championship All American

## CHAPTER I

### INTRODUCTION

Sports and sport spectating have been an important part of our daily life since early ages. Trail, Anderson, and Fink (2000) noted that sport spectating has been a prevalent free time activity in U.S. society; which is resulted in \$ 11 billion spending annually by the individuals (Lee, 2002), similarly; Meek (1997) estimated that sport consumption and investment amounted to \$151.9 billion, making the sport industry 11<sup>th</sup> largest economy in U.S.. Consequently, from 1985 to 2004, number of sport attendees have also been increasing in the four major professional sport leagues of U.S. (Baseball (MLB), Basketball (NBA), Football (NFL), and Hockey (NHL)), total number of people attending aforementioned sporting events were 85.9 million in 1985, whereas, the number of attendees increased to 132.8 million in 2004 with 55% increment in total (www.espn.com; 2005). Similarly, in Europe, where the soccer is the most favorite sport, number of attendees of the soccer clubs in German Bundesliga increased 70 %, thus increasing the ticket sale incomes of the clubs 300% from \$44 million to \$175 million in the years of 1990 to 2004 ([http://www.radikal.com.tr/veriler/2004/07/18/haber\\_122510.php](http://www.radikal.com.tr/veriler/2004/07/18/haber_122510.php), 2004). In this respect, more television programming time has been devoted to the sporting events and programs (McAvoy; 2000). The most recent proof of the interest of sport in society is the Internet; the keyword “sport” resulted in 299 million matches on Google; the keyword “soccer” also resulted in more than 43 million matches on Google (2005). The number of individuals connecting to these sport related sites is

also staggering; for example, the Wimbledon site recorded almost 40 million hits in one week during the 1997 tournament (Alvarez, 1997).

On the other hand, sports especially soccer has had a strong impact on Turkish society since World War I era when the Turkish soccer teams played against foreign soccer teams composed of foreign soldiers. Sport news has been one of the most read and published part of the print media in Turkey (Karaküçük & Yenel; 1997).

Similarly, sport games and programs are one of the most rated television programs in Turkey. For example; in May 16, 2005 Kick Boxing contests was the most watched TV program with the 30.1 % share, similarly, a soccer game between the rivalries Fenerbahçe and Galatasaray was also the most watched TV program with 58.6 % share in May 11, 2005 (<http://www.medyakafe.com>, 2005). Besides, after Super League soccer games finished on weekends, Turkish national TV channels devote their prime time programs on Sundays and Mondays to the soccer related TV programs. Statistically, there are 19 national TV channels in Turkey; 10 of the TV channels (53%) provide at least 2 hours of soccer programs on Sundays and eight of them (42%) broadcast Super League related TV programs on Mondays in the prime time. Consequently, broadcasting rights of Super League Soccer games in Turkey was sold to Digiturk TV for a record breaking price of annually \$100 million ([www.sabah.com.tr](http://www.sabah.com.tr), 2004).

Pool model has been used in distributing the broadcasting rights of soccer clubs in Turkey which was resulted in increment in most of the Turkish soccer clubs' revenues. However; despite this increase in incomes of the soccer clubs, almost every Turkish soccer club's yearly budgets suffers losses. The main reason for that

detriment was the insufficient amount of other revenue sources like licensed team merchandise sales, sponsorship agreements, and especially the game day sales (game tickets, concession etc.). In order to put in order the budgets of the soccer clubs, UEFA put prerequisites to the sport clubs which are going to participate in the UEFA competitions (Champions League, UEFA Cup), they suggest that the sport clubs which suffers loses in their yearly budget is not allowed to participate in any competition of UEFA ([www.radikal.com.tr](http://www.radikal.com.tr); 2004). This meant that especially Turkish sport clubs should try to expand their incomes by trying to sell more game tickets, signing more beneficial sponsorship agreements, and selling more licensed team merchandise.

For example; Fenerbahçe is the richest sport club in Turkey, however, only 25% of the Fenerbahçe's incomes resulted from (\$25 million yearly) the ticket sales which is the top in Turkish Super League ([www.hurriyet.com.tr](http://www.hurriyet.com.tr), 2005). However, Saudohar and Mangan (1991) indicated that 68% of the U.S. professional sport clubs revenues resulted from ticket sales, similarly, one of the World's richest sport club's Manchester United's 41% of the incomes (\$116.2 million yearly) is coming from ticket sales ([www.manutd.com](http://www.manutd.com), 2003). These numbers put fourth the inadequacy of ticket sale revenues of Turkish Super League soccer clubs for consideration. Thus, soccer clubs should try to increase ticket sale incomes by putting more effort on marketing their main product, the game itself.

As TV coverage reports implies, there is a great interest in soccer in Turkey, an huge amount of public interest should be appraised by the soccer clubs, and efficient marketing strategies should be applied in order to get the most from it. To be able to

prepare appropriate marketing strategies sport clubs should at first understand their customers, sport fans (Mullin, Hardy, & Sutton; 2000). Mullin and colleagues (2000) also reported that sport club marketers should ascertain sport fans' demographic profile, economical conveniences, and their game consumption preferences (game time, weather etc.). Besides, sport marketers should also examine the motivational factors affecting spectators' decisions to attend sporting events (Mullin et al, 2000; Milne & McDonald, 1999).

Despite the prominence of sport, little is known about the motives of spectators who are willing to invest their time and money in following and watching sports. Previous research on sport consumption has mainly focused on the topic of sport demand. Most of the studies have examined the effect of economic factors, promotions and fan preference factors on sport attendance. On the other hand; sport clubs should be interested in attracting as many consumers as possible to purchase game tickets and products. Thus; sport marketers should acknowledge the factors that drive fans to follow sporting events by attending, and/or purchasing sport products. Ascertaining the notion of sport fans is not simple, because their attitudes, behaviors, and cultural backgrounds differs and are not determined by a single motive or factor but rather occur for a variety of reasons and motives.

### **1.1. Statement of the Problem**

There has been a growing interest in the study of fan motivations in recent years to better understand the fan behaviors and motivations especially in U.S. (Bilyeu & Wann, 2002; Funk, Mahony, Nakazawa & Hirakawa, 2001; Funk, Ridinger &

Moorman, 2002; Funk, Mahony, and Ridinger, 2002; Pease & Zhang, 2001; Robinson & Trail, 2005; Trail & James, 2001; Wann, 1995; Wann, Bilyeu, Brennan, Osborn, & Gamboureas, 1999; Wann, Schrader, & Wilson, 1999). However; despite the popularity of sports and soccer in Turkey, social scientists have paid little attention to sport fans (Sözeri & Koçak; 2004). As this very few number of studies have examined sport fans, our understanding of these individuals are incomplete.

## **1.2. Significance of the Study**

This study had both theoretical and practical significance. Theoretically and practically, this study contributed to the advancement of the study of sports fans by providing knowledge of the motives underlying spectator attendance. Identifying the different motives of sport fans may advance sport marketers' understanding of the reasons why people attend sporting events and follow a specific team or sport.

Even though the importance of ascertaining the motivational factors affecting spectator decisions have clearly been stated, and the improvement of Turkish soccer economy has been presented, there have been no study conducted to examine the spectator motives of Turkish soccer fans. People might have different motives to follow the sporting events live from the stadium, therefore, sport marketers and the academics related with sport management and sport marketing should possess the necessary information to produce better marketing strategies in order to attract more spectators from different backgrounds to increase game attendance. Spectator motives explain why people follow sporting events live from the venue (Mullin et al., 2000). Examining the motives underlying spectator attendance shall help sport

marketers to prepare better promotions and better marketing plans to attract more people from different cultural backgrounds. This study will be a base for comprehending the Turkish spectators' motives that may lead them to attend the Turkish Super League soccer games.

This study also attempts to explore the possibility of group-level differences in sport fan motivations. As members of different ages, gender, marital status, educational background, and past game ticket consumption frequency experienced different socialization processes they may also differ in sport fan motivation patterns, therefore, an understanding of fan motivation across several groups is needed (Wann et al., 2001). Fink and his colleagues also reported that spectators of different teams, different sports, and in different areas should be assessed to determine whether differences exist among different cultures (Fink, Trail, & Anderson, 2002).

### **1.3. Purpose of the Study:**

The primary purpose of this study was to examine the motivational factors affecting spectators' decisions to attend Super League soccer games in Turkey. The dependent variables of the study include age, gender, marital status, educational level, self-rated fandom level, past ticket consumption habits (user type), and future ticket consumption intentions. Specifically, this research sought to address the following questions:

1. What is the relationship between game ticket consumption frequency and the motivational factors affecting spectators to attend soccer games?

2. What is the relationship between self-rated fandom level and the ticket consumption frequency of sport fans?
3. What is the relationship between self-rated fandom level and the motivational factors affecting spectator decisions to attend soccer games?
4. What is the relationship between demographics (age, gender, & educational level) and motivational factors affecting spectators to attend soccer games?
5. Which factors have more affect on future ticket consumption intentions?

#### **1.4. Hypothesis**

It was postulated that the following hypothesis would be supported by the results of current study;

1. There is a positive relationship between sport fan motivations and future ticket consumption intentions.
2. There is a positive relationship between self-rated fandom level and ticket consumption frequency.
3. Past ticket consumption frequency is significantly correlated with sport fan motivations.
4. There are differences among the attendance motives of different socio demographic groups (age, gender, education, marital status).
5. Sport fan motivations are strong predictors of the future ticket consumption intentions.

### **1.5. Assumptions of the Study**

- i. It is assumed that the participants of the study understand the purpose of the study and answer the questions accordingly, and unbiasedly.
- ii. It is assumed that participants of the study followed the instructions of the survey carefully.
- iii. The surveys used in this study were clear and understandable for the participants.

### **1.6. Limitations of the Study**

- i. This study was limited with the fans of Gençlerbirliği and Ankaragücü Sport Club's soccer teams from Turkish Super League.
- ii. This study was limited with spectators from three different Super League soccer games in Ankara.
- iii. Results of the study were limited with the spectators' answers to the Turkish version of MSSC; no open ended questions were included in the study.
- iv. The study involved the correlation of variables and did not establish a cause and effect relationship.
- v. There are only 8 female spectators to fill-out the survey. Thus examination of the gender differences in spectator motivations is limited.
- vi. As the participants of this study were the game attendees, the examinations of the sport fan motivations of other soccer fans who do not attend games and prefer to watch sporting events from the TV is not applicable.

### 1.7. Definition of Terms:

***Sport Fan***: "... individuals with an abiding interest in and follow a sport or a team" (Wann, Melnick, Russell, and Pease, 2001, p.2).

***Sport Spectator***: "... those persons who actually witness a sporting event in person or through some sort of media" (Wann, et al., 2001, p.2).

***Sport Fan Motivation***: Refers to the factors underlying individuals' decisions to put interest in and follow a sport or team.

***Achievement (ACH)***; is defined as accomplishing a desired results. Sport is clearly an achievement-oriented activity (Mullin et al., 2000).

***Acquisition of knowledge (KNOW) motive***: is related with the understanding of the game by watching it from the venue.

***The Aesthetic (AEST) motive***: of sport is related with the competition between highly skilled athletes, and its beauty, grace.

***Drama (DRA) motive***: is related with the closeness of the competition between two teams and the uncertainty of the outcome.

***Escape (ESC) motive***: sport spectating can provide diversion from the rest of one's life (Wann et al., 2001).

***Physical Skills of the Athletes (SKI) motive***: is related with the superior skills of the athletes.

***Social Interaction motive (SOC)***: individual is motivated to participate in sport as a fan as it provides an opportunity to spend time with friends.

***Light Users***: Spectators who attend less than 15% of the home games of a sport club (Mullin, Hardy, and Sutton; 1993, p.128).

**Medium Users:** Spectators who attend 15-60% of the home games of a sport club (Mullin et al., 1993, p.128).

**Heavy Users:** Spectators who attend more than 60% of the home games of a sport club (Mullin et al., 1993, p.128)

**Low Identified Fans (Social Fans):** Persons, who have a relatively passive long-term relationship with the sport, low on emotion, financial commitment, and involvement (Milne & McDonald, 1999, p.15

**Medium Identified Fans (Focused Fans):** Persons who have an association with a sport or team that is based upon some attributes or elements found to be attractive (Milne & McDonald, 1999, p.15).

**Highly Identified Fans (Vested Fans):** Have the strongest, most loyal, and longest-term relationships a fan can have with a sport or team (Milne & McDonald, 1999, p.16).

## **CHAPTER II**

### **LITERATURE REVIEW**

The purpose of this chapter is to review the literature on sport fan motivations. This chapter includes two main parts: a) general attendance variables affecting spectators' decisions to attend sporting events, b) exploration of sport fan motivations affecting sporting event attendance.

#### **2.1. General Attendance Variables Affecting Spectators' Decisions to Attend Sporting Events:**

According to Wann, Melnick, Russell, and Pease (2001) sport fans are individuals who are interested in and follow a sport, team or athletes, whereas, sport spectators are the individuals who actively witness a sporting event in person. This means that many people who attend a particular sporting event are also fans of the sport, consequently, most fans watch sporting events. Despite the close relationship of the terms, they are not identical. In this respect, factors leading to an individual's decision to become a sport fan may not be the same as those affecting attendance at sporting event. Consequently, some very interested people on sport may not attend a sporting event, whereas, another person who is not that so related with a sport may be an attendee in a sporting event because of social opportunities. Up to date, many researches especially in U.S. have been conducted to understand spectator preferences their reasons to attend sporting events.

Among those, Shank (2001) suggested that there are a variety of factors that influence fan attendance to sporting events. These factors include fan motivation factors, game attractiveness, economic factors, demographic factors, comparative factors, stadium factors, value of sport to the community, sport involvement and fan identification. On the other hand, many researchers have classified variables affecting game attendance as following (Greenstein & Marcum, 1981; Schofield, 1983; Zhang, et al., 1995):

- (a) **Game attractiveness** (e.g., individual skills, team records, league standing, record breaking performance, closeness of competition, special events and entertainment);
- (b) **Economic** (e.g., ticket price, promotions, income, substitute forms of entertainment, television effect, and competition of other sport events);
- (c) **Sociodemographic** (e.g., population, age, gender, ethnicity occupation, education and geography); and
- (d) **Audience preference** (e.g., schedule, convenience, accommodation, weather, stadium quality and team history in a community).

### **2.1.1. Game Attractiveness**

According to Shank (2001) one of the most important factor influencing fans' decisions to attend is the game attractiveness which refers to the perceived value and the importance of games based on team record up to date, league standings, win-loss percentage, skill level of the participants, special events (e.g., opening game of the

season, derby game, all-star game). He concluded that, the more attractive the game, the more likely the fans will attend. Similarly, many other researchers found that game attractiveness and audience preference variables were generally related to professional game attendance (Baade & Tiehen, 1990; Hansen & Gauthier 1989; Noll, 1991; Wall & Myers, 1989; Whitney, 1988 as cited in Wann et al., 2001). For instance, regression models used to predict annual Major League Baseball attendance have shown that various aspects of fielding a competitive team (i.e., star players, high scoring, team standing, etc.) appear to affect season attendance (Baade & Tiehen, 1990), this finding indicated that acquiring and keeping quality players is very important for sport clubs to retain their customers; sport spectators.

Consequently, as quality players (star players) are important to increase fan attendance, the winning has also been found to be important to attract more fans. Greenstein & Marcum (1981) predicted that fans attend games because of the team's win-loss record; they discovered that 25 % of the variance related with game attendance was caused by team success. Similarly, Zhang et al., (1997) concluded that the quality of the team and its players positively affect game attendance.

On the other hand, not all of the spectators expect a one-sided win from the team they supported, thus, the closeness of the competition and rivalry between two teams have also been found to be positively related with game attendance (Zhang et al., 1995). Similarly, Hansen & Gauthier (1984) (as cited in Wann et al., 2001) found that; fans would be highly motivated when the outcome of the game was uncertain, when there is a close competition within the league and when the effect of the media influenced sport spectators.

### **2.1.2. Economic Factors**

Economic factors are other important aspects of game attendance. Economic factors can be classified into two sub-factors; controllable and uncontrollable. For instance, sport clubs can control the ticket price and admission prices including parking fee, food, drinks etc., however they can not control the average income of the population. In this respect, some studies suggested that raising ticket prices does not negatively affect game attendance (Baade & Tiechen, 1990), whereas, other studies found the opposite case (Edmonson, 1997). Sport marketers suggest that low ticket prices influence the value of the game, and a free game might mean that that sporting event is worthless. Instead, sport marketers should promote the game by promotional activities (e.g., give away days, special offers to game attendees). Sport fans perspective on promotions is that the promotions can add value to the game (Mullin, Hardy, & Sutton, 2000). On the other hand, Wann (1995) proposed that betting on sport would increase attendance; however, his results indicated that betting opportunity of sport is the least important factor in explaining attendance.

Zhang's study (1995) on NBA fans found evidence that game promotion was an important factor in affecting spectator decisions' to attend a game. Advertising, publicity of the event, direct mail, good seats, giveaways and ticket discount has been found to be significant factor loadings on game promotion affecting game attendance (Zhang, Pease, Hui, & Michoud, 1995).

### **2.1.3. Demographic Factors**

Demographic factors including population of the city, school enrollment, and geographic affiliation have all been found to be related with the game attendance (Wells, Southall, & Peng, 2000). Krohn et al., (1998) found that school's enrollment is positively related to the number of attendees. Zhang et al., (1997) also found that population of the city/area is positively correlated with attendance. The other demographic variables that affect fan attendance include age, gender, education, occupation, and ethnicity. Researches show that a typical spectator is more likely to be male, young, more educated, and have a higher income than that of the general population (Shank, 2001; Wann, 2001).

In Kılıçgil's study (2003), only male spectators agreed to fill out the survey indicating that most of the soccer spectators are male. He also found that most of the Turkish spectators' (59 %) income is similar to the average salary of the country, whereas 26 % of the spectators' yearly incomes were found to be higher than the average income of the country. He also indicates that most of the spectators were students (67 %) and only 30 % of the spectators have a job. There are also gender differences in preferences, Fink, Trail, & Anderson (2002) found that ticket price is more important for female spectators, indicating that male spectators are more willing to spend more money than female spectators to attend sporting events. Studies also suggested that female fans are not as high level of sport consumer as men (Wann et al., 2001). Wann also indicated that female sport fans are mainly related with the social opportunity and the entertainment values of sport attendance.

#### **2.1.4. Audience Preferences**

Stadium atmosphere also seems to be a very important factor in attracting fans. The stadium environment includes stadium access, facility aesthetics, quality of the scoreboard, seating comfort, and stadium cleanliness as Wakefield & Sloan (1995) found all these factors to affect game attendance positively. In this respect many professional and college teams have built new stadia and arenas in recent years in the hope that they will attract greater number of fans as well as fans willing to pay higher prices to attend fashionable venues (Wann et al., 2001).

Murphy (1997 as cited in Wann et al., (2001)) suggested that instead of building facilities in which all spectators have the same experience, new venues should provide various entertaining and spectating options. Roberts (1997 as cited in Wann et al., (2001)) also suggested that sport franchises need more corporate suites and executive dining facilities and should provide better spectator amenities in order not to lose the interest of the spectators. For example, in Turkey, Fenerbahçe Sport Club has renewed its stadium recently; this renovation resulted in more satisfied spectators which in turn increase the number of season ticket sales from 13.000 to nearly 40.000 season ticket sales next year according to the president of the club (<http://www.hurriyetim.com.tr/haber/0,,sid~14@nvid~413864,00.asp>; 2004). In addition to influencing the spectating option, the location and accessibility of the stadia are also important components of the spectator attendance (Mulrooney & Farmer, 1996; Schuur et al., 1998 as cited in Wann et al., 2001).

Audience preference (e.g., schedule, weather, convenience, team history) has also been studied in many researches. For example, weekend games and the games at the end of the season were found to increase attendance; on the other hand, afternoon games were resulted in decrement in number of attendees (Hansen & Gauthier, 1989; Hill, Madura, & Zuber, 1982 as cited in Wann et al., 2001). Weather conditions have also found to be an important factor in game attendance as most of the sport fans do not prefer to go to the game if there is a bad weather and the game is being televised (Pan et al., 1997).

#### **2.1.5. Other Factors Related With Game Attendance**

Another factor influencing fan attendance is the perceived value of the sport to the community. In their study, Zhang, Pease, & Hui (1996) found that the more value attributed to sport, the more likely people will attend. They also added that community solidarity (bringing the public together), public behavior, entertainment, pursuit of excellence, social equity, health awareness, individual quality (character development through sport), and business opportunity values can be accessible via sport spectating and participating in sports actively.

Team identification and loyalty is another important factor in explaining spectator attendance. Researches showed that although successful team performance is an important criterion for determining spectator attendance, highly identified fans do attend games played by even unsuccessful teams. In fact, the main reason in such cases was found to be the team identification to teams with long histories (Wann & Branscombe, 1990). These researchers have found that highly identified fans are

much less likely to be defectors when their team begins to perform poorly. Sutton, McDonald, Milne, & Cimperman (1997) also found that fan/team identification is the personal commitment and emotional involvement customers with a sport organization; they also suggested three levels of team identification. The lowly identified fans “social fans” are the fans who attend the sporting event for the entertainment value and they do not care about the outcome of the game. The medium identified fans or the “focused fans” are the ones who identify with the team or the player but not for a long time and they may change their attachment if the team or the player begins to lose. The third level is the highly identified fans or the “vested fans”. They have high emotional attachment to their teams that last for a long time. Fink and associates (2002) also found that team identification was a strong predictor of sport fan consumption behavior, higher level of team identification resulted in higher levels of ticket, TV coverage, and team merchandising consumption frequency. Overall, the higher levels of fan identification, the more likely the fans are to attend sporting events (Funk, Ridinger, & Moorman, 2002; Mahony, Madrigal, & Howard, 2000; Mahony, Nakazawa, Funk, James, Gladden, 2002; Mullin, Hardy, & Sutton; 1993 & 2000; Pritchard, Howard, & Havitz, 1992; Sutton et al., 1997).

Hunt, Bristol, & Bashaw (1999) classified the sport fans and they suggested “temporary fan”, “local fan”, and “devoted fan” classifications. Their classification is similar to the Sutton and his friends’ (1997). Hunt et al., concluded that only temporary fan is effected from the winning effect, they cut-off their support if the team begins to lose, while they continue to support if the team is successful. Other fan types are not that much affected by the game outcome, and they continue to attend even if the team suffers losses indicating that the team identification is more

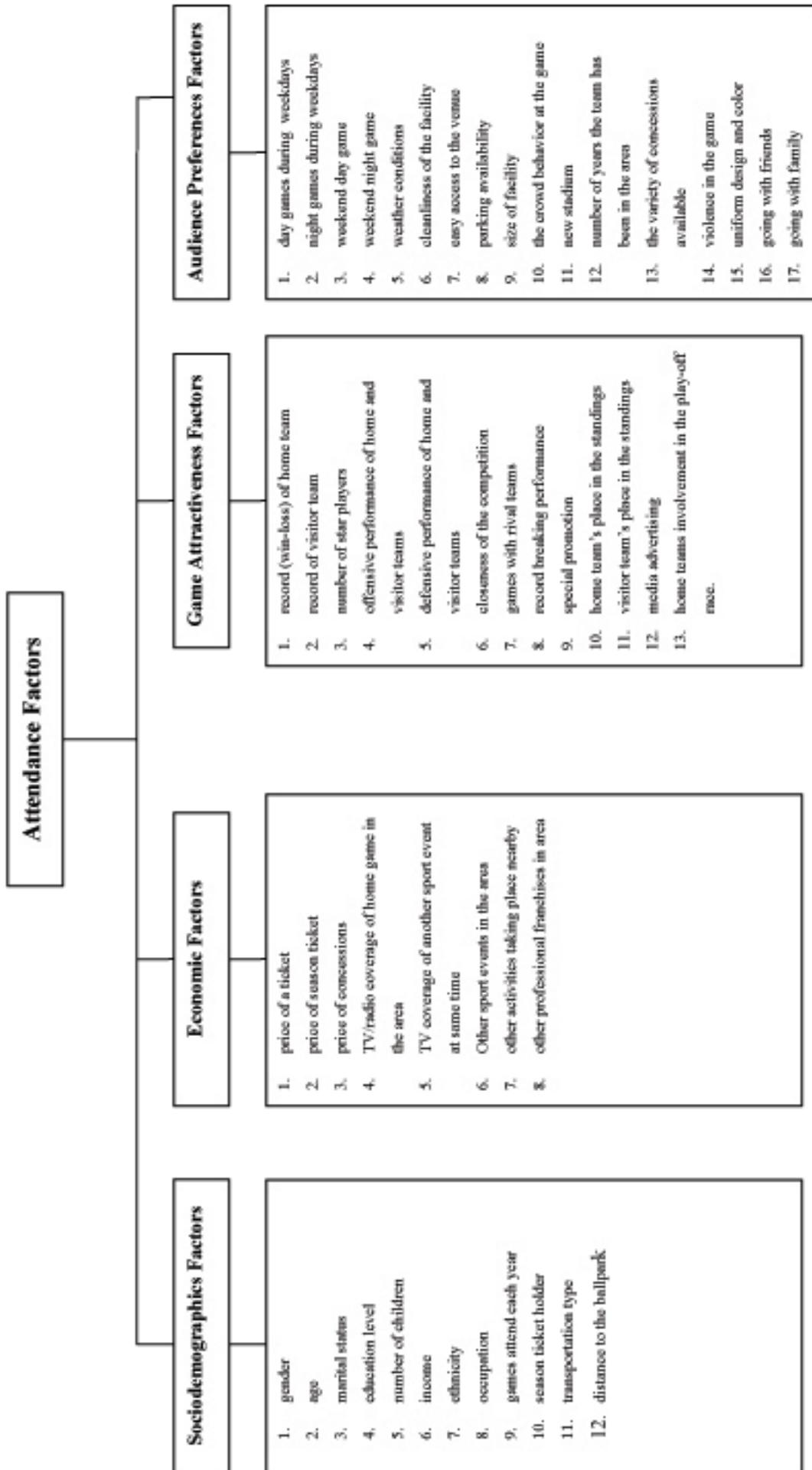
important than the team success. In another study, Mahony et al. (2000) proposed a figure to explain the relationship between fan loyalty (psychological commitment), and attendance frequency, figure is as follows:

<b>Loyalty Model</b>		<b>Psychological Commitment</b>	
		<b>Strong</b>	<b>Weak</b>
<b>Attendance</b>	<b>High</b>	High (True) Loyalty	Spurious Loyalty
<b>Frequency</b>	<b>Low</b>	Latent loyalty	Low (None) Loyalty

**Figure 1:** Fan Loyalty Model, Proposed by Mahony et al., (2000).

Fan satisfaction has also been subjected in numerous studies. Fan satisfaction from the result of the game, service quality, stadium management and control of aggression have been found to be positively related with the ticket consumption intentions (Madrigal, 1995; Wakefield & Sloan, 1995; Wann & Branscombe, 1990). Zhang & Smith (1997) has also found positive relationship between TV broadcasting of away games and attendance. Radio broadcasting of home and away games was likely to increase attendance if done well. They also found that TV broadcasting of home game would decrease game attendance.

Recently, Lu (2002) examined previous literature on attendance factors and classified attendance factors accordingly in his doctoral dissertation (Figure 2). His study group includes 963 (520 male, and 443 female spectators) Major League Baseball in U.S., and Taiwan Professional Baseball league attendees. He found that ticket price, promotion, parking availability, facility environment factors were the most important factors in explaining Major League Baseball games in U.S. and Taiwan.



**Figure 2.** Attendance Factors in LU's study (2002).

On the other hand, although Turkish professional soccer has become an important and popular professional sports activity in Turkey, there are very few studies about it. Only Kılıçgil (2003) has examined the Turkish spectators' preferences about game, and what are the primary reasons for attending Super League soccer games in Turkey. The factors that influenced audiences to become involved in the game were the love of soccer, the willing to support favorite team, watching the game from the venue, and release of stress. However, his study did not include any theoretical background, Kılıçgil identified the possible reasons to watch the game from the stadium, but gave no indication as to how the scale items were generated, whether or not a panel of experts was used, or how the final list of items were selected. In this case it can be concluded that the scale has content validity issues. Consequently, there is no indicator of reliability of the survey used in the study; factor analysis was not performed to understand the factors within the scale. Therefore, scale used in Kılıçgil's study has not been proved to be valid and reliable in measuring spectator attendance factors. In this respect, one can conclude that the factors related with the sport game attendance should be examined to understand the factors related with attendance at sporting events in Turkey.

## **2.2. Exploration of Sport Fan Motivations Affecting Game Attendance**

Previous explanations of factors related with game attendance were all demand-based researches although they are alike in some conditions with the spectator motives. These demand-based researches contribute to an understanding of short-term, variable factors that affect people's decisions to attend or watch sporting events. Distinguishing between the individuals who merely enjoy attending or

watching a sporting event and those who think of sport as an important part of their life requires understanding the psychological motivations that influence sport consumption (Trail & James, 2001). Fan motivations explain why that particular person wants to be involved in the action, sporting event in current case. Therefore, it is very important to examine spectator motives that may influence game attendance and sport consumption.

### **2.2.1. Spectator Motives in the Literature**

In order to ascertain spectator motives wide array of motives have been proposed including acquisition of knowledge, catharsis aggression, affiliation, aesthetics, boredom avoidance, competition, drama, economic value, empathy, entertainment, escape, eustress, physical skills of the athletes, salubrious effect of sport, self actualization, self-esteem, social interaction, and vicarious achievement. Sport sociologists used different patters of sport fan motivations in their study, and many researchers attempted to develop a scale that measures spectator motives (Wann, 1995; Kahle, Kambara, & Rose, 1996; Milne & McDonald, 1999; Trail & James, 2001; Funk, Mahony, Nakazawa, & Hirakawa, 2001; Al-Thibiti, 2004). The brief explanations of the sport fan motivations suggested up to date are as follows:

#### **Acquisition of Knowledge**

Acquisition of knowledge motive is related with the understanding of the game by watching it from the venue. Sport fans feel that the technical and tactical aspects of the sport can be better learned by attending (Trail & James, 2001; Trail, Robinson, Dick, & Gillentine, 2003). Thus, sport fans attempt to transfer

knowledge obtained through attending a sporting event such as tennis, baseball, basketball, auto race, and golf.

### **Catharsis and Aggression**

Aggression is defined as “the inflictions of an aversive stimulus upon one person by another, an act committed with intend to harm” (LeUnes & Nation, 1989, p.192, as cited in McDonald, Milne, & Hong, 2002). Theories about aggression suggest that by watching aggressive acts, the aggressiveness of a person might well be reduced; however, findings of Watson (2002) indicate the opposing. He also added that fans want to see players fight. Spectators are attached to a game or sport for its violence and aggressive actions (e.g., auto racing, boxing, ice hockey, American football)

### **Affiliation**

People have a desire to be others and live as a member of a group. In this respect, sport spectatorship and involvement in sport is motivated by a desire to confirm their sense of identity (McDonald et al., 2002). By spectating with a large group of people, sport fans might feel that they are a part of a group, and they have an identity in the public (Mullin, Hardy, & Sutton, 2000).

### **Aesthetics**

The aesthetics motive of the sport refers to the beauty, grace, or other artistic characteristics of sport (Trail & James, 2001). Some sort of sports like skating, synchronized swimming, and gymnastics are attractive to many sport fans as the athletes show artistic expressions and beauty. However, other sports like

basketball and football may express aesthetic motive as well for the fans of that particular sports.

### **Boredom Avoidance**

Amotivation refers to the state of lacking an intention to act, and this motive results from not valuing an activity. In this respect, some people may go to sporting events and watch sport games as they have nothing else to do, bored, and want to kill time (Al-Thibiti, 2004).

### **Competition**

Competition motive refers to the act of rivalry between two competitive teams. Wann et al., (1995) indicated that competition is highly related to achievement motive as a motive for sport participation. Similarly, sport spectators test their competence through being identified with a team and compete against their oppositions.

### **Drama**

Drama motive of the spectators are related with the watching a close game between rivalries, and the uncertainty of the outcome. People like to feel the drama of a last second basket or last minute goal which may enhance their self-esteem and achievement feelings or vice versa in some cases (Funk, Mahony, & Ridinger, 2002).

### **Economic Value**

Sport consumption and gambling go hand to hand in the entire World. The sport gambling market reached to nearly \$160 billion in the World, and \$1.653

million in Turkey (<http://www.sabah.com.tr/yaz02-10-129.html>, 2005). This information indicates the importance of economy in sport spectating and gambling. In this respect, it is the potential economic gain from sport gambling that may attract some individuals to attend sporting events (Gantz & Wenner, 1995, Wann, 1995).

### **Empathy**

Sport fans feel as if they are closely attached to the team they supported, thus, they may feel upset when their team lose, or they may feel irritated when their team play poorly. Previous studies showed that empathy motive is strongly related with team identification and one of the most important motives of spectators who attend the games of the favorite team (James & Ridinger, 2002; James & Ross, 2004).

### **Entertainment**

Wann et al, (2001) indicated that individuals can be motivated to participate in sport as a fan because it is perceived as an enjoyable past time. Sport spectating can be viewed as other recreational pursuits such as going to a cinema, watching TV or listening music. Therefore, many sport fans desire to attend games because of its entertainment value (Krohn et al., 1998, as cited in Wann et al, 2001; Sloan, 1989). In addition, researchers also indicated that watching one's favorite team success and win is extremely enjoyable and entertaining (Wann & Schrader, 1997).

### **Escape**

Sport fans may attend sporting events as it provides diversion from a daily routine (Gantz & Wenner, 1995, Wann et al., 2001). Individuals who are disgruntled by their home life, working environment or else may temporarily forget their

troubles by sport spectating. Wann (1997) also suggested that the escape motive may particularly be prevalent during personally difficult and/or stressful times as well as escaping from over-stimulation and under-stimulation.

### **Eustress**

Eustress refers to positive forms of arousal and stimulation. Individuals can be motivated to participate in sport as a fan because the excitement and arousal felt while watching the sporting event. People might feel insufficient amount of excitement in their daily life, thus they may attempt to attend an entertaining sporting event. Results of previous studies suggested that sport fans are highly motivated by the eustress motive (Gantz & Wanner, 1995; Sloan, 1989; Wann et al., 1999).

### **Physical Skills of the Athletes**

Individuals may admire to the physical skills of the athletes executed during game as they can not be able to perform that movement perfectly (Trail & James, 2001). Especially, sporting events like figure skating, basketball, soccer, baseball, and wrestling include skillful movements which other people may not perform adequately. Thus physical skill of the athletes' motive was found be the second most important motive in a sport spectating research applied in multiple sport types (James & Ross, 2004).

### **Salubrious Effect**

Salubrious effect theories propose that spectators attend sport events as recreation or diversion activities. Spectators are attached to sporting events for its pleasure and benefits of physical and mental well-being. Besides, by attending

sporting events spectators' boredom and fatigue feelings relieved and energies recharged (Zhang, Pease, Lam, Bellerive, Pham, Williamson, & Lee, 2001).

### **Self-Actualization**

Self-actualization motive is derived from human's desire for self-fulfillment. By watching sporting events, individuals actualize their individual potential (Maslow, 1970, as cited in McDonald et al., 2002). Sports also help people to exceed their personal expectations, in this respect; several studies have confirmed that self-actualization is a strong motivator in explaining spectator attendance.

### **Self-Esteem**

Self-esteem is defined as holding oneself in high regard, and feeling good about himself (Wann et al., 2001). Self-esteem in sport can be achieved in either by spectatorship or actively participation. In any case, understanding the impact of sport on self beings is critical to ascertaining motivations for consumption (Mullin, Hardy, & Sutton, 1993). For instance, when a team wins a game or championship fans often join the players and coaches to celebrate their success to fulfill their achievement and self-esteem motivations.

### **Social Interaction**

Sport fans are human beings who desire to spent time with others. In this case sport spectatorship provides opportunity to be with other people, friends, and/or family. Danielson (1997) as cited in Wann et al., (2001) indicated that sport spectating is a social activity whether it occurs at home, restaurant, or the sport facility sport tends to be consumed in a group environment. There are wide array

of studies confirming that sport fans are highly motivated by the social interaction motive of sports (James & Ross, 2004; Kwon & Trail; 2003; Lough & Kim, 2004).

### **Vicarious Achievement**

Achievement motivation is related with the people's desire to be successful, persist in the face of failure, and take pride in final result (Wann et al., 2001).

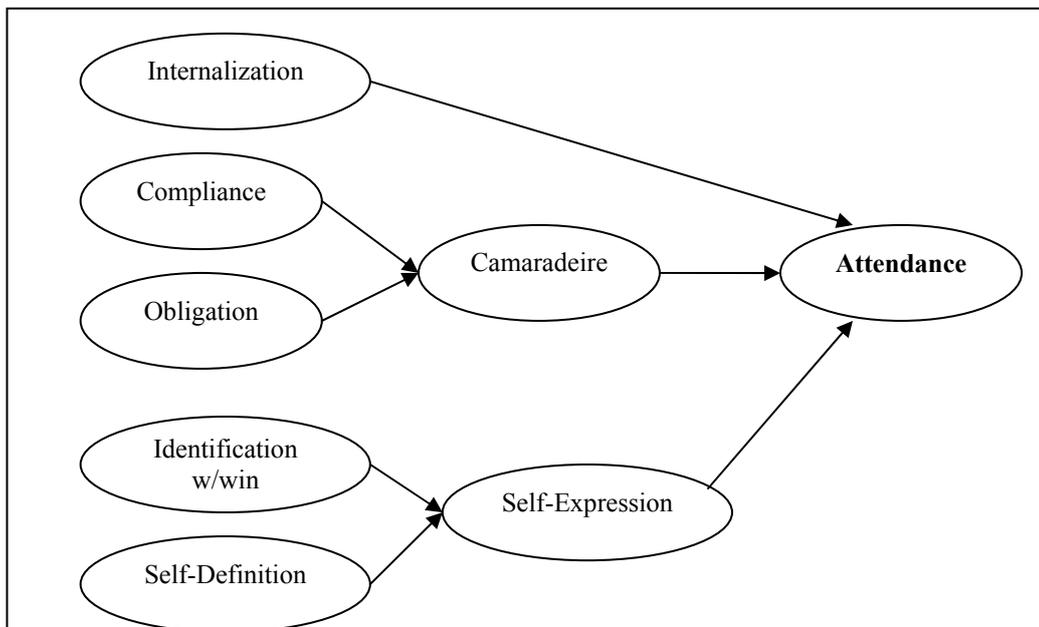
Achievement for spectators takes the form of "basking in the reflected glory – BIRGing" of their victorious team (Wann, Schrader, & Adamson, 1998). Sport spectators feel the sense of achievement when their team wins and they take the win personally, thus they attend sporting event to fulfill their achievement feelings by supporting their favorite team (Zhang, Pease, Lam, Bellerive, Pham, Williamson, & Lee, 2001).

### **2.2.2. Previous Researches on Sport Fan Motivation**

In an attempt to measure sport fans' motivations, Wann (1995) developed the Sport Fan Motivation Scale (SFMS). Scale included eight motivational factors discussed earlier (eustress, self-esteem, escape, entertainment, economic value, aesthetic, affiliation, and family needs). He used a homogenous sample of collage students and found that male fans had higher level of eustress, self-esteem, escape, entertainment, and aesthetic motivations. Whereas, female fans had higher levels of family motivation than the male fans. No other significant differences were found in the economic and group affiliation motives.

Kahle, Kambara, & Rose (1996) introduced a functional model based on

Kelman's functional theory to examine fan attendance motivations of college American football fans (Figure 3). They examined the motives of 112 student attendees at a large public university. Results of their study imply that fans are primarily motivated by a distinctive self-expressive experience, the need for group affiliation (camaraderie), and attachment and love for the game. They also indicated that male spectators were found to feel higher internalization (entertainment, enjoyment of watching the game at the stadia) motive than the female spectators to attend football games.



**Figure 3:** Fan Attendance Model (Kahle et al.,1996).

Wann, Schrader, & Wilson (1999) designed a set of three studies to further examination of the validity and reliability of SFMS. The first study included the examination of the factor structure of the SFMS using diverse sampling procedure through telephone interviews on 96 sport fans. Confirmatory factor analysis showed that the scale was psychometrically sound. The second study was intended to

ascertain the motivations of different sport type fans on 86 sport fans. Results of that study indicated that individual sport fans reported higher levels of aesthetic motivation than the team sport fans. On the other hand, individuals with a preference for a team sport scored higher in the eustress and self-esteem subscales than the individuals with a preference for an individual sport. Furthermore, fans with a preference for nonaggressive sports scored higher in aesthetics subscales than the others. On the other hand, fans with a preference for aggressive sports scored higher on the economic subscale than the others. In addition, study 3 intended to assess the relationship between sport participation motives and sport fan motives of 115 university students. Results of letter study indicated that individuals with intrinsic motivation to participate in sports are also intrinsically motivated as fans, while fans that had an extrinsic athletic motivation tend to be extrinsically motivated as fans.

Milne and McDonald (1999) introduced the Motivation of the Sport Consumer (MSC) scale which is similar to Wann's (1995). They used 1611 surveys collected from a national sample of sporting good consumers. The MSC includes twelve motivational factors distributed on four categories. The first category is the mental wellbeing needs. It is consisted of three factors: self-actualization, self-esteem, and value development. The second category is social needs, which comprises the social facilitation and the affiliation factors. The third category is personal needs that include the skill mastery, aesthetics, and stress release factors. The fourth category is sport-based needs with four factors: risk-taking, aggression, competition, and achievement. Their findings indicated that enjoyment of the game, and competition of highly skilled athletes were found to be the most important factors whereas personal pride, risk-taking, and sense of accomplishment were the least important

motives of the sport fans.

In their study, Wann, Brewer, and Royalty (1999) examined the relationship between team identification and fans motivation as well as the relationship between emotional reaction and motivation. At the beginning 68 participants completed the SFMS and the Sport Spectator Identification Scale developed by Wann and Branscombe (1993). The outcome revealed that fans with a strong psychological connection to a team did not tend to be extrinsically motivated as was predicted. Later, they asked 67 college students to complete the SFMS and to watch an exciting college basketball game. After victorious home game, they were asked to complete a questionnaire assessing their emotional state. The findings of the studies showed that fans motivated by entertainment factor of the game scored higher on the mood scale while those motivated by family need scored lower on the mood scale.

Trail & James (2001) developed the Motivational Scale for Sport Consumption (MSSC) to measure the motivations behind the sport spectator consumption behavior. They argued that previous efforts to develop scales to measure spectator motives have demonstrated weaknesses in content, criterion and construct validity, thus they developed a scale and measure its content, criterion, and construct validity. 203 season ticket holders participated in their study. Based on the studies of Wann (1995), Kahle, Kambara, & Rose (1996), and Milne & McDonald (1999), and the Maslow's humans' needs hierarchy they developed the 27 item 9 factor scale (achievement, knowledge, aesthetics, drama, escape, family, physical attraction, physical skills, and social interaction). They found that except for the family motive, all of the motive's internal consistency levels exceeded the .70 cut-off point. As a

result they concluded that the MSSC appeared to be more accurate to measure the sport fan motivations than the previous scales.

Funk, Mahony, Nakazawa, and Hirakawa (2001) developed a scale by using prior studies. The Sport Interest Inventory (SII) combined 30 items with the purpose of measuring 10 motives of spectators attending the 1999 Women's World Cup (WWC). The motives included in the SII are: (1) drama, (2) vicarious achievement, (3) aesthetic, (4) interest in team, (5) interest in player, (6) interest in soccer, (7) national pride, (8) excitement, (9) social opportunities, (10) support for women's opportunities in sport. 1303 spectators participated in the study. Their findings revealed that six of the motives predicted 34% of the variance in interest in the tournament (i.e., interest in team, excitement, interest in soccer, vicarious achievement, drama, and support for women's opportunities). They have also found a significant negative relationship was found between the interest in the 1999 WWC and Both drama and vicarious achievement.

Kwon & Trail (2001) compared the spectator motives and the team identification levels of 234 American and International students. They used SFMS (Wann, 1995) to measure the spectatorship motives of the students. The overall results showed that the eustress motive by far the most important sport fan motive, while the aesthetics and self-esteem motives were ranked second and third. Economic motive was found to be the least important factor in the study. The results also revealed that international students had higher aesthetics motive than the American students.

Zhang, Pease, Lam, Bellerive, Pham, Williamson, & Lee (2001) studied the

spectator attendance at minor league hockey games to examine the relationship between sport fan motives and attendance. 257 spectators randomly selected from three games of a hockey team. Results of their study showed that salubrious effects and achievement seeking motives are significantly related with intentions to attend future games. Results also indicated that the most important motives of minor league hockey spectators were found to be stress & entertainment and community image motives. The researchers suggested that salubrious effects, achievement seeking, and stress & entertainment factors should be highlighted by a minor league hockey team when formulating marketing strategies, promotion themes, and game presentations.

In their attempt to develop a scale to measure spectators' motive in Japanese Professional Soccer League, Mahony, Nakazawa, Funk, James, & Gladden (2002) surveyed 2012 sport fans. They used seven factor sport fan motivation scale based on previous attempts to measure the motives of sport consumers. They included drama, vicarious achievement, aesthetics, team attachment, player attachment, sport attachment, and community pride motives. Their results indicated that vicarious achievement, team attachment, and aesthetics motives were the priorities of the soccer spectators whilst player attachment and drama motives were found to be least important spectator motives of Japanese soccer spectators. Multiple regression analysis also indicated that 15 % of the attendance frequency could be explained by five of the seven motives (team attachment, community pride, drama, player attachment, vicarious achievement).

McDonald, Milne, & Hong (2002) attempted to examine motivational factors for both spectating and participating in sport and their relations based on 1611

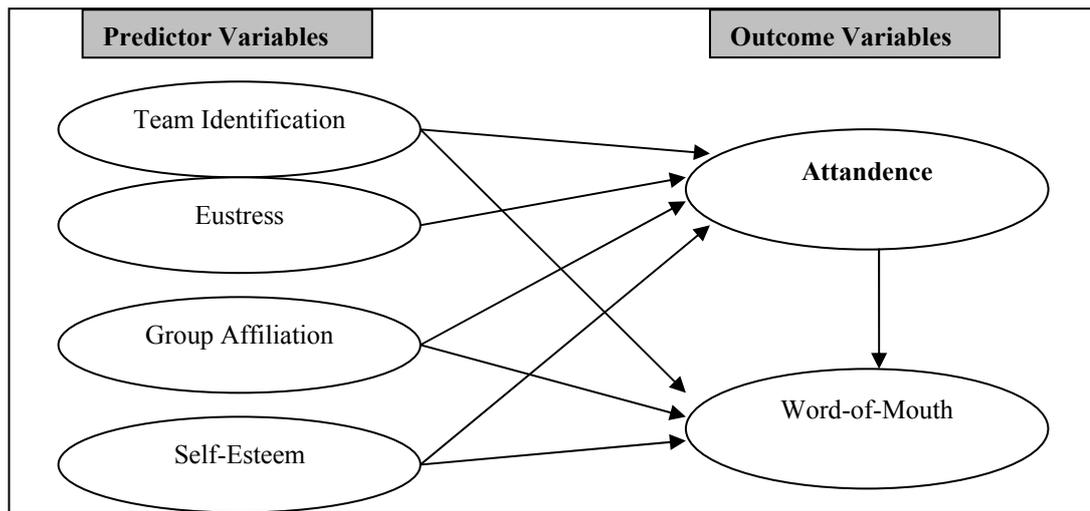
responses from sport enthusiasts. They included 9 different sport types for both participant and spectatorship motivations. They found that vicarious achievement, physical skills of the athletes, aesthetics and stress release were the most important motives for spectating in general. They also found that social facilitation, stress release, aesthetics, and skill mastery motives were the most important motives for participation in sport. Their results have highlighted the centrality of basic sport needs, such as aggression, aesthetics, achievement, skill mastery and physical skills, and competition. They indicated that both sport spectating and participation can fulfill mental well-being, social, and personal needs, sports provides unique and valuable outlet for unfulfilled needs.

Funk, Mahony, and Ridinger (2002) examined the level of continued interest in the U.S. Women's soccer team subsequent to the 1999 WWC. The data was collected through SII during the 1999 U.S Nike Cup in which the U.S national Women's team participated. Four additional factors were added to the 10 factors in SII based on the spectators' recommendations that were collected in the first study (Funk et al., 2001). The new factors included (1) players as role models, (2) entertainment value, (3) bonding with family, (4) wholesome environment. Their findings indicated that the most important motives of sport spectating were role model, excitement, drama, and aesthetics motives. Besides multiple regression analysis showed that 54% of interest in the U.S. Women's soccer team explained by five factors (i.e., interest in soccer, interest in team, entertainment, vicarious achievement, and role model).

James & Ridinger (2002) attempted to compare the sport consumption motives of male and female spectators of women's and men's college basketball games. 634

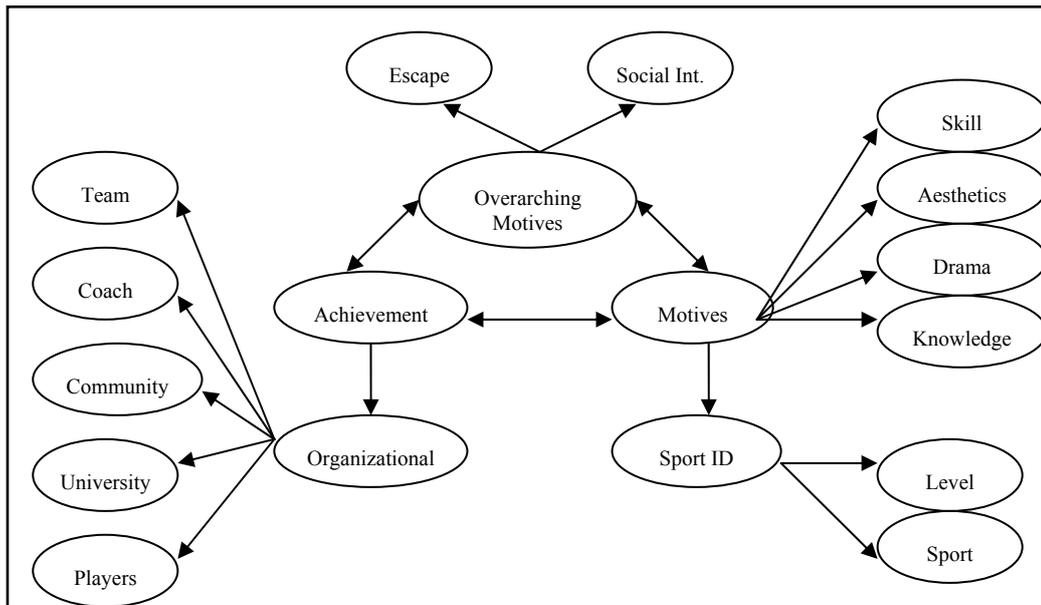
participant filled out the eight factor MSSC in the study. Overall finding of the study showed that the action and the escape motives were the most important motives of the basketball fans, whereas family, empathy, and social interaction motives were found to be the least important factors in explaining spectator attendance at college basketball. The researchers also found that the male spectators' ratings as fans of sport and fans of specific team were higher than the female spectators. MANOVA results indicated that achievement, aesthetics, knowledge, empathy, and family motives of male spectators were significantly higher than those of the female spectators'. Besides the fans of women's basketball reported significantly higher aesthetic motives than the men's basketball fans.

Swanson, Gwinner, Larson, & Janda (2003) aimed to explore four individual psychological motivations for attending sporting events (team identification, eustress, group affiliation, and self-esteem) on collage students' reported verbal recommendations and patronage behaviors toward a sporting event. 537 students participated in the study. The findings of the study indicated that self-esteem is the most important factor in explaining attendance at collage football games. Besides, results showed that eustress motive of the males higher than the females whose group affiliation and word of mouth motives are higher than the counterparts. They also provide a structural model for spectator attendance. All of the arrows manifest a meaningful relationship between (Figure 4).



**Figure 4:** Structural Model of Fan Attendance (Swanson et al., 2003).

Trail, Robinson, Dick, & Gillentine (2003) examined the relationship among motives and points of attachment in 861 attendees at collage football games. They used “Motivational Scale for Sport Consumption” MSSC developed by Trail & James (2001) to measure sport fan motivations, and “Point of Attachment Index” PAI to measure fans’ identification with the players, the coach, the community, the sport, the university, the team, and the level of sport. Researches proposed three different models depicting the relationship between motives and points of attachment. Results of the study indicated that the third model is accepted indicating that motives can be segmented into three categories: (a) motives that apply solely to fans of successful teams (achievement), (b) motives that apply solely to fans of unsuccessful teams (aesthetics, physical skills of the athletes, drama, and knowledge), (c) motives that are appropriate to both spectator and fan alike (escape, and social interaction). In conclusion, their study has shown that different motives are associated with different points of attachment. The accepted model is as follows:



**Figure 5:** Model of Fan Motives and Points of Attachment (Trail et al., 2003).

Berthal & Graham (2003) also examined the differences in sport fan motivations among different settings of the same sport (e.g. MLB vs. College Baseball). Total of 522 surveys were gathered from the spectators of Minor League Baseball team and a NCAA Division I collegiate baseball team. Results of the study suggested that love of baseball, and community motives of the collegiate spectators are higher than those of minor league spectators. On the other hand, value development, and entertainment motives of minor league spectators are higher than those of collegiate baseball spectators.

Funk, Ridinger, & Moorman (2003), examined the individual differences among U.S. Women's professional sport consumers' motivations. They used modified version of Sport Interest Inventory (SII) developed by Funk, Mahony, Nakazawa, & Hirakawa, (2001), and included 623 WNBA spectators in their study. Their results showed that role model, team interest, entertainment, excitement, and drama motives were the most important motives of explaining attendance, while, interest in

player, escape and socialization motives were found to be the least important motives of women's professional sport consumers. Multiple regression analysis also showed that 10 of the 18 motives explain 48 % of the variance related with game attendance. These motives were interest in team, escape, role model, aesthetics, socialization, drama, interest in sport, achievement, support women's opportunity, and interest in players.

Lough & Kim (2004) designed a study to examine the sociomotivations of spectators who attended women's professional basketball games in South Korea. Based on their sociodemographics the sociomotivations of the spectators were analyzed by using "Spectator Motivation Scale" (SMS) developed by Pease and Zhang (2001). Total of 503 spectators from eight different women's professional basketball games participated in the study. Results of their study indicated that entertainment value of the sport and the fan identification were the most important sociomotivations of the spectators from South Korea professional women's basketball games. Besides, significant differences were gathered between genders, different age groups, and different occupations.

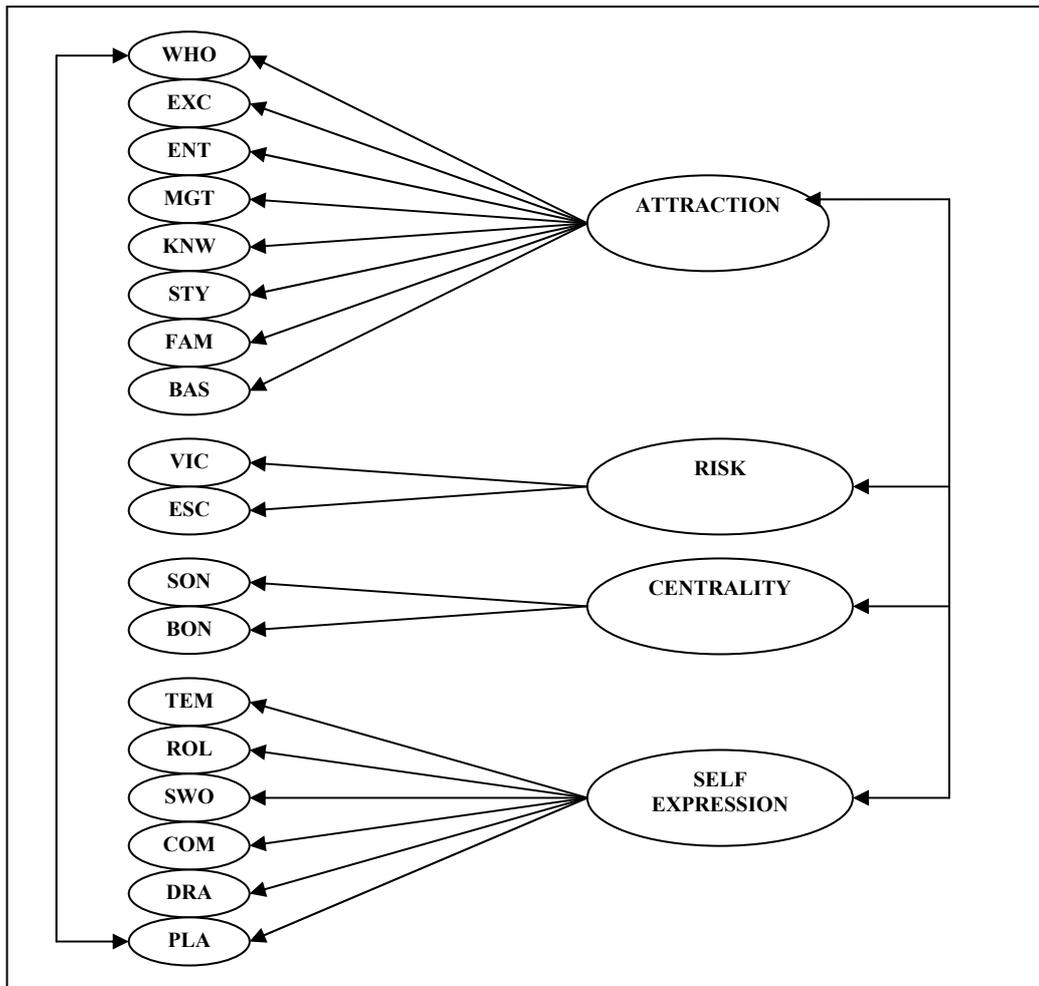
In their attempt to comparing sport consumer motivations across multiple sports James & Ross (2004) measured the fans of men's college baseball, women's college softball, and men's college wrestling. 937 spectators filled out the 10 factor survey derived from the MSSC (six of the factors) together with affiliation, entertainment, team effort, and empathy motivations. The overall findings of their study showed that entertainment, physical skill of the athletes, and drama motives were the most important motivations to attend sporting events, whereas, empathy, team

affiliation, and family motives were appeared to be the least important motives of sport fans. The MANOVA results also suggested that there are significant differences among the motivations of different sport fans in seven motives. Post-hoc tests revealed that wrestling fans felt higher physical skill, drama, team effort, achievement, family, team affiliation, and empathy motives than those of baseball fans.

Recently, in his doctoral dissertation, Al-Thibiti (2004) intended to develop a scale derived from previous researches to measure sport fan motivation in relevance with ethnic identity. His scale consisted of 6 components with 22 items (quality of game, escape, boredom avoidance, social, entertainment, sport atmosphere). The responses of 169 university students indicated that entertainment and socialization motives were the most important sport fan motivations exploring fan attendance. The least important motive was found to be the boredom avoidance motive. Independent samples t-test results revealed that male spectators felt higher quality of the game, escape, and boredom of avoidance motives than those of the female spectators. However, no significant relationship was found between the sport fan motivations and ethnic identity of the university students in U.S.

Funk, Ridinger, & Moorman (2004) developed a team sport involvement model based on 623 WNBA participants' responses to the SII. They proposed that 18 motives of sport fandom could be integrated to four factor team sport involvement model. The model included game attraction, risk, centrality to lifestyle, and self-expression (Figure 6). One way ANOVA results revealed that higher the team sport involvement factors scores, higher the number of games attended.

Robinson & Trail (2005) examined the relationships among spectator gender, motives, points of attachment, and sport preference. 669 participants from collage tournament spectators filled out the surveys. The researchers used MSSC to measure spectator motives, and PAI to examine the points of attachments of the spectators. Their findings of MANOVA analysis indicated that gender explained 2 % of the variance in spectator motives and 3 % of the variance in points of attachment. In addition, type of sport explained 4 % and 7 % of the variances in motives and points of attachments respectively. Post-hoc tests also suggested that female spectators feel higher knowledge motive than the males. Besides, women's basketball spectators were more motivated by the aesthetic and knowledge motive than football spectators, whilst men's basketball spectators feel higher knowledge and physical skill motive than the football spectators. On the other hand, overall results of the study suggested that drama and the physical skills of the athletes were the most important spectator motives whereas the achievement and the acquisition of knowledge motives were the least important motives for the collage football game attendees.




---

WHO = Wholesome environment	ESC = Escape
EXC = Excitement	SOC = Socialization
ENT = Entertainment	BON = Bonding with friends
MGT = Management	ROL = Role model
KNW = Knowledge	TEM = Team identification
STY = Style of play	SWO = Supporting women's opportunity
FAM = Bonding with family	COM = Community pride
BAS = Interest in basketball	DRA = Drama
VIC = Vicarious achievement	PLA = Interest in players

---

**Figure 6:** Team Sport Involvement Model (TSI) by Funk et al., (2004).

## **CHAPTER III**

### **METHOD AND PROCEDURES**

The purpose of this study was to examine the motivational factors affecting spectators' decisions to attend Super League Soccer games in Turkey. Descriptive method was used in this study to explore sports fan motivations and differences among groups' preferences.

This chapter outlines the methods and procedures used to collecting, treating, and analyzing the data to examine the motivational factors affecting spectators' decisions to attend Super League soccer games in Turkey.

#### **3.1. Selection of Participants**

Turkish Super League consists of 18 sport clubs from 13 different cities in Turkey. There are three sport clubs competing in the Super League from Ankara, all of which played their home games at the 19 Mayıs stadium, in the Super League.

The participants of the study were 602 (594 male and 8 female) spectators from 3 different home games of Gençlerbirliği and Ankaragücü Sport Club soccer teams of Ankara. 19 Mayıs Stadium has 4 different seating locations and main gates. One of the seating locations is reserved for the fans of the visitor team. Therefore, in order to collect data from the fans of home team as the survey is prepared for the home

team only, 3 main gates of the stadium were used in data collecting.

Three university students assisted in collecting data in this study. Prior to data collecting, a training session was organized in order for assistants to learn about the purpose of the study, how to approach fans and ask them to complete the survey in a professional manner.

A systematic sampling procedure (Fraenkel et al.; 2000) was applied in selecting subjects to include spectators of various backgrounds. One of every 3 fans in the gate queue was asked to fill out the survey; if the answer is “yes” the spectator completed the survey by himself / herself. If the answer was “no”, next spectator was asked to fill out the survey related with sport spectator motivations.

Total of 225 (75 for each of the seating location) surveys were administered in each of the games, out of 675 surveys, 602 of them were returned (89 %) to be used in the study.

### **3.2. Instrument**

For the study, “The Motivational Scale for Sport Consumption” (MSSC) developed by Trail & James (2001) was used. The Turkish version of the scale was translated and adapted to Turkish culture by Sözeri & Koçak (2004).

The original version of the scale included 9 factors that explain spectator motives. However, after being revised several times by the developers, the final version of

the scale acquired from the researchers included 21 items in 7 factors with each factor having 3 items. Seven subscales represent the spectator motives of achievement, aesthetics, drama, escape, acquisition of knowledge, physical skill of the athletes, and social interaction. Items were measured on 7-point scale ranging from 1 (I'm definitely disagree), to 7 (I'm definitely agree).

The Turkish version of the scale was found to possess the psychometric properties to accurately and reliably measure the underlying factors that motivate sport consumers to attend sporting events (Sözeri & Koçak, 2004).

The internal consistency of the Turkish version of the MSSC was found to be  $\alpha = 0.91$ . Besides, the internal consistency of the factors ranged between 0.83 (Aesthetics) to 0.94 (Escape). Factor analysis' results showed that 21 items were loaded under 7 factors as it is in the original version explaining nearly 80 % of the total variance.

The internal consistency of the original version of the MSSC has been assessed and the Cronbach standardized reliability coefficient for the factors ranged between .72 (escape) to .89 (achievement) (Trail & James, 2001). In other studies using the MSSC, James & Ridinger (2002) reported the alpha coefficients of .75 to .85. Trail, Robinson, Dick, and Gillentine (2003) reported reliability alpha of .75 to .89 ranges. Trail, Fink, and Anderson (2003) reported reliability alpha values ranged from .82 to .93. James & Ross (2004) reported the alpha coefficients between the ranges of .74 to .85. Robinson & Trail (2005) reported .75 to .90 alpha coefficients.

The survey used in this study also included demographic variables (age, sex, marital status, and educational level), past and future ticket consumption habits, and single item self-rating of fanship with the team, the latter item was measured on 7 point likert type scale.

Past and future ticket consumption habits were adjusted to represent the user type of the spectators. According to Mullin, Hardy, and Sutton (1993), fans who attend more than 60 % of the home games can be classified as heavy users, fans who attend more than 15 % of the home games can be classified as medium user, and fans who attend less than 15 % of the home games can be classified as light users in the sport market segmentation.

In Turkish Super League, teams play 17 home games during the season. Therefore, participants were asked to circle the number of games they attended last year (they could choose either 0 - 2, 3 – 10, or > 11), and they plan to attend in the remaining season, where the choices were set according to the number of remaining games for the season.

### **3.3. Data Analysis**

In this study, both descriptive and inferential statistics were used to analyze data, means and standard deviations for all the respondents were computed. All data were stored in the computer, and the Statistical Package for Social Sciences version 11.5 (SPSS) was used to treat the data.

In order to determine which motives are most effective in affecting spectator attendance, descriptive statistics (means and standard deviations) were applied to the data. Besides, frequencies were calculated to ascertain the demographic profile of soccer spectators.

Independent samples t-tests were performed to determine if there was any significant difference between male and female spectators and single and married spectators in relation to spectator motives, and past and future ticket consumption habits.

Analysis of Variance (ANOVA) was performed to examine the differences in different educational backgrounds, age groups, self-rating team fanship level, and past and future ticket consumption groups.

Pearson product correlations ( $r$ ) were calculated to determine the degree to which motivational factors and other independent variables are related to each other.

Furthermore, to ascertain which factors are more effective in explaining future ticket consumption frequency, multiple regression analysis was applied to the data.

## **CHAPTER IV**

### **RESULTS**

The purpose of this study was to determine the motives lying under the spectator attendance at Super League soccer games in Turkey. Objectives of the study also included examining the demographic profile of the spectators, differences among different cultural backgrounds, and examining the dominance of the factors which may influence future ticket consumption.

Results of this study will be presented in six sections. The first section contains the reliability of the survey. The second section contains the demographic profile of the spectators attending soccer games in Turkey. The third section presents the motivational factors affecting spectator attendance. The fourth section is related with the differences among groups in terms of motivational factors and self-rated fanship with the team. The fifth section presents the correlations among the variables of the study, and the last section displays the regression analysis related with future ticket consumption intentions.

#### **4.1. Reliability of the Instrument**

Instrumentation is one of the most important faces of survey studies. To be able to measure spectator motives accurately a researcher should have a valid and a reliable instrument accordingly. One of the most valid instruments in the field; the

“MSSC” developed by Trail and James (2001) was used in this study. Turkish version of the M.S.S.C. was found to possess the psychometric properties to accurately and reliably measure the underlying factors that motivate sport consumers to attend sport events (Sözeri & Koçak; 2004). Table 1 represents the internal consistency and inters – item correlation levels of the factors.

Results of internal consistency (Cronbach’s alpha coefficients) analysis showed that the instrument was reliable. Overall internal consistency coefficient level of the instrument was found to be .92. Similarly, alpha coefficients of the factors ranged between .82 (drama) to .86 (achievement).

**Table 1:** Reliability Values of the Instrument.

<b>MOTIVES</b>	<i>Number of Items</i>	<i>Inter-Item Correlations</i>	$\alpha^a$	$\alpha^b$	$\alpha^c$
Achievement	3	.68	.86	.85	.89
Aesthetics	3	.63	.83	.83	.88
Drama	3	.60	.82	.93	.80
Escape	3	.66	.85	.94	.72
Acquisition of Knowledge	3	.65	.84	.89	.80
Physical Skill of the Athletes	3	.62	.83	.87	.75
Social Interaction	3	.65	.84	.89	.78
<b>TOTAL</b>	21	.37	.92	.91	

$\alpha^a$  = Cronbach’s alpha levels of the factors in this study

$\alpha^b$  = Cronbach’s alpha levels of the validity and reliability study of this instrument

$\alpha^c$  = Cronbach’s alpha levels of the factors in the original version of this instrument

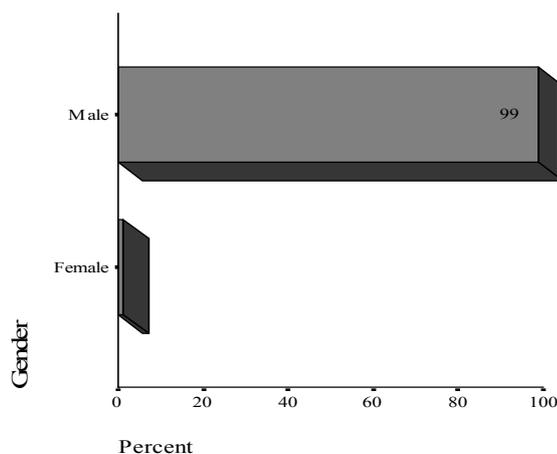
Inter item correlations presents how strongly the items under the same factor related with each other, according to Fraenkel et al., (2000) it should be over .30. In this study, the inter item correlation levels of the factors were found to be between .60 (drama) to .68 (achievement) implying that each item has strong relations with the other items under the same factor.

## 4.2. Demographic Profile of the Spectators

First step in understanding the spectators and applying market segmentation is to learn the demographic profile of the customers. This part of the study includes 6 sub factors;

### 4.2.1. Gender

As shown in Figure 7 and Table 2 male spectators constitute most of the Turkish Super League soccer game spectators. Among 602 spectators, only 8 of them were female implying that females have little intention to attend soccer games.



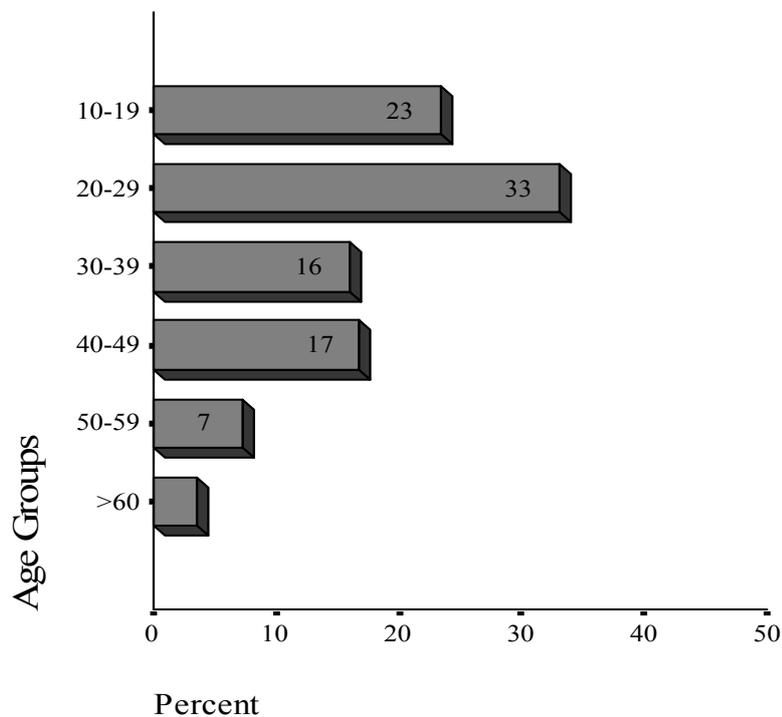
**Figure 7:** Gender Profile of the Spectators.

**Table 2:** Demographic Profile of the Spectators

<i>Variables</i>	<i>Category</i>	<i>n</i>	<i>%</i>	Cumulative
Gender	Male	594	99	99
	Female	8	1	100
Age Groups	10-19	141	23.4	23.4
	20-29	199	33.1	56.5
	30-39	96	15.9	72.4
	40-49	101	16.8	89.2
	50-59	44	7.3	96.5
	> 60	21	3.5	100
	Education Level	Primary School	58	9.6
Elementary		116	19.3	28.9
High School		278	46.2	75.1
Undergraduate		115	19.1	94.2
Graduate		35	5.8	100
Marital Status	Single	319	53	53
	Married	281	46.7	99.7
	Divorced	2	0.3	100
User Type	Light User	93	15.4	15.4
	Medium User	161	26.7	42.2
	Heavy User	348	57.8	100.0
Self-Rated Fandom Level	Not a Fan	44	7.3	7.3
	Lowly ID Fan	136	22.6	29.9
	Highly ID Fan	422	70.1	100.0

#### 4.2.2. Age

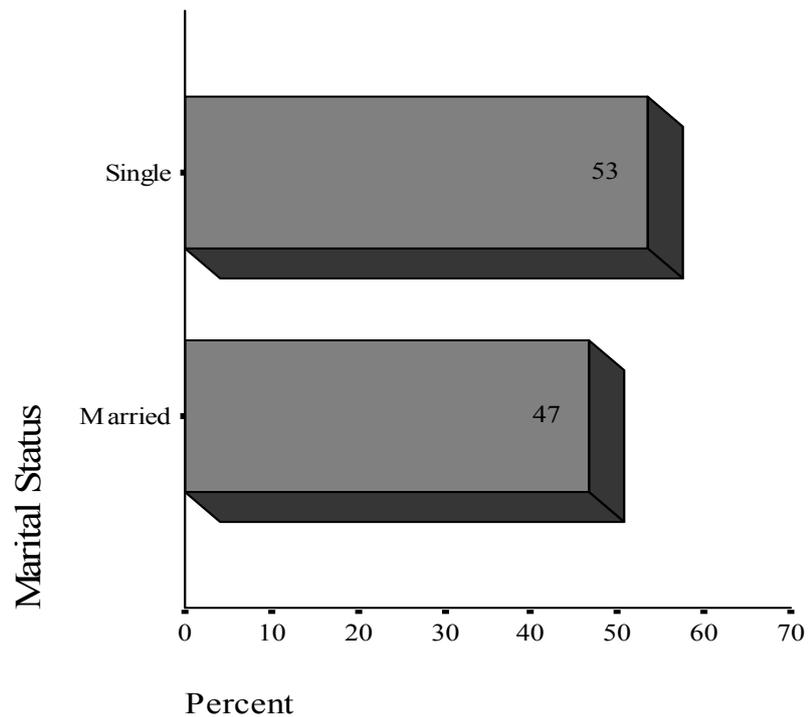
As given in figure 8, spectators of Super League soccer games are mostly young adults. Mean age of the spectators was  $31.13 \pm 13.18$ . At the same time the youngest fan was aged 14, whereas the oldest spectator was 74 years old. More than 23 % of the fans were aged between 10-19 years old. The most frequent age group was 20-29, comprising slightly over the 33 % of the all spectators. Besides, nearly 16 % of the spectators were aged between 30-39 years old. In addition, almost 17 % of the spectators were aged between 40-49 years old. On the other hand, over 7 % of the spectators were aged between 50-59 years old, and the 3.5 % of the spectators were older than 60 years old.



**Figure 8:** Age groups of the Spectators.

### 4.2.3. Marital Status

As shown in Figure 9, 319 (53 %) of the spectators were single, and 281 (47 %) of the spectators were married. Among 602 spectators only 2 of them reported that they were divorced.

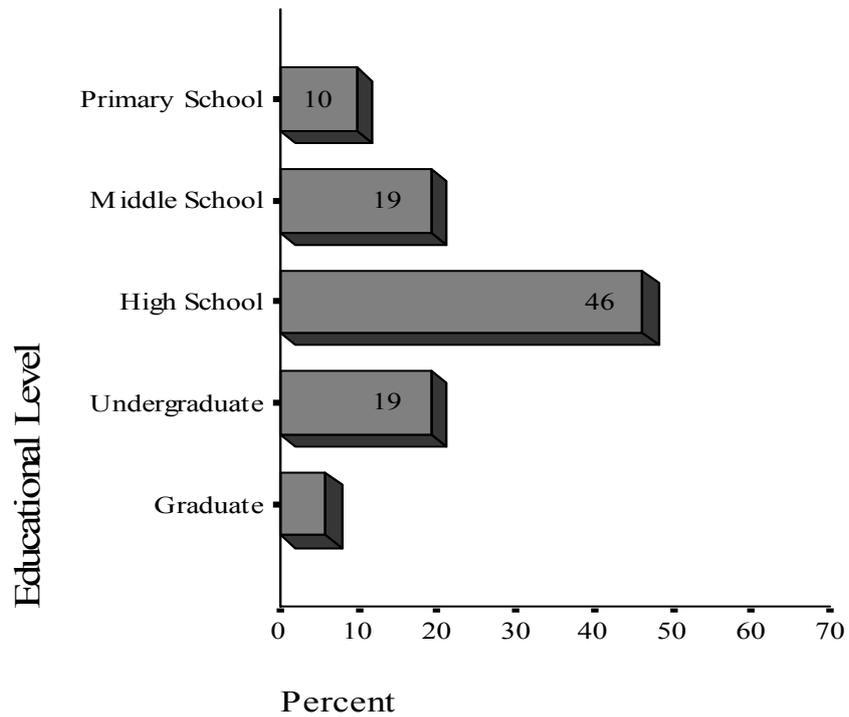


**Figure 9:** Marital Status of the Spectators.

### 4.2.4. Educational Status

One question included in the survey to understand the educational level of the spectators. According to the responses, nearly 10 % of the spectators graduated from primary school, whereas; more than 19 % of the participants finished junior high school. Most of the Turkish spectators were high school graduates comprising

slightly more than 46 % of the all spectators. On the other hand; nearly 25 % of the respondents were either university graduates or had master's degree (19.1 and 5.8 % respectively) indicating that one of every four ticket consumers at least had a university diploma (Figure 10).

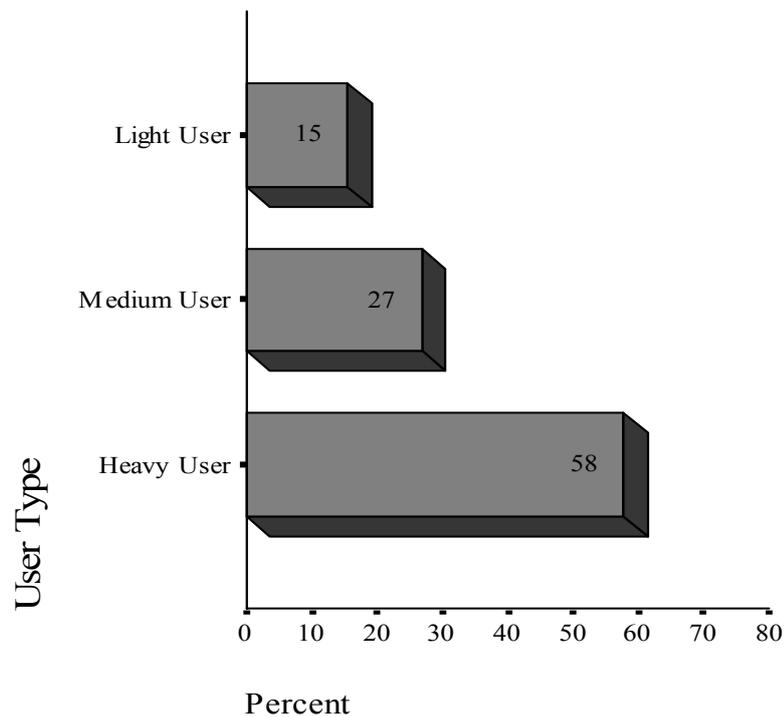


**Figure 10:** Educational Status of the Spectators.

#### 4.2.5. User Type

Understanding the spectators and their motives also includes how often they consume game tickets. Game ticket consumption frequency also indicates the type of user in sport market segmentation. Figure 11 and Table 2 illustrates the user types according to the spectators' past ticket consumption frequencies. Almost 58 % of the participants reported that they had attended more than 60 % of the previous

season's home games, forming the heavy user group. Similarly, 161 (27 %) of the spectators answered that they had bought a game ticket for more than 15 % of the previous season's home games constituting the medium user group. On the other hand, slightly higher than 15 % of the spectators reported that they attended less than 15 % of the previous season's home games forming the light user group.

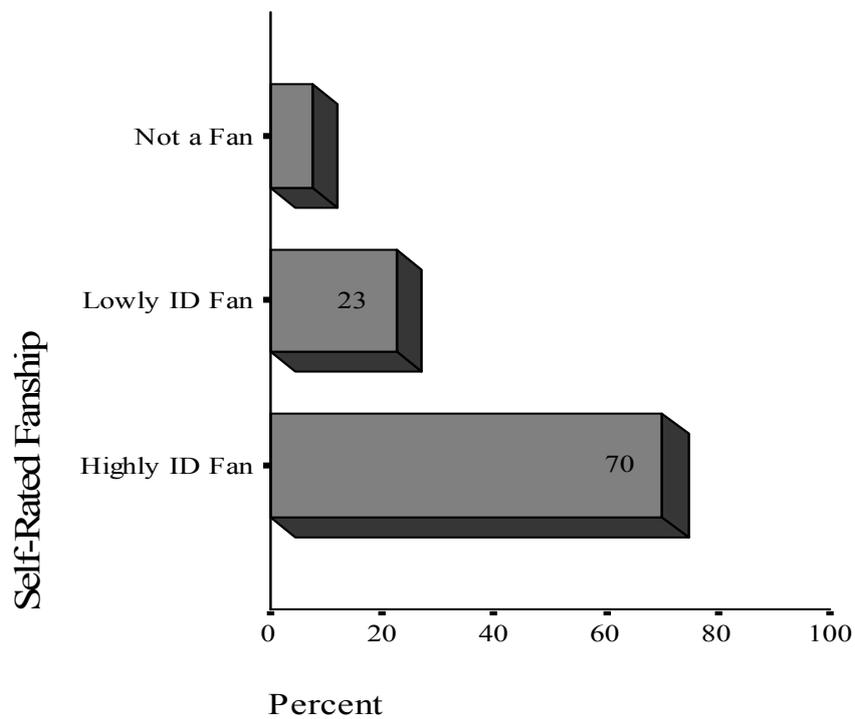


**Figure 11:** User Segmentation of the Spectators.

#### 4.2.6. Self-Rated Fanship

In order to understand the participants' self-perception of the fandomship with the team a self-rated fanship question was added to the questionnaire. To be able to compare the motives of team fans and non-fans, and to be able to understand the attendance motives of non-fans, 7 point likert type self-rated fanship question was asked to the spectators. As James & Ridinger (2002) suggest in their study,

answers of 1 and 2 was accepted as non fans or not a fan at all, 3, 4, and 5 was accepted as lowly identified fan, and 6, and 7 was accepted as highly identified fan of the team. As shown in Figure 12, 70 % of the spectators rated themselves as a highly identified fan of the team, whereas 23 % of the participants rated themselves as lowly identified fan of the team, and 44 (7.3 %) of the participants rated themselves as not a fan of the team even though they attended the game where the surveys were administered.



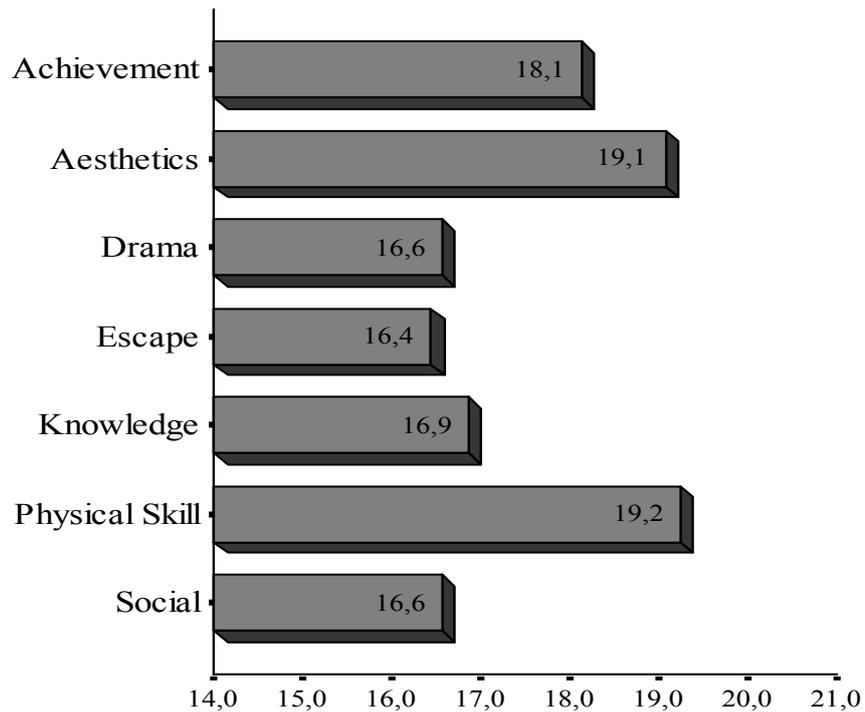
**Figure 12:** Self-Rated Fandomship (Fan Identification) with the Team.

### 4.3. Motives Related With Fan Attendance

Descriptive statistics was used to explain the motives of fan attendance. Means, standard deviations, and rankings were calculated. Results indicated that physical skills of the athletes ( $M = 19.24 \pm 3.32$ ) was the most important motivational factor affecting spectator decisions to attend soccer games. The second most important motivational factor was found to be aesthetics of the sport ( $M = 19.07 \pm 3.45$ ). On the other hand, the feeling of achievement ( $M = 18.13 \pm 4.45$ ) was found to be the third most important factor, acquisition of knowledge by watching the soccer games ( $M = 16.86 \pm 4.59$ ) was determined to be the fourth most important factor, drama of the sporting event ( $M = 16.56 \pm 5.52$ ) was designated to be the fifth most important factor, social interaction opportunities with other spectators ( $M = 16.56 \pm 5.52$ ) was found to be the sixth most important factor, and escape from the daily routine ( $M = 16.44 \pm 5.15$ ) was determined to be the least important factor for spectator attendance in Turkish Super League soccer games in Turkey (Table 3; Figure 13).

**Table 3:** Descriptive Statistics for Spectator Motives

<b>MOTIVE</b>	<b>Mean</b>	<b>SD</b>	<b>Item mean</b>	<b>Rank</b>
Achievement	18.13	4.45	6.04	3
Aesthetics	19.07	3.45	6.35	2
Drama	16.56	4.79	5.52	5
Escape	16.44	5.15	5.48	7
Acquisition of Knowledge	16.86	4.59	5.62	4
Physical Skill of the Athletes	19.24	3.32	6.41	1
Social Interaction	16.56	4.99	5.52	5



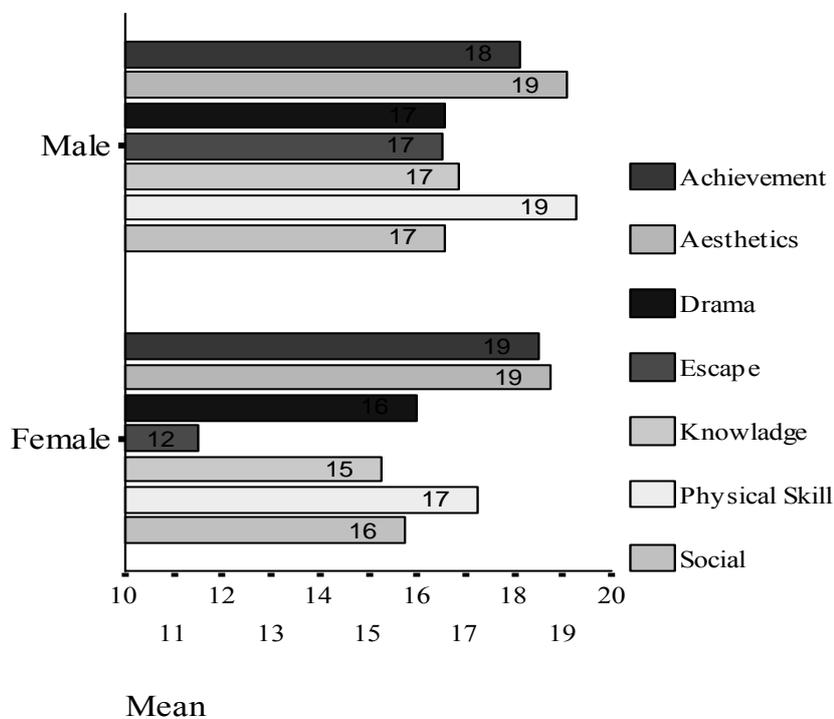
**Figure 13:** Spectator Motives

#### **4.4. Mean Differences among Groups' Motivational Factors**

In order to apply more effective market segmentation, sport marketers should understand the preference differences of different groups of sport fans. Each individual and specific group might have different motives to follow the sporting events (Fink, Trail, & Anderson; 2002). One of the purposes of this study included explaining different motives among groups. Therefore; this part of the study includes the differences among different cultural groups in terms of motivational factors affecting spectators' decisions.

#### 4.4.1. Gender Differences

Despite the lack of women spectators participated in the study; an independent samples t-test was conducted to compare the spectator motives of male and female spectators. The test was significant in the escape motive,  $t(600) = 2.75, p < .001$ . Male spectators ( $M = 16.51 \pm 5.11$ ) on the average, follow soccer games with a higher escape motive than females do ( $M = 11.5 \pm 5.78$ ). However; there were no other significant differences in the spectator motives of male and female's indicating that male and female spectators have similar motives for watching the soccer games from the stadium. Furthermore; aesthetics motive was the most important factor for female spectators, whereas, physical skills of the athletes factor was the most important for the male spectators (Figure 14).



**Figure 14:** Male and Female Spectators Motives.

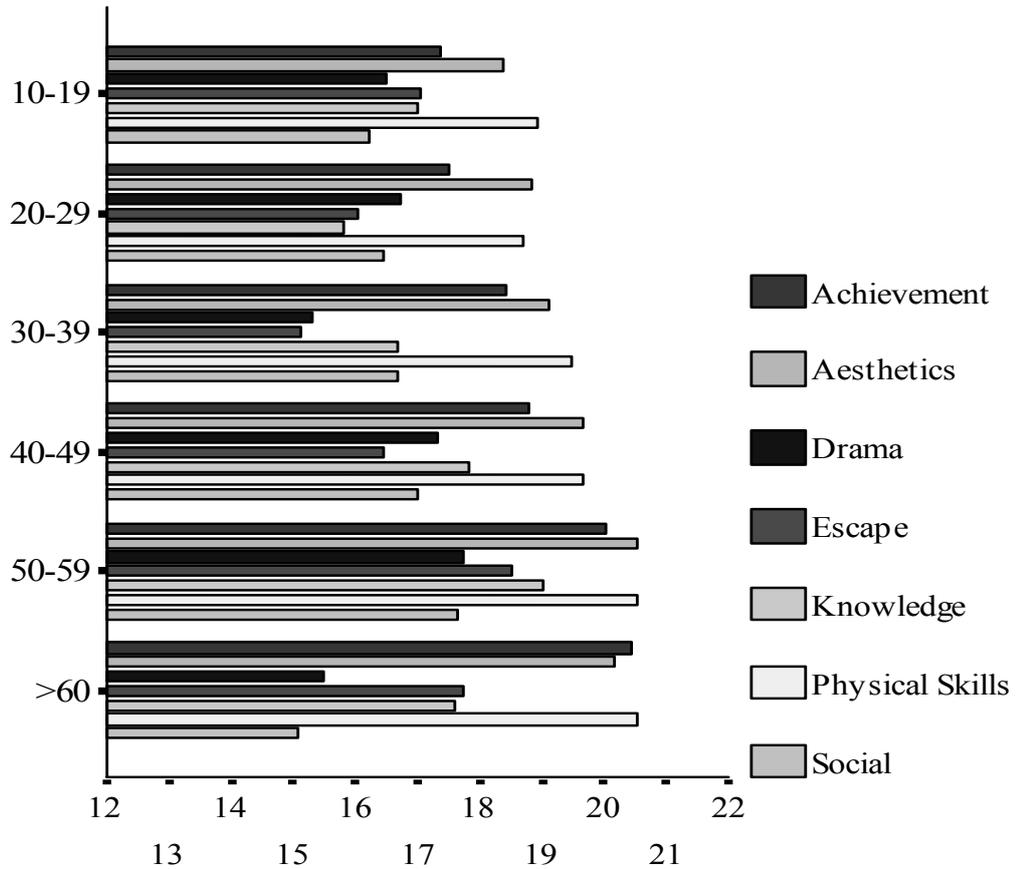
**Table 4:** Gender Differences in Spectator Motives.

	<i>Male (n = 594)</i>			<i>Female (n = 8)</i>			<i>t</i>	<i>df</i>	<i>p</i>
	<i>M</i>	<i>SD</i>	<i>R</i>	<i>M</i>	<i>SD</i>	<i>R</i>			
<b>ACH</b>	18.13	4.48	3	18.50	1.60	2	.236	600	.81
<b>AEST</b>	19.08	3.47	2	18.78	0.89	1	.265	600	.79
<b>DRA</b>	16.57	4.81	6	16.00	3.30	4	.334	600	.74
<b>ESC</b>	16.51	5.11	7	11.50	5.78	7	2.75	600	.006
<b>KNO</b>	16.88	4.60	4	15.25	3.15	6	1.00	600	.32
<b>SKI</b>	19.26	3.31	1	17.25	3.96	3	1.71	600	0.88
<b>SOC</b>	16.58	5.02	5	15.75	2.43	5	.464	600	.64

#### 4.4.2. Age Differences

A one-way analysis of variance was conducted to evaluate whether there are differences in spectator motives of different age groups. ANOVA was significant at all of the motives except for social interaction motive. Follow-up tests were conducted to evaluate pairwise differences among the six age groups by using the post hoc test of Bonferroni. Follow-up tests resulted that;

There were significant differences ( $F(5, 596) = 4.98, p < 0.001$ ) between the age groups of 50-59 ( $M = 20.05 \pm 1.81$ ) and 10-19 ( $M = 17.38 \pm 5.24$ ), 20-29 ( $M = 17.52 \pm 4.63$ ) in the achievement motive. Similarly, there were significant differences between the age groups of >60 ( $M = 20.43 \pm 0.93$ ) and 10-19 ( $M = 17.38 \pm 5.24$ ), 20-29 ( $M = 17.52 \pm 4.63$ ) in the achievement motive, indicating that older people have higher achievement motive than the younger adults. However, no significant difference was measured between the other age groups in the achievement motive.



**Figure 15:** Different Age Group’s Spectator Motives.

There were significant differences ( $F(5, 596) = 4.13, p < 0.001$ ) between the age groups of 50-59 ( $M = 20.55 \pm 2.01$ ) and 10-19 ( $M = 18.35 \pm 4.28$ ), 20-29 ( $M = 18.82 \pm 3.73$ ) in the aesthetics motive, indicating that 50-59 years old spectators have higher aesthetics motive than the 10-19 and 20-29 years old spectators to attend the soccer games. Whereas, no other significant difference between age groups was observed in the aesthetics motive (Table 5).

**Table 5:** One Way ANOVA Table for Age Groups

	10-19 (n = 141) (1)			20-29 (n = 199) (2)			30-39 (n = 96) (3)			40-49 (n = 101) (4)			50-59 (n = 44) (5)			>60 (n = 21) (6)			Df				
	M	SD	R	M	SD	R	M	SD	R	M	SD	R	M	SD	R	M	SD	R	(B-W)	F	Sig.	Sig. Diff.	
<b>ACH</b>	17.38	5.24	3	17.52	4.63	3	18.41	4.25	3	18.80	3.81	3	20.05	1.82	3	20.43	0.93	2	5-596	4.98	.00		<b>6 &gt; 1,</b>
<b>AEST</b>	18.35	4.28	2	18.82	3.73	1	19.13	3.45	1	19.65	2.01	1	20.55	0.95	1	20.14	1.15	3	5-596	4.13	.00		<b>5 &gt; 1, 2</b>
<b>DRA</b>	16.50	4.70	6	16.70	4.79	4	15.29	5.64	6	17.31	3.92	5	17.73	4.16	6	15.48	5.39	6	5-596	2.65	.02		<b>4 &gt; 3</b>
<b>ESC</b>	17.04	5.06	4	16.06	5.14	6	15.10	5.88	7	16.47	4.82	5	18.52	3.25	4	17.71	5.00	4	5-596	3.68	.00		<b>5 &gt; 3</b>
<b>KNOW</b>	17.01	4.66	5	15.80	4.92	7	16.66	4.47	5	17.83	3.87	4	17.01	3.06	7	17.62	4.90	5	5-596	5.34	.00		<b>4, 5 &gt; 2</b>
<b>SKI</b>	18.94	4.54	1	18.70	3.59	2	18.94	2.95	2	19.64	2.45	2	20.55	0.90	1	20.52	0.93	1	5-596	3.76	.00		<b>5 &gt; 2</b>
<b>SOC</b>	16.21	5.32	7	16.47	4.81	5	16.67	4.74	4	16.21	5.12	7	17.66	4.71	5	15.10	5.36	7	5-596	1.10	.36		-

There was a significant difference ( $F(5, 596) = 2.65, p < 0.05$ ) between the age groups of 40-49 ( $M = 17.31 \pm 3.92$ ) and 30-39 ( $M = 15.29 \pm 5.64$ ) in the drama motive, indicating that 40-49 years old spectators have higher drama motives than the 30-39 years old spectators to attend the soccer games. Whereas, no other significant difference between age groups was observed in the drama motive.

There was a significant difference ( $F(5, 596) = 3.68, p < 0.01$ ) between the age groups of 50-59 ( $M = 18.52 \pm 3.25$ ) and 30-39 ( $M = 15.10 \pm 5.88$ ) in the escape motive, indicating that 50-59 years old spectators have higher drama motive than the 30-39 years old spectators to attend the soccer games. Whereas, no other significant difference between age groups was observed in the escape motive.

There was a significant difference ( $F(5, 596) = 5.34, p < 0.01$ ) between the age groups of 50-59 ( $M = 19.02 \pm 3.06$ ) and 20-29 ( $M = 15.80 \pm 4.92$ ) in the gaining knowledge motive, indicating that 50-59 years old spectators have higher spectator motive of gaining knowledge than the 20-29 years old spectators to attend the soccer games. Similarly, there was also a significant difference in the gaining knowledge motive ( $F(5, 596) = 5.34, p < 0.01$ ) between 40-49 years old age group ( $M = 17.83 \pm 3.87$ ) and 20-29 ( $M = 15.80 \pm 4.92$ ), indicating that 40-49 years old spectators have higher spectator motive of gaining knowledge than the 20-29 years old spectators to attend the soccer games. No other significant difference between age groups was observed in the escape motive.

There was a significant difference ( $F(5, 596) = 3.76, p < 0.01$ ) between the age groups of 50-59 ( $M = 20.55 \pm 0.90$ ) and 20-29 ( $M = 18.70 \pm 3.58$ ) in the physical

skill of the athletes motive, indicating that 50-59 years old spectators have higher physical skill motive than the 20-29 years old spectators to attend the soccer games. However, no other significant difference between age groups was observed in the physical skill of the athletes' motive.

Despite no significant differences were found between the age groups in the socialization motive, ranking of the motives indicated that the socialization motive was the fourth most important motive for sport spectating for the 30-39 age group. However, socialization motive was found to be the least important factor for four of other five age groups.

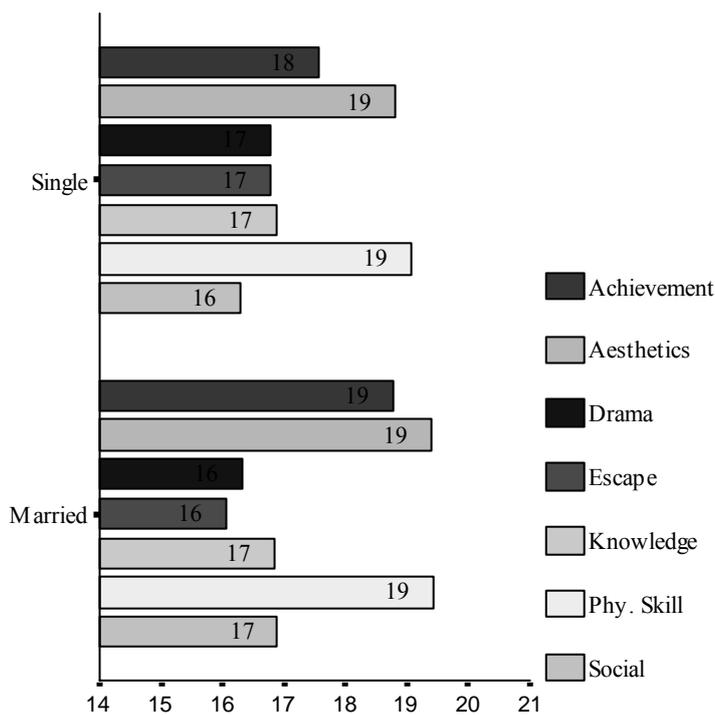
#### 4.4.3. Marital Status Differences

**Table 6:** Independent Samples t-test Results for Marital Status

	<i>Single (n = 321)</i>			<i>Married (n = 281)</i>			<b>t</b>	<b>df</b>	<b>p</b>
	<b>M</b>	<b>SD</b>	<b>R</b>	<b>M</b>	<b>SD</b>	<b>R</b>			
<b>ACH</b>	17.57	4.79	3	18.77	3.93	3	3.34	600	.001
<b>AEST</b>	18.79	3.79	2	19.39	2.99	2	2.11	600	.035
<b>DRA</b>	16.78	4.69	5	16.31	4.91	6	1.20	600	.232
<b>ESC</b>	16.78	4.89	6	16.06	5.42	7	1.72	600	.086
<b>KNO</b>	16.87	4.49	4	16.85	4.71	5	.058	600	.954
<b>SKI</b>	19.06	3.66	1	19.44	2.87	1	1.39	600	.167
<b>SOC</b>	16.28	4.98	7	16.89	5.00	4	1.51	600	.131

An independent samples t-test was conducted to compare the spectator motives of single and married soccer spectators. The test was significant in the achievement

motive,  $t(600) = 3.34, p < .01$ . Married spectators ( $M = 18.77 \pm 3.93$ ) on the average, follow soccer games with a higher achievement motive than the single spectators do ( $M = 17.57 \pm 4.79$ ). The test was also significant in the aesthetics motive,  $t(600) = 2.11, p < .05$ . Married spectators ( $M = 19.39 \pm 2.99$ ) follow soccer games with a higher aesthetics motive than the single spectators ( $M = 19.79 \pm 3.79$ ). However; there were no other significant differences in the spectator motives of single and married fans. On the other hand, socialization motive was appeared to be the fourth most important factor for the married spectators, while it was the least important factor for the single spectators.



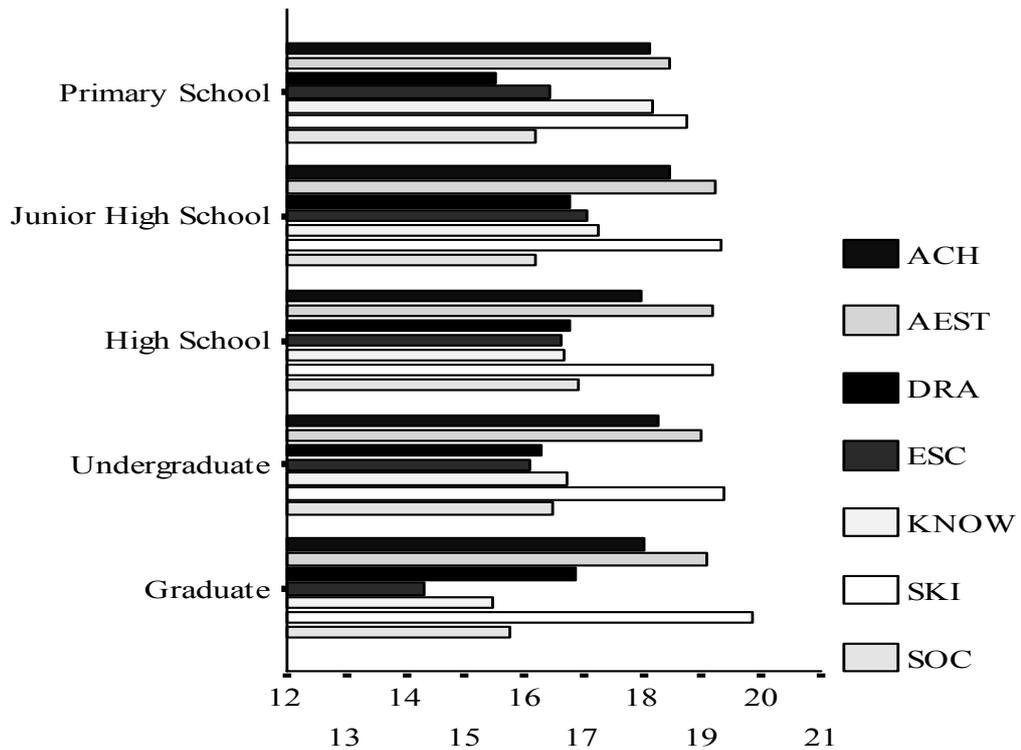
**Figure 16:** Single and Married Spectators' Motives.

**Table 7: One Way ANOVA Results for Education & Spectator Motives**

	Primary S. (n = 58)			Junior H. S. (n = 116)			High S. (n = 278)			Undergraduate (n = 115)			Graduate (n = 35)			Df	Sig.	F	Sig.	Df
	M	SD	R	M	SD	R	M	SD	R	M	SD	R	M	SD	R					
<b>ACH</b>	18.10	5.33	4	18.45	4.59	3	17.96	4.51	3	18.28	4.04	3	18.03	3.10	3	5-596	.289	.885	-	
<b>AEST</b>	18.45	5.02	2	19.23	3.87	2	19.17	2.94	1	18.97	3.59	2	19.09	1.76	2	5-596	.618	.650	-	
<b>DRA</b>	15.52	5.89	7	16.77	4.82	6	16.77	4.49	5	16.30	5.11	6	16.86	3.93	4	5-596	.984	.415	-	
<b>ESC</b>	16.41	5.98	5	17.03	5.10	5	16.62	5.04	7	16.08	5.01	7	14.31	4.77	7	5-596	2.12	.077	-	
<b>KNOW</b>	18.17	4.17	3	17.22	4.98	4	16.68	4.26	6	16.70	5.12	4	15.49	4.22	6	5-596	2.32	.056	-	
<b>SKI</b>	18.76	4.61	1	19.34	3.63	1	19.17	2.98	1	19.36	3.42	1	19.86	1.50	1	5-596	.697	.594	-	
<b>SOC</b>	16.21	5.95	6	16.20	5.62	7	16.93	4.67	4	16.48	4.80	5	15.77	4.14	5	5-596	.827	.508	-	

#### 4.4.4. Educational Status Differences

A one-way analysis of variance was conducted to evaluate whether there are differences in spectator motives of different educational backgrounds. ANOVA was not significant at all of the spectator motives. Follow-up tests were conducted to evaluate pairwise differences among the six age groups by using the post hoc test of Bonferroni. Follow-up tests resulted that there was no significant difference among different educational background groups (Table 7, Figure 17).



**Figure 17:** Spectator Motives of Different Educational Background Groups

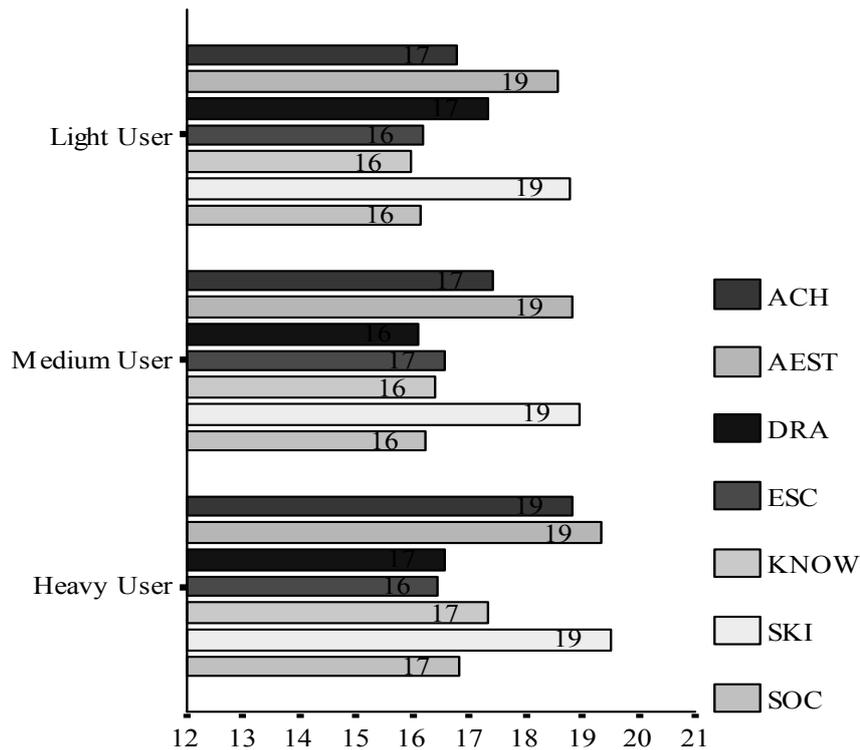
#### 4.4.5. Sport Consumer (User Type) Differences

A one-way analysis of variance was conducted to evaluate whether there are differences in spectator motives of different fan types in terms of ticket consumption frequency. ANOVA was significant at achievement and acquiring knowledge spectator motives. Follow-up tests were conducted to evaluate pairwise differences among the three user types; light user, medium user, and heavy user, by using the post hoc test of Bonferroni. Follow-up tests resulted that;

**Table 8:** One Way ANOVA Results for User Type & Spectator Motives

	<i>Light User</i>		<i>Medium User</i>		<i>Heavy User</i>		<i>df</i>				
	<i>(n = 93) (1)</i>		<i>(n = 161) (2)</i>		<i>(n = 348) (3)</i>						
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>(B-W)</i>	<i>F</i>	<i>Sig.</i>	<i>Sig. diff.</i>	
<b>ACH</b>	16.80	4.38	17.40	4.86	18.82	4.41	2-599	10.92	.000	3 > 1,2	
<b>AEST</b>	18.56	4.05	18.81	3.92	19.33	3.00	2-599	2.49	.084	-	
<b>DRA</b>	17.32	4.53	16.11	4.63	16.57	4.92	2-599	1.89	.152	-	
<b>ESC</b>	16.18	5.26	16.57	4.79	16.45	5.29	2-599	0.17	.845	-	
<b>KNOW</b>	15.97	4.37	16.40	4.92	17.31	4.45	2-599	4.34	.013	3 > 1	
<b>SKI</b>	18.80	4.27	18.94	3.34	19.49	3.00	2-599	2.48	.084	-	
<b>SOC</b>	16,15	5,43	16,24	4,84	16,82	4,94	2-599	1,13	,324	-	

There was a significant difference ( $F(2, 599) = 10.92, p < 0.01$ ) between the heavy user group ( $M = 18.82 \pm 4.14$ ) and the light user group ( $M = 16.80 \pm 4.38$ ) in the achievement motive, indicating that heavy users feel higher achievement than the light user group from the success of the team they supported, which might be affective in motivating those spectators to buy game tickets.



**Figure 18:** User Type Motivational Differences

There was a significant difference ( $F(2, 599) = 4.34, p < 0.05$ ) between the heavy user group ( $M = 17.32 \pm 4.45$ ) and the light user group ( $M = 15.97 \pm 4.37$ ) in the gaining knowledge motive, indicating that heavy users have higher knowledge motive than the light user group in attending the soccer games (Table 8, Figure 18).

Results also suggested that, light users give more importance to the drama motive than the other user categories. Despite the lack of significant difference, ranking of the motives suggested that the drama motive was the third most important motive for the light users to attend soccer games. However, it was one of the least important factors for the medium and heavy users.

#### 4.4.6. Self-Rated Fandom Group Differences

A one-way analysis of variance was conducted to evaluate whether there are differences in spectator motives of different self-rated fan identification groups.

ANOVA was significant at all of the spectator motives. Follow-up tests were conducted to evaluate pairwise differences among the three groups by using the post hoc test of Bonferroni. Follow-up tests resulted that;

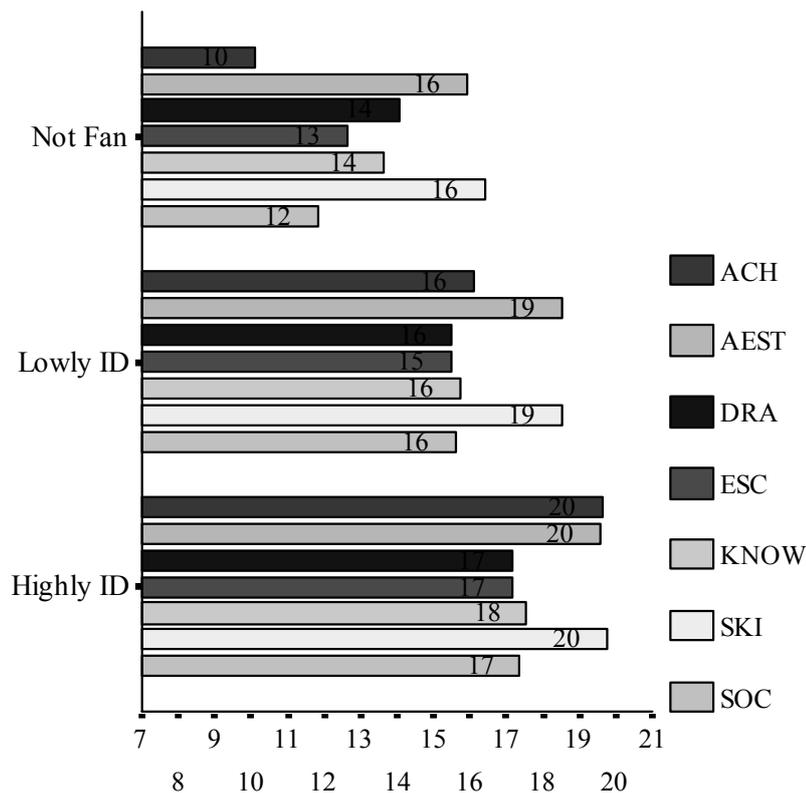
Highly identified fans have significantly higher achievement motive than the other attendees to attend the soccer games of the team they supported ( $F(2, 599) = 173.5, p = 0.000$ ). Similarly, lowly identified fans also have significantly higher achievement motive than the not fans of the team. For highly identified fans of the team, the second most important motive was found to be the achievement motive, whereas, it was found to be the least important motive for not fans.

**Table 9:** One Way ANOVA Results for Fan Identification & Spectator Motives

	Not Fan (n = 44) (1)		Lowly ID Fan (n = 136) (2)		Highly ID Fan (n = 422) (3)		df (B-W)	F	Sig.	Sig. diff.
	M	SD	M	SD	M	SD				
<b>ACH</b>	10.09	6.28	16.08	4.44	19.63	2.76	2-599	173.5	.000	3 > 2 > 1
<b>AEST</b>	15.91	6.38	18.51	4.12	19.58	2.44	2-599	27.12	.000	3 > 2 > 1
<b>DRA</b>	14.05	5.47	15.51	5.39	17.17	4.36	2-599	13.22	.000	3 > 1
<b>ESC</b>	12.64	7.19	15.46	4.97	17.15	4.73	2-599	19.65	.000	3 > 2 > 1
<b>KNOW</b>	13.64	6.01	15.74	4.77	17.56	4.13	2-599	21.20	.000	3 > 2 > 1
<b>SKI</b>	16.41	5.97	18.54	4.07	19.76	2.35	2-599	26.20	.000	3 > 2 > 1
<b>SOC</b>	11.82	6.00	15.59	5.03	17.37	4.52	2-599	30.82	.000	3 > 2 > 1

Highly identified fans also have significantly higher aesthetics motive than the other spectators ( $F(2, 599) = 27.12, p = 0.000$ ). Similarly, lowly identified fans also have significantly higher aesthetics motive than the not fans.

In the drama motive, highly identified fans had significantly higher motivation to attend soccer games than the not fans of the team which they attended to watch its game ( $F(2, 599) = 13.22, p = 0.000$ ). However, drama motive was the third most important motive for the not fans to attend the game, while it was the sixth factor for the lowly and highly identified fans (Table 9; Figure 19).



**Figure 19:** Fan Identification Motivational Differences

Highly identified fans had significantly higher escape motive to attend the games than the both lowly identified fans and the not fans ( $F(2, 599) = 19.65, p < 0.01$ ).

Similarly, lowly identified fans also had significantly higher escape motive than the not fans, even though the escape motive was the fifth most important factor for the not fans and the least important factor for the both lowly and highly identified fans (Table 9; Figure 19).

Highly identified fans had significantly higher acquisition of knowledge motive to attend the games than the both lowly identified fans and the not fans ( $F(2, 599) = 21.20, p < 0.001$ ). Similarly, lowly identified fans also had significantly higher acquisition of knowledge motive than the not fans, even though the acquisition of knowledge motive was the fourth most important factor to attend the soccer games for all of the groups (Table 9; Figure 19).

In the physical skills of the athletes motive, highly identified fans also had significantly higher motivation to attend soccer games than both of the lowly identified fans and the not fans of the team ( $F(2, 599) = 26.20, p < 0.001$ ). Similarly, lowly identified fans had significantly higher physical skills of the athlete's motive than the not fans, even though it was the most important factor to attend the soccer games for all of the groups (Table 9; Figure 19).

Highly identified fans also had significantly higher socialization motive to attend the games than the both lowly identified fans and the not fans ( $F(2, 599) = 30.82, p < 0.001$ ). Similarly, lowly identified fans also had significantly higher socialization motive than the not fans. Socialization motive was the fifth most important motive for the lowly and highly identified team fans, whereas, it was the sixth most important factor for the not fans of the team (Table 9; Figure 19).

#### 4.5. Correlations Among Variables

**Table 10:** Bivariate Correlations among Dependent Variables and the Motivations

	ACH	AEST	DRA	ESC	KNO	SKI	SOC	FAN	AGE	USER	FUT
<b>ACH</b>	1.000										
<b>AEST</b>	.56**	1.000									
<b>DRA</b>	.27**	.41**	1.000								
<b>ESC</b>	.37**	.44**	.51**	1.000							
<b>KNO</b>	.42**	.51**	.40**	.50*	1.000						
<b>SKI</b>	.54**	.79**	.40**	.47**	.55**	1.000					
<b>SOC</b>	.45**	.49**	.38**	.33**	.34**	.44**	1.000				
<b>FAN</b>	.65**	.32**	.22**	.30**	.30**	.35**	.33**	1.000			
<b>AGE</b>	-.007	.17**	.02	.03	.10**	.14**	.03	-.01	1.000		
<b>USER</b>	.30**	.09*	-.03	.01	.12**	.09*	.06	.30**	.16**	1.000	
<b>FUT</b>	.34**	.12**	.07	.10*	.22**	.15**	.19**	.34**	.15**	.44**	1.000
<b>EDUC</b>	-.01	.02	.03	-.08*	-.11**	.05	.01	-.09*	-.02	-.09*	-.01

\*\*  $p < 0.01$ , \*  $p < 0.05$ .

<b>ACH</b>	=	Achievement	<b>SOC</b>	=	Social contact
<b>AEST</b>	=	Aesthetics	<b>FAN</b>	=	Fan ID
<b>DRA</b>	=	Drama	<b>AGE</b>	=	Age
<b>ESC</b>	=	Escape	<b>USER</b>	=	User type
<b>KNO</b>	=	Knowledge	<b>FUT</b>	=	Future ticket consumption intentions
<b>SKI</b>	=	Physical skill	<b>EDUC</b>	=	Education level

Correlation coefficients were computed among the seven spectator motives and five independent variables. The results of the correlation analyses presented in Table 10 presents that 51 out of 66 correlations were statistically significant and were greater than or equal to .08. Results indicated that all of the motives are significantly related with each other ( $p < 0.05$ ). Self-rated fandom was also found to be significantly correlated with all of the motives ( $p < 0.01$ ). Results of the correlation analysis indicated that older people had higher interest in aesthetics, acquisition of knowledge, and physical skill of the athletes' motives. Besides, older people were found to show higher interest in both past and future ticket consumption ( $p <$

0.01). On the other hand, higher user segmented fans were found to rated themselves as higher identified fans and showed higher achievement, aesthetics, acquisition of knowledge, and physical skill of the athletes' motives. Education level of the fans was found to be negatively correlated with self-rated fandomship, and acquisition of knowledge motive ( $p < 0.05$ , and  $p < 0.01$  respectively) indicating that higher educated fans sees themselves as lowly identified fans and showed lower acquisition of knowledge interest when attending soccer games. Self-rated fandom (team identification) was also found to be significantly correlated with all of the motives, however, the strongest correlation was with the achievement motive indicating that the stronger the sport fan feels him/her the fan of the team the higher s/he feels achievement motive. Consequently, there was a strong positive correlation between the self-rated fandom and past & future ticket consumption frequency ( $p < 0.01$ ) indicating that highly identified fans consumed more game tickets and will probably buy more game tickets than the lowly identified & not fans.

#### **4.6. Multiple Regression Analyses**

A multiple regression analysis was conducted to evaluate how the future ticket consumption frequency can be predicted, and which factors might have an effect on future ticket consumption more. The predictors were spectator motives, past ticket consumption frequency, age, education level, self-rated fandomship, and marital status, while the criterion variable was the future ticket consumption intention. The linear combination of variables was significantly related to the future ticket consumption intentions,  $F(12, 589) = 18.424$ ,  $p < 0.001$ . The sample multiple correlation coefficient was .52, indicating that approximately 27 % of the variance

of the future ticket consumption intentions in the sample can be accounted for by the linear combination of the variables of the study.

**Table 11:** Multiple Regression Analysis Related With Future Ticket Consumption

	Unstandardized		Standardized	Sig.
	Coefficients		Coefficients	
	B	SE B	Beta	<i>p</i>
Constant	1.336	.153		.000
Age	.020	.020	.053	.321
Marital Status	.027	.054	.026	.614
Education Level	.027	.019	.051	.157
User Segment	.264	.027	.374	.000
Achievement	.016	.006	.132	.014
Aesthetics	-.021	.009	-.138	.027
Drama	.000	.005	-.001	.976
Escape	-.001	.004	-.006	.897
Knowledge	.016	.005	.137	.003
Skill	.001	.010	.008	.902
Social	.009	.004	.085	.046
Fandom	.081	.040	.095	.042
R = 0.522		R <sup>2</sup> = 0.273		
F <sub>(12, 589)</sub> = 18.424		P = 0.000		

Dependent Variable: Future Ticket Consumption Intentions.

Of the variables affecting future ticket consumption, user segmentation explained from the past ticket consumption, was most strongly related to future ticket consumption. Supporting this conclusion is the strength of the bivariate correlation between the user segment and future ticket consumption, which was .44,  $p < .001$ , as well as the comparable correlation partialling out the effects of the other variables, which was .37,  $p < .001$  (Table 11). The most important motives explaining future ticket consumption were the knowledge motive .14,  $p < .01$  and the aesthetics motive

-.14,  $p < .05$ . Besides, the achievement motive was also found to be significantly related with future ticket consumption .13,  $p < .05$ . Among the other variables, self-rated fandom was also found to be significantly effective in explaining future ticket consumption .095,  $p < .05$ .

**Table 12:** Multiple Regression Analysis “Effects of Fan Motives on Future Ticket Consumption Intentions”

	Unstandardized		Standardized	Sig.
	Coefficients		Coefficients	
	B	SE B	Beta	
Constant	2.091	.126		.000
Achievement	3,261E-02	.06	.276	.000
Aesthetics	-2,107E-02	.010	-.138	.042
Drama	-3,495E-03	.005	-.032	.478
Escape	-4,300E-03	.005	-.042	.376
Knowledge	2,025E-02	.006	.177	.000
Skill	1,609E-03	.011	.010	.880
Social	8,595E-03	.005	.082	.079
R = 0.334		R <sup>2</sup> = 0.112		
F (7, 594) = 10,691		P = 0.000		

Dependent Variable: Future Ticket Consumption Intentions.

A multiple regression analysis was conducted to evaluate how the future ticket consumption frequency can be predicted by the sport fan motivations measured in this study. The predictor motives were the achievement, aesthetics, drama, escape, acquiring knowledge, physical skill of the athletes, and social interaction while the criterion variable was the future ticket consumption intention. The linear combination of variables was significantly related to the future ticket consumption intentions,  $F(7, 594) = 10.691$ ,  $p < 0.001$ . The sample multiple correlation coefficient was .33, indicating that approximately 11 % of the variance of the future

ticket consumption intentions in the sample can be accounted for by the linear combination of the motivational factors.

Of the motivational factors affecting future ticket consumption, achievement motive was the most strongly related to future ticket consumption. Supporting this conclusion is the strength of the bivariate correlation between the user segment and future ticket consumption, which was  $.29, p < .001$ , as well as the comparable correlation partialling out the effects of the other variables, which was  $.22, p < .001$  (Table 12). The second most important motives explaining future ticket consumption were the knowledge motive  $.22, p < .001$  and the third most important factor was the aesthetics motive  $-.14, p < .05$ . Multiple regression analysis indicated that more than 11% of the variance related with future ticket consumption intentions is explained by the three of the seven motivational factors.

## **CHAPTER V**

### **DISCUSSION**

This study was designed to ascertain the motivational factors affecting spectators' decisions to attend Turkish Super League soccer games. The motivational factors were examined with respect to the sociodemographics, user type, and the self perceptions of fan identifications of the spectators. Understanding the factors related with the future game ticket consumption intentions was also another aspect of the study. In this chapter, the results of the study (see Chapter IV) are discussed, and possible solutions are offered for the sport clubs to attract more spectators. This chapter contains six topics; (a) exploration of sport fan motivations, (b) demographic differences & fan motivations, (c) user segmentation, and fan identification & their motivations to attend, (d) implications of the regression analysis. As discussed earlier (see Chapter 3 & 4), the instrument used in this study ("MSSC" developed by Trail & James, 2001) possesses the psychometric properties to accurately and reliably measure the underlying factors that motivate sport fans to attend sporting events.

Findings of the study showed that more than 99% of the soccer spectators were male. Most of the participants were young adults, and more than 46% of the spectators are high school graduates. In his study, Kılıçgil (2003) found similar demographic profile in the Turkish soccer spectators. Besides, slightly more than 57% of the spectators were heavy users in the sport consumer segmentation (Mullin, Hardy, & Sutton, 1993), and more than 70% of the spectators classified themselves as

highly identified fans of the team.

### **5. 1. Sport Fan Motivations of Turkish Soccer Spectators**

The most important fan motivations of this study were found to be physical skill of the athletes, aesthetics of soccer, and achievement. Whereas escape, social interaction, and drama motives were found to be the least important factors although their arithmetical mean values were considerably high. Almost similar pattern of results for the American and international students were found in the study of Kwon & Trail (2001) where the aesthetics and achievement motives were second and third behind the entertainment motive which was not obtained in this study. Moreover, Mahony, Nakazawa, Funk, James, & Gladden (2002) found that the highest motivations of Japanese soccer spectators were achievement, aesthetics and team attachment motives. McDonald, Milne, & Hong (2002) also found in their multi sport consumption motivations study that achievement, physical skills, and the aesthetics motives had the highest normative mean scores in American sport fans. Similarly, James & Ross (2004) indicated that entertainment, physical skill and the drama motives were the highest rated sport fan motives of the collage sport fans.

“In the marketing literature, needs and motivations are often treated as interchangeable terms” (Foxall & Goldsmith, 1994). Thus, it can be concluded that the motivations of the spectators can be seen as the needs of what the sport fans expect to fulfill from attending the sporting event. As the results of this study and the related literature indicated, the aesthetics, the physical skills of the athletes’ and the achievement motives are the needs of the spectators who expect those needs to be

fulfilled when purchasing game tickets. The findings from all six studies indicated that sport clubs should acquire skillful soccer players and play good team soccer in order to both win games and attract more game ticket consumers. In addition, Mahony et al., (2002) suggested that some of the soccer spectators are attached to a specific player, which is in this case a skillful player who can change the result of the game, than start to attend every home game in order to follow that specific player. In this respect, skillful star players can have positive impact on game attendance (Baade & Tiehen, 1990; Mahony et al., 2002; Zhang, Pease, Smith, Lee, Lam, & Jambor, 1997). Besides, it is not surprising that the achievement motive was found to be one of the most important motives of the sport fans since this factor has been repeatedly reported in previous studies of various sport settings (Branscombe & Wann, 1991, Kwon & Trail, 2001; Mahony et al., 2002; Zhang et al., 1997; Zhang, Pease, Lam, Bellerive, Pham, Williamson, & Lee, 2001). Therefore, Turkish Super League soccer clubs should at least try to play combatively to not only win games but also not to lose their spectators, and to acquire new fans of the team since Turkish spectators reported that they feel proud when their team plays well on the field.

In their theory of sport fan attendance and points of attachment, Trail and his colleagues (2003) (see Chapter III) proposed that physical skill of the athletes, and the aesthetic motives are related with the game itself. However, achievement motive was classified as an overarching motive. Besides, escape and the social interactions motives were also classified as the overarching motives that means in a way controllable by the sport managers by providing friendly and entertainment atmosphere (Trail et al., 2003; Zhang et al, 1997; Zhang et al., 2001). The findings of this study indicated that escape and social interaction motives were the lowest

rated sport fan motives (see Table 3). These findings showed that the Turkish soccer spectators are highly motivated by the game itself (aesthetics, physical skill) instead of social opportunities that a sporting event can provide. However, many studies conducted on various sport settings in U.S. showed that social opportunity and the escape motives are one of the most important reasons for attending sporting events (Al-Thibity, 2004; McDonald, Milne, & Hong, 2002; Wann, 1995; Zhang et al., 1997). In this respect, it can be predicted that Turkish spectators do not perceive the Super League soccer games as a form of entertainment or an enjoyable social activity. In order to attract more spectators, Turkish soccer clubs should understand that they are in the business of entertainment, and they must confirm that they are selling entertaining sport game to the spectators. If they managed to do aforementioned action, they can sell more game tickets to the higher prices as predicted by Mullin, Hardy, & Sutton (2000).

Since team performance or the results of the game considered to be unpredictable, sport managers and marketers have no or little control over the core product (Mullin et al., 2000). Due to this characteristic of the main product, sport marketers should add some value that they can control and promote to the Turkish public. As a result, besides having skillful players and successful teams, teams should work on game-amenity activities and providing clean, safe, friendly, and entertaining surroundings to the spectators. For example, quality concession, numbered and separate seats, nonstop entertainment events such as music, concert, band, contests, pre games, dancing, laser shows, half time shows. Only in this case the Turkish soccer clubs can overcome the insufficient ticket sale income problems. Moreover, depending on the fans' age gender, educational background, the definitions of the entertainment

may be quite different, teams also should take this into account to attract more people from the especially non-attendees (e.g. females). Further researches should examine the possible factors that may lead to game attendance of non-attendees.

## **5.2. Demographic Differences & Sport Fan Motivations**

Each individual may possess different motivations to attend sporting events (Wann, 1995). In this respect, this study sought to examine the sport fan motives of the different groups of sport spectators. Despite the lack of female sport fans in this study, the independent samples t-test analysis revealed that males feel higher escape motive than females in attending Super League soccer games. Previous literature on the escape motive and gender differences does not exist, in fact some studies suggested that female fans had arithmetically higher escape motive than the male sport fans (Robinson & Trail, 2005; James & Ridinger, 2002). This finding also indicates that female sport fans do not consider the escape and the socialization motive as an important motivational factor for attending soccer games. Sport clubs should introduce their product as a form of entertainment and enjoyment in order to attract more female sport fans. In this study, only 1% of the spectators were female sport fans, indicating that female's had no or very little intentions to attend soccer games in Turkey. Previous researches showed that on the average male spectators feel higher achievement, knowledge and physical skill motives, whereas females tend to feel higher action, escape and drama motives.

The findings of this study also indicated that older spectators had higher sport fan motives than the younger sport fans. One way ANOVA results suggested that

achievement and aesthetics motives were the priorities of the older spectators aged over 50. Sport marketers should prepare their promotional activities accordingly, for example, they should prepare such video clips that people can feel the excitement, achievement and the beauty of soccer. Thus, this may increase the number of older people attending soccer games in Turkey. The findings of this study show that only 10% of the spectators were older than 50 years old, whereas the average age of an typical American sport fan was found to be 40.7 (Zhang et al., 1997). Correlation analysis also indicated that the older the age of the spectator the more likely the number of previous and future game attendance. This finding indicated that older spectators are more reliable ticket buyers of the soccer clubs. Thus, soccer clubs should try to satisfy their consumers to not to lose their intentions to attend and increase the number of consistent ticket buyers.

In addition, married spectators feels higher achievement motive than the single spectators ( $p < 0.01$ ). This may be resulted from the age of the married spectators, married spectators tend to be older than the single spectators, therefore as the achievement motive is an important fan motive for the older spectators, it may well be important for the married spectators. Results also indicated that married spectators on the average seek for higher socialization than their counterparts. For those married sport fans, sport spectating can provide an enjoyable socialization opportunity, and by attending sport fans may have a chance to spend time with their friends. Sport marketers should take this information into account when preparing game advertisements for the TV and radio programs.

Even though there was no significant difference between the spectator

motivations of different educational groups, and their rank orders of the motives were almost the same, correlation analysis indicated that educational level is negatively correlated with the escape and acquisition of knowledge motivations, indicating that the higher the level of education the lower the feelings of escape and knowledge motives in attending soccer games. In fact, the more educated people like to see the drama of the sporting event, close competitions, and skillful athletes rather than the feelings of achievement, escape from daily routine and acquisition of knowledge.

The findings of this study indicated that there are motivational differences within all of the social variables (age, gender, marital status, educational level), this finding supports the fourth hypothesis.

### **5.3. The Relationships between the Sport Fan Motivations and User Segmentation & Fan Identification**

Fan segmentation and the identification with team and/or sport have been subjected in many studies in U.S. (Matsuoka, Chelladurai, & Harada, 2003); however, there has been no attempt to measure the attendance frequency and the team identification levels of the Turkish spectators. This study showed that more than 58% of the all spectators can be classified as heavy users in the sport fan segmentation as they attended more than 60% of the home games of previous year. Besides, only 15% of the spectators reported that they attended less than 15% of the home games in previous year. In addition, participants of this study reported that more than 70% of them feel themselves as highly identified fans of the team, and only 7% of the

fans classified themselves as not a fan of the sport club. There is also a strong correlation between the fan identification and the user segmentation ( $r = .44$ ,  $p < 0.01$ ) indicating that highly identified fans attempt more games than the other groups of people.

Consequently, the sport spectating motivations of the highly identified fans also differ from others. Results of this study showed that highly & lowly identified fans' all motivations significantly higher than the not fans ensuring that the second and the third hypothesis were supported by the findings. On the other hand, highly identified fans' main motives were found to be achievement and physical skill motives while the escape motive was the least important factor for the highly identified fans, whereas, achievement motivations of the not fans appeared to be the least important factor for the lowly identified fans, and the drama and the escape motives were the highest rated motivations of those aforementioned fans. Similar patterns of findings were found in the literature (Funk, Ridinger, & Moorman, 2002; Mahony, Madrigal, & Howard, 2000; Mahony, Nakazawa, Funk, James, Gladden, 2002; Matsuoka et al., 2003; Mullin, Hardy, & Sutton; 1993 & 2000; Pritchard, Havitz, & Howard, 1999; Robinson & Trail, 2005; Sutton et al., 1997; Wann, Bayens, & Driver, 2004).

Previous findings support that whether the team win or lose the highly identified fans of the team continues to purchase game tickets. For example, teams with long histories of poor performances still attracts millions of spectators every year, a MLB franchise Chicago Cubs of U.S. for example has not won any Major League title since 1945, however, they still continued to play their games with sell-out crowds, the main reasons for that were arguably the highly identified fans of the team and

support of the community and the marketing efforts applied by the club marketers (Wann, Melnick, Russell, and Pease; 2001). Not all the fans attending the games of poor teams identify highly with the team. Rather, it is more likely that some feel only a moderate or low sense of connection to the team, however they attend sporting events. The main reason for attending can be other sociomotivational factors such as escape, socialization and group affiliation, entertainment factors, the love of the game, and the sense of quality service offered by the sport clubs. Turkish sport clubs examine the motivations of their consumers and their other motives affecting their decisions to attend soccer games.

The findings of this study showed that the main reason for attending is related with the love of the game, and achievement motives. However, none of them was related with the social opportunities that can be offered by sport clubs. Indeed, the least important factors were observed to be related with the socialization motives. Trail and his colleagues (2003) concluded that both highly and lowly identified fans and not fans may be motivated to attend a game to escape from the responsibilities of a routine day life and socialize with others as they are the social motives of attending sporting events. However, a highly identified fan may also choose to attend because s/he likes to cheer on his/her favorite team, or support favorite player and coaches. Spectators or lowly identified fans on the other hand may want to escape and interact socially with other spectators while viewing the artistic qualities of the game. What the Turkish soccer clubs should do is to prepare the environment for both types of sport fans. The number of not fans in the stands of the field should try to be increased, and entertainment and social values of sport attendance should repeatedly be emphasized by the sport club managers.

#### **5.4. Implications of Regression Analysis**

For the study two different types of multiple regression analysis performed to ascertain future ticket consumption intentions of Turkish soccer club spectators. The first one is the general factors affecting future ticket consumption. Results of the first regression analysis indicated that 27% of the variance in future ticket consumption can be accounted for by the linear combination of 6 of the 12 variables in the study. Whereas, in the second multiple regression analyze, 11% of the variance in future ticket consumption can be predicted through three of the seven sport fan motives measured in this study ensuring that the first hypothesis was supported by the findings. While these percentages may appear low, predicting spectator behavior is often very difficult and even 11% of the variance is higher than many previous studies in this area (e.g., Funk, Mahony, Nakazawa, & Hirakawa, 2000; Mahony, Madrigal, & Howard, 1999; Zhang et al., 1997). Especially, 27% of the future ticket consumption intentions are very high when compared to the other studies in the field.

When examining future ticket consumption intentions, the current study found that user segmentation, in other word past ticket consumption frequency is by far the most important factor influencing future ticket consumption indicating that the most dependable future consumers are those who already attend the games. In this respect teams should try to satisfy the needs of their consumers. Besides, the motives of the knowledge, achievement, and social interaction are significantly and positively related to future ticket consumption intentions. The other significant predictor of ticket consumption was the self-rating of fandomship or the team identification. It was surprising to find that the aesthetics motive was negatively related with the

future ticket consumption. However, there may be some logical explanations. Because all subjects were game attendees, this result does not suggest that the aesthetics motive negatively related to future ticket consumptions. For example, despite the importance of aesthetic motive on attendance in the previous literature (Trail & James, 2001; Thinkquest, 2001), it may simply does not lead to high frequency of attendance, but a strong attachment to the team and its wins are necessary for the spectator to keep coming back.

In the second multiple regression analysis, the supported predictors were only the seven motivational factors. Results showed that more than 11% of the variance in future ticket consumption intentions could be examined by three of the seven motives (achievement, aesthetics, and knowledge). As mentioned earlier, the aesthetic motive was found to be negatively related with future ticket consumption. Among the motives the strongest predictor was found to be achievement motive, which indicates that if the sport clubs managed to fulfill the achievement motivations of the spectators, they will probably have those already appearing sport fans in their venues.

## CHAPTER VI

### CONCLUSION & RECOMMENDATIONS

Pearson Product Moment Correlation coefficients were calculated between the sport fan motivations and the past and future ticket consumption frequency and intentions. Results indicated that past ticket consumption frequency significantly correlated with four of the seven sport fan motives (achievement, aesthetics, acquisition of knowledge, and physical skill of the athletes). Whereas, there was a positive relationship between all of the motives except for drama revealing that sport fan motives are the needs of the sport fans to be fulfilled to preserve their intentions to attend. Besides, fan identification is another important factor in game attendance to be mentioned by both the practitioners and the sport theorists. In summary, sport marketers of the soccer clubs in Turkey should ascertain that:

1. Sport fan motives are the needs of the spectators that should be fulfilled to not to lose their intentions to attend sporting event.
2. Sport marketers should prepare their marketing strategies and promotional activities according to the sport fan motivations. In this case, findings of this study suggest that they should primarily give importance to the aesthetic, physical skill of the athletes, achievement and the entertainment values of the games that are being played.
3. The sport managers should also confirm that they are in the business of entertainment rather than in the business of sport. They must ensure that

their primary rivals are the other types of entertainment options.

4. Past ticket consumption appeared to be the most important factor in predicting future ticket consumption, thus, sport clubs of Turkey should at first try to satisfy their consumers to not to make them defectors in the sport sector.
5. As in other service sectors, sport clubs should ascertain the needs of their consumers, try to fulfill those needs and prepare as friendly environment as for the pleasure of their consumers, sport fans. Only in this case sport fans can feel that they are in an environment in which their priorities are the priorities of the service owners. Thus, only in this way they can pay higher prices for the game tickets and became regular ticket consumers.

### **Recommendations for Future Research**

The findings of the current study suggest several implications for better examining of the spectator motivations. However, it is clear that more work is needed. Since the survey used in this study included only seven motivational factors, better understanding of the other spectator motives (see Chapter III) such as entertainment, economic, affiliation, and competition can be helpful in better understanding of Turkish Super League spectators. Future research efforts should also examine fans of other spectator sports such as basketball, volleyball, wrestling etc., besides examination of the different motivational patterns of the different sport fans should also be examined. In addition, other demand-based variables (audience preferences, economic status, game attractiveness) affecting spectator attendance in Turkey should be examined. On the other hand, the non-attendee sport fans and their

reasons for not attending sporting events should also be examined to provide better marketing applications.

## REFERENCES

- Al-Thibiti, Y., (2004) A Scale Development for Sport Fan Motivation. Unpublished doctoral dissertation. Florida State University.
- Alvarez, J. (1997 October). Touchdown Internet. Sportstech pp. 46-47, 49.
- Bernthal, M.J., Graham, P.J., (2003). The Effect of Sport Setting on Fan Attendance Motivation: The Case of Minor League vs. Collegiate Basketball. *Journal of Sport Behavior*, 26(3), 223-239.
- Bilyeu, J.K., & Wann, D.L. (2002). An investigation of Racial Differences in Sport Fan Motivation. *International Sports Journal*, 6(2), 94-106.
- Branscombe, N.R., & Wann, D.L. (1991). Physiological Arousal and Reactions to Differences among Women's Professional Sport Consumers. *Sport Management Review*, 11(1), 1-32.
- Fink, J., Trail, G., Anderson, D., (2002). Environmental Factors Associated with Spectator Attendance and Sport Consumption Behaviour: Gender and Team Differences. *Sport Marketing Quarterly*, 11(1), 8-19.
- Foxall, G.R. & Goldsmith, R.E. (1994). *Consumer Psychology for Marketing*. London: Routledge.
- Fraenkel, J.R., & Wallen, N.E., (2000). *How to Design & Evaluate Research in Education* (4<sup>th</sup> Ed.). United States, McGraw-Hill Higher Education.
- Funk, D. C., Mahony, D. F., & Ridinger, L. L. (2002). Characterizing Consumer Motivation as Individual Difference Factors: Augmenting The Sport Interest Inventory (SII) to Explain Level of Spectator Support. *Sport Marketing Quarterly*, 11(1), 33-43.
- Funk, D. C., Mahony, D. F., Nakazawa, M., & Hiraakawa, S. (2001). Development of The Sports Interest Inventory (SII): Implications For Measuring Unique Consumer Motives at Sporting Events. *International Journal of Sports Marketing & Sponsorship*, 3, 291-316.

Funk, D. C., Ridinger, L. L., & Moorman, A. M. (2003). Understanding Consumer Support: Extending The Sport Interest Inventory (SII) to Examine Individual Differences among Women's Professional Sport Consumers. *Sport Management Review*, 6(1), 1-32.

Gantz, W., & Wenner, L.A. (1995). Fanship and the Television Sports Viewing Experience. *Sociology of Sport Journal*, 12, 306 – 323.

Greenstein, T.N., & Marcum, J.P. (1981). Factors Affecting Attendance of Major League Baseball: Team Performance. *Review of Sport & Leisure*, 6(2), 21.

Hansen, H., & Gauthier, R. (1989). Factors Affecting Attendance at Professional Sport Events. *Journal of Sport Management*, 3, 15-32.

<http://www.espn.com> (2005)

<http://ir.manutd.com/manutd/findata/> (2004)

<http://www.fenerbahce.org.tr> (2005)

<http://www.hurriyetim.com.tr/haber/0,,sid~14@nvid~413864,00.asp>

<http://www.medyakafe.com/detay.asp?id=10213>

<http://www.medyakafe.com/detay.asp?id=10266>

[http://www.radikal.com.tr/veriler/2004/07/18/haber\\_122510.php](http://www.radikal.com.tr/veriler/2004/07/18/haber_122510.php)

<http://www.sabah.com.tr/2004/07/16/spo101.html>

<http://www.sabah.com.tr/yaz02-10-129.html>

Hunt, K.A., Bristol, T., and Bashaw, R.E., (1999). A Conceptual Approach to Classifying Sport Fans. *Journal of Services Marketing* 13(6), 439-452.

Hürriyet Newspaper Prepare Report With Lütfü Arıboğan. 28.08.2005.

- James, J., & Ridinger, L. (2002). Female and Male Sport Fans: A Comparison of Sport Consumption Motives. *Journal of Sport Behavior*, 25(3), 1-19.
- James, J., & Ross, S. (2002). The Motives of Sport Consumers: A Comparison Of Major and Minor League Baseball. *International Journal of Sport Management*. 3(3), 180-198.
- James, J., & Ross, S. (2004). Comparing Sport Consumer Motivations Across Multiple Sports. *Sport Marketing Quarterly*, 13(1), 17-25.
- Kahle, L.R., Kambara, K.M., & Rose, G.M. (1996). A Functional Model of Fan Attendance Motivations for College Football. *Sport Marketing Quarterly*, 5(4), 51-60.
- Karaküçük, S. ve Yenel, F., (1997). Türk sporunun gelişmesi ve topluma yaygınlaştırılması bakımından basının etkinliği. *Beden Eğitimi ve Spor Bilimleri Dergisi*, 2, 56-67.
- Kılıçgil, E., (2003) Süper Ligde Oynanan Bir Futbol Takımı Taraftarlarının Futbol Maçlarını Televizyondan İzleme Yerine Bizzat Stadyumdan Canlı İzleme Tercihleri Üzerine Bir Araştırma. *Beden Eğitimi ve Sporda Sosyal Alanlar Kongresi Bildiriler Kitabı*, 471 – 483.
- Kwon, H.H., & Trail, G.T. (2003). A Reexamination of the Construct and Concurrent Validity of the Psychological Commitment to Team Scale. *Sport Marketing Quarterly*, 18(2), 88-93.
- Lee, S. (2002). A Study of Psychological, Sociological, Environmental Motivation, and Loyalty of Major And Minor League Baseball Fans. *Unpublished Doctoral Dissertation*, United States Sports Academy.
- Lough, N.L., Kim, A., (2004). Analysis of Sociomotivations Affecting Spectator Attendance at Women's Professional Basketball Games in South Korea. *Sport Marketing Quarterly*, 13(1), 35-42.
- Mahony, D. F., Madrigal, R., & Howard, D. (2000). Using The Psychological Commitment To Team (PCT) Scale To Segment Sport Consumers Based On Loyalty. *Sport Marketing Quarterly*, 9(1), 15-25.

- Mahony, D. F., Nakazawa, M., Funk, D.C., James, J. D., & Gladden, J. M. (2002). Motivational Factors Influencing the Behaviour of J. League Spectators. *Sport Management Review*, 5(1), 1-24.
- Mark A. McDonald, M.A., Milne, G.R., & Hong, JB., (2002). Motivational Factors for Evaluating Sport Spectator and Participant Markets. *Sport Marketing Quarterly*, 11(2), 100-113.
- Meek, A. (1997). A Estimate of the Size and Supported Economic Activity of the Sports Industry in United States. *Sport Marketing Quarterly*, 6(4), 15-21.
- Milne, G.R., & McDonald, M.A., (1999). Sport Marketing: Managing the Exchange Process. Canada, Jones and Bartlett Publishers.
- Mullin, B. J., Hardy, S., Sutton, W. A., (1993). Sport Marketing (2<sup>nd</sup> Ed.). United States, Campaign: Human Kinetics.
- Mullin, B. J., Hardy, S., Sutton, W. A., (2000). Sport Marketing (2<sup>nd</sup> Edition ). United States, Campaign; IL: Human Kinetics.
- Murphy, D. (1997). Building the Entertainment Experience. *Stadium & Arena Financing News*, 1(7), 4.
- Pan, D.W., Gabert, T.E. , McGaugh, E. C., & Branvold, S.E. (1997). Factors and Differential Demographic Effects on Purchases of Season Tickets for Intercollegiate Basketball Games. *Journal of Sport Behavior*, 20(4), 447-464.
- Pease, D.G., & Zhang, J.J. (2001). Socio-Motivational Factors Affecting Spectator Attendance at Professional Basketball Games. *International Journal of Sport Management*, 2(1), 31-59.
- Pritchard, M.P., Howard, D.R., & Havitz, M.E. (1992). Loyalty Measurement: A Critical Examination and Theoretical Extension. *Leisure Sciences*, 14(2), 155-164.
- Roberts, S. (1997) Building the American pyramids. Sportstech, pp. 34-37.
- Robinson, M.J., & Trail, G.T., (2005). Relationship Among Spectator Gender, Motives, Points Of Attachment, And Sport Preference. *Journal of Sport*

*Management, 19, 58-80.*

Saudohar, P.D. & Mangan, J.A., (1991). *The Business of Professional Sports*. Urbana II: University of Illinois Press.

Schofield, J.A. (1983). Performance and Attendance at Professional Team Sports. *Journal of Sport Behavior, 6(4)*, 196-206.

Shank, M.D. (2001). *Sports Marketing: A Strategic Perspective*. Upper Saddle River, NJ: Prentice Hall.

Sloan, L.R. (1989). The Motives of Sports Fans. In J.H. Goldstien (Ed.), *Sports games and play: Social and psychological viewpoints* (2nd ed., pp. 175-240). Hillsdale, NJ: Lawrence Erlbrum Associate Publishers.

Sözeri, B., & Koçak, S., (2004). "Spor Tüketimi Güdülenme Envanteri" Geçerlilik Güvenirlilik Çalışması (2004). ICHPERD Europe Kongress, Antalya, Turkey, November 2004.

Sutton, W. A., McDonald, M. A., Milne, G. R., & Cimperman, J. (1997). Creating and Fostering Fan Identification In Professional Sports. *Sport Marketing Quarterly, 6(1)*, 15-22.

Trail, G. T., & James, J. D. (2001). The Motivation Scale For Sport Consumption: Assessment of the Scale's Psychometric Properties. *Journal of Sports Behavior, 24(1)*, 108-127.

Trail, G.T., Robinson, M.J., Dick, R.J., & Gillentine, A.J., (2003). Motives and Points of Attachment: Fans Versus Spectators in Intercollegiate Athletics. *Sport Marketing Quarterly, 12 (4)*, 217-227.

Wakefield, K. L., & Sloan, H.J. (1995). The Effect of Team Loyalty and Selected Stadium Factors on Spectator Attendance. *Journal of Sport Management, 9(2)*, 153-172.

Wann, D. L., & Branscombe, N. R. (1990). Die-hard and Fair-Weather Fans: Effects of Identification on BIRGing and CORFing Tendencies. *Journal of Sport and Social Issue, 14*, 103-117.

- Wann, D.L. (1995). Preliminary Validation of Sport Fan Motivation Scale. *Journal of Sport & Social Issues*, 19(4), 377-396.
- Wann, D.L. (1997). *Sport Psychology*. Upper Saddle River, NJ: Prentice Hall.
- Wann, D.L., Bilyeu, J.K., Brennan, K., Osborn, H., & Gambouras, A. F. (1999). An Exploratory Investigation of the Relationship Between Sport Fans. Motivation and Race. *Perceptual and Motor Skills*, 88(3-2), 1081-1084.
- Wann, D.L., Melnick, M.J., Russell, G.W., Pease, D.G., (2001). *Sport Fans*. United States, Routledge.
- Wann, D.L., Schrader, M.P., & Wilson, A.M. (1999). Sport Fan Motivation: Questionnaire Validation, Comparisons by Sport, Relationship to Athletic Motivation. *Journal of Sport Behavior*, 22, 114-139.
- Wann, D.L., Brewer, K.R., & Royalty, J.L. (1999). Sport Fan Motivation: Relationships with Team Identification and Emotional Reactions to Sporting Events. *International Sports Journal*, 3(2), 8-18.
- Wenner, L.A., & Gantz, W. (1989). The Audience Experience with Sports of Television. in L.A. Wenner (Ed.), *Media sports, and society* (pp. 241-268). Newbury Park, CA: Sage.
- Whitney, J.D. (1988). Winning Games versus Winning Championships: The Economics of Fan Interest and Team Performance. *Economic Inquiry*, 26, 703-724.
- Zhang, J., Smith, D., Pease, D., & Jambor, E. (1997). Negative Influence of Market Competitors on the Attendance of Professional Sport Games: The Case of A Minor League Hockey Team. *Sport Marketing Quarterly*, 6(3), 31-40.
- Zhang, J.J., Pease, D.G., & Hui, S.C., (1996). Value Dimensions of Professional Sport as Viewed by Spectators. *Journal of Sport & Social Issues*, 21, 78-94.
- Zhang, J.J., Pease, D.G., Hui, S.C., & Michaud, T.J. (1995). Variables Affecting the Spectator Decision to Attend NBA Games. *Sports Marketing Quarterly*, 4(4), 29-39.

Zhang, J.J., Pease, D.G., Smith, D.W., Lee, J.T., Lam, E.T., & Jambor, E.A. (1997). Factors Affecting the Decision Making of Spectators to Attend Minor League Hockey Games. *International Sports Journal*, 1(1), 39-53.

## APPENDICES

### APPENDIX A

#### SPOR TÜKETİMİ GÜDÜLENME ENVANTERİ

Sayın Katılımcı,

Merhaba; sizin Gençlerbirliği futbol takımı ile ilgili düşünce ve fikirleriniz ile ilgilenmekteyiz. Sizin vereceğiniz bilgiler sayesinde insanların futbol maçlarını izlemelerine etken olabilecek unsurların daha iyi anlaşılabilmesi sağlanabilecektir.

Bu çalışmanın amacı seyircilerin futbol maçlarını izlemelerini sağlayabilecek etkenlerin belirlenmesidir. Bu nedenle, anketteki sorulara düşünceleriniz doğrultusunda yanıt vermeniz çalışmanın spor kulüplerine yönetsel yönden katkı sağlaması ve spor kulüplerinin sizlere daha iyi hizmet sunmaları açısından çok önemlidir.

Anketi tamamlamanız 6-7 dakikanızı alacaktır. Bir sorunuz olduğu takdirde çekinmeden anketöre sorabilirsiniz.

Katılımınız için şimdiden çok teşekkür ederiz.

#### I. BÖLÜM

##### **Kişisel Bilgiler:**

1. Cinsiyet:                      Erkek                                      Bayan
2. Doğum Yılı: \_\_\_\_\_
3. Medeni Haliniz:      Evli                                      Bekar                                      Dul
4. En son mezun olduğunuz okul (yuvarlak içine alınız);
  - ilkokul
  - orta okul
  - lise
  - üniversite
  - yüksek lisans / doktora

5. Bu sezon Ankara'da oynanacak olan 10 Gençlerbirliđi maından ka tanesine daha gitmeyi dűřünüyorsunuz?

\_\_\_\_\_ ma (sayı ile belirtiniz)

6. Getiđimiz sezon ka defa Gençlerbirliđi'nin Ankara'daki maına gittiniz?

(yuvarlak iine alınız)

11'den fazla

3-10 defa

1-2 defa

## II. BÖLÜM

**Yönerge:** Aşağıdaki ifadelerin herbiri geniş kapsamlı bir unsurun alt boyutudur. Bu ifadelerin yanlarındaki rakamlardan sizin düşüncenize en uygun olanını yuvarlak içine alarak o ifadeye ne düzeyde katılıp katılmadığınızı belirtiniz. Rakamların karşılığına gelen anlamlar aşağıdaki gibidir:

- 1 – Kesinlikle katılmıyorum, 2 – Katılmıyorum, 3 – Biraz katılmıyorum, 4 – Kararsızım, 5 – Biraz katılıyorum, 6 – Katılıyorum, 7 – Kesinlikle katılıyorum**

No:	İfade	Kesinlikle						
		Katılmıyorum - Katılıyorum						
1	Gençlerbirliği başarılı futbol oynadığı zaman ben de kendimi başarılı hissederim.	1	2	3	4	5	6	7
2	Futbolun çok güzel bir spor olduğunu düşünüyorum.	1	2	3	4	5	6	7
3	Bir sporsever olarak maçın sonucunun son anlarda değişmesi futboldan keyif almama sağlar.	1	2	3	4	5	6	7
4	Futbol maçlarına gitmek rahatlamak ve günlük işlerden kaçmak için iyi bir fırsattır.	1	2	3	4	5	6	7
5	Futbol maçına gittiğim zaman futbol hakkındaki bilgiler artar.	1	2	3	4	5	6	7
6	Futbol maçlarında teknik beceri gerektiren bir hareketi izleyince takdir ederim.	1	2	3	4	5	6	7
7	Futbol maçlarını izlerken aynı takımı desteklediğim diğer seyircilerle karşılıklı iletişimde bulunmaktan keyif alırım.	1	2	3	4	5	6	7
8	Gençlerbirliği maçı kazandığı zaman kendim kazanmışım gibi mutlu hissederim.	1	2	3	4	5	6	7
9	Futbolun doğal güzelliği ve mücadeleye ruhu hoşuma gider.	1	2	3	4	5	6	7
10	Maçın galibinin son anlarda belirlendiği futbol maçları hoşuma gider.	1	2	3	4	5	6	7
11	Futbol maçlarına gitmek her zaman yaptığım sıradan etkinliklerimin dışında birşeyler	1	2	3	4	5	6	7

