

MOTIVATIONAL FACTORS AFFECTING SPORT FANS' PARTICIPATION IN
UEFA EURO 2016 SOCCER CHAMPIONSHIP

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ABSTRACT

MOTIVATIONAL FACTORS AFFECTING SPORTS FANS' PARTICIPATION IN UEFA EURO 2016 SOCCER CHAMPIONSHIP

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Soccer is one of the most popular sports in the world and there has been a growing increase in the total number of stadium attendance of soccer games rates over 50 years. Individuals have different motivations for consuming soccer games. However, it is very hard to identify these motivational factors. Therefore, sport marketers should use these motivations to recognize their intended populations. In this context, the aim of this research was to examine the motivational factors affecting sports fans' participation in UEFA Euro 2016 Soccer Championship, Paris, France. The Fan Motivation Scale (FMS) was used in order to determine motivational factors of English, Irish and, Welsh sports fans (N= 644) who were participating group stage games of UEFA Euro 2016 Soccer Championship.

The results showed that entertainment, quality of the game and, socializing with others were the most important motivational factors affecting sports fans' decisions to attend soccer games. On the other hand, sport atmosphere, escape from the daily routine with the help of soccer games and, boredom avoidance were identified as the

least important factors affecting the participation decision of sports fans to UEFA Euro 2016 Soccer Championship.

Moreover, there were differences among three nationalities. Accordingly, English spectators have higher motivations than Irish spectators in the quality of game motive and social motive. Likewise, English sports fans have also higher motivations than Irish and Welsh sports fans with regard to entertainment motive. Similarly, English supporters have higher motivations than Welsh sports fans in terms of sport atmosphere motive.

Keywords: Soccer, motivation, sports fan, spectator attendance, sports marketing.

ÖZ

SPOR TARAFTARLARININ UEFA EURO 2016 FUTBOL ŞAMPİYONASI'NA KATILIMINI ETKİLEYEN MOTİVASYONEL FAKTÖRLER

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Dünya'nın en popüler sporlarından biri olan futboldaki toplam seyirci katılım oranları geçtiğimiz 50 yıl süresince artış göstermektedir. Bireylerin futbol oyunlarını izlemeye iten farklı motivasyonları bulunmaktadır. Ancak, bahsi geçen bu motivasyonları belirlemek çok zorlu bir süreçtir. Dolayısı ile, spor pazarlamacıları planlanan izleyici kitlelerine ulaşmak için bu motivasyonları kullanmalıdırlar. Bu bağlamda, bu çalışmanın amacı spor taraftarlarının Fransa'nın Paris şehrinde düzenlenen UEFA Avrupa 2016 Futbol Şampiyonası'na katılmalarını etkileyen motivasyonel faktörleri belirlemektir. UEFA Avrupa 2016 Futbol Şampiyonası grup eleme maçlarına katılan İngiliz, İrlandalı ve Gallerli spor taraftarlarının (N=644) motivasyonel faktörlerini belirlemek için Fan Motivasyon Ölçeği kullanılmıştır.

Çalışmanın sonuçlarına göre; eğlenmek, oyun kalitesi ve diğer bireyler ile sosyalleşmek spor taraftarlarının futbol oyunlarına katılmalarını etkileyen en önemli faktörler olarak belirlenmiştir. Diğer bir yandan, spor atmosferi, günlük rutin işlerden uzaklaşmak ve can sıkıntısından uzaklaşmak faktörleri, spor taraftarlarının UEFA

Avrupa 2016 Futbol Şampiyonası maçlarına katılmalarını etkilemede daha az bir öneme sahip olduğu ortaya çıkmıştır.

Ayrıca, üç ulus arasında da farklılıklar bulunmaktadır. Buna göre İngiliz spor taraftarlarının oyun kalitesi ve sosyal motivasyon açılarından İrlandalı spor taraftarlarına göre daha çok motive oldukları görülmektedir. Buna benzer olarak İngiliz spor taraftarları eğlence motivasyonu bakımından İrlandalı ve Gallerli spor taraftarlarına göre daha motivedirler. Bunun yanı sıra İngiliz spor taraftarlarının spor atmosferi motivasyonu açısından Gallerli spor taraftarlarına göre daha çok motive oldukları görülmektedir.

Anahtar Kelimeler: Futbol, motivasyon, spor taraftarı, seyirci katılımı, spor pazarlaması.

To My Family;

Şerafettin Ali Özgider

Jale Özgider

&

Cem Özgider

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CHAPTER I

INTRODUCTION

Sport has an immense influence on community. In constrained periods, it has the potential to reunite people, strengthen the countries and constitute society. (Dhurup, 2010). It has been stated that sport creates the feeling of loyalty and attachment to somebody or something (Baldwin & Norris, 1999; Hutchinson & Wexler, 2007; Jones, 2000; McMillian & Chavis, 1986). Moreover, sports turn into a crucial part of our daily life as a result of the efficient methods in sport marketing techniques (McDonald et al., 2002).

Soccer is one of the most popular sport in the world for more than 100 years. In 1863 it was accepted officially as a sport branch after the establishment of first football association was in England. Following that, The Federation Internationale de Football Association (FIFA) was formed in 1904 and made some adjustments and regulations to this official sport branch (<http://www.fifa.com>). Surprisingly, FIFA has two hundred and eleven countries as its member all over the world. However, United Nations (UN) has 192 countries as a member. In other words, it is obvious that the soccer was turned into a huge and expanding industry in which 3 percent of the world economy is engaged with it (Naghshbandi et al., 2011).

The Union of European Football Associations (UEFA) was established in Switzerland after the agreement among the Italian, French, and Belgian soccer associations. It is one of the continental confederations of the FIFA and the UEFA has 55 member countries (<http://www.uefa.org>). Besides, according to statistics of football federation, there are more than 200 million football players around the world and this means that football is a multi-billion industry (Halicioglu, 2006). Indeed, the soccer players are the top earners among other athletes who perform different kind of

sport branches. Moreover, the broadcast rates of the soccer games are the highest around globe (Albert et al., 2008).

Economical perspectives have a big impact on sport organizations; clubs are working on both in the sport field for success and revenues including; merchandising, ticketing, sponsoring and broadcasting etc. (Buhler et. al., 2007; Mason, 1999). According to Desbordes (2007), managing sporting clubs is basically similar to administering an institutionalized business organization. Furthermore, the sport organizations for spectators were improved and expanded around the world. Additionally, the sport sector is one of the most important parts of development in economy this is because of the fact that, it promotes enterprise, creates new job openings, and improves consuming by the spectators. (De Burca et. al., 2015; Smith & Stewart, 2007). According to statistics of the UEFA (<http://www.uefa.org>), it can be seen that there has been a growing increase in the total number of stadium attendance rates over five decades (Figure 1.1).

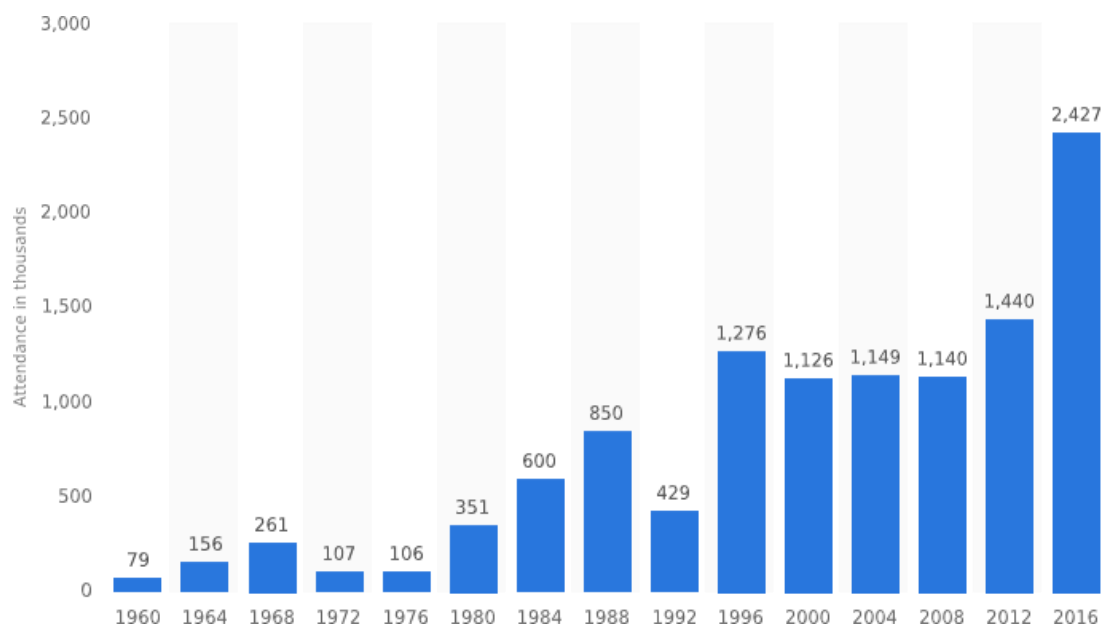


Figure 1.1 Stadium attendance of UEFA European Championships 1960 to 2016 (<http://www.uefa.org>)

Only in North America 26.17 billion US Dollars were spent on spectator sports (King, 2002). Similarly, many soccer fans all over the world go to the Europe to attend professional soccer games (Matsuoka et al., 2003). For example, mega events like FIFA World Cup, soccer leagues around the world have tremendous incomes and these events arouse millions of spectators' attention (Merelo et al., 2013). Dobson & Goddard (2011), stated that the attendance ratio of the soccer spectators has been rising since 1990. In addition to this, people who watch soccer games from television broadcasting has increased more than the people who attend soccer games. In the past two decades, the budget of the European soccer market has increased to 20 billion euros (Deloitte, 2015). Moreover, revenues from the soccer games cover the considerable amount of the whole market (Dima, 2015).

Professional sport clubs and organizations need to have efficient ticket sale and marketing tactics for their economic prosperity. In fact, the fundamental determinant is to enhance the number of individuals who attend events. Therefore, sports clubs and organizations need to adjust their events by considering the sport spectators' choices (Chadwick, 2006; Keaton et al., 2015; Hansen & Gauthier, 1989). Likewise, McDonald and his friends (2002) indicated that, sport marketing specialists should meticulously comprehend the motivational factors, which play a crucial role on the sport fans' decision to watch or attend to soccer games.

Horne (2006), implied that sport consumers and spectators follow tv and radio broadcasting related to sport, read news on sport websites and newspapers, purchase jerseys etc. and travel around their country or other countries in the world frequently so as to attend games. Actually, sport fans and consumers have interest in sport almost most of their daily time (Mason, 1999). On the other hand, Morrow (1999), stated that football supporters are not only the customers but also they help to create part of the product. In other saying, sport consumers are the key factor in creating the atmosphere especially in team sports. Sport consumers are mainly composed of sport fans and more than 70 percent of the people in the United States have sports in their life by watching, reading or discussing everyday (Iso-Ahola & Hatfield, 1986).

Besides, providing pleasure to the sport fans is one of the important elements for sport clubs (Anderson et. al., 2004; Anderson & Mittal, 2000).

After all, attending to an event is the most important fan behavior (Matsuoka et. al., 2003; Shonk & Chelladurai, 2008; Wakefield & Blodgett, 1994). Apart from the ticket sales which is the primary source of revenue, sport fans should also be provided with merchandising opportunities by their sport clubs (Sarstedt et. al., 2014). Besides, a stadium with full of spectators could improve the experience of the game and increase the social activity among fan groups (Holt, 1995; Melnick, 1993). One of the main factors which impacts the spectators' attendance behavior is the quality of the services in sport stadiums (Wakefield, et. al., 1996; Wakefield & Sloan, 1995). Consequently, sport clubs try to attract more fans by creating new selling possibilities including stands for their members and seasonal tickets in order to improve their drawings (Howard & Crompton, 1995).

Determining the motives which draw sport consumers' attention is very difficult (McDonald et. al., 2002). On the other hand, Trail & James (2001) stated that individuals have different motivations for consuming soccer events. For this reason, sport marketers should use these motivations to recognize their intended populations. It has been emphasized that there are many psychological elements which encourage people to consume sport as a product. However, prominent of these motives are escape, economic, eustress, self-esteem, group affiliation, entertainment, family, and aesthetics (Wann, et. al., 2001).

The escape motive is defined as, people who watch or attend sport events in order to move away from their troubled daily life (Sloan, 1989; Smith, 1988). The economic motive, which is for the people who are looking to derive a profit by betting on sport events (Eastman & Land, 1997; Gantz & Wenner, 1995; Guttman, 1986). The eustress motive includes individuals who want to have euphoria and motivation while watching or attending to a sport event (Gantz, 1981; Sloan, 1989). The group affiliation motive covers that people generally choose to consume sport while having time with their entourage which is the crucial factor for their choice (Melnick, 1993;

Pan et. al., 1997). The entertainment motive concerns that people have good time while attending sport events and consequently they take part in sport spectating (Gantz, 1981; Gantz & Venner, 1995; Sloan, 1989). The family motive which is generally seen among individuals who want to spend time with their children and other members of the family (Wann et. al., 1998). The last motive is aesthetic motive, which includes people who want to involve in sport events due to beauty and kindship of the movements of the athletes (Hemphill, 1995; Guttman, 1986; Rinehart, 1996).

1.1. Statement of the Problem

There has been an expanding attention among researchers, who investigate the psychological motives, directing individuals to consume sport events for more than 20 years (Correia & Esteves 2007; Cottingham et al., 2014; Hansen & Gauthier, 1989; Funk et al., 2001; Mehus, 2005; Robinson & Trail, 2005; Sloan, 1989; Wakefield, 1995; Wann et al., 2008; Wann, 1995; Won & Kitamura, 2007).

However, there are insufficient number of studies regarding international sport fans' attendance to the sport events (Davies & Williment, 2008; Kim & Chalip, 2004). Moreover, McDonald and his colleagues (2002) emphasized that research about attending to soccer games and its relation with motivational factors are very few.

Furthermore, the data that investigators mainly utilized were second hand. Accordingly, it is crucial to carry out a study which examines the motivational differences among soccer fans from different countries and cultures.

1.2. Significance of the Study

This investigation is significant in respect to both practical and theoretical. Firstly, from the point of theoretical contribution, the findings of the present study give valuable knowledge to the literature. It has been stated unambiguously that motivational factors have big impact on attendance decision of sport spectators. However, there are only few research which were conducted concerning soccer

specific and international sports spectators. Secondly, in terms of practical contribution, Hansen & Gauthier, (1989) stated that enhancing the attendance is the key issue for the sport organizations. Indeed, professional sport organizations are in a high level of rivalry and they would like to control the attendance of spectators which is one of the most important elements for generating income.

The current research will reveal the differences in terms of motivational factors of soccer game attendance among various countries. Therefore, if sport organizations and sport marketing specialists comprehend the different elements which affect attendance of fans to sport events, they are more likely to develop better and new marketing tactics so as to enhance the attendance ratio of international sport fans. According to Fink and his friends (2002), the motives and factors of sport fans from various sport teams and cultures ought to be examined in order to identify the differences among several cultures. Hence, further studies need to be carried out to have a broader knowledge concerning the factors which have impact on spectators' attending decision to soccer games. In this context, the present research will give precious ideas and knowledge to marketing specialists who works in soccer industry.

1.3. Purpose of the Study

The main purpose of this study was to investigate the motivational factors affecting sports fans' participation in UEFA Euro 2016 Soccer Championship, Paris, France. Independent variables (IV) of the research were as follows; nationality, age, gender, marital status, level of education, income status, consuming frequency of soccer games, consuming type of soccer games, regular exercise status, having tickets for the games, the number of tickets for the games.

1.4. Research Questions

1. What is the relationship between demographic characteristics of the participants and motivational factors affecting sports fans to attend soccer games?

2. Is there a any difference between motivational factors for attending soccer games and nationality of the sports fans (English, Irish, and Welsh)?
3. Is there any difference between motivational factors for attending soccer games and soccer consuming frequency of the sports fans?
4. Is there any difference between motivational factors for attending soccer games and income of the sports fans ?

1.5. Hypothesis

It was accepted that the following hypothesis would be substantiated by the findings of present investigations;

1. There is a relationship between demographic characteristics of the participants and motivational factors affecting sports fans to attend soccer games.
2. There are differences between motivational factors for attending soccer games and nationality of the sports fans (English, Irish, and Welsh).
3. There are differences between motivational factors for attending soccer games and soccer consuming frequency of the sports fans.
4. There are differences between motivational factors for attending soccer games and income of the sports fans.

1.6. Assumptions of the Study

The present research based upon the assumptions given below;

1. The findings of this research depend on the honesty and collaboration of the participants while they are answering the questions.

2. The participants clearly understood and followed the instructions of the questionnaire utilized in this research.
3. The participants of the investigation understood the purpose of the research clearly and answered the questions in an honest and accurate way.
4. Participants of the current research were assumed to be valid and reliable in order to represent the population.
5. Participants involved in the present research voluntarily.

1.7. Limitations of the Study

The current research was delimited to the following:

1. The language of the scale we used in the current research was English, therefore, in order to prevent language barriers this study was only limited to the sports fans from three different English speaking nationalities (English, Irish, and Welsh) who watch and attend soccer games in UEFA Euro 2016 Soccer Championship, Paris, France.
2. There were no open-ended questions in the questionnaire which was used in this research.
3. There were only 35 female participants involved in this study so that the investigation of the motivational differences in gender variable was limited.

1.8. Delimitations of the Study

The current research was delimited to the following:

1. The results of this research only represents the perspectives of the sports fans at the Fan Zone which was installed by the he organizing committee of UEFA Euro 2016 Soccer Championship and the City of Paris.
2. Subjects of the current investigation were at least 18 years old.
3. All of the participants voluntarily involved in this study.
4. The results of this investigation can only be generalized to the population which the sample was gathered from.
5. Participants honestly answered all questions in the scale.

1.9. Definition of Terms Used in This Study

Consuming frequency of soccer games: the frequency of watching or attending soccer games.

Consuming type of soccer games: the type of watching or attending games (e.g. watching from TV/radio or attending stadium).

Sports spectator: individuals who watch sport games by means of media or attending stadium (Wann, et al., 2001).

Sports fan: person who has great attachment to the specific sport or a team (Wann et al., 2001).

Sport fan motivation: motives which drive sport fans to attend or watch sport games.

Escape motive: spectators might participate in sport games in order to get away from their daily activities (Gantz & Wanner, 1995; Wann, et al., 2001).

Eustress: eustress means positive types of arousal and stimulation (Gantz & Wanner, 1995).

BIRGing: basking in reflecting glory is a comprehension in which people bond themselves with successful people (Aronson, 2007).

Sport consumer: people who attend or watch sports events (Kearney, 2003).

CHAPTER II

LITERATURE REVIEW

The aim of this section is to give information about the research conducted about factors which affect the sports fans' motivations to watch or attend sport events in the literature. In order to review the related literature, major scholarly databases, including EBSCOHost, ProQuest, SPORT Discuss and Science Direct were investigated by using the key words; soccer, motivation, sport fan, sport spectator, and motivational factors.

2.1. Consumer Behavior

Consumer behavior was defined as the actions of people who utilize affordable assets and other related services at the first hand and the decision making period of the actions of individuals (Engel et al., 1973). According to Solomon (2002) understanding the consumer behavior is very significant for having success in business. There are three major issues to investigate regarding consumer behavior (Block & Roering 1976) these are; the acts of individual actions, individuals who buy products and its related services by spending money and the decision making process of individuals that drives them to purchase goods.

Examining the models and general trends of the consumer behavior is the best strategy in order to comprehend the demands and necessities of the individuals (Sirgy, 1983). Besides, the consumption trends of individuals are an ever-changing issue and there are different factors which have impact on it (Witt, 1970). In other words, it can be concluded that it is imperative to identify the consumption behaviors of individuals.

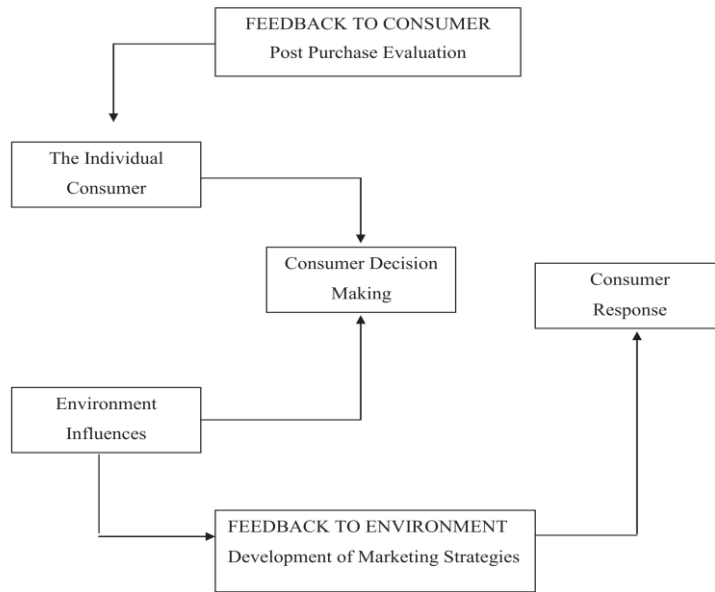


Figure 2.1 Simple model of consumer behavior (Assael, 2001)

2.1.1. Factors Affecting Consumer Behavior

According to Hawkins and his colleagues (1989), factors affecting the consumer behavior mainly separated to two main parts as the internal and external. The internal factors composed of individuals’ motives, needs, awareness and character. Walters (1974) emphasized that there are various external factors which have an effect on consumer behavior including culture, social values, reference group and cultures.

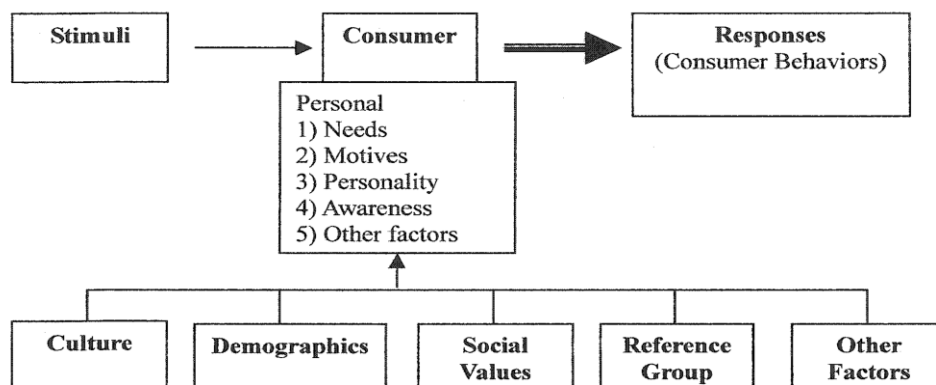


Figure 2.2 Patterns and factors affecting consumer behavior (Assael, 1987).

2.2. Sport Consumption Behavior

Mullin and his friends (2000), defined the sport consumption as the various types of connection with sportive activities including listening, playing, watching, reading etc. There are two type parts of sport consumption these are participatory and spectator sport (Milne & McDonald, 1999). Affective factors (attachment to supported team or the variations in the state of mind during the game) and cognitive factors (understanding level of the game rules) are the necessary elements of sport consumption (McPherson, 1976).

In general, the sport consumption behavior can be classified into two parts as a) active (direct) consumption and b) passive (indirect) consumption (McPherson, 1976; Shank, 2005). For example, attending to a sport game and/or purchasing merchandise are the active consumption behavior. On the other hand, watching sport games from media, online broadcasting, listening from radio, and reading from related sport publications are the examples of passive consumption behavior (Wann et al., 2001).

2.3. Theoretical Models of Sport Consumption Behavior

In the literature, there are two widely accepted theoretical models related to sport consumption behavior. Participant sport was investigated by Iwasaki & Havitz (1998) and spectator sport was investigated by Trail and his colleagues (2000). These models indicated that there are many factors and consecutive connection among defined elements.

The first model which was developed by Iwasaki & Havitz (1998) was related to determine the elements of loyalty behaviors of sport participants. According to model, there were four consecutive processes. Then, the model was revised by Iwasaki & Havitz (2004) explaining that reason, time and in what way they develop loyalty behavior.

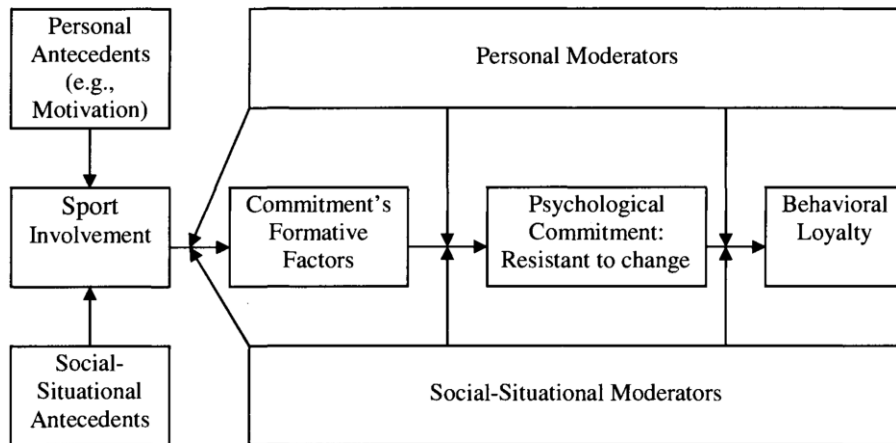


Figure. 2.3 A conceptual model of the relationships among involvement, psychological commitment, and behavioral loyalty (Iwasaki & Havitz, 2004)

The second model developed by Trail and his friends (2000), was about expected future behaviors of the sport spectators. They proposed six elements for estimating the future consumption intentions of sport spectators.

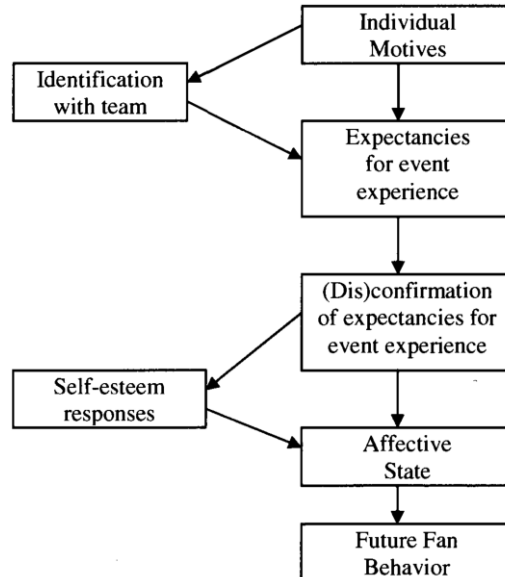


Figure. 2.4 The Theoretical model of sport Spectator consumption behavior (Trail et al., 2000)

2.4. Consumer Decision Making

In order to comprehend the decision making period, researchers have developed various decision making models for consumers in which individuals decide following some assessment steps (Bettman, Johnson, & Payne, 1991; Sheth, 1974). According to Kotler (1965), choice behavior has four main phases including input, channels, processor and output (purchase). On the other hand, Engel and his friends (1973) classified consumption decision making process into seven general phases (See Figure 2.5.).

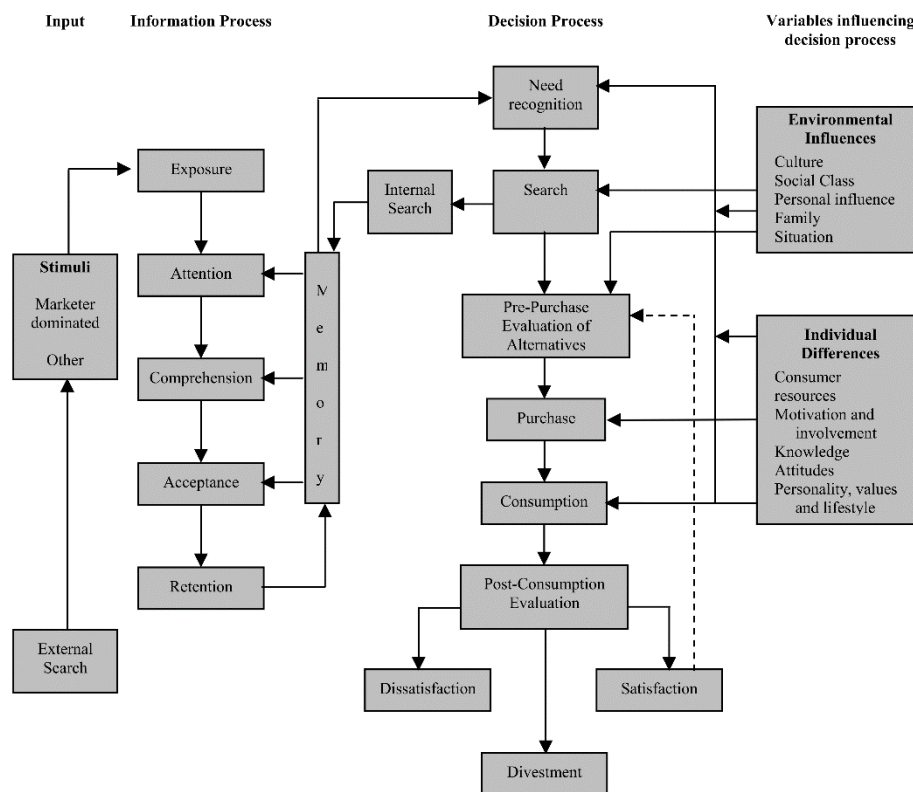


Figure 2.5 Consumer decision model (Blackwell et al., 2006)

2.4.1. Model for Decision Making in Sport

Mullin and his colleagues (2000), did some adaptations to Engle and his friends' (1973) model which describes both sport consumption and sports participation. In other words, individuals watch online sport broadcastings from TV and might not

purchase the event tickets. According to Mullin and his friends (2000), there are two main parts for the decision making of sport consumer behavior which are composed of environmental elements and individual effects. The environmental elements contain geographical and weather conditions, cultural issues, ethnicity, gender, marketing style of the sport organizations and opportunities about sport facilities. However, the individual effects include motivation, life stage, and perceptions on learning and physical traits (See Figure 2.6).

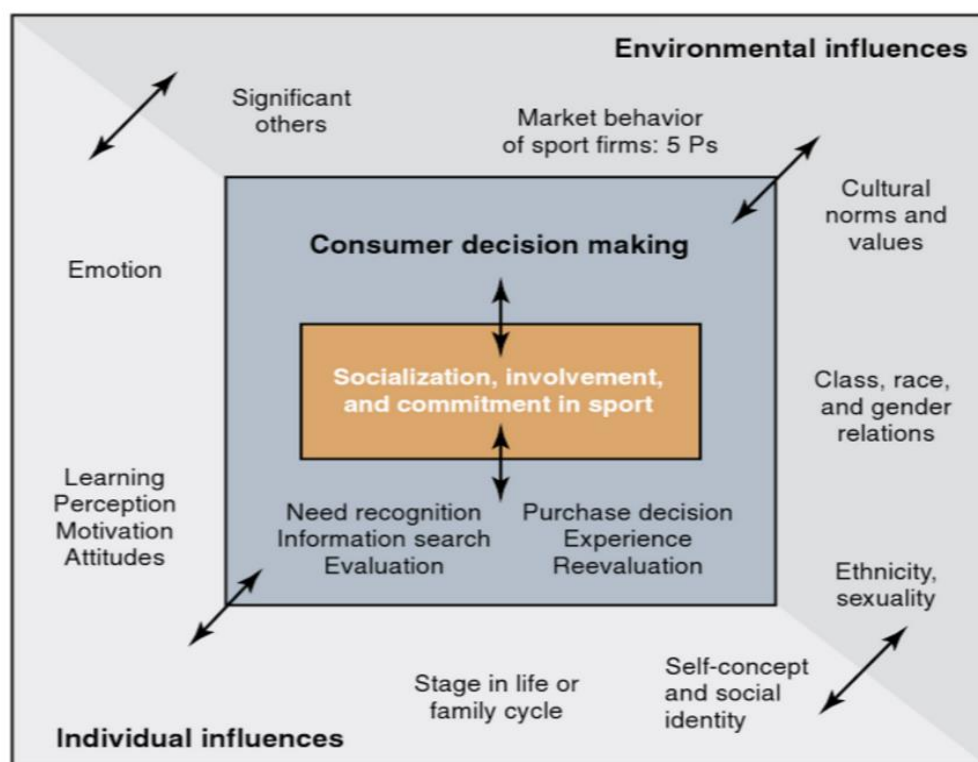


Figure.2.6 The model of consumer decision in sport (Mullin et al., 2000)

2.5. Motivation

2.5.1. Definition

According to Carrell and his colleagues (1997), motivation is a powerful alerter which leads to an activation to reach success for a specific goal. On the other hand, some of the researchers stated that the motivation is a mental mechanism which stimulates the attitude towards accomplishing a goal (Nelson, & Quick, 2003).

2.5.2. Concepts of Motivation

There are mainly two types of motivational concepts. These are namely; intrinsic (internal) motivation and extrinsic (external) motivation.

2.5.3. Intrinsic Motivation

Seifert and his friends (2012) defined the intrinsic motivation as it is triggered by personal desires and attentions without having external effects or reasons. Besides, another researcher also defined as the attitudes shown by individuals intentionally (Gill, 2000). Ryan & Deci (2000), mentioned that, people are always enthusiastic, frisky, be present for discovering new things which is the inherent characteristics of human beings. Furthermore, the intrinsic motivation was recognized through animal attitude research and it was reported that it is a significant factor in physical, mental and social evolution.

2.5.4. Extrinsic Motivation

Extrinsic motivation defined as the opposite of the intrinsic motivation. In other words, an activity basically performed for the pleasure caused by the external factors (Ryan & Deci, 2000). Such as, competition is one of the external motivations which stimulates individuals to defeat other teams. According to the fact that individuals do not change their behavior even if they are forced to do that. However, the only way that they might change their behavior is motives coming from outside (Seifert et al., 2012). Pink (2009) indicated that the reward determines which behavior you want or not. In other words, if you give reward to an individual's desired behavior, he / she will show that behavior again.

2.6. Theories of Motivation

In order to determine and interpret human behaviors numerous theories related to motivation were developed. The most widely accepted theories are;

2.6.1. Maslow's Hierarchy of Needs Theory:

The Maslow's theory is one of the well-known theories. In his theory he suggested that individuals have specific biological, cultural, and situational needs which are necessary for them (Maslow, 1943). He classified the needs of humans which is starting from basic to highest. Needs of the individuals are as follows, physiological, security, social, self-esteem and self-actualization, respectively. In addition to that, he also stated that there is a gradual connection among the needs of human beings (Maslow, 1943). In other words, individuals need to satisfy their basic requirements in order to achieve the high levels of requirements which allows them to behave accordingly. Furthermore, Rumsey (1996) indicated that in Maslow's theory, need has major influence which on individual's stimulation level.

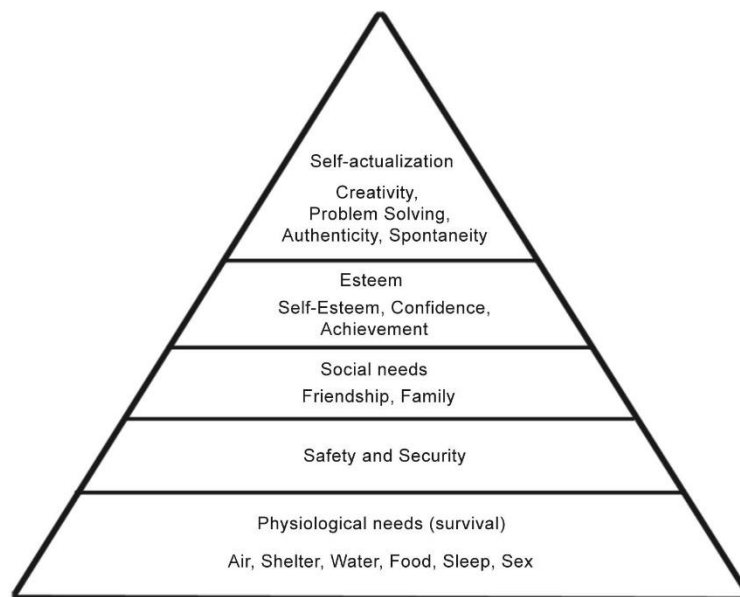


Figure 2.7 Maslow's hierarchy of needs (Stephens, 2000)

2.6.2. Social Exchange Theory

Social exchange theory defined as the interchanged behaviors and attitudes among people which caused by the motivation (Blau, 1964). Another definition of the social exchange theory was done by Homans (1961), he emphasized that the exchange of the things (physical or abstract) with reward or cost in some degree among individuals. Furthermore, Homans (1961) also stated that, the things happen between

individuals in social groups can be clarified by the interaction among them. He also stated that the social exchange theory was related to fully understand the main mechanisms of social behavior including conformity, leadership, influence etc. (Homans, 1961).

2.6.3. Herzberg's Motivation-Hygiene (Two-Factor) Theory

Herzberg (1966), developed his theory on motivation which is about to external factors (salary, policies of the company, relationships between workers etc.) which have negative influence on the emotional perception of the workers. In fact, he stated that factors can be divided into two aspects (hygiene factors and motivators) which have impact on satisfaction of the workers (Herzberg 1966). Furthermore, factors of hygiene do not cause the satisfaction of the workers. However, they prevent them from dissatisfaction which means hygiene factors are only works well on working environment by preventing them disappointment (Herzberg 1966).

2.6.4. Alderfer's ERG (Existence, Relatedness and Growth) Theory

It has been stated that there were deficits in Maslow's theory and individuals mainly have three motivations to take action, these are existence, relatedness and growth needs therefore, his theory was named as the ERG theory. The existence needs composed of fundamental human needs such as physiological and security. The relatedness needs are about the demands of individuals on sense of belonging and gain acceptance in social surroundings. The final one is the growth needs and it is related to self-improvement and self-realization of the individuals (Alderfer, 1967, 1969). Figure 2.8 indicates the differences between categories of Maslow's and ERG theories.

Maslow Categories	ERG Categories
Physiological	Existence
Safety—material	
Safety—interpersonal	Relatedness
Belongingness (social)	
Esteem—interpersonal	
Esteem—self-confirmed	Growth
Self-actualization	

Figure 2.8 Comparison of Maslow and ERG concepts (Schneider & Alderfer, 1973)

2.6.5. Expectancy Theory

According to Atkinson (1964) expectancies effect human behavior and have mainly three factors namely; the need for achievement, the need for affiliation, and the need for power. The first motive concerns the feeling the pride after success. The second motive is about the social interaction with other individuals. The last motive is related to ambition of getting other individuals under control. In other words, it was defined as having expectations which effect individual's task performance in a negative or positive way (Atkinson, 1957).

2.7. Sport Fan

Understanding sport fan is very important while arguing about it. It is thought that sports for spectators came into the picture during the period in which Ancient (First) Olympics was organized in Archaea Olympia, Greece (Guttman, 1986). The sport fan can't be defined as someone who supports their team. In the literature, the sport fan is defined as a person with strong connection to the team or specific sport (Borland & MacDonald, 2003; G. T. Trail & James, 2001; G. Trail, Anderson, & Fink, 2000).

Fandom needs monetary assistance and time. For example, they travel around the world to attend games, follow television and radio broadcasts and buy their teams' jerseys. Besides, fans must pay for food, beverages, parking, shopping and transportation when they are attending the games (Hart, Hutton, & Sharot, 1975; Wakefield & Sloan, 1995).

According to Sutton and his colleagues (1997) there are three levels of fan identification; the first one is *social fans*, they do not have strong attachment to their sport team or sport. They do not care if their team win or lose the game. In other words, they only enjoy the game. The second one is *focused fans*, they have moderate attachment: when their team starts to lose the game they switch their attachment with the team. The third one is *vested fans*, they are strongly attached to their team or sport and spend most of their time. They do not change their attachment even if their team lose the game.

On the other hand, Stewart and Smith (1997) classified the five kinds of sports fan in terms of their attendance frequency. These are; *Passionate partisans*, they are strongly attached to their teams and they personally invest money on their teams or clubs. *Champ Followers*, they are similar to the passionate partisans. But their attachment lasts for a short period. *Reclusive Partisans*, they want their team win most of the time. However, they do not watch the games continually. *Theatregoers*, they are more likely attend to games for entertainment and their attachment is low. *Afficionados*, they are strongly attached to their team and attend most of the matches. According to Hunt and his friends, (1999) fans are divided into five categories as temporary fan, local fan, devoted fan, fanatical fan, and dysfunctional fan. *The temporary fan*, are the ones who have limited time. *The local fan*, they are limited in terms of geographical area. To put in a different way, they show their attachment within their living area. For example, when their popular player is transferred to different team they tend to lower their attachment. *The devoted fan*, this kind of fan is similar to temporary or local fan in the beginning but they do not have time or geographical constraints. *The fanatical fan*, they attend to the games by wearing jerseys or different costumes and paint their bodies. *The dysfunctional fan*, they try to

recognize themselves by using their teams or favorite players. It has been stated that the majority of the dysfunctional fans are plaguesome, aggressive and dipsomaniac. (Wakefield & Wann, 2006).

Sutton and his friends (1997) divided the identification into three different levels. These are low, medium and high respectively.

1. Low level; fans are aimed to socially interact with others and try to entertain themselves.
2. Medium level; fans try to identify themselves with their sports team for a short period of time.
3. High level; fans have sports in their life and also give support their teams for a long period of time. Moreover, they go and see the both home and away matches.

2.7.1. International Sports Fans

Hall (1992) stated that sport tourism is travel to attend or participate in sport events for non-trading occasions. He classified sports tourism into three types with regard to activity level as following;

1. Health tourism travel in which there is no competition and less activity.
2. Adventure tourism which has medium level of competition.
3. Sport tourism in which there is high a level of competition.

Likewise, Gibson (1998) divided sport tourism into three types as well;

1. Active sport tourism, in this type people go to various places around the globe in order to attend specific sport events.

2. Event sport tourism, in which people travel to watch sport events as spectators.
3. Nostalgia sport tourism, this type sport tourists go to see important and historical sport museums, stadiums etc.

On the other hand, Standeven & DeKnop (1999) defined sport tourism by adding the commercial tourism. Travelling in order to involve and participate all types of sport events / activities for both commercial and non-commercial motives.

2.7.2. The Importance of Fan Support

Due to sport fans' individual connections with their sport clubs, they are very important for sport teams. Baroncelli (2006), reported that spectator attendance rate of the Italian soccer league (Serie A) dramatically decreased (40 to 60% of the stadiums capacity) from 1999 to 2000 seasons. This was resulted in diminishing on general revenue which was about € 226.8 million to €183.5 million. Mason (1999), suggested that professional sport clubs should balance the production expenses by conventional sport consumers who are defined as sport fans, television / radio broadcasting, and media. These societies can support the professional sport clubs financially. A decrease in sport spectator attendance ratios has significant negative effects for the sport clubs. Specifically, if the expenditure has been on the increase for a long period of time (Fulks, 2009). Therefore, it has been emphasized that directors of sport clubs should create or find new solutions in order to raise the revenues ratios (James & Ross, 2004).

2.7.3. Sports Fan Motivation

Following the objectification of sports, the relationship between sport teams and spectators was turned into a kind of client and seller relationship. Indeed, majority of the sport fans are searching for individual gains even if they are not loyal to their supported sport team (Giulianotti, 2002). Shank, (2001) emphasized that factors which effects of sport fans' attendance to sport event depends on several motives including economical motives, involvement in sport, demographic motives, escape

from daily life, stadium motives, value of sport to the community, attractiveness of the sport games, competitive motives, fan motivation motives and fan identification. The perceived value of sport to the community is very important in terms of sport fans' attendance to the sport events. Zeithaml, (1988) defined perceived value as the overall evaluation of the product by consumers in terms of what is taken and given. Solidity of community, past time experiences, searching for perfection, occasions for business, mindfulness of health issues, public behavior, social equality, and individual characteristics constitute the value of sport to the community (Zhang, Pease & Hui, 1996).

The perceived value generally represents the viewpoint of the customer in with regard to quality / performance (Patterson & Spreng, 1997). Shank (2001), implied that people attend to sport events or consume by other means is related to related to their perceived attention to sport events. The perceived values should be adjusted by evaluating the experience of consumers' satisfaction.

The fan identification factor was defined as the individual devotion and involvement to the specific sport / club or sport event. Accordingly, the fan identification has three levels these are namely the low, medium, and high level of fan identification. Low level fans are more likely have a tendency to have fun and be entertained during sport events they attend. The medium level fans have some level of attachment to their teams or some players in their team. However, their attachment might start to diminish if their team starts to lose the games. The high level sport fans are strongly connected to their teams or some players in the team and their connection lasts for a long period of time. To sum up, it can be said that when the identification level of the sport fans increases, they more likely attend to sport events (Sutton et. al., 1997).

Nonetheless, the majority of investigators have categorized motivational factors into four factors which have an important effect on game attendance ratios in sporting events (Greenstein & Marcum, 1981; Schofield, 1983; Zhang, et al., 1995). The first one is *the game attractiveness* which includes individual skills, league standings, team records, record breaking performance, star players. The second one is *the*

economic that is composed of ticket price, income, promotions, substitute forms of entertainment, television effect, and competition of other sport events. The third factor is *demographic* which is related to population, age, gender, ethnicity / race occupation, education and geography. The fourth and last factor is the *audience preferences* which include schedule, convenience, accommodation stadium quality, weather, and team history in a community.

2.7.4. Game attractiveness

Shank (2001) implied that game attractiveness is the perceived value of games' significance and it depends on the team's standing in the league or special tournaments / games, team record, and the ability level of the participants. In other words, when the game is getting more attractive, the attendance level of the sports fans increases. Some scholars concluded that the choice of the spectators and the game attractiveness are broadly associated with attendance in professional sport events (Hansen & Gauthier 1989; Wann et al., 2001; Whitney, 1988). Sport fans' attendance tendency is significantly affected by their teams' records about success in the games (Greenstein & Marcum, 1981). Likewise, Zhang and his friends (1997) stated that skills of the players and the team's quality have an important impact on the level of game attendance. Furthermore, if the result of the game is not clear, the sport fans seem to be more likely motivated in order to attend games. That is to say, the rivalry between teams positively affect the attendance level of the sports fans (Hansen & Gauthier, 1984; Zhang et al., 1995). Similarly, Greenstein & Marcum (1981), found that fans are attending games due to the performance of their supported teams which explains about 25 % of the attendance reasons.

Several investigators reported that star athletes in a sport team were found to be a significant factor which affects spectator attendance positively. For instance, Lawson and his colleagues (2008) ran an investigation after David Beckham was contracted to Los Angeles Galaxy team, which is one of the Major League Soccer (MLS) teams in the United States and they concluded that the attendance level of sport spectators increased significantly which was about 32.7 after he joined to the team. Likewise, DeSchraver (2007), studied the effect of another star player in MLS, Freddy Adu on

ticket sales and the attendance levels of sport spectators in the year 2004. They found that his occurrence enhanced the ticket sales around \$3.25 million.

2.7.5. Economic Factors

Factors that affect the attendance to sports games are mainly divided into two types. These are; controllable and uncontrollable. In other words, price of the tickets and the sport product (including jerseys, merchandising, beverages and food etc.) value can be controlled by the sport organizations / clubs. But the average income of the target population can not be controlled. Baade & Tiechen, (1990) stated that increasing ticket prices have no adverse effect on the game attendance of sport fans. Indeed, increased ticket prices are becoming meaningless for sport fans due to their powerful attachment to their teams (Dobson & Goddard, 2001; Sutton et al., 1997).

Similarly, the results of the longitudinal studies revealed that ticket prices have little effect on the overall attendance level of sport games (Fuller & Stewart, 1996; Morley & Wilson, 1986). On the contrary, Edmondson (1997), implied the opposite opinion on that circumstance. Besides, due to relationship among excitement, entertainment and television broadcasts, sport fans show great interest to the sport games which are broadcasted on television (Gantz, 1981). Furthermore, even though its importance is little known, the sports betting might have positive effect on sport fans' decision towards attending sport games (Wann, 1995). Leonard (2003), stated that fans who travel to see sport games are more likely involve in sports betting than the people who live in their own cities.

Moreover, Dobson & Goddard (2001), emphasized that when sport fans become wealthier, they more likely create strange models of consumption and their tendency to attend to conventional sports decrease. According to studies conducted in Australia it was revealed that increase in income diminishes the attendance levels of Australian football games (Borland & Lye, 1991; Morley & Wilson, 1986). Furthermore, according to findings of the several investigations, income has a positive effect on attending to the sport events. However, other forms of amusement, ticket price, television and radio broadcasting, and the other sport events have

negative effect on spectator attendance (Bird, 1982; Baade & Tiehen, 1990; Siegfried & Eisenberg, 1980).

2.7.6. Demographic Factors

Age, gender, level of education, occupation and nationality (race / ethnicity), income level are the general demographic variables which have an important effect on game attendance. Shank (2001) and Wann (1995), implied that fans have higher education and income levels, and most of them male, young people when it's compared with the general population. All these variables are associated with sport game attendance. It has been emphasized that there is an adverse relationship between group allegiance and age. Thus, it can be said that when people getting older their allegiance diminish as well. However, it is not generally accepted issue (Armstrong, 2002; Wann 1995; Wann et al., 1999c). In terms of attaining economical gain, increasing self-esteem and cultural allegiance purposes, only low percentage of the sport fans with higher income level attend sporting events (Armstrong, 2002).

There are various factors between female and male in terms of consuming sport. The male sport fans are mostly attracted by economic motives and the females mainly attend sport events for family motives (Armstrong, 2002; Bilyeu & Wann, 2002; Wann, 1995). Besides, male spectators consume sport games for the motives of escape, eustress, self-esteem and aesthetics (Wann, 1995; Wann et al. (1999c). In addition to that, Wann and his friends (2001), implied that female fans are generally attend sport event in order to be socialized and entertained. Female sport fans are less likely spend their money on sport events than male spectators (Fink et al., 2002). Motivations are different among various races and these different motivations might related to different groups with various races (Bilyeu & Wann, 2002).

2.7.7. Audience Preferences

Audience preferences is another factor which has an impact on attending sport events. Wakefield & Sloan (1995) stated that parking, food & beverage services, and cleanliness have an important effect on spectators' choice to spend their time during the sport event they attended. Research which was related to the national and

international soccer leagues emphasized that the stadium atmosphere was the secondary reason of sport fans to attend sport events (Koenigstorfer, Groeppel-Klein, & Kunkel, 2010).

A good venue can attract sport fans, as long as it has charming ambience, signpost, good and understandable scoreboard, nice and proximate view, comfortable seating, and accessibility (Bernthal & Graham, 2003; Borland & Lye, 1991; Crawford, 2004; Fuller & Stewart, 1996; Lascue et al., 1995; Wakefield et al., 1996; Wakefield & Sloan, 1995). If the fans have a pleasant time in the venue during the events they show a tendency towards attending again (Wakefield & Sloan, 1995). Charleston (2008) stated that if the sport clubs have crowded sport fans which is one of the important elements of creating the stadium atmosphere, they more likely attract more spectators. Similarly, Giulianotti, (2002), emphasized that each stadium has its specific atmosphere created by sport fans. Hill & Green (2000), implied that sport fans have propensity for taking joint action which means if there is multitude of spectators they more likely join them and attend sport events. Furthermore, as long as the quality of service is high, the attendance rates of the spectators to sport events seems to increase (O'Neil et al., 1999).

Sports clubs should work on creating a different kind of entertainment alternatives while building new sport stadiums / venues to attract more spectators to their games (Wann et al., 2001). Likewise, Roberts (1997), proposed that in order to increase the number of spectators, sport venues need to increase the number of administrative places for dining, suites for companies and new opportunities for spectators in general.

Attendance ratio of the sport fans can be affected by different weather conditions. According to Noll (1974), individuals can involve in different leisure activities during a sunny day. On the other hand, bad weather might negatively affect the attendance in water sport activities (Baimbridge et al., 1996).

2.8. Models Related to Sport Fan Attendance in the Literature

Several investigators studied the motivational factors which have an impact on sport fans' attendance to sport events and have created models. Kahle and his friends (1996), developed a model to identify the motivational factors of fan attendance for college football games (See Figure 2.9). According to their model, sport fans are generally motivated by need for group affiliation (e.g. camaraderie), attachment and love for the game (e.g. internalization), and distinctive self-expressive experience.

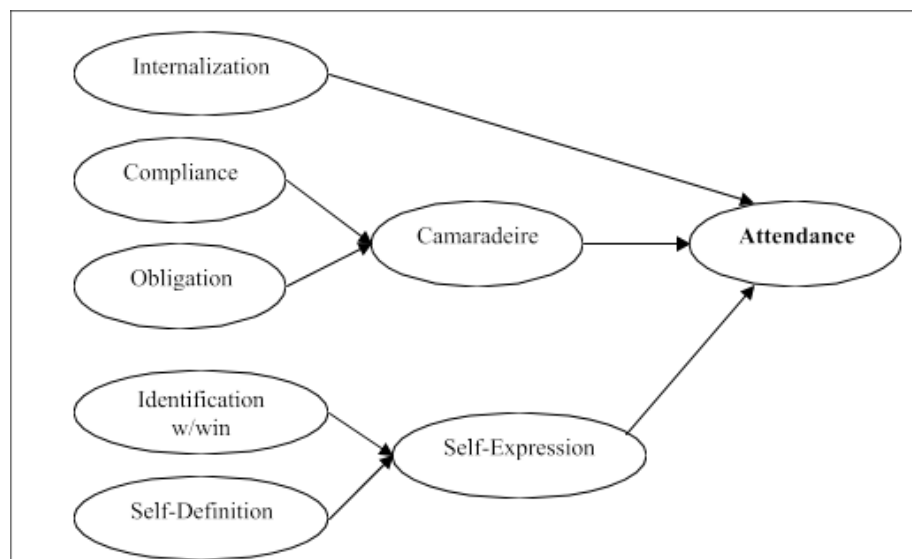


Figure 2.9 Fan attendance model (Kahle et al., 1996).

Another model was created by Madrigal (1995) which was related to fan satisfaction and attendance motivations in sport events. In his model, there are three cognitive predecessors that are relevant to basking in reflecting glory (BIRG), enjoyment of the fan which results in satisfaction of the sport fans (See Figure 2.10). BIRG means that individual's wish to enhance agreement with other people (e.g. supported team or favorite player) (Cialdini et al., 1976).

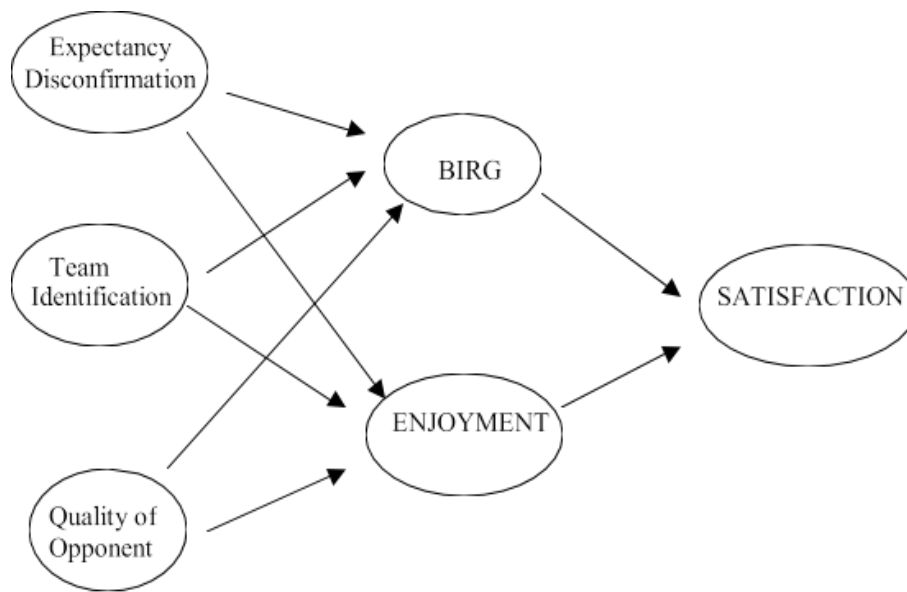


Figure 2.10 The model of fan satisfaction (Madrigal, 1995)

There are three motives which have an effect on enjoyment and BIRG, namely; team identification, opponent's quality and the expectancy disconfirmation. The expectancy disconfirmation might cause fans to satisfy or not (Hunt et al., 1989; Madrigal, 1995).

Wakefield & Sloan (1995), researched stadium motives and fan attendance towards sport events. They investigated the relationship between parking, cleanliness, food and beverages, loyalty to the team, the crowd, and the control of fan behavior on sport fans' decisions to watch games in stadium (See Figure 2.11). The results indicated that if the sport fans had a good time and experience at the game they are willing to come and see the games at the stadium again. On the contrary, the fans who did not spend good time at the stadium, do not want to come and see games in the future.

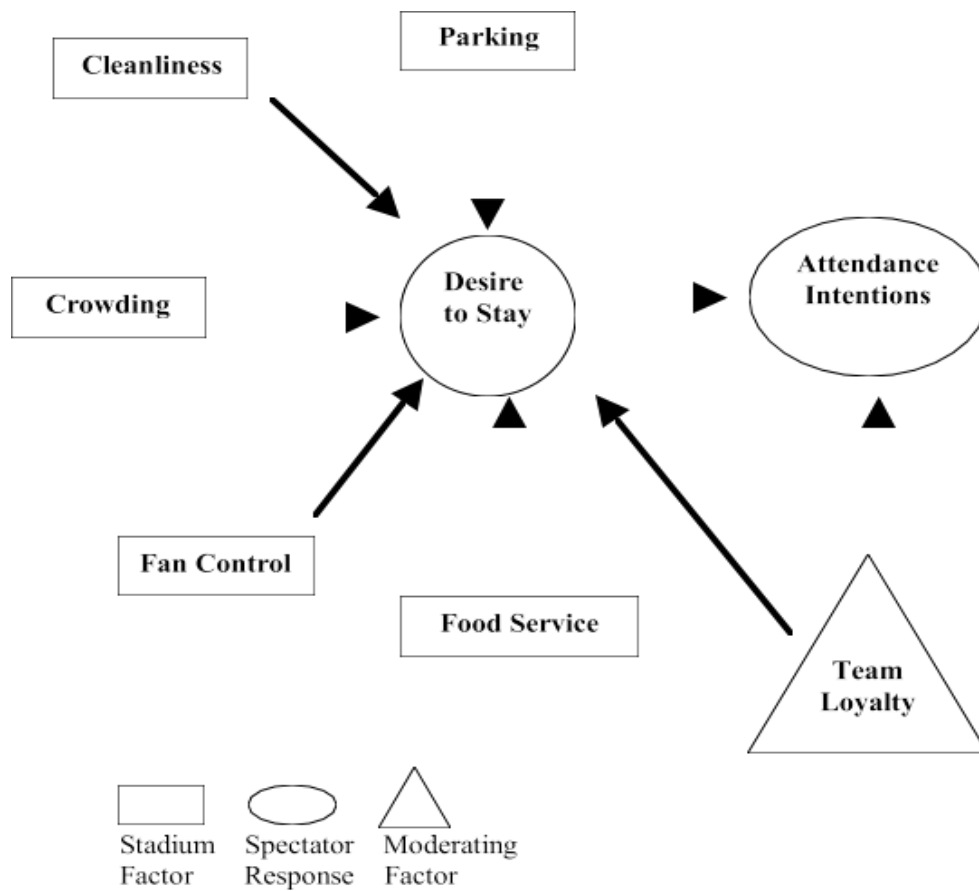


Figure 2.11 Sportscape model (Wakefield & Sloan, 1995)

Wakefield & Sloan, (1995), reported that most of the fans want parking areas with enough space and close by the venue. If there is a trouble with parking they more likely to come to venue again. Besides, the sport fans need clean restrooms etc. So, the dirty environment in the venue most probably affects their decision negatively. Furthermore, it was inferred that sport fans can think negatively if the management of the crowd do not perform properly by their sport club or the seating and other services (i.e. food & beverages etc.) are not enough which may make them away from the stadium. However, despite negative motives mentioned previously, fans who have strong attachment with their teams stay at the venue and keep coming in the future as well.

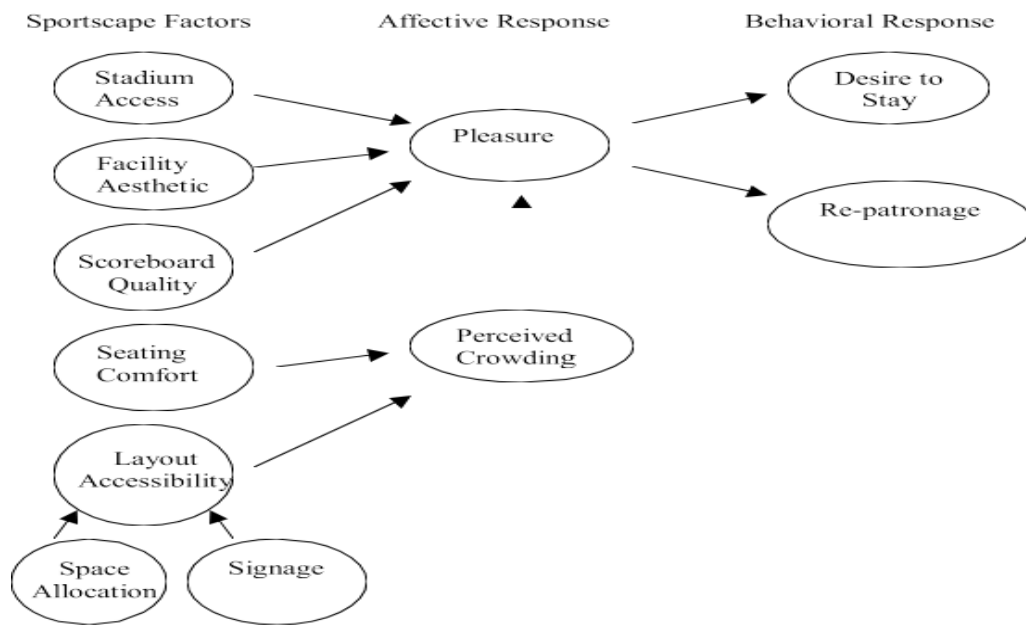


Figure 2.12 Sportscape model (Wakefield et al., 1996)

In a study, Wakefield, and his friends (1996), investigate physical factors and their effects on sport fans decisions to stay at the venue and their intentions to attend again in the future. They suggested a sportscape model (See Figure 2.12) which shows the connection between factors of sportscape (i.e. stadium access, facility aesthetic, quality of scoreboard, entrance and exit of the stadium parking), effective responses and behavioral reactions.

Wakefield and his colleagues (1996) indicated that in general, sport fans have concerns in their mind regarding to spend time in parking area and the traffic conjunction after the games. Moreover, in terms of aesthetics the outlook of the sport venue is very important for the sport spectators. Because, the first thing they see before the game is outlook of the sport venue. In addition to that almost all sport fans look and check the scoreboard in order to see scores and other related information during the game, therefore scoreboards can be enriched by adding animations or some other new features. This affected game experience positively and resulted in pleasure for spectators.

Comfortable seating in sport venues may influence the perceived crowding negatively, on the other hand it might have a positive effect on the enjoyment of the spectators during their time in the sports venue (Wakefield et al., 1996). In addition to that the layout accessibility of the venue which is the fan's perception on reaching to the facility itself and other areas in the venue (i.e. restrooms, seats etc.). The sport venues and its facilities should be designed wisely in both outer and interior, there should be clear signs directing sport fans where they want to go without confusion. Hence, this creates and enhance the probability of the enjoyment of the sport fans during the game (Wakefield et al., 1996).

Swanson and his colleagues (2003), examined the motivational factors including team identification, eustress, group affiliation and self-esteem. They concluded that among 537 college students the self-esteem was the most significant factor influencing attendance football events in university. Moreover, male participants had higher than female participants with regard to eustress motive. Furthermore, females were higher motivations in group affiliation and word of mouth motives than male participants. They suggested a model on spectator attendance, which indicates the significant relationship among variables (See Figure 2.13).

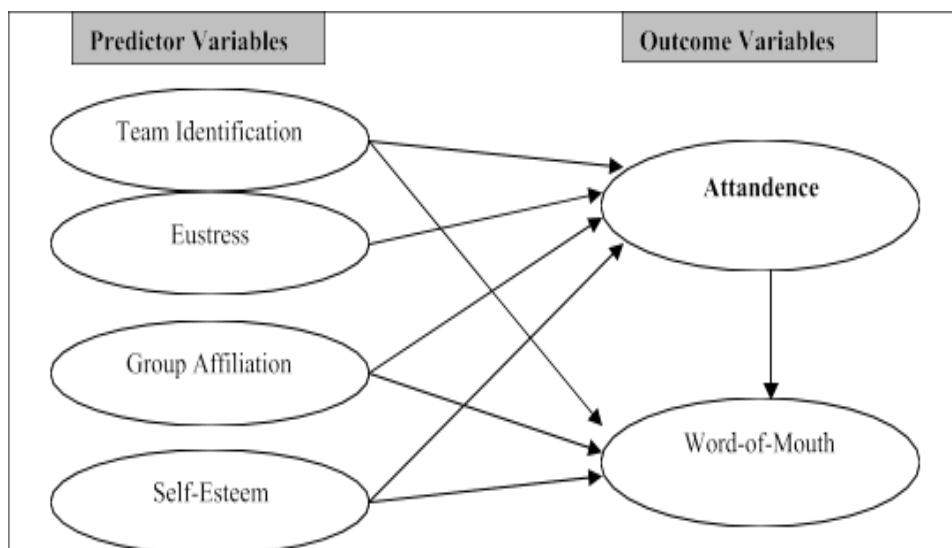


Figure 2.13 Structural model of fan attendance (Swanson et al., 2003).

Trail and his friends (2003), investigated motivations and points of attachment on 861 spectators who attended in university football matches. They tried to identify the relationship of the sport fans with athletes, coach of the team, the level of sport the community, the sport, the university, and the team. According to the results of the study, they suggested three models explaining the relationship of motives and points of attachment.

The third model (See Figure 2.14) was recognized and divided into three categories as follows; 1) motives only related to successful sport teams' (achievement), 2) motives only about the unsuccessful teams' fans (knowledge, drama, aesthetics, and physical skills of the players / athletes, 3) motives which is related to both sport spectators and sport fans (social interaction and escape). Consequently, they indicated that there are different motives which have connection with different kind of points of attachment.

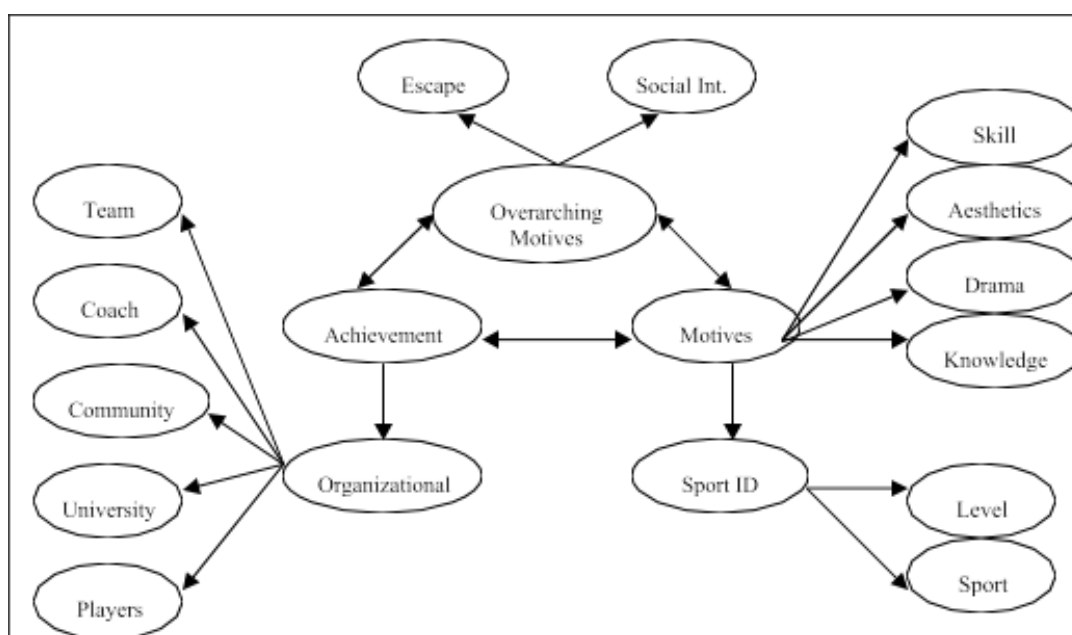
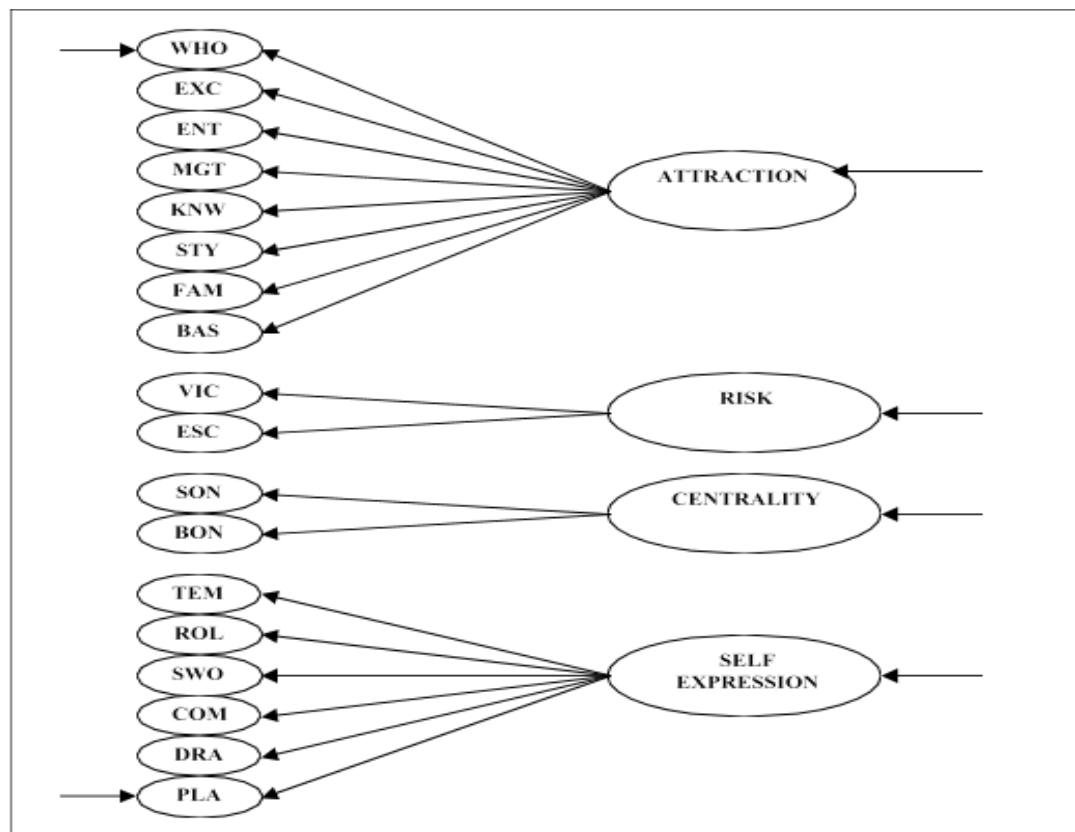


Figure 2.14 Model of fan motives and points of attachment (Trail et al., 2003).

Another model proposed by Funk and his colleagues (2004) is sport involvement model. They surveyed 623 spectators who attended Woman NBA (WNBA) games.

Findings of the study indicated that there is a positive relationship between team sport involvement and the number of matches they participated in. In other words, when the scores of teams sport increase the amount of games attendance increases as well. The model they developed includes factors which are and self-expression, game attraction, risk, centrality to lifestyle. The model included game attraction, risk and centrality to lifestyle (See Figure 2.15).

Furthermore, a research which was conducted by Robinson & Trail (2005), investigated the 669 spectators in a college tournament with the purpose of determining the relationship between the variables including gender, motives, points of attachment and the preference of sport. They concluded that female participants were more motivated than the male participants in terms of knowledge. Moreover, female basketball spectators had higher motivations with regard to knowledge and aesthetic motives than football spectators. Consequently, the main findings revealed that the most significant motives were the drama and physical skills of the players / athletes. On the other hand, the least significant motives were the acquisition of the knowledge and the achievement for the spectators of football games.



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 2.15 Team sport involvement model (TSI) Funk et al., (2004).

2.9. Spectator Motives

Although a number of investigators have tried to identify motivational factors so far. The study conducted by Wann (1995) is generally agreed within this field. He classified the fan motivation factor into eight types. These factors are; escape, eustress, entertainment, economic, aesthetic, self-esteem, affiliation, and family. Every factors describes why sports fans looking for sport events in order to meet

their psychological demands. In other words, the majority of the sport fans are looking excitement and the degree of the excitement is different among sport types (James & Ross, 2004).

The first factor is *escape*; Wann and his friends (1999b), indicated that there is a high level of action and relationship in team sports and this attracts sport spectators who are looking for motivation and distraction. Besides, some sport fans attend to sport events as if they have another role at stadium and they scream and do some other similar things prior to going back to their other normal life as they have different roles as parents, employee etc. (Guttmann, 1986). Many researchers emphasized that watching or attending sport games is the best for the individuals who are willing to escape from their daily life (Cohen & Taylor, 1992; Fink et al., 2002). Furthermore, Weed (2001), indicated that soccer hooliganism during the UEFA Euro 2000 Soccer Championship, soccer fans from England showed aggressive and violent behaviors. The second factor is *eustress*; which is defined as one of the needs of individuals to have positive stress and psychological stimulation (Wann, 1995). In fact, this kind of emotions triggers the human body to secrete hormones like dopamine and adrenaline, which are associated with feelings of joy (Smith, 2006). Besides, these feelings are the best accompanies for the sport fans while watching sport events (Wann et al., 1999b). Similarly, some other researchers also implied that attending sport events may enhance the arousal levels and this is very helpful for human psychology (Gratton & Taylor, 1991; Scitovsky, 1976).

The third factor is the *entertainment*; while watching the sporting events spectators become a part of it. Besides, the sporting events have a lot of attractive images and colors so that the spectators cannot resist looking them. (MacAloon, 1981, p. 243). Crawford (2004), stated that sport events make spectators have dense enjoyment by its noise and ambience. Spectators can even socialize in parking area prior to the game (Gibson et al., 2003). Some researchers emphasized that the majority of the sport spectators are willing to involve in sport events due to its entertainment aspects (Krohn et al., 1998; Sloan, 1989).

The fourth factor is *economic*; Wann, (1995) reported that this motive is mainly related to betting (gambling) on sport events which gives the feeling of rivalry to the sport fans. In addition to that gambling led sport spectators to possibility of gaining money. For this reason this factor may affect some spectators to attend sport events (Gantz & Wenner, 1995, Wann, 1995).

The fifth factor is *aesthetic*; Trail & James (2001), explained this factor as the beauty and artistic features of the sports. Some spectators have big interest due to possibility to experience unforgettable moments while watching sporting events. (Kupfer, 1988). Fink and his colleagues (2002a), implied that physical skills of talented athletes can be perceived as gracefulness and perfection of sport by sport fans.

The sixth factor is *self-esteem*; this motive reflects the individual's necessity of the approval by other people (Aveni, 1977). Spectators can obtain self-esteem, social status while attending sport events if they have strong attachment to a successful team (Trail et al., 2000). Moreover, Mullin et al., (2000), suggested that it is imperative to comprehend the influence of sport on self-esteem to attract more people to consume sport. On the other hand, Kahle and his friends (2001) indicated that if the spectators' team is unsuccessful there might be some negative outcomes such as, decline in game attendance. Laverie & Arnett (2000), emphasized that people with higher motivations increase their self-esteem.

The seventh factor is *affiliation*; this motive is defined as the expectancy of being friends with other people (McClelland & Burnham, 1976). The majority of the people wish to be with other people and be the part of group. Thus, sport fans have higher motivation when they are accepted by the other group of people (McDonald et al., 2002). Likewise, Mullin et al., (2000) stated that spectators may feel better while watching sport games with a large group of spectators which makes them identified in the public. Furthermore, there are two different aspects of the affiliation need of the people, these are anxiety of rejection and the expectancy for inclusion (Schachter, 1959).

The last motive is *family*; this motive has some similar aspects as the affiliation motive. But in this motive individuals want to be with their family while watching sport events (Evaggelinou & Grekinis, 1998; Guttman, 1986). Wann and his friends (1998) stated that individuals who have high family motivations are more likely to have children or be married. Likewise, most of the sport fans who are motivated by family factor choose the unaggressive type of sports (Wann et al., 1999c).

CHAPTER III

METHOD AND PROCEDURES

This chapter gives detailed information related to the subjects, the instrument used for data collection, data collection procedures, and statistical analyses. The present study was a quantitative and non-experimental design was chosen. In order to collect data, a questionnaire was used. The main purpose of this research was to investigate the motivational factors affecting spectators' participation in UEFA Euro 2016 Soccer Championship, Paris, France.

3.1. Participants

The subjects of this investigation were 644 (609 male and 35 female) English, Irish, and Welsh spectators who were attending the group stage games of UEFA Euro 2016 Soccer Championship in Paris, France. All of the participants took part in this research were 18 years old and older.

Prior to data collection, it was intended to gather data from Turkish spectators. However, during the data collection process, limited number of Turkish spectators were reached. Moreover, since the reached Turkish spectator population had been living in France for a long period of time, they had limited Turkish understanding abilities. Therefore, the Turkish spectator population was excluded from the present research.

3.2. Data Collection Procedure

Data were collected during the group stage games in June, 2016 (for 12 days starting from 11th of June to 22nd of June) at the Fan Zone, which was installed by the organizing committee of UEFA Euro 2016 Soccer Championship and the City of Paris. The fan zone was located on the Champ de Mars at the foot of the Eiffel

Tower. The fan zone had six entrances which the supporters could access through them.

The exact nature and the aim of the research was explained to participants. Prior to the study, ethical committee approval was gathered from the Applied Ethics Research Center (UEAM) of Middle East Technical University, Ankara.

Random systematic sampling was used to collect data, questionnaires were given to fans following their entry to the fan zone. To ensure a better representation of the spectators, surveys were distributed at every six gate of the fan zone which prevented the possible inequalities while distributing the surveys to the spectators. In other words, since each gate was used during data collection, there were no inequalities in terms of which gate the spectators used for their entrance. One of every three spectators were asked to fill out the survey and if they accepted to fill it out, they filled the forms and if they said no, the next spectator was asked. The questionnaire had only one page. Therefore, the spectators had enough time to fill it out prior to the game and during the half time. Subjects of the research were told to give their answers to the questions on a 5-point scale (ranging from 1 = Strongly Disagree, to 5 = Strongly Agree).

Throughout the data collection process, there were some problems. Such as; majority of the spectators at the Fan Zone were enjoying the atmosphere of the games with their friends and families. When it was asked them to fill the survey they did not accept to take part in this study. In addition to that, due to rainy weather conditions, it was impossible to collect data from the spectators.

3.3. Instrument

The Fan Motivation Scale (FMS) was developed by Al Thibiti (2004). (Appendix C) The FMS composed of six sub dimensions and there were 22 questions in general. The FMS scale used a 5-point Likert scale. The answers were ranging from 1 “definitely disagree” to 5 “definitely agree”. The number of items under each sub-dimension was ranging from 5 to 2 items. To make it clear, the quality of the game

component had 4 items, escape component had 5 items, boredom avoidance component had 5 items, social component 3 had items, entertainment component had 3 items, and sport atmosphere component had 2 items.

Table 3.1 *Number of items under in each sub-dimension of the FMS*

Sub-Dimension	Number of Items	Sample Item
Quality of the game	4	Because I care about sport games.
Escape	5	To relieve stress and tension
Boredom avoidance	5	Just to keep me busy or occupied
Social	3	To interact with others
Entertainment	3	To be entertained
Sport atmosphere	2	To be in a friendly environment of the games
Total	22	

The questionnaire was divided in two parts, a) in the first part there were demographic questions including, age, gender, marital status, level of education, nationality, and income status. Moreover, questions related to sport consuming frequency, sport consuming type, number of game tickets, regular exercise levels. b) In the second part of the questionnaire there were only 22 questions of FMS. Al Thibiti (2004) developed FMS by working on the previously developed Sport Interest Inventory (SII) (Funk et al., 2001) and the Sport Fan Motivation Scale (SFMS) (Wann et al., 1995). Al Thibiti (2004), emphasized that there were problems with the previously developed scales. Firstly, their length was long, so the researchers were having hard times finding respondents for their studies. However, the main problem was related to their content validity. In other words, items of the former scales were relevant to satisfaction and attitude of the spectators. Therefore, FMS was used to examine the motivational factors affecting spectators' participation in UEFA Euro 2016 Soccer Championship, Paris, France.

Al Thibiti (2004) indicated that the FMS was a reliable and valid scale. The FMS had an alpha level of .90 in general and for the each sub-scale, the alpha levels were as follows; the quality of the game had .81 alpha level, the escape had .86 alpha level, the boredom avoidance had .81 alpha level, the social had .77 alpha level, the entertainment had .76 alpha level and the sport atmosphere had .48 alpha level respectively.

3.4. Data Analysis

In the present research both descriptive and inferential statistics were used in order to analyze collected data. The data were analysis by using Statistical Package for Social Sciences (IBM, SPSS) version 23.0.

Descriptive statistics, including means and standard deviations, correlation matrix, model summary, MANOVA table, coefficients, collinearities, histogram, P-P plot, and Scatter plot were presented. Multiple regression analyse was utilized to predict the motivational factors of the participants toward attending in soccer games. Multivariate Analysis of Variance (MANOVA) was performed to identify the motivational differences in nationality, income status, consuming frequency of soccer games.

CHAPTER IV

RESULTS

The results section gives the information on the findings of the present study. Multiple regression analyze was utilized to predict the motivational factors of the sports fans toward attending in soccer games. Dependent variable (DV) is attending soccer games and the independent variables (IV) are nationality, age, gender, marital status, level of education, income status, consuming frequency of soccer games, consuming type of soccer games, regular exercise status, having tickets for the games, number of tickets for the games.

Regression analyses were utilized to detect connection among several IV and one DV (Tabachnick & Fidell, 2007). There are four types of regression analyses, namely, hierarchical, stepwise, simultaneous, and logistic (Knapp, 1994). The data were analyzed by using Statistical Package for Social Sciences (IBM, SPSS) version 23.0. For statistical significance, the cut-off value, α level was set as .05. Following that, assumptions of homoscedasticity, normality of residuals, and independence of errors were tested. Moreover, Dummy coding was applied to analyze categorical variables (for the present study nationality, exercise etc.). Finally, the regression analysis was performed.

Descriptive statistics, including means and standard deviations, correlation matrix, model summary, ANOVA table, coefficients, collinearities, histogram, P-P plot, and Scatter plot were presented.

Multivariate Analysis of Variance (MANOVA) was performed to identify the motivational differences in nationality, income status, consuming frequency of soccer games.

4.1. Results of Descriptive Statistics

In order to get the overall information about the collected data, descriptive statistics was firstly performed. In this regard, overall means of the number of the participants according to nationality was presented. Totally 644 spectators voluntarily participated. Mean age of the participants was 29.47 ($SD=8.96$). Their age varied 17 to 69.

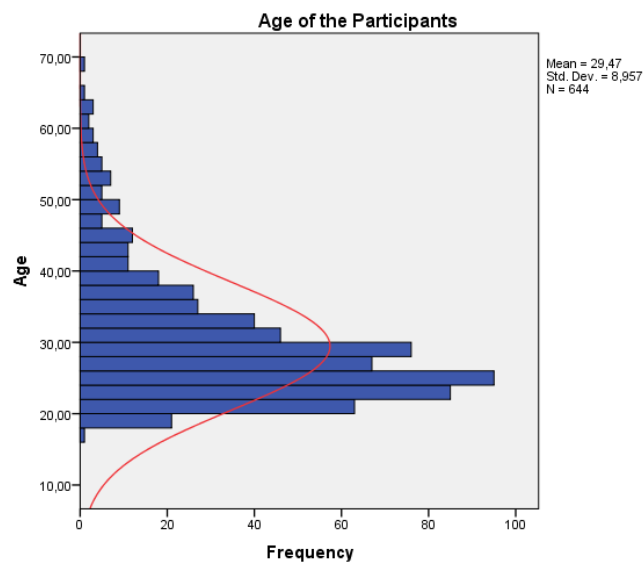


Figure 4.1 Mean age of the participants

The male spectators constitute most of the soccer game spectators. Among 644 spectators, only 5% of them were female ($N=35$) implying that females have little intention to attend soccer games. 95% of the participants were male ($N=609$).

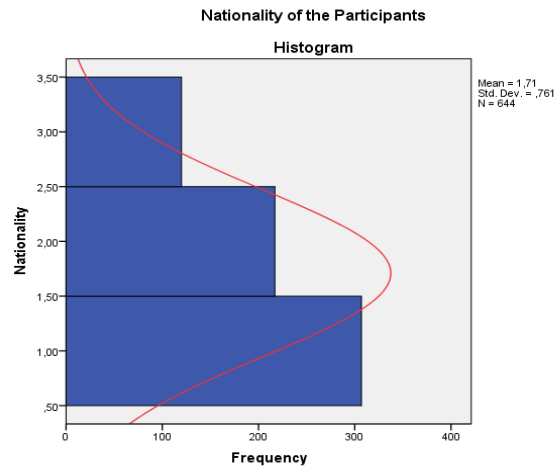


Figure 4.2. Nationality of the participants

Since it was an international soccer event, three nationalities included in the present study. 47.7 % of the participants were English ($N=307$). 33.7 % were from Irish nationality ($N=217$) and 18.6 % of them were Welsh participants ($N=120$). (See Table 4.1).

Table 4.1 *Descriptive statistics of the nationality of the participants*

<i>Nationality</i>	<i>M</i>	<i>SD</i>	<i>N</i>	<i>%</i>
English	77.94	13.73	307	47.7
Irish	74.62	14.36	217	33.7
Welsh	74.21	14.87	120	18.6
Total	76.12	14.25	644	100

One question was included in the survey to understand the educational level of the spectators. According to the responses, 197 of the spectators graduated from High school. Most of the spectators had bachelor's degree. On the other hand; 89 of the respondents had master's degree and 42 of the participants had PhD degree. See Table 4.2)

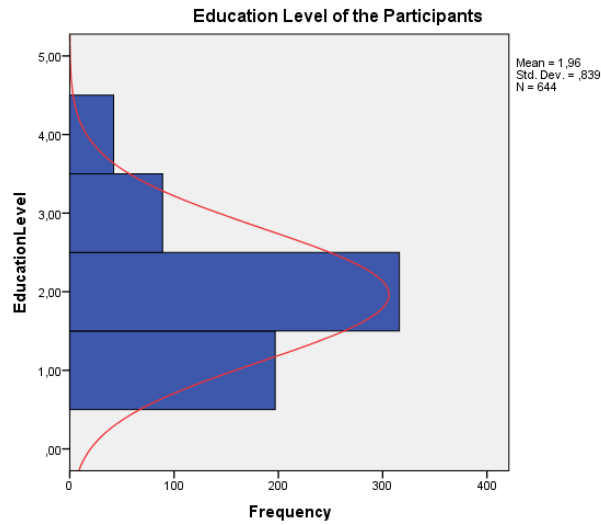


Figure 4.3 Education level of the participants

Table 4.2 Descriptive statistics of the education level of the participants

<i>Education Level</i>	<i>M</i>	<i>SD</i>	<i>N</i>	<i>%</i>
High School	77.83	14.64	197	30
Bachelor's	75.73	13.28	316	49
Master's	75.36	12.70	89	14
PhD	72.69	20.68	42	6.5
Total	76.12	14.25	644	100

In terms of marital status (married and single) it was found that from 644 participants, % 26 of them were married ($N=166$) and % 74 of the participants were single ($N=477$). According to descriptive statistics most of the spectators were single.

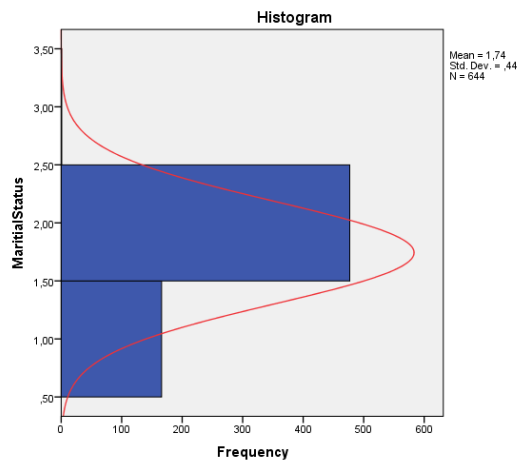


Figure 4.4 Marital status of the participants

Income level of the spectators may be an important determinant to be a spectator to any international sporting event. Therefore, income level of the respondents was also included to instrument. Descriptive statistics revealed that 36% of the participants reported that they had an income level between 1000-3000, 25% of the participants reported that they had an income level between 3000-5000. On the other hand, 39% of the participants reported that they had an income level of above 5000 as shown in the Figure 4.5 below.

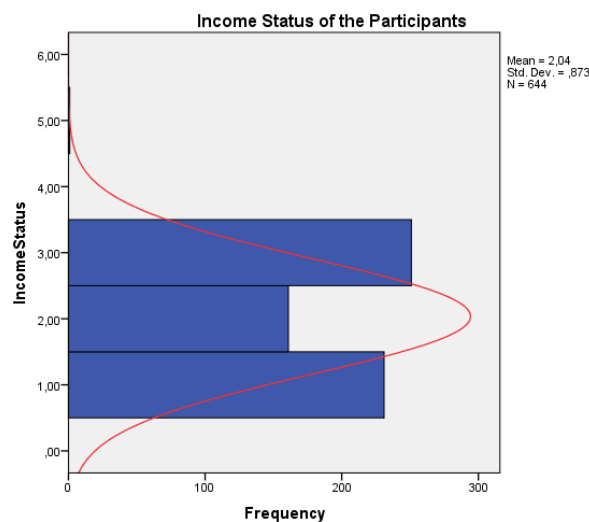


Figure 4.5 Income status of the participants

Participation to soccer games in general can make sense about respondents' profile regarding their spectatorship behaviors. Thus, how often in general respondents consume soccer events was also asked. There were five choices for the respondents including; everyday, 2-3 times in a week, once in a week, 1-2 times in a month, 5-6 times in a year. 16% of the respondents indicated that they consume soccer games every day, most of the respondents 40% of them indicated that they consume soccer games 2-3 times in a week, 22% of the respondents indicated that they consume soccer games once in a week, 12% of the respondents indicated that they consume soccer games 1-2 times in a month, finally 10% of the respondents indicated that they consume soccer games 5-6 times in a year as shown in the Figure 4.6 below.

Whether respondents exercise regularly or not was another question included into the instrument. According to descriptive results, 77% of the participants reported that they exercise regularly. On the other hand, 23% of them do not exercising regularly.

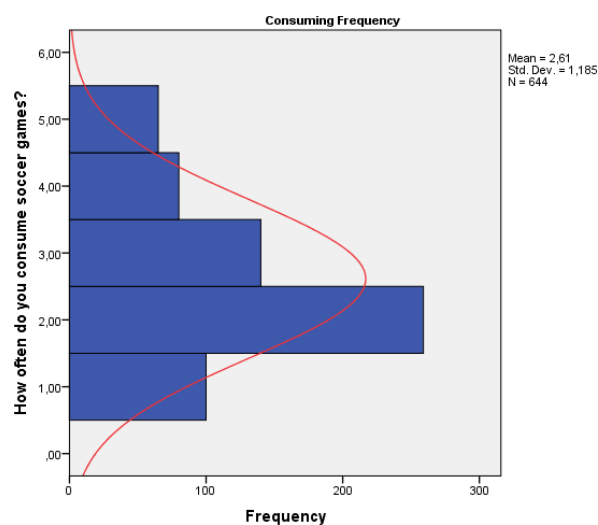


Figure 4.6 Consuming frequency of the participants

Table 4. 3 *Descriptive profile of the participants*

<i>Variables</i>	<i>Category</i>	<i>n</i>	<i>%</i>
Gender	Female	35	5
	Male	609	95
Education Level	High School	197	31
	Bachelor's	316	49
	Master's	89	14
	PhD	42	7
Marital Status	Single	463	75
	Married	155	25
Income Level	1000-3000	231	36
	3000-5000	161	25
	5000 and above	251	39
Nationality	English	307	48
	Irish	217	34
	Welsh	120	19

4.2. Assumptions

4.2.1. Sample Size

Firstly, whether the sample size for the given data set is adequate or not was checked. According to Tabachnick and Fidell (2007), $50+8m$ or $104+m$ (here m refers to the number of the predictors) provide an adequate sample size. In addition, Hair et.al. (2014) stated that a sample size over $10 \times m$ or $m \times 15$ is needed for regression analyses. Therefore, since $m=14$, the sample size for the given data set ($N = 644$) is accepted as adequate for the present study.

4.1.2. Normality

Secondly, assumption of normality of residuals is checked. As Osborne and Waters (2002) suggested, histogram was used to check normality of residuals (See Figure 4.7.).

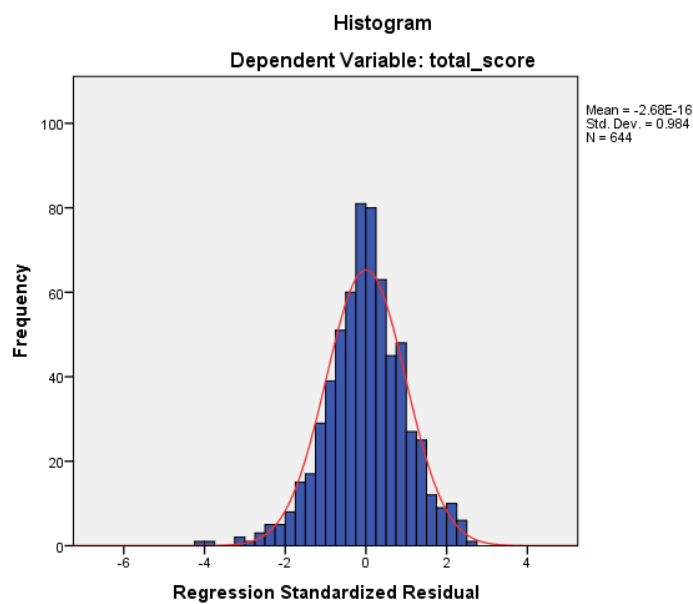


Figure 4.7 Normality histogram

When the Figure 4.8 was examined, it can be inferred that errors are normally distributed in this data set. P-P Plot also shows whether residuals are normally distributed or not.

When the P-P Plot is analyzed, it can be claimed that errors are normally distributed in the given data set.

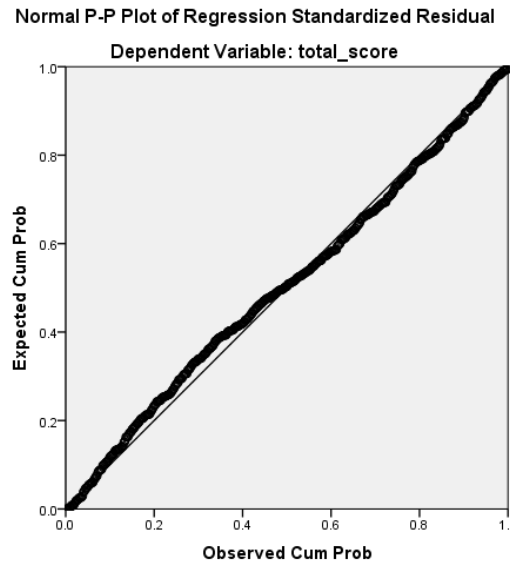


Figure 4.8 P-P Plot

Furthermore, normality test was run and it was seen that the test was significant. That is, the assumption of normality of residuals was violated (Shapiro Wilk, $p < .05$). The Shapiro-Wilks Test is a statistical test of the hypothesis that sample data have been drawn from a normally distributed population. From this test, the Sig. (p) value is compared to the a priori alpha level (level of significance for the statistic) – and a determination is made as to reject ($p < \alpha$) or retain ($p > \alpha$) the null hypothesis.

4.2.3. Homoscedasticity

Another assumption to be checked in regression analysis is homoscedasticity It indicates that “the variance of error term is constant across each value of the predictor.” (Field, 2009). To check this assumption, Scatter Plot was used (See Figure 4.9).

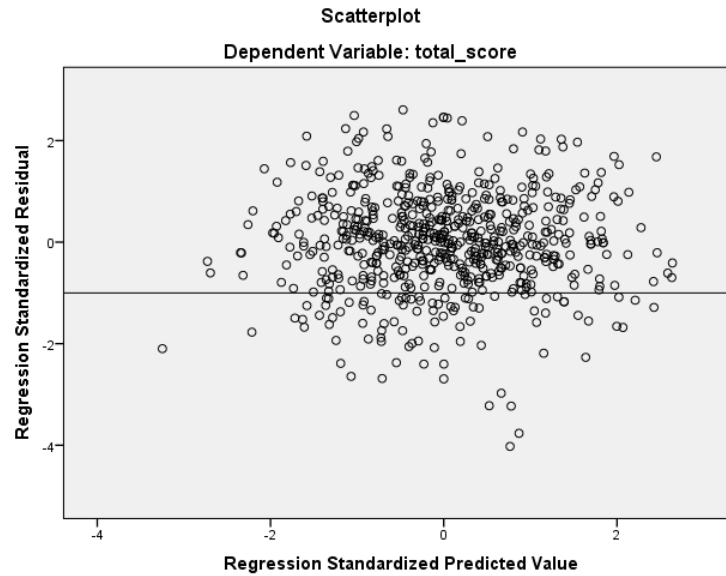


Figure 4.9. Scatterplot

While checking for homoscedasticity, it is expected not seeing an apparent pattern in Scatter Plot. Therefore, it can be claimed that the variance of error term is not constant across each value of the predictor.

4.2.4. The Independence of Errors

Lastly, assumption of the independence of errors was checked. It refers to the fact that error term is independent of the predictors in the model and of the values of the error term for other cases. To check this assumption Durbin-Watson value was used. For this value, Field (2009) claims that values between 1-3 are acceptable. Considering Field's cut-off range (1-3), assumption of the independence of errors is not violated (Durbin-Watson=2.09).

4.2.5. Influential Observations

Influential observations have also an impact on the regression analyses. While analyzing influential observations, deleted residuals can be used; however, this neglects how a case influences the model as a whole (Field, 2009). In this context, statistics such as Cook's distance, Leverage, and Mahalanobis distance, and standardized DF Beta can be used.

For Cook's distance, Cook and Weisberg (1982) accept values greater than 1 as a concern. When Cook's Distance for the predictors were examined, there was no value greater than 1 (min=.00 and max=.04). Therefore, it can be interpreted that there is not a problem related to overall influence of a case on the model.

Furthermore, Leverage measures how the observed value of outcome variable affect predicted values (Field, 2009). According to Field (2009), values 1 and 0 are acceptable. The average Leverage value is calculated as $(k+1)/n$. here, k refers to the number of predictors and n is the number of the participants. When the values were examined, they were ranging between 0 and 1. Therefore, it can be interpreted that there is not a problem related to the influence of outcome variable on the predicted values.

Moreover, standardized DF Beta is another measure of influential observations.

DFBeta which means the difference between a parameter estimated using all cases and estimated when one case is excluded was controlled. Stevens (2002) suggests that cases over 2 standard deviations are influential. Similarly, Kutner et al., (2004) also proposes using 2 as cut-off value. Additionally, Cousineau and Chartier (2010) accept the cut-off value as $2\sqrt{n}$ (n refers to number of observations). According to Field (2009), cases with $|DFBeta| > 1$ were considered as a problem. When the SDB values in the given data set were examined, even the maximum value of DFBeta was not higher than the value of 1.

Lastly, Mahalanobis distance refers to the distances "which measure the distance of cases from the mean (s) of the predicted variable(s)." (Field, 2009). It was seen that the cut-off value for the given data set ($df(14) = 36.12, p < .001$), it is observed that 38 of the participants can be considered as influential. However, since other analyses do not reveal that there is a problem with influential observations, this violation can be neglected. As a conclusion, it can be interpreted that there is no influential observation in the given data set.

4.3. Correlations

When the correlations examined, it is revealed that the IVs are correlated with each other and the r value is below .90. This can be interpreted as multicollinearity is not a problem for the present study.

It is revealed that the IVs are correlated with each other and the r value is below .90. Field (2009) claims that correlation above .80 or .90 indicates multicollinearity. Considering this reference, the values were examined, multicollinearity does not exist in the given data set.

However, just looking at correlation values is not enough to decide whether multicollinearity exists or not. VIF and Tolerance values also represent values of multicollinearity. Myers (1990) alleges that VIF values greater than 10 is problematic. For Tolerance, values $< .10$ cause problems (Field, 2009). When the VIF and Tolerance values were examined, all the VIF values were smaller than 10 ($VIF_{\min} = 1.05$, $VIF_{\max} = 2.30$) and all tolerance values are higher than .10 ($Tolerance_{\min} = .44$, $Tolerance_{\max} = .95$). Therefore, when correlation matrix, VIF and Tolerance values are considered, there is no multicollinearity among predictors of the given data set.

In summary, all the assumptions (normality, homoscedasticity, and independence of error) were met in the given data. Next, Considering, Leverage, Cook's D, and DF Beta values, it is concluded that there is no influential case in the given data set. Multicollinearity was also checked and based on VIF and Tolerance values along with R values among predictors, it is concluded that multicollinearity does not exist among IVs. Therefore, in the following steps, the model itself and each predictor's contribution to the model were examined.

Furthermore, it was seen that the model was statistically significant. In other words, $F(21, 622) = 3.07$ value for the model was significant in explaining the model ($p < .05$). The values also show how much variance was explained. For this R^2 Change

values were taken into consideration. % 6.3 of the variance was explained by the predictors in the present study.

After determining whether the model is significant or not, each predictors' contribution to the model was examined. The results revealed that gender ($t = -.63, p > .05$), age ($t = -1.65, p > .05$), regular exercise status ($t = -.45, p > .05$), stadium attendance ($t = .90, p > .05$), following soccer from tv ($t = -.26, p > .05$), following soccer from press/media ($t = .88, p > .05$), following soccer from social media ($t = -.61, p > .05$), nationality (irish_vs_english) ($t = -1.52, p > .05$), educational level (bachelors_vs_high school) ($t = -1.81, p > .05$), educational level (master_vs_high school) ($t = -1.62, p > .05$), and income status (3000-5000 pound/euro_vs_1000-3000 pound/euro) ($t = -.29, p > .05$) were found to be non-significant in predicting the motivation toward attending in the soccer games. However, marital status ($t = -2.14, p < .05$), having tickets for the tournament ($t = 1.99, p < .05$), number of tickets owned ($t = 2.02, p < .05$), nationality (welsh_vs_english) ($t = -2.83, p < .05$), education level (phd_vs_highschool) ($t = -2.70, p < .05$), income status (>5000 pound/euro_vs_1000-3000 pound/euro) ($t = 1.99, p < .05$), income status (>5000 pound/euro_vs_1000-3000 pound/euro) ($t = 1.99, p < .05$), frequency of consuming soccer games (2 to 3 times a week_vs_everyday) ($t = -2.84, p < .05$), frequency of consuming soccer games (once in a week_vs_everyday) ($t = -2.99, p < .05$), frequency of consuming soccer games (1 to 2 times in a month_vs_everyday) ($t = -4.15, p < .05$), and frequency of consuming soccer games (5 to 6times in a year_vs_everyday) ($t = -3.93, p < .05$) were detected as significant predictors. Furthermore, among significant predictors detailed analyses were conducted through examination of B values. Among them marital status had a positive coefficient ($B = 3.14$). In other words, single participants were more motivated than married participants. Moreover, the more tickets they have, the more they were motivated ($B = 2.86$). Similarly, having more tickets positively predicts motivation of the soccer fans ($B = .58$). Likewise, when income status was examined, it was concluded that higher income status (>5000pound/euro_vs_1000-3000 pound/euro) was a better predictor of motivation of soccer fans compared to lower income status.

Table 4.4 Summary of hierarchical regression analysis for variables (N=644)

Variable	B	SD	B	t	Sig
Model1					
(Constant)	79.	7.9		9.9	.000
Gender	-1.6	2.5	-.06	-.63	.528
Age	-.12	.08	-.08	-1.7	.100
MaritalStatus	3.1	1.5	1.0	2.1	.033
Do you exercise regularly?	-.59	1.3	-.02	-.45	.656
Attending stadium	1.2	1.3	.04	.90	.368
Watching from TV	-.41	1.6	-.01	-.26	.796
From Press/Media	1.7	2.0	.05	.88	.379
From socialMedia	-1.1	1.9	-.03	-.61	.542
Do you have tickets for this tournament?	2.9	1.4	1.0	2.0	.047
NumberOfTickets	.58	.29	1.0	2.0	.043
irish_vs_english	-2.0	1.3	-.07	-1.5	.129
welsh_vs_english	-4.3	1.5	-.12	-2.8	.005
b_vs_h	-2.3	1.3	-.08	-1.8	.071
m_vs_h	-2.9	1.8	-.07	-1.6	.106
p_vs_h	-6.5	2.4	-.11	-2.7	.007
2_vs_1	-.43	1.5	-.01	-.30	.771
3_vs_1	2.7	1.3	.09	2.0	.047
2_3_times_vs_everyday	-4.8	1.7	-.16	-2.8	.005
ones_vs_everyday	-5.6	1.9	-.16	-3.0	.003
1_2_times_vs_everyday	-.90	2.2	-.21	-4.1	.000
5_6_times_vs_everyday	-9.2	2.3	-.19	-3.9	.000

On the other hand, compared to Welsh and English people (welsh_vs_english), English people were found to be more motivated fans of soccer games ($B = -4.30$). Also, high school graduates had more motivation compared to PhD graduates (phd_vs_highschool, $B = -6.48$). Lastly, soccer fans who consume soccer games every day were more motivated compared to other participants (2 to 3 times a week_vs_everyday, $B = -4.76$; once in a week_vs_everyday, $B = -5.58$; 1 to 2 times in a month_vs_everyday, $B = -8.95$; 5 to 6 times in a year_vs_everyday $B = -9.17$).

4.4. Motives for the attendance decision of spectators to UEFA Euro 2016 Soccer Championship

Descriptive statistics were used to explain the important factors affecting the attendance decision of sports fans to UEFA Euro 2016 Soccer Championship. Means, standard deviations were calculated. Results indicated that entertainment ($M = 4.30 \pm .78$) was the most important motivational factor affecting spectator decisions to attend soccer games. The second most important motivational factor was found to be quality of the game ($M = 3.93 \pm .85$). On the other hand, socializing with others ($M = 3.77 \pm .89$) was found to be the third most important factor, sport atmosphere of the soccer games ($M = 3.76 \pm .94$) was determined to be the fourth most important factor, escape from the daily routine with the help of soccer games ($M = 3.19 \pm .92$) was designated to be the fifth most important factor, and boredom avoidance ($M = 2.54 \pm .98$) was determined to be the least important factor affecting the attendance decision of sports fans to UEFA Euro 2016 Soccer Championship.

Table 4.5 Descriptive statistics for spectator motives

<i>Subscale</i>	<i>Mean</i>	<i>SD</i>	<i>Rank</i>
Entertainment	4.30	.78	1
Quality of the Game	3.93	.85	2
Social	3.77	.89	3
Sport Atmosphere	3.76	.94	4
Escape	3.19	.92	5
Boredom Avoidance	2.54	.98	6

4.5. 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 sports fans' decisions.

Since there were four categorical independent variables (nationality, income level, consuming frequency, education status) and six continuous dependent variables (quality of the game, social, boredom avoidance, entertainment, sport atmosphere, escape). One-way MANOVAs were employed for each purpose (IVs). Homogeneity of variance and homogeneity of covariance/variance matrix assumptions of MANOVA were evaluated before conducting analysis. All of the analyses and their assumptions were computed by using SPSS 23 software.

MANOVAs were performed for selected independent variables and Fan Motivation Sclae (FMS)'s six motivational factors as the dependent variables to determine overall multivariate effect, and the significance was found for selected variables except for the education level. To follow up the results from the MANOVA test, a series of univariate tests for each of six motivational factors were employed. The results indicated significant differences across selected independent variables in each motivational factor, meaning people tended to have different motivation patterns for different nationalities, income levels, consuming frequencies. Further, the results indicated some motives were specifically prominent for some target sports (e.g., the quality of the game for English nationality). Therefore, this study suggested different motivation patterns need to be understood based on different demographics.

A MANOVA was performed to identify overall differences and an ANOVA with Benferronni correction was used to further examine the group differences on each dependent variable.

4.6. Assumption Check for the One-Way MANOVA

4.6.1. Multivariate Normality

In order to examine whether any difference exists between selected demographic variables (e.g. nationality, income, and consuming frequency) and sports fans' motivations a one way MANOVA was performed. There were six separate dependent variables (quality of the game, escape, boredom avoidance, social, entertainment, boredom avoidance, sport atmosphere). As a rule of thumb, if there were more than one dependent variable, the multivariate statistical analysis would be conducted. Before interpreting the MANOVA results, it was very important to mention about the basic assumptions of this analysis including; multivariate normality, homogeneity of population covariance variance matrix and homogeneity of variance. One of the most important assumptions of multivariate analysis is the homogeneity of covariance /variance matrix assumption, known as equal variation in each group (homogeneity of variance). In MANOVA, this was assumed for each dependent variable.

Additionally, the correlation between any two dependent variables was the same in all groups (Field, 2009). This assumption was checked by Box's test of equality of covariance matrices. The result of this test should reveal non-significant scores so that homogeneity of variance is not violated. This homogeneity of covariance matrices assumption was not met since Box's M Test was significant ($p < .05$) which was interpreted as the variances in relationship with others, were not same across the variables (Tabachnick & Fidell, 2007). Box's M Test scores can be seen in Table 4.6 below.

Table.4.6 *Box's M Test of DVs*

Box's M	74.189
<i>F</i>	1.737
df1	42
df2	410012.548
Sig.	.002

Box's M tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups. Box's M is sensitive to large data files, meaning that when there are a large number of cases, it can detect even small departures from homogeneity. Moreover, it can be sensitive to departures from the assumption of normality. Thus, as an additional check of homogeneity of variance was examined by Levene's Test of Equality of Error Variances. A Levene's test was performed. There is a similar rationale with Levene's Test with Box's M tests. It assesses variance – covariance matrices within each category of the dependent variables and assumes that they are from the similar population variance–covariance matrix (Tabachnick & Fidell, 2007). If the Levene's statistic is significant at the .05 level or better, the researcher rejects the null hypothesis that the groups have equal variances. The results of the homogeneity of variance assumption was revealed that Levene's test results were not significant for quality of the game $F(2,616)=1.03$, $p>.05$, escape $F(2,616)=.70$, $p>.05$ boredom avoidance $F(2,616)=1.20$, $p>.05$, social $F(2,616)=1.29$, $p>.05$, entertainment $F(2,616)=.09$, $p>.05$, sport atmosphere $F(2,616)=1.35$, $p>.05$ Levene Test scores can be seen on Table 4.7 below.

Table 4.7 *Levene's test of equality of error variances*

	<i>F</i>	<i>df1</i>	<i>df2</i>	<i>p</i>
Quality of the game	1.03	2	616	.36
Escape	.70	2	616	.50
Boredom avoidance	1.20	2	616	.30
Social	1.29	2	616	.28
Entertainment	.09	2	616	.92
Sport atmosphere	1.35	2	616	.26

Non-significant results indicated that the homogeneity of variances assumption was also met in this study. Therefore, the MANOVA result indicating the effectiveness of the independent variables on the dependent variables was interpreted by using the Wilk's Lambda value because the homogeneity assumptions were met (Tabachnick & Fidell, 2007).

4.7. Multivariate Analysis of Variance Results

Main effects of results were checked in order to see whether there exists significant differences. As Tabachnick and Fidell (2007) suggested that Wilk's Lambda values were utilized. There was a significant difference between three nationalities and spectatorship motivational variables (Wilks' Lambda = .97, $F(2, 1222) = 1.78$, $p < .05$, $\eta^2 = .02$) indicating nationality explained 2% variance on the spectatorship motivation variables which is a small effect (Cohen, 1988). Moreover, There was a significant difference between consuming frequencies and spectatorship motivational variables (Wilks' Lambda = .89, $F(24, 2125) = 3.07$, $p < .05$, $\eta^2 = .03$) indicating nationality explained 3% variance on the spectatorship motivation variables which is small effect (Cohen, 1988).

Moreover, with regard to MANOVA table a significant difference was also found between income status and spectatorship motivational variables (Wilks' Lambda = .96, $F(12, 1222) = 1.89$, $p < .05$, $\eta^2 = .02$). Indicating nationality explained 2 % variance on the spectatorship motivation variables which is small effect (Cohen, 1988). On the other hand no significant difference was found between educational level and spectatorship motivational variables (Wilks' Lambda .97, $F(18, 1725) = .96$, $p > .05$, $\eta^2 = .01$). Multivariate Analysis of Variance results can be seen on Table 4.8. below.

Table 4. 8 *Multivariate analysis of variance results of the study variables*

	Wilks' Lambda	F	Hypothesis df	Error df	Partial η^2
Nationality	.97	1,78*	2	1222	.02
Income Status	.96	1.89*	12	1222	.02
Consuming Frequency	.89	3.07*	24	2125	.03
Education level	.97	.96	18	1725	.01

Note * = $p < .05$

4.8. Univariate Analysis of Variance Results

According to results of multivariate analysis, nationality was significant when considered jointly on motivational variables. Still, the nature of the relationship between the independent and dependent variables was unknown. More specifically, it was obscure that nationality variable was more effective on which DVs (quality of the game, escape, boredom avoidance, social, entertainment, boredom avoidance, sport atmosphere). Therefore, it was reasonable to interpret the univariate ANOVA results.

Follow up test which was Bonferroni correction was carried out. Since there were multiple comparisons in Bonferroni correction procedure, in order to prevent inflation of Type I error, modification at alpha level was implemented (Green & Salkind, 2003). Afterwards, analyses of variances (ANOVA) on each dependent variable were performed as follow-up tests as suggested by Field (2009). Utilizing the Bonferroni method, each ANOVA was tested at the .008 level. In the follow-up studies through One-way ANOVA, results of univariate analysis showed that there were significant differences between nationality and quality of the game motivation ($F(2, 619) = 7.02, p < .008, \eta^2 = .02$). However, there was no significant difference between nationality and other motivations. Univariate Analysis of Variance results can be seen in Table 4.9 below.

4.9. Nationality Differences

To understand which category affected dependent variables significantly more than others, Scheffe test was employed as a post-hoc test. ANOVA table was evaluated to understand whether there were differences in spectator motives of different nationalities. Follow-up tests were conducted to evaluate pairwise differences among the six motivations by using the post hoc test of Scheffe. Follow-up tests resulted that; There were significant differences only ($F(2, 619) = 7.02, p < 0.008$) between nationalities of English ($M = 4.08 \pm .74$) and Irish ($M = 3.83 \pm .79$) in the quality of the game motive (See Table 4.10).

Table 4.9 *Univariate analysis of variance of study variables*

<i>IV</i>	<i>Dependent Variable</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>p</i>	<i>Partial η^2</i>
Nationality	Quality of the game	8.05	2	4.27	7.02	.001*	.02
	Escape	1.01	2	.503	.623	.537	.00
	Boredom avoidance	.675	2	.338	.350	.705	.00
	Social	2.52	2	1.26	1.83	.161	.01
	Entertainment	1.63	2	.815	2.00	.136	.01
	Sport atmosphere	2.24	2	1.12	1.41	.245	.00
Income Level	Quality of the game	4.30	2	2.15	3.71	.025	.01
	Escape	2.44	2	1.22	1.52	.221	.01
	Boredom avoidance	7.65	2	3.82	4.01	.019	.01
	Social	4.31	2	2.16	3.15	.044	.01
	Entertainment	3.07	2	1.54	3.80	.023	.01
	Sport atmosphere	2.28	2	1.14	1.44	.239	.01
Consuming Frequency	Quality of the game	24.92	4	6.23	11.37	.00*	.07
	Escape	14.78	4	3.7	4.69	.00*	.03
	Boredom avoidance	9.21	4	2.3	2.4	.05	.02
	Social	8.65	4	2.16	3.18	.01	.02
	Entertainment	5.72	4	1.43	3.56	.00*	.02
	Sport atmosphere	5.59	4	1.4	1.76	.01	.01

Note * = $p < .008$

Table 4.10 *Results for multiple comparisons of nationality on motivations*

<i>Subscale</i>	<i>Nationality</i>	<i>M</i>	<i>SD</i>	<i>df</i>	<i>F</i>	<i>Sig.</i>
Quality of the Game*	English	4.08 *	.74	2 – 619	7.02	.00 E > I
	Irish	3.83 *	.79			
	Welsh	4.06	.75			
	Total	3.99	.76			
Escape	English	3.27	.92	2 – 643	.62	
	Irish	3.22	.87			
	Welsh	3.16	.86			
	Total	3.23	.89			
Boredom Avoidance	English	2.58	1.01	2 – 643	.35	
	Irish	2.56	.93			
	Welsh	2.49	.99			
	Total	2.56	.98			
Social	English	3.88	.81	2 – 643	1.83	
	Irish	3.73	.86			
	Welsh	3.85	.80			
	Total	3.82	.83			
Entertainment	English	4.43	.63	2 – 643	2.00	
	Irish	4.32	.64			
	Welsh	4.37	.65			
	Total	4.39	.64			
Sport Atmosphere	English	3.87	.89	2 – 643	1.41	
	Irish	3.79	.88			
	Welsh	3.71	.91			
	Total	3.81	.89			

Note * = $p < .05$

4.10. Consuming Frequency 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 the 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 in quality of the game ($F(4, 619) = 11.37, p < 0.008$), escape ($F(4, 619) = 4.69, p < 0.008$), and entertainment ($F(4, 619) = 3.56, p < 0.008$), motivations. When inspecting multiple comparisons table with Scheffe post hoc test, it was seen that there were significant differences between consuming frequencies of everyday ($M = 4.30 \pm .65$) and once in a week ($M = 3.99 \pm .67$), 1-2 times in a month ($M = 3.76 \pm .84$) and 5-6 times in a year ($M = 3.57 \pm .89$) in the quality of the game motive. Likewise, there were significant differences among everyday ($M = 4.30 \pm .65$) and once in a week ($M = 3.12 \pm .86$) and 5-6 times in a year ($M = 3.12 \pm .92$) in the escape motive, indicating that sports fans who consume soccer games everyday had higher escape motive than sports fans who consume soccer games once in a week. As for the entertainment motivation, significant difference was found for everyday ($M = 4.30 \pm .65$) and 1-2 times in a month ($M = 3.76 \pm .84$) according to consuming frequency of the participants according to entertainment motivation.

4.11. Income Differences

Utilizing the Bonferroni method, each ANOVA was tested at the .008 level. To evaluate whether there were differences in sports fans' motives of different income levels affecting the attendance decision of sports fans to UEFA Euro 2016 Soccer Championship. According to results no significant difference was found for different income levels and motives for spectatorship.

Table 4.11 *Results for multiple comparisons of consuming frequency on motivations*

<i>Subscale</i>	<i>Nationality</i>	<i>M</i>	<i>SD</i>	<i>df</i>	<i>F</i>	<i>Sig.</i>
Quality of the Game *	Everyday*	4.30	.65	4 – 639	11.3	.00
	2-3 times in a week	4.06	.74			
	Once in a week*	3.99	.67			
	1-2 times in a month*	3.76	.84			
	5-6 times in a year*	3.57	.89			
	Total	3.99	.76			
Escape*	Everyday*	3.59	1.02	4 – 639	4.7	
	2-3 times in a week	3.21	.80			
	Once in a week*	3.12	.86			
	1-2 times in a month	3.17	.98			
	5-6 times in a year*	3.12	.92			
	Total	3.23	.89			
Boredom Avoidance	Everyday	2.81	1.11	4 – 639	2.40	
	2-3 times in a week	2.51	.93			
	Once in a week	2.51	.97			
	1-2 times in a month	2.40	.89			
	5-6 times in a year	2.66	1.05			
	Total	2.56	.98			
Social	Everyday	4.00	.83	4 – 639	3.17	
	2-3 times in a week	3.83	.79			
	Once in a week	3.83	.82			
	1-2 times in a month	3.56	.96			
	5-6 times in a year	3.88	.77			
	Total	3.83	.83			
Entertainment*	Everyday*	4.58	.57	4 – 639	3.56	.00
	2-3 times in a week	4.38	.69			
	Once in a week	4.39	.55			
	1-2 times in a month*	4.23	.67			
	5-6 times in a year	4.30	.56			
	Total	4.39	.64			
Sport Atmosphere	Everyday	4.01	.96	4 – 639	1.76	
	2-3 times in a week	3.78	.87			
	Once in a week	3.83	.87			
	1-2 times in a month	3.69	.89			
	5-6 times in a year	3.74	.87			
	Total	3.81	.89			

Note * = $p < .05$

CHAPTER V

DISCUSSION

The present research was aimed to identify the motivational factors which drive sport fans to attend group stage games of UEFA Euro 2016 Soccer Championship in Paris, France. The purpose of this chapter to discuss the results presented in the previous chapter. In order to realize this aim, the present research primarily investigated whether a relationship exists between demographic characteristics of the participants and motivational factors affecting sports fans to attend soccer games. Second, this study examined if there are differences between motivational factors for attending soccer games and nationality of the sports fans. Third, if there is a difference between motivational factors for attending soccer games and soccer consuming frequency of the sports fans. Finally, if there is a difference between motivational factors for attending soccer games and income of the sports fans.

Main findings of this study revealed that the entertainment motive was the most important motivational factor affecting sports fans' decisions to attend soccer games. The second one was found to be quality of the game motive. On the other hand, social motive was found to be the third most important factor, sport atmosphere motive was identified as the fourth most important factor, the escape motive was determined as the fifth most important factor, and finally the boredom avoidance motive was found as the least important factor affecting the attendance decision of sports fans to UEFA Euro 2016 Soccer Championship.

Moreover, there were differences among three nationalities (English, Irish, and Welsh) in terms their motivational factors. English spectators have higher motivations than Irish spectators in the quality of game motive and social motive. Likewise, English sports fans have also higher motivations than Irish and Welsh sports fans with regard to entertainment motive. Similarly English supporters have higher motivations than Welsh sports fans in terms of sport atmosphere motive.

Besides, sports fans who participated in this research have differences in terms of their consuming frequency of soccer games. In the escape motive, sports fans who consume soccer games everyday were more motivated than other sports fans. In the social motive, sports fans who watch soccer games everyday were more motivated than other consumers who watch soccer games 1-2 times in a month. Similarly, with regard to the quality of the game motive everyday consumers have higher motivations than 1-2 times in a month consumers and 5-6 times in a year consumers. In addition to that, there were no significant differences between income levels of the sports fans and motives for spectatorship.

The majority of sports fans involved in the present research were male (95 %). Parallel to the current research, Mohan & Leng (2015) had also similar gender pattern with dominant male gender profile (81.1 %) in their study. Similarly, there were 70.9 % male participants in a study carried out by Kim & Chalip (2004). Therefore, it can be inferred that soccer attendance was mainly dominated by male sports fans.

5.1. Motives for the attendance decision of sports fans

The present investigation found that the most important motivational factor was the entertainment motive among other factors examined in this research. The other factors including; the quality of the game motive, social motive, sport atmosphere motive, escape motive, and boredom avoidance motive respectively in terms of their importance. In line with the current research, in a study conducted by Mohan & Leng (2015) found that the entertainment motive was the first factor, the physical skills of the players was the second and the escape motive was the least important factor which affect the Malaysian soccer spectators' decision to watch games. Even though, Mohan & Leng (2015) was utilized different scale to identify the motivational factors, physical skills of the players sub-dimension corresponds to the quality of the game sub-dimension in the current study's scale.

Parallel to the present research, Withey (2013), conducted a study in order to identify the motivational factors of the college students who attend to the college soccer games and it was concluded that the quality of the game was the most important factor among other factors as it was the second most important factor in this research. Similarly, Hirvonen (2014) found that the primary motivation was the aesthetic values and the second one was the entertainment motive which drives international ice hockey fans to attend 2013 IIHF Ice Hockey World Championships held in Stockholm, Sweden. The aesthetic motive is equivalent to the quality of the game motive which was used in the present investigation.

Likewise, an investigation conducted by Menzies & Nguyen (2012) indicated that the most common factor for the spectators to attend Lexmark Indy 300 Champ Car event held in Queensland, New Zealand was the entertainment options. In their investigation, they utilized qualitative approach to determine the motivational factors, the entertainment was the same motivational factor pattern which was found in the present study. Besides, James & Ross (2004), examined the sport consumer motivations of the spectators who were attending to multiple intercollegiate sports and their findings revealed that the entertainment was the most effective motivational factor for attending intercollegiate sport events. These findings are also identical to current research.

In consistency with this study, Lough & Kim (2004), studied the socio-motivations which have an effect on spectator attendance to the women's basketball games in South Korea and they concluded that the entertainment value had the highest influence on spectator decisions to attend women's basketball games. Moreover, Wann and his colleagues (2008) carried out an investigation to determine the motivational factors of 886 sports fans who were attending 13 different kind of sports. In line with the present study, their results indicated that the entertainment motive was the most prominent motivational factor for attending sport games among other seven motives (escape, economic, escape, economic, self-esteem, group affiliation, family, and aesthetics) they examined.

Furthermore, in a study which was conducted by Kim and his friends (2016) found that the affordable entertainment was the first and the love of the game the second important motivational factor which motivates sports spectators to attend collegiate level football games, as it was similar to this investigation as well. In agreement with the present study, Han and his friends (2016), studied on the American and Korean spectators who attend different team sports (e.g. basketball, football and baseball). According to the results of the study, it was concluded that the most important motivational factor for both Americans and Koreans was the entertainment which motivate them to decide attending sport games.

In a similar investigation, Karakaya and his friends (2016) examined the motivational factors which have an effect on attendance decisions of Greek spectators who were watching soccer games in Greece. Likewise, the findings indicated that the entertainment was the second prominent factor as it was found in the current study. Besides, Funk and his friends (2002), studied on the spectators who were participating 1999 FIFA Women's Soccer World Cup and the findings indicated that players as role models was the most crucial factor which we did not examine this factor in the present study and in line with this study the entertainment value was found to be the second most prominent factor that motivate spectators to attend Women's Soccer World Cup games. Parallel to the current research Won & Kitamura (2006), analyzed the motivational factors which have an effect on the spectators' soccer game attendance decision to the K-league (the Korean professional soccer league) and the J-league (the Japanese professional soccer league) in Japan and Korea. The results of the study revealed that the spectators of the J-league mostly motivated by drama, achievement and entertainment respectively. Alike, the J-league spectators had motivations in the order of achievement, entertainment and team identification.

In agreement with the present research, Kwon & Trail (2001) investigated the motivational factors of American and international university students. Results showed that both and international and American students were driven to attend sport games mostly by the motivational factors of eustress, aesthetics and self-esteem

respectively. However, the eustress and self-esteem factor did not take into account in this study. Kwon & Trail (2001) utilized the Sport Fan Motivation Scale (SFMS) which was developed by Wann (1995). Based on the questions of the aesthetics sub-dimension in SFMS, the aesthetics motive seems similar to the quality of the game sub-dimension which was investigated and identified as the second most important motivational factor was well in the present research.

Foxall & Goldsmith (1994) indicated that motivational factors and the demands of the spectators have usually a changing pattern. In other words, the motivational factors which drive sports fans to attend games are the requirements of sports fans' which could be met by attending sports games or events. According to the findings of the present research and the previously conducted investigations in the literature, the entertainment motive, and the quality of the game motives have an important effect on meeting the requirements of the sports fans while they are attending the sports events.

In this context, soccer clubs should not only focus on getting successful results but also try to create new possible entertainment opportunities for their sports fans to increase their revenues and attract their sports fans' interest. According to Trail and his friends (2003), skillful players and the aesthetic factors are directly associated with game which have an important influence on spectator attendance. Thus, sport clubs should also try to increase the quality of game as well by transferring new players who have high level of skills to their teams.

5.2. Motivational factors and nationality differences

As previously mentioned there were differences among English, Irish, and Welsh sports fans who were participating group stage games of UEFA Euro 2016 Soccer Championship with regard to their motivational factors which have influence on their attendance decision to soccer games. Accordingly, English sports fans have higher motivations than Irish sports fans in the quality of game motive and the social motive. Likewise, English sports fans have also higher motivations than Irish and

Welsh sports fans related to entertainment motive. Alike, English sports fans have higher motivations than Welsh sports fans in terms of sport atmosphere motive.

Similarly, in an investigation carried out by Han and his colleagues (2016), investigated the difference between nationality and spectatorship motivations. In order to determine the cultural value orientations and sport fan motivations of the American and Korean college students who were attending team sports including basketball, baseball, and football. They classified the motivational factors and the spectators into two basic categories as “collectivist” (e.g. team attachment) and “individualistic” (e.g. self-esteem). In doing so, it was revealed that American spectators tend to have more individualistic, whereas Koreans seem to have more collectivistic spectatorship motivations.

In consistency with the current study, Won & Kitamura (2007), examined the Korean and Japanese spectators’ motivational factors. Although, Koreans and Japanese have similar cultural backgrounds. Likewise, our sample comprising of participants with similar cultural characteristics (English, Irish, and Welsh). Won & Kitamura (2007) found significant differences between Korean and Japanese cultures regarding motivational factors. For instance, spectators from Korea were more motivated than the Japanese spectators in terms of personal benefits (e.g. drama, family and player). On the other hand, spectators from Japan had stronger motivations than spectators from Japan with regard to self-definition (e.g. team identification and vicarious achievement) and sport (e.g. entertainment and physical skills).

In line with the present research, Kang, and his friends (2014), investigated the sport consumer motivations of American and Asian (Indian, Chinese, Korean, Taiwanese, Vietnamese, Kazakh, Japanese, and Malaysian) university students who were attending / watching NCAA Division I Football Bowl Subdivision. They compared the consumer motivations of American and Asian university students and the findings indicated that American students had stronger motivations on the majority of the motivational factors examined than the Asian students. On the other hand, Asian students had higher motivations in terms of “interest in players” motivational

factor. These results might be caused by the cultural differences of the participants as it was found in the present research as well.

Similarly, a study examined differences between South Korean and American spectators with regard to their media consumption behavior and motivations (Kim et al., 2009). They studied on 208 American spectators and 229 South Korean spectators who were attending local mixed martial art events in USA and South Korea. The results showed that there were significant cross-cultural differences between spectators. Accordingly, spectators from South Korea were more motivated than the spectators from America related to national pride and vicarious achievement. Besides, the spectators from America were more motivated than the spectators from South Korea in terms of aesthetic quality, violence and sport interest. Likewise, in the current investigation it was also found that there were significant differences in some motivations of sports fans who were from three different nationalities (English, Irish and, Welsh). One of the main reasons of having different motivational factors while participating sports events might be attributed to the cultural differences of the participants who took part in the current investigation.

Similar to a present study, Lu & Pitts (2004) researched the factors which have an influence on attendance of spectators to Minor League Baseball in the United States (MILB) and Taiwan Major League (TML). Participants were consisting of 460 spectators from United States and 402 spectators from Taiwan. Findings revealed that MILB and TML spectators have various factors for attending baseball games. The most significant differences among the factors identified as following; going with family, offense on visiting and home teams, official fan club member, promotions and, defense of home team. However, the current study did not examine the factors as Lu & Pitts (2004) did in their study. In other words, this study researched on motivational factors which have an influence on spectator attendance to soccer games.

Furthermore, Hsieh and his colleagues (2011), determined the differences between the American and Taiwanese spectators who attend / watch professional baseball

games. Findings indicated that spectators from Taiwan watch baseball games from television and escape and gender motives were found to be the most prominent when it was compared with the spectators from United States. On the other hand, the effect of family to attend games was an important factor for the spectators from USA.

Schütte & Ciarlante (1998), indicated that each culture has its original rules, principals, visions and, attitudes. For this reason, it can be inferred that the Eastern culture and Western cultures are distinctly different from each other. Thereby, sports fans in different countries have different reasons or motivational factors to attend / watch the same sort of sports events.

In other words, According to reviewed literature on spectators' motivation implied that culture is a determinant factor affecting individuals' decisions to attend / watch any sports event. The majority of the studies compared the American and Asian cultures with regard to individuals' spectatorship motivations. The obvious difference between these two cultures may be the reason of the abundant comparisons.

Finally, the participants of this investigation were English, Irish, and Welsh sport fans. Although these nations have similar cultures and called as the United Kingdom (UK). Mackeznie (2008) stated that majority of the population see themselves as the Welsh, Irish, or Scottish all over the world and they go ahead with having effect on that ethno genesis. In this connection, it can be said that the participants from all three nations (English, Irish, and Welsh) of the study have different national identities and worth for comparison with regard to their motivational factors affecting their decision to attend group stage games of Euro 2016 Soccer Championship in Paris, France.

CHAPTER VI

CONCLUSIONS AND RECOMMENDATIONS

The findings of the present investigation indicated that entertainment, quality of the game and, the social motives were the most prominent motivational factors which have an influence of sports fans' decisions to attend soccer games respectively. On the other hand, sport atmosphere, escape and, boredom avoidance were the least important factors affecting sports fans' decisions to attend group stage games in Euro 2016 Soccer Championship.

In addition, significant differences were found among sports fans from three nationalities including England, Ireland and Wales with regard to their motivational factors which drives them to attend soccer games. Accordingly, sports fans from England had stronger motivations than the sports fans from Ireland in terms of quality of game and social motives. Similarly, sports fans from England had stronger motivations than the sports fans from Ireland and Wales with respect to entertainment motive. Likewise, the sports fans from England were more motivated than the sports fans from Wales regarding sport atmosphere motive. In brief, sport marketers, managers and specialists who works in soccer clubs and organizations should bear the following in their mind;

1. Sports fans' interest must be kept alive toward participating to soccer games. This could be done by creating an atmosphere which can satisfy the requirements of the sports fans.
2. Since the majority of the soccer fans are looking for entertainment, soccer clubs and organizations should ensure much better entertainment opportunities for their fans by transferring talented soccer players.

Nonetheless, soccer clubs and organizations should try to find ways to create sense of attachment to their team.

3. Regarding quality of the game motive, games with better quality should not only be scheduled in the weekends for the mega-events as we examined in this study. This may help to increase the fair average sports fan attendance for soccer games.
4. Sport marketing specialists should assign sufficient amount of fund to organize events in an impressive atmosphere to attract more sports fans.
5. Sport marketers should implement a new marketing strategy. They should properly specify and regulate the operations of the event. The atmosphere of the events might be much better for the sports fans. Besides, the sport marketers should mainly focus on the entertainment, quality of the game and, the social motives while planning their promotional activities and other marketing tactics.
6. Sport managers and marketers, should not look for big stadiums. A small stadium can augment the noise in a better way. This can have favoring influence on sports fans perception which may result in increased attendance.
7. Sport marketers should organize some social events in order to attract possible new sports fans and to establish mutual relation with their sport clubs.

6.1. Future research recommendations

It can be inferred that the overall findings of the study have broaden our understanding with regard to motivational factors of the soccer fans which have an influence their attendance decision to a widely-known international soccer event. Even though, the present investigation was ascertained the factors on sports

consumption behaviors of the sports fans for this specific international mega soccer event, it seems that there might be other underlying factors to attend soccer games. Therefore, more research with different variables and motives should be conducted to extend the knowledge in the related literature. Furthermore, the different sample groups from other nationalities might be studied for the future research as well. In addition to this, the sports fans of the other team sport branches (e.g. basketball, volleyball) can be examined to compare whether the motivational factors changes or not accordingly.

Finally, since the soccer is mainly dominated by the male sports fans and the majority of the sample studied in this study also composed of male sports fans, the motivational factors for the female sports fans who attend soccer games should also be investigated.

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APPENDICES

APPENDIX A. ETHICAL COMMITTEE APPROVAL

UYGULANALİ ETİK ARAŞTIRMA MERKEZİ
APPLIED ETHICS RESEARCH CENTER



ORTA DOĞU TEKNİK ÜNİVERSİTESİ
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10 AĞUSTOS 2016

Sayı: 28620816 / 334

Konu: Değerlendirme Sonucu

Gönderilen: Prof.Dr. Settar KOÇAK

Beden Eğitimi ve Spor Bölümü

Gönderen: ODÜ İnsan Araştırmaları Etik Kurulu (IAEK)

İlgi: İnsan Araştırmaları Etik Kurulu Başvurusu

Sayın : Prof.Dr. Settar KOÇAK

Danışmanlığını yaptığınız doktora öğrencisi Can ÖZGİDER'in "UEFA EURO 2016 Futbol Şampiyonası'nda Seyircilerin Katılımını Etkileyen Faktörler" başlıklı araştırması İnsan Araştırmaları Komisyonu tarafından uygun görülerek gerekli onay 2016-EGT-112 protokol numarası uygun görülmüştür.

Bilgilerinize saygılarımızla sunarız.

Prof. Dr. Canan SUMER

İnsan Araştırmaları Etik Kurulu Başkanı

Prof. Dr. Meliha ALTUNİŞIK

IAEK Üyesi

Prof. Dr. Ayhan SOL

IAEK Üyesi

Prof. Dr. Mehmet UTKU

IAEK Üyesi

Prof. Dr. Ayhan GÜRBÜZ DEMİR

Prof. Dr. Ayhan GÜRBÜZ DEMİR

IAEK Üyesi

Yrd. Doç. Dr. Pınar KAYGAN

IAEK Üyesi

Yrd. Doç. Dr. Emre SFLÇUK

IAEK Üyesi

APPENDIX B. FAN MOTIVATION SCALE

Directions; the aim of this study is to investigate the motivational factors affecting the attendance decision of spectators to UEFA Euro 2016 Soccer Championship. Please read each statement and circle the answer which best represents your opinion. Responses will be confidential.

Nationality : _____

Gender : ☐ Female ☐ Male

Age : _____

Education level : ☐ High School ☐ Bachelor's ☐ Master's ☐ PhD

Marital status : ☐ Married ☐ Single

Income status : ☐ 1000 – 3000 €/£ ☐ 3000 – 5000 €/£ ☐ 5000 €/£ and above

How often do you consume soccer games?

☐ Everyday ☐ 2-3 times in a week ☐ Once in a week

☐ 1-2 times in a month ☐ 5-6 times in a year

Do you exercise regularly? ☐ Yes ☐ No

How do you consume soccer games?

☐ Attending stadium ☐ Watching TV ☐ From press/media

☐ From social media

Do you have tickets for this tournament?

☐ Yes ☐ No If Yes How many? Number of ticket(s)

One of my reasons to watch and attend UEFA Euro 2016 Soccer Championship games is...		<u>Strongly Disagree</u>	<u>Disagree</u>	In between	Agree	Strongly Agree
1	To spend quality time with my friends and family	1	2	3	4	5
2	To seek excitement and stimulation	1	2	3	4	5
3	To get away from my everyday routine	1	2	3	4	5
4	To increase my self-esteem	1	2	3	4	5
5	To occupy my free time	1	2	3	4	5
6	To be in a friendly environment of the games	1	2	3	4	5
7	The beauty and grace of the game	1	2	3	4	5
8	Just to keep me busy or occupied	1	2	3	4	5
9	To be with other people	1	2	3	4	5
10	The opportunity to forget about my problems	1	2	3	4	5
11	Because I care about sport games	1	2	3	4	5
12	Because I am bored of other things in life	1	2	3	4	5
13	To interact with others	1	2	3	4	5
14	To have a good time	1	2	3	4	5
15	To avoid hustle and the bustle of daily activities	1	2	3	4	5
16	To relax	1	2	3	4	5
17	The high level of skills shown by players	1	2	3	4	5
18	To make me feel good	1	2	3	4	5
19	To kill time	1	2	3	4	5
20	To be entertained	1	2	3	4	5
21	For the pleasure I experience during sport games.	1	2	3	4	5
22	To relieve stress and tension	1	2	3	4	5

APPENDIX C. TURKISH SUMMARY / TRKE ZET

Giriř

Sporun toplum zerinde byk bir etkisi vardır. Sıkıntılı dnemlerde, insanları bir araya getirme, lkeleri glendirme ve toplumu oluřturma potansiyeline sahiptir (Dhurup, 2010). stelik spor, spor pazarlama tekniklerinde etkili yntemlerin bir sonucu olarak gnlk hayatımızda nemli bir yere dnřr (McDonald ve diğerkleri, 2002). Futbol, 100 yıldan fazla bir sredir dnyadaki en popler spor dallarından biridir. 1863 yılında ilk futbol federasyonu kurulduktan sonra İngiltere'de resmi bir spor olarak kabul edildi. řařırtıcı bir řekilde, dnya genelinde FIFA'nın yesi olarak iki yz on bir lke vardır. Ancak Birleřmiř Milletler (BM)'de ye olarak 192 lke bulunmaktadır (Naghshbandi ve diğerkleri, 2011). Futbol federasyonunun istatistiklerine gre, dnyada 200 milyondan fazla futbolcu var ve bu futbolun milyarlık bir sektr olduđu anlamına gelimektedir (Halicioglu, 2006).

Ekonomik perspektifler spor organizasyonları zerinde byk bir etkiye sahiptir; kulpler spor alanında hem bařarı hem de bilet satıřı, sponsorluk ve reklamcılık vb. ieren gelirler zerinde alıřmaktadır (Buhler ve diğerkleri, 2007; Mason, 1999). Desbordes'e (2007) gre, spor kulplerini ynetmek temelde kurumsallařmıř bir ticari organizasyonu ynetmekle benzerdir. Ek olarak, spor sektr, ekonomiyi geliřtirmenin en nemli kısımlarından birisidir, nk giriřimleri teřvik etmektedir, yeni iř imknları yaratmaktadır ve seyirciler aracılıđıyla tketimi geliřtirmektedir. (De Burca ve diğerkleri, 2015; Smith & Stewart, 2007). UEFA istatistiklerine gre (<http://www.uefa.org>), son elli yıldır toplam stadyum katılım oranlarında ykselen bir artıř olduđu grlmektedir. Sadece Kuzey Amerika'da 26.17 milyar ABD doları seyirci sporunda harcanmıřtır (King, 2002). Benzer řekilde, tm dnyadaki birok futbol taraftarı profesyonel futbol malarına katılmak iin Avrupa'ya gitmektedir (Matsuoka ve diğerkleri, 2003). rneđin, FIFA Dnya Kupası gibi mega etkinlikler, dnya apındaki diğerk futbol ligleri muazzam gelirlere sahiptir ve bu etkinlikler, milyonlarca seyircinin dikkatini ekmektedir (Merelo ve diğerkleri, 2013). stelik futbol malarından elde edilen gelirler, tm piyasanın nemli bir blmn kapsamaktadır (Dima, 2015).

Profesyonel spor kulüpleri ve organizasyonları, ekonomik refahları için etkili bilet satışına ve pazarlama taktiklerine sahip olmalıdırlar. Aslında, temel belirleyici olan şey etkinliklere katılan bireylerin sayısını arttırmaktır. Dolayısıyla spor kulüpleri ve organizasyonları, spor seyircilerinin tercihlerini dikkate alarak etkinliklerini düzenlemelidirler (Chadwick, 2006; Keaton ve diğerleri, 2015; Hansen & Gauthier, 1989). Aynı şekilde, McDonald ve diğerleri (2002), spor pazarlama uzmanlarının, spor taraftarlarının futbol maçlarını izlemeye veya katılmaya karar vermesinde hayati rol oynayan motivasyon faktörlerini titizlikle anlamaları gerektiğini belirtmişlerdir. Horne (2006), tüketicilerin ve seyircilerin sporla ilgili televizyon ve radyo yayınlarını takip ettiklerini, spor web sitelerinde ve gazetelerinde haber okuduklarını, forma vb. şeyler satın aldıklarını ve maçları izlemek için kendi ülkeleri içerisinde veya dünyanın diğer ülkelerine sıklıkla seyahat ettiklerini ifade etmiştir.

Sonuçta, bir etkinliğe katılmak en büyük taraftar davranışıdır (Matsuoka ve diğerleri, 2003; Shonk & Chelladurai, 2008; Wakefield & Blodgett, 1994). Gelir için birincil kaynak olan bilet satışlarının yanı sıra spor taraftarlarına spor kulüpleri tarafından alışveriş fırsatları da sunulmalıdır (Sarstedt ve diğerleri, 2014). Sonuç olarak, spor kulüpleri projelerini geliştirmek amacıyla oturma alanları, sezonluk biletleri içeren yeni satış olanakları yaratarak daha çok taraftar çekmeye çalışmaktadır (Howard & Crompton, 1995).

Spor tüketicilerinin ilgilerini çeken nedenleri belirlemek çok zordur (McDonald ve diğerleri, 2002). Diğer taraftan, Trail & James (2001), bireylerin futbol karşılaşmalarına katılımları ve spor ürünlerini tüketmeleri ile ilgili farklı motivasyonlarının olduğunu belirtmiştir. Bu nedenle, spor pazarlamacıları hedef kitlelerini tanımlamak için bu motivasyonları kullanmalıdırlar. İnsanları sporu bir ürün olarak tüketmeye teşvik eden psikolojik unsurların bulunduğu vurgulanmıştır. Ancak, bu sebeplerin başında; ekonomi, istek, öz saygı, grup üyeliği, eğlence, aile ve estetik gibi faktörler gelmektedir (Wann ve ark., 2001).

Bireyleri 20 yılı aşkın bir süredir spor etkinliklerini tüketmeye yönlendiren psikolojik nedenleri inceleyen araştırmacılar arasında giderek büyüyen bir ilgi bulunmaktadır

(Correia & Esteves 2007; Cottingham ve ark., 2014; Hansen & Gauthier, 1989; Funk ve diğerleri, 2001; Mehus, 2005; Robinson & Trail, 2005; Sloan, 1989; Wakefield, 1995; Wann ve diğerleri, 2008; Wann, 1995; Won & Kitamura, 2007). Bununla birlikte, uluslararası spor taraftarlarının spor karşılaşmalarına katılımları hakkında yeterli sayıda araştırma yapılmamaktadır (Davies & Williment, 2008; Kim & Chalip, 2004). Ayrıca, McDonald ve meslektaşları (2002) futbol maçlarına katılım ve bunun motivasyonel faktörle ile olan ilişkilerini inceleyen araştırmaların çok az olduğunu vurgulamışlardır. Ayrıca araştırmacıların ağırlıklı olarak kullandıkları veriler ikincil kaynaklardandır. Buna göre, farklı ülkelerden ve kültürlerden futbolseverlerin arasındaki motivasyonel farklılıkları inceleyen bir çalışma yapmak büyük öneme sahiptir.

Hansen & Gauthier, (1989), katılımı arttırmanın spor organizasyonları için en önemli konulardan biri olduğunu belirtmiştir. Nitekim, profesyonel spor organizasyonları arasında yüksek düzeyde rekabet bulunmaktadır ve gelir yaratmada en önemli unsurlardan biri olan seyircilerin katılımını kontrol etmek istemektedirler. Bu araştırma, farklı ülkelerdeki taraftarların futbol maçlarına katılımının motivasyonel faktörleri açısından farklılıklarını ortaya koyacaktır. Bu nedenle, spor organizasyonları ve spor pazarlaması uzmanları, taraftarların spor karşılaşmalarına katılımlarını etkileyen farklı unsurları kavrarlarsa, uluslararası spor taraftarlarının katılım oranını artırmak için daha iyi ve yeni pazarlama taktikleri geliştirmeleri daha mümkün gözükmektedir.

Fink ve arkadaşlarına (2002) göre, çeşitli spor takımlarından ve kültürlerden spor taraftarlarının motivasyonları ve etkenleri, kültürler arasındaki farklılıkları belirlemek için incelenmelidir. Bu nedenle, seyircilerin futbol maçlarına katılmalarına etken olan faktörler hakkında daha kapsamlı bir bilgiye sahip olmak için daha ileri çalışmalar yapılmalıdır. Bu bağlamda, bu araştırma, futbol endüstrisinde çalışan pazarlama uzmanlarına değerli fikir ve bilgiler verecektir. Bu araştırmanın temel amacı, spor taraftarlarının Fransa’da düzenlenen UEFA Euro 2016 Futbol Şampiyonası’na katılımını etkileyen motivasyonel faktörlerini araştırmaktır.

Literatür İncelemesi

Tüketici davranışı, ilk olarak ekonomik varlıkları ve diğer ilgili hizmetleri kullanan bireylerin eylemleri ve bireylerin eylemlerinin karar verme süreci olarak tanımlanmaktadır (Engel ve diğerleri, 1973). Solomon'a göre (2002) tüketici davranışını anlamak iş hayatında başarılı olmak için çok önemlidir. Tüketici davranışlarıyla ilgili araştırılması gereken üç ana konu bulunmaktadır (Block & Roering 1976). Bunlar; bireylerin hareketleri, para harcayarak diğer ürün ve alakalı hizmetleri satın almakve bireylerin ürünleri satın almalarını sağlayan karar verme sürecidir. Tüketici davranış modellerini ve genel eğilimleri incelemek, bireylerin taleplerini ve ihtiyaçlarını anlamak için en iyi stratejidir (Sirgy, 1983).

Mullin ve arkadaşları (2000), spor tüketimini, dinlenme, oyun oynama, izleme, okuma gibi sportif faaliyetlerle bağlantıların çeşitli biçimleri olarak tanımlamışlardır. İki tür sportif tüketim bulunmaktadır. Bunlar; katılımcı ve seyirci sporunda olan tüketim şekillleridir (Milne & McDonald, 1999). Duygusal faktörler (desteklenen ekibe olan bağlılık veya oyun sırasında zihin durumundaki değişiklikler) ve bilişsel faktörler (oyun kurallarının seviyesinin anlaşılması) spor tüketiminin gerekli unsurlarıdır (McPherson, 1976). Araştırmacılar, karar verme periyodunu anlayabilmek amacıyla, tüketiciler için farklı karar verme modelleri geliştirmişlerdir. Bu karar verme modellerinde bireyler birtakım değerlendirme aşamalarından sonra karar verme yoluna gitmişleridir (Bettman, Johnson, & Payne, 1991; Sheth, 1974). Kotler'e (1965) göre, seçim davranışı girdi, kanallar, işlemci ve çıktı (satın alma) olmak üzere dört ana aşamaya sahiptir.

Genel olarak, spor tüketim davranışları a) aktif (doğrudan) tüketim ve b) pasif (dolaylı) tüketim olarak iki kısımda sınıflandırılabilir (McPherson, 1976, Shank, 2005). Örneğin, bir spor oyununa katılmak ve / veya ürün satın almak aktif tüketim davranışlarıdır. Öte yandan, medyadan yapılan canlı yayınlardan spor oyunlarını izlemek, radyodan dinlemek ve ilgili spor yayınlarından okumak pasif tüketim davranışına örnektir (Wann ve ark., 2001).

Carrell ve meslektaşları (1997) motivasyonu, belirli bir hedef için başarıyı yakalamak amacıyla bir hareketlenmeye yol açan güçlü bir uyarı aracı olarak tanımlamışlardır. Öte yandan, araştırmacılardan bazıları motivasyonun, bir hedefe ulaşma konusundaki tutumu arttıran zihinsel bir mekanizma olduğunu belirtmişlerdir (Nelson, & Quick, 2003). Esas olarak iki tür motivasyon kavramı vardır. Bunlar; yerleşik (içsel) motivasyon ve dışsal (harici) motivasyondur.

Seifert ve arkadaşları (2012) içsel motivasyonu, dışsal etkiler veya sebepler olmaksızın kişisel arzular ve dikkatler tarafından tetiklendiği şeklinde tanımlamıştır. Ayrıca, başka bir araştırmacı bunu bireyler tarafından kasıtlı ifade edilen tutum olarak tanımlamıştır (Gill, 2000). Ryan & Deci (2000), insanların her zaman hevesli, hareketli olduklarını ve yeni şeyler keşfetmek için hazır bulunduklarını ve bunun da insanoğlunun kalıtımla kazandığı doğal bir özelliği olduğunu belirtmiştir. Dahası, içgüdüsel motivasyon hayvan tutumu araştırması aracılığıyla anlaşılmıştır ve fiziksel, zihinsel ve sosyal evrimde önemli bir faktör olduğu bildirilmiştir.

Dışsal motivasyon içsel motivasyonun tam tersi olarak tanımlanmaktadır. Başka bir deyişle, bir faaliyet esasen dış etkenlerden kaynaklanan zevk için yapılmaktadır (Ryan & Deci, 2000). Mesela, rekabet bireyleri diğer takımları yenmek için harekete geçiren dışsal motivasyonlardan biridir. Bireyler davranışlarını değiştirmek zorunda bırakılsalar bile bunu yapmazlar. Ancak, davranışlarını değiştirmelerinin tek yolu dışardan gelen motivasyonlardır (Seifert ve ark., 2012). Pink (2009), ödülün hangi davranışı istediğinizi belirlediğini belirtmiştir. Başka bir deyişle, bir kişinin arzulanan davranışını ödüllendirirseniz, o birey aynı davranışları tekrar gösterecektir.

İnsan davranışlarını belirlemek ve yorumlamak için motivasyonla ilgili pek çok teori geliştirilmiştir. Bunların arasından en yaygın kabul görenleri;

Maslow'un teorisi, en çok bilinen teorilerden biridir. Maslow teorisinde, bireylerin kendileri için gerekli olan belirli biyolojik, kültürel ve durumsal ihtiyaçlara sahip olduklarını ileri sürmüştür (Maslow, 1943). İnsanın ihtiyaçlarını en temelden başlayarak en üst düzeye kadar sınıflandırmıştır. Bireylerin ihtiyaçları sırasıyla

fizyolojik, güvenlik, sosyal, benlik saygısı ve kendi kendini gerçekleştirme şeklindedir. Buna ek olarak, insanların ihtiyaçları arasında aşamalı bir bağlantı olduğunu belirtmiştir (Maslow, 1943). Başka bir deyişle, bireylerin, o doğrultuda davranmalarına izin veren yüksek düzeyde gereksinimleri elde etmek için temel gereksinimlerini tatmin etmesi gerekmektedir. Dahası, Rumsey (1996), Maslow'un teorisinde ihtiyacın bireyin uyarılma seviyesinde büyük bir etkiye sahip olduğunu belirtmiştir.

Sosyal değişim teorisi, insanlar arasında motivasyondan kaynaklanan karşılıklı değişim davranışları ve tutumları olarak tanımlanmaktadır (Blau, 1964). Sosyal değişim teorisinin bir diğer tanımı Homans (1961) tarafından yapılmıştır, buna göre; ögelerin (fiziksel veya soyut) bir ödül veya bedel karşılığında bireyler arasında belirli bir seviyede değiştirildiğini vurgulanmıştır. Dahası, Homans (1961) ayrıca sosyal gruplardaki bireyler arasındaki şeylerin aralarındaki etkileşimle netleşebileceğini belirtmiştir. Ayrıca, sosyal değişim teorisinin, uyum, liderlik, nüfuz vb. dahil olmak üzere sosyal davranışın ana mekanizmalarının tam olarak anlaşılması ile ilişkili olduğunu belirtmiştir (Homans, 1961).

Herzberg (1966) teorisini, işçilerin duygusal algılamalarını olumsuz etkileyen dış etkenlere (maaş, şirket politikaları, işçiler arasındaki ilişkiler vb.) ilişkin motivasyon üzerine geliştirmiştir. Nitekim, faktörlerin işçilerin memnuniyetini etkileyen iki kısma (hijyen faktörleri ve motivasyon araçları) ayrılabilceğini belirtmiştir (Herzberg, 1966). Dahası, hijyen faktörleri işçilerin memnuniyetine yol açmaz. Fakat memnuniyetsizliklerini engellerler ki bu da hijyen faktörlerinin sadece hayal kırıklığını önleyerek çalışma ortamında verimli olduğu anlamına gelmektedir (Herzberg 1966).

Maslow'un teorisinde eksiklikler olduğu ve bireylerin esas olarak eylemde bulunmak için üç motivasyona sahip oldukları belirtilmiştir; bunlar; var oluş, ilintililik ve gelişme ihtiyaçlarıdır. Bu nedenle, teorisine ERG (VİG) teorisi adı verilmiştir. Var oluş ihtiyaçları fizyolojik ve güvenlik gibi temel insan ihtiyaçlarından oluşmaktadır. İlintililik gereksinimleri bireylerin aidiyet duygusu ve toplumsal çevrede kabul

görmek istemeleridir. Sonuncusu olan gelişme ihtiyaçları ise bireylerin kendini geliştirme ve kendini gerçekleştirme ile ilgilidir (Alderfer, 1967, 1969).

Atkinson'a (1964) göre, insan davranışını etkileyen beklentiler başlıca üç faktöre, yani başarı gereksinimi, bağlılık gereksinimi ve iktidar ihtiyacına sahiptir. Birinci faktör, başarıdan sonraki gurur hissi ile ilgilidir. İkinci faktör, diğer insanlarla olan sosyal etkileşimdir. Son faktör ise, diğer insanları kontrol altına alma hırsıyla ilgilidir. Diğer bir deyişle, bu bireysel görev performansını olumsuz veya olumlu şekilde etkileyen beklentilere sahip olmak olarak tanımlanmıştır (Atkinson, 1957).

Spor taraftarını anlamak, onun hakkında konuşurken ve bu konuyu tartışırken çok önemlidir. İzleyicilere yönelik sporun eski Yunan Olimpiyatlarının Yunanistan'ın Archaea Olympia kentinde düzenlendiği dönemde ortaya çıktığı düşünülmektedir (Guttmann, 1986). Spor taraftarı, takımını destekleyen biri olarak tanımlanamaz. Literatürde, spor taraftarı bir takıma veya spora güçlü bağı olan bir kişi olarak tanımlanmaktadır (Borland ve MacDonald, 2003; G. T. Trail & James, 2001; G. Trail, Anderson, & Fink, 2000). Taraftarlık, parasal destek ve zaman gerektirmektedir. Örneğin, spor taraftarları maçlara gitmek için dünyayı dolaşmakta, televizyon ve radyo yayınlarını izlemekte ve takımlarının formalarını almaktadırlar. Ayrıca, taraftarlar maçlara gittiklerinde yiyecek, içecek, otopark, alışveriş ve ulaşım gibi unsurlar için para ödemek zorundadırlar. (Hartfield, Hutton ve Sharot, 1975; Wakefield & Sloan, 1995).

Sutton ve meslektaşlarına (1997) göre, taraftar kimliğinin üç seviyesi vardır; bunlardan ilki *sosyal taraftar*. Sosyal taraftarların spor takımına veya spora çok güçlü bir bağlılığı bulunmamaktadır. Takımlarının oyunu kazanması veya kaybetmesi çok umurlarında değildir. Başka bir deyişle, sadece oyundan keyif alırlar. İkincisi *odaklanmış taraftarlardır*, orta derecede bir bağlılıkları bulunmaktadır; takımları oyunu kaybetmeye başladığında takımlarına olan bağlılıklarını değiştirirler. Üçüncüsü ise *yerleşik (vested) taraftarlardır*, takımlarına veya sporlara güçlü bir şekilde bağlıdırlar ve zamanlarının çoğunu sporla harcamaktadırlar. Takımları oyunu kaybetse bile takımlarına olan bağlılıklarını değiştirmezler.

Öte yandan, Stewart ve Smith (1997) spor taraftarlarını katılım sıklığı açısından beş gruba ayırdı. Bunlar; *Tutkulu taraftarlar*, takımlarına kesinlikle bağlıdırlar ve bireysel olarak takımlarına veya kulüplerine para yatırırlar. *Şampiyon takipçileri*, tutkulu taraftarlara benzerler ancak bağları kısa sürer. *Kayıtsız taraftarlar*, takımlarının çoğu zaman kazanmasını isterler ancak, maçları sürekli olarak takip etmezler. *Theatregoerlar* maçlara eğlence için giderler ve bağlılıkları düşüktür. *Spor fanatikleri* ise takımlarına güçlü bir şekilde bağlıdır ve maçların büyük bir kısmına giderler.

Hunt ve arkadaşlarına göre, (1999) taraftarlar, geçici taraftar, yerel taraftar, sadık taraftar, fanatik taraftar ve işlevsiz taraftar olarak beş kategoriye ayrılmaktadır. *Geçici taraftarların* kısıtlı zamanı vardır. *Yerel taraftarlar* coğrafi alan açısından kısıtlanmıştır. Örneğin, popüler oyuncular farklı bir takıma transfer olduğunda bağlılıklarını azaltma eğilimindedirler. *Sadık taraftar*, başlangıçta geçici veya yerel taraftara benzer ancak zaman veya coğrafi kısıtlamaları yoktur. *Fanatik taraftarlar* forma ya da farklı kıyafetler giyerek maçlara katılmakta ve bedenlerini boyamaktadırlar. *İşlevsiz taraftarlar* takımlarını veya favori oyuncularını kullanarak kendilerini tanımaya çalışmaktadırlar. İşlevsiz taraftarların çoğunluğunun rahatsız edici, agresif ve alkolik olduğu belirtilmektedirler (Wakefield & Wann, 2006).

Sutton ve arkadaşları (1997) kimliği üç farklı seviyeye ayırmıştır. Bunlar sırasıyla düşük, orta ve yüksektir. 1) Düşük seviye; taraftarlar toplumsal olarak başkalarıyla etkileşim kurmayı ve kendilerini eğlendirmeyi amaçlamaktadır. 2) Orta seviye; taraftarlar kısa bir süre için spor takımıyla kendilerini tanıtmaya çalışırlar. 3) Yüksek seviye; taraftarların hayatlarında spor her zaman mevcuttur ve takımlarına uzun süre destek verirler. Dahası hem bölgelerindeki hem de farklı bölgelerdeki maçları izlemeye giderler.

Hall (1992), spor turizmini, ticari olmayan sebeplerle spor etkinliklerinde yer almak veya etkinliklere katılmak için seyahat etmek olduğu belirtmiştir. Spor turizmini faaliyet düzeyi açısından aşağıdaki üç tür olarak sınıflandırmıştır; 1) sağlık turizmi

seyahati, 2) macera turizmi 3) spor turizmi. Öte yandan, Standeven & DeKnop (1999) spor turizmini ticari turizmi ekleyerek tanımlamaktadır. Başka bir deyişle, spor turizmi, ticari ve ticari olmayan sebeplerle her türlü spor oyunlarına / etkinliklerine dahil olmak ve katılmak için seyahat etmektir.

Spor taraftarları, spor kulüpleriyle olan bireysel bağlantıları nedeniyle spor takımları için çok önemlidirler. Baroncelli (2006), İtalyan futbol liginin (Serie A) izleyici katılım oranının 1999'dan 2000 sezonuna kadar dramatik biçimde azaldığını (stadyum kapasitesinin %40 ila% 60'ı) belirtmiştir. Bu, 226.8 milyon €'dan 183.5 milyon €'a civarında olan genel gelir düşüşüyle sonuçlanmıştır. Mason (1999), profesyonel spor kulüplerinin, spor taraftarları, televizyon / radyo yayıncılığı ve medya olarak tanımlanan geleneksel spor tüketicileri tarafından üretim masraflarını dengelemesi gerektiğini ileri sürmüştür.

Sporun objektifleştirilmesinin ardından, spor takımları ve seyirciler arasındaki ilişki bir tür müşteri ve satıcı ilişkisine dönüştürüldü. Gerçekten de, spor taraftarlarının çoğunluğu, destekledikleri spor takımına sadık olmasalar bile bireysel kazançlar aramaktadırlar (Giulianotti, 2002). Shank (2001), spor taraftarlarının spor etkinliklerine katılımını etkileyen faktörlerin ekonomik sebepler, spora katılım, demografik sebepler, günlük yaşamdan kaçma, stadyum sebepleri, sporun topluma değeri, spor oyunlarının cazibesi, rekabetçi sebepler, taraftar motivasyon sebepleri ve taraftar kimliği de dahil olmak üzere çeşitli nedenlere bağlı olduğunu belirtmiştir.

Birinci faktör *kaçış*; Wann ve arkadaşları (1999b) takım sporlarında yüksek seviyede bir hareketlilik ve ilişki olduğunu ve bunun motivasyon ve dikkatlerinin dağılmasını isteyen spor taraftarlarını cezbedtiğini söylemektedirler. Ayrıca, bazı spor taraftarları spor karşılaşmalarında stadyumda başka bir rol oynuyor gibi davranmaktadırlar ve ebeveyn, çalışan vb. gibi farklı rollerinin olduğu diğer normal yaşantılarına dönmeden önce çılgılık atmak gib başka şeyler yapmaktadırlar. İkinci faktör *östress* (*eustress*); bu pozitif stres ve psikolojik olarak uyarılmak isteyen bireylerin ihtiyaçlarından biri olarak tanımlanmaktadır (Wann, 1995). Aslında, bu tür duygular insan bedeninin dopamin ve adrenalini gibi sevinç duygularıyla ilişkili hormonlar

salgılamasına neden olmaktadır (Smith, 2006). Üçüncü faktör *eğlence*; spor karşılaşmalarını izlerken izleyiciler de onun bir parçası haline gelmektedirler. Ayrıca, spor karşılaşmalarında çok çekici yönleri bulunmaktadır, böylece taraftarlar kendilerini onlara bakmaya karşı koyamamaktadırlar (MacAloon, 1981, s.243). Dördüncü faktör *ekonomidir*; Wann, (1995), bu sebebin asıl olarak spor meraklılarına spor karşılaşmalarında bahis oynamakla (kumar) ile ilişkili olduğunu bildirmiştir. Beşinci faktör *estetiktir*; Trail & James (2001), bu faktörü sporun güzelliği ve estetik özellikleri olarak açıklamıştır. Bazı seyircilerin spor olaylarını izlerken unutulmaz anlar yaşama olasılığı nedeniyle büyük bir ilgileri bulunmaktadır. Altıncı faktör *benlik saygısıdır*; bu faktör ise bireyin diğer insanlar tarafından onaylanmasının gerekliliğini yansıtmaktadır (Aveni, 1977). Seyirci başarılı bir takıma güçlü bağlılığa sahip olduğu takdirde, spor karşılaşmalarına katılırken benlik saygısı ve toplumsal statü kazanabilmektedir (Trail ve ark., 2000). Son faktör *ailenin* ise, bağlılık faktörü ile bazı benzer yönleri bulunmaktadır. Diğer bir deyişle, bireyler spor karşılaşmalarını izlerken aileleriyle birlikte olmak istemektedirler (Evangelinou & Grekinis, 1998; Guttman, 1986).

Bazı araştırmacılar şimdiye kadar motivasyon faktörlerini belirlemeye çalışmış olsalar da Wann (1995) tarafından yürütülen bir çalışma genel olarak bu alanda kabul görmüştür. Wann (1995), taraftar motivasyon faktörlerini sekiz gruba ayırmıştır. Bu faktörler; kaçış, östres (eustress), eğlence, ekonomi, estetik, benlik saygısı, aidiyet ve aile. Her faktör spor severlerin neden psikolojik ihtiyaçlarını karşılamak için spor olaylarını aradıklarını açıklamaktadır. Başka bir deyişle, spor taraftarlarının çoğunluğu heyecan aramaktadır ve bu heyecanın derecesi spor türleri arasında farklılık göstermektedir (James & Ross, 2004).

Metot ve Prosedürler

Bu çalışma için nicel ve deneysel olmayan bir tasarım seçilmiştir. Verilerin toplanması için bir anket kullanılmıştır. Bu araştırmanın temel amacı, seyircilerin Fransa'da düzenlenen UEFA Euro 2016 Futbol Şampiyonası'na katılımlarını etkileyen motivasyonel faktörleri araştırmaktır. Araştırmanın katılımcıları Fransa, Paris'teki UEFA Euro 2016 Futbol Şampiyonası grup eleme maçlarına katılan 644

(609 erkek ve 35 kadın) İngiliz, İrlandalı ve Galli futbol taraftarıdır. Bu araştırmaya katılan tüm katılımcılar 18 yaş ve üzerindedir.

Veri toplama öncesinde, Türk seyircilerden veri toplamak amaçlanmıştır, ancak veri toplama işlemi sırasında sınırlı sayıda Türk seyirciye ulaşılmıştır. Ayrıca, ulaşılan Türk spor taraftarları uzun bir süredir Fransa'da yaşadığı için sınırlı ölçüde Türkçe bilgileri bulunmaktaydı. Bu sebeplerden dolayı, Türk spor taraftarları bu araştırmadan çıkartılmıştır.

Veriler, Haziran 2016'da (11 Haziran'dan 22 Haziran'a kadar 12 gün boyunca) UEFA Euro 2016 Futbol Şampiyonası grup eleme maçları sırasında ve Paris Şehri organizasyon komitesi tarafından kurulan Taraftar Bölgesi'nde toplanmıştır. Taraftar bölgesi Eyfel Kulesi'nin yakınında bulunan Champ de Mars'da bulunuyordu.

Araştırmanın niteliği ve amacı katılımcılara açıklanmıştır. Çalışma öncesinde, etik komite onayı Ankara Orta Doğu Teknik Üniversitesi Uygulamalı Etik Araştırma Merkezi'nden (UEAM) alınmıştır.

Taraftar Motivasyon Ölçeği (FMS) Al Thibiti (2004) tarafından geliştirilmiştir. (Ek C) FMS altı alt boyuttan oluşmaktadır ve genel olarak 22 soru bulunmaktadır. FMS ölçeğinde, 5 puanlı Likert ölçeği kullanılmıştır. Cevaplar 1 "kesinlikle katılmıyorum" dan 5 "kesinlikle katılıyorum" arasında değişmektedir. Her bir alt boyutun altındaki öğelerin sayısı 5 ila 2 öge arasında değişiyordu. Bunu netleştirmek gerekirse, oyun bileşeninin kalitesi 4 maddeye, kaçış bileşeni 5 maddeye, can sıkıntısı önleme bileşeni 5 maddeye, sosyal bileşen 3 maddeye, eğlence bileşeni 3 maddeye ve spor atmosferi bileşeni de 2 maddeye sahipti.

Anket iki kısma ayrılmıştır: a) İlk bölümde yaş, cinsiyet, medeni hal, eğitim düzeyi, uyruk ve gelir durumu gibi demografik sorular bulunmaktadır. Ayrıca, spor tüketim sıklığı, spor tüketim türü, oyun biletleri sayısı ve düzenli egzersiz seviyeleri ile ilgili sorular da vardır. b) Anketin ikinci bölümünde FMS' ye ait 22 soru bulunmaktadır. Al Thibiti (2004), FMS'nin güvenilir ve geçerli bir ölçek olduğunu belirtmiştir. FMS genel olarak .90 alfa seviyesine sahiptir ve her alt ölçek için alfa seviyeleri aşağıdaki

gibi; oyunun kalitesi .81 alfa seviyesinde, kaçış .86 alfa seviyesinde, can sıkıntısından kaçınma .81 alfa seviyesinde, sosyal .77 alfa seviyesinde, eğlence .76 alfa seviyesinde, spor atmosferi ise .48 alfa seviyesindeydi.

Bu araştırmada, toplanan verileri analiz etmek için hem betimleyici hem de çıkarımcı istatistikler kullanılmıştır. Veriler, Sosyal Bilimler için İstatistiksel Paket (IBM, SPSS) 23.0 sürümü kullanılarak analiz edilmiştir. Ortalama ve standart sapmalar, korelasyon matrisi, model özet, MANOVA tablosu, katsayılar, eşdoğrusallıklar, histogram, P-P grafiği ve dağılım grafiği içeren betimleyici istatistikler sunulmuştur. Futbol maçlarında katılımcıların motivasyon faktörlerini tahmin etmek için çoklu regresyon analizinden yararlanılmıştır. Çok Değişkenli Varyans Analizi (MANOVA), uyruk, gelir durumu ve futbol maçlarının tüketim sıklığı arasındaki motivasyonel farklılıkları saptamak için yapıldı.

Sonuçlar

Toplanan veriler hakkında genel bilgi edinmek için ilk olarak betimleyici istatistiksel analiz gerçekleştirildi. Bu bağlamda katılımcı sayısının genel ortalaması uyruklarına göre sunuldu. Toplamda 644 seyirci gönüllü olarak çalışmaya katılmıştır. Katılımcıların yaş ortalaması 29.47 (SD = 8.96) idi. Yaşları 17 ila 69 arasında değişiyordu.

Erkek taraftarlar, futbol maçındaki seyircilerin çoğunluğunu oluşturmaktaydılar. 644 seyircinin arasında sadece % 5'i kadın idi (N = 35), bu da kadınların futbol maçlarına çok fazla katılmadıklarını göstermektedir. Katılımcıların % 95'i erkekti (N = 609). Bunun uluslararası bir futbol etkinliği olmasından dolayı üç farklı milliyet bu çalışmaya dâhil edilmiştir. Katılımcıların % 47.7'si İngiliz'dir (N = 307). % 33.7'si de İrlanda'lı (N = 217) ve % 18.6'sı ise Galler'li (N = 120). katılımcılardır.

Spor taraftarlarının UEFA Euro 2016 Futbol Şampiyonasına katılım kararlarını etkileyen önemli faktörler açıklayıcı istatistikler kullanılarak açıklandı. Ortalamalar ve standart sapmalar hesaplandı. Sonuçlara göre, futbol maçlarına katılmak için seyirci kararlarını etkileyen en önemli motivasyon faktörü eğlence ($M = 4.30 \pm .78$)

idi. İkinci en önemli motivasyon faktörünün oyunun kalitesi ($M = 3.93 \pm .85$) olduğu bulundu. Öte yandan, başkaları ile sosyalleşmenin ($M = 3.77 \pm .89$) üçüncü en önemli faktör olduğu sonucuna varıldı, futbol maçlarının spor atmosferi ($M = 3.76 \pm .94$) dördüncü en önemli faktör olarak belirlendi. Futbol maçlarının sayesinde ($M = 3.19 \pm .92$) günlük rutinin dışına çıkma beşinci en önemli faktör olarak belirlenmiş ve sıkıntı önleme ($M = 2.54 \pm .98$) spor taraftarlarının UEFA Euro 2016 Futbol Şampiyonası'na katılma kararını faktörlerden en az önemli olanı olarak seçilmiştir. Hiyerarşik regresyon analizi sonuçları, cinsiyet ($t = -.63, p > .05$), yaş ($t = -1.65, p > .05$), düzenli egzersiz durumu ($t = -.45, p > .05$), stadyuma gitme ($t = .90, p > .05$), futbolu televizyondan takip etme ($t = -.26, p > .05$), futbolu basın / medyadan takip etme ($t = .88, p > .05$), futbolu sosyal medyadan takip etme ($t = -.61, p > .05$), uyruk (İrlandalı_vs_İngiliz) ($t = -1.52, p > .05$), eğitim düzeyi (üniversite mezunu_vs_lise mezunu) ($t = -1.81, p > .05$), eğitim düzeyi (yüksek lisans derecesi_vs_lise mezunu) ($t = -1.62, p > .05$), ve gelir düzeyinin (3000-5000 pound / euro_vs_1000-3000 pound / euro) ($t = -.29, p > .05$) futbol maçlarına katılma yönündeki motivasyonu tahmin etmede önemli olmadığını ortaya koymuştur.

Ancak, medeni durum ($t = -2.14, p < .05$), turnuva için bilet sahibi olma ($t = 1.99, p < .05$), sahip olunan biletlerin sayısı ($t = 2.02, p < .05$), uyruk (Galli_vs_İngiliz) ($t = -2.83, p < .05$), eğitim düzeyi (doktora derecesi_vs_lise mezunu) ($t = -2.70, p < .05$), gelir durumu (> 5000 pound / euro_vs_1000-3000 pound / euro) ($t = 1.99, p < .05$), gelir durumu (> 5000 pound / euro_vs_1000-3000 pound / euro) ($t = 1.99, p < .05$), futbol maçlarını tüketme sıklığı (haftada 2 ila 3 defa_vs_her gün) ($t = -2.84, p < .05$), futbol maçlarını tüketme sıklığı (haftada bir kez_vs_her gün) ($t = -2.99, p < .05$), futbol maçları tüketme sıklığı (ayda 1 ila 2 kez_vs_her gün) ($t = -4.15, p < .05$) ve futbol maçlarını tüketme sıklığı (bir yılda 5 ila 6 kez_vs_her gün) ($t = -3.93, p < .05$) önemli yordayıcılar olarak saptanmıştır.

Ayrıca, önemli yordayıcılar arasında B değerlerinin incelenmesi ile ayrıntılı analizler yapılmıştır. Aralarında medeni durum pozitif katsayısına ($B = 3.14$) sahipti. Diğer bir deyişle, bekar katılımcılar evli katılımcılardan daha çok motive olmuştur. Dahası, biletleri ne kadar fazla ise motivasyonları da artmaktaydı ($B = 2.86$). Benzer şekilde,

daha fazla bilete sahip olmak, futbol taraftarlarının motivasyonunu olumlu şekilde yordamaktaydı. ($B = .58$). Aynı şekilde, gelir durumu incelendiğinde, daha yüksek gelir durumunun (> 5000 pound / euro_vs_1000-3000 pound / euro), düşük gelir durumuna kıyasla futbol taraftarlarının motivasyonunun daha iyi bir ön gösterge olduğu sonucuna varılmıştır.

Öte yandan, Galli ve İngiliz taraftarlar (Galli_vs_İngiliz) karşılaştırıldığında, İngilizler'in futbol maçlarında daha motive olmuş spor taraftarları olduğu tespit edilmiştir ($B = -4.30$). Ayrıca, lise mezunları doktora mezunlarına kıyasla daha fazla motivasyona sahiptiler. (doktora mezunu_vs_lise mezunu, $B = -6.48$). Son olarak, her gün futbol maçlarını izleyen futbol taraftarları, diğer katılımcılarla karşılaştırıldığında (haftada 2 ila 3 kez_vs_ her gün, $B = -4.76$; haftada bir kez_vs_ her gün = $V = -5.58$; ayda 1 ila 2 kez_vs_ her gün, $B = -8, 95$; yılda 5 ila 6 kez_vs_ her gün, $B = -9, 17$) daha çok motivasyona sahiptirler.

Tek yönlü MANOVA'nın sonuçları üç ulus ve taraftarların motivasyon değişkenleri (Wilks' Lambda = .97, $F(2, 1222) = 1.78, p < .05, \eta^2 = .02$) arasında önemli bir fark olduğunu gösterdi ki bu da uyruğun seyirci motivasyon değişkenleri üzerinde küçük bir etki olan % 2 varyansı açıkladığını belirtir (Cohen, 1988). Ayrıca, tüketim sıklıkları ile seyirci motivasyon değişkenleri arasında önemli fark bulunmaktadır (Wilks' Lambda = .89, $F(24, 2125) = 3.07, p < .05, \eta^2 = .03$) ki bu uyruğun seyirci motivasyonu değişkenleri üzerinde küçük bir etki olan % 3'lük bir varyansı açıkladığını belirtir (Cohen, 1988). Dahası, MANOVA tablosu ile ilgili olarak, gelir durumu ile seyirci motivasyon değişkenleri arasında da önemli bir farklılık bulunmuştur (Wilks' Lambda = .96, $F(12, 1222) = 1.89, p < .05, \eta^2 = .02$) ki bu da uyruğun seyirci motivasyon değişkenleri üzerinde küçük bir etki olan % 2 varyansı açıkladığını belirtir (Cohen, 1988). Öte yandan, eğitim düzeyi ile seyirci motivasyon değişkenleri arasında önemli bir fark bulunmamıştır (Wilks' Lambda .97, $F(18, 1725) = .96, p > .05, \eta^2 = .01$).

Hangi kategorinin bağımlı değişkenleri diğerlerinden daha fazla etkilediğini anlamak için Scheffe testi post-hoc test olarak kullanılmıştır. ANOVA tablosu farklı ulusların

izleyici motivasyonlarında farklılıklar olup olmadığını anlamak için değerlendirilmiştir. Oyun motivasyonunun kalitesinde yalnızca ($F(2, 619) = 7.02, p < 0.008$) İngiliz ($M = 4.08 \pm .74$) ve İrlandalı ($M = 3.83 \pm .79$) milliyetler arasında önemli farklılıklar vardı.

Farklı yaş gruplarının seyirci motivasyonlarında farklılıklar olup olmadığını değerlendirmek için tek yönlü bir ANOVA uygulanmıştır. ANOVA analizine göre sosyal etkileşim motivasyonu haricinde tüm motivasyonlar önemli bulunmuştur. Bonferroni post-hoc testi kullanılarak altı yaş grubu arasındaki ikili farklarını değerlendirmek için takip testleri yapılmıştır. Takip testleri şu sonuçları göstermiştir; oyunun kalitesi ($F(4, 619) = 11.37, p < 0.008$), kaçış ($F(4, 619) = 4.69, p < 0.008$), ve eğlence ($F(4, 619) = 3.56, p < 0.008$) motivasyonları arasında önemli farklılıklar bulunmaktadır.

Scheffe post-hoc testi ile çoklu karşılaştırma tablosunu incelenmiştir, taraftarların günlük futbol izleme sıklıklarına göre; her gün futbol izleyenler ($M = 4.30 \pm .65$) ile haftada bir kez ($M = 3.99 \pm .67$), ayda 1 ila 2 kez ($M = 3.76 \pm .84$) ve yılda 5 ile 6 kez ($M = 3.57 \pm .89$) arasında maç kalitesi motivasyonunda önemli farklılıklar görüldü. Aynı şekilde, kaçış motivasyonunda her gün futbol izleyenler ($M = 4.30 \pm .65$), haftada bir kez ($M = 3.12 \pm .86$) ve yılda 5 ila 6 kez ($M = 3.12 \pm .92$) arasında önemli farklılıklar vardı, bu da her gün futbol maçları izleyen spor taraftarlarının, haftada bir kez futbol maçları tüketen spor severlerden kaçış motivasyonu bakımından daha yüksek motivasyona sahip olduklarını göstermektedir. Eğlence motivasyonu açısından, eğlence motivasyonuna göre katılımcıların tüketim sıklığına göre her gün ($M = 4.30 \pm .65$) ve bir ayda 1 ila 2 kez ($M = 3.76 \pm .84$) arasında önemli farklılık bulunmuştur.

Spor taraftarlarının düzenlenen UEFA Euro 2016 Futbol Şampiyonasına katılım kararlarını etkileyen farklı gelir düzeyindeki motivasyonlarda farklılıklar olup olmadığını değerlendirmek için Bonferroni yöntemi kullanılarak, her ANOVA .008 seviyesinde test edilmiştir. Elde edilen sonuçlara göre, farklı gelir düzeyleri ve taraftar motivasyonları açısından önemli bir fark bulunamamıştır.

Tartışma ve Sonular

Bu bölümün amacı, bir önceki bölümde sunulan sonuçları tartışmaktır. Bu çalışmanın ana bulguları, spor taraftarlarının futbol maçlarına katılma kararlarını etkileyen en önemli motivasyon unsurunun eğlence motivasyonu olduğunu ortaya koymuştur. İkinci motivasyonun oyun kalitesi olduğu tespit edilmiştir. Öte yandan, sosyal motivasyonun en önemli üçüncü unsur olduğu, spor atmosferinin motivasyonunun dördüncü en önemli faktör olduğu, kaçış motivasyonunun beşinci en önemli faktör olduğu belirlendi ve sıkıntıdan kurtulmanın sporcuların UEFA Euro 2016 Futbol Şampiyonasına katılım kararını etkileyen en az önemli motivasyon olduğu bulunmuştur.

Dahası, üç ulus (İngiliz, İrlanda ve Galler) arasında motivasyon faktörleri açısından farklılıklar bulunmuştur. İngiliz seyirciler, oyunun kalitesi ve sosyal motivasyonlar bakımından İrlandalı seyircilere göre daha fazla motivasyona sahiptir. Aynı şekilde, İngiliz spor taraftarları, eğlence motivasyonu açısından İrlandalı ve Gallerli spor taraftarlarından daha yüksek motivasyona sahiptir. Benzer şekilde İngiliz taraftarlar, spor atmosferi motivasyonu açısından Gallerli spor taraftarlarından daha yüksek motivasyona sahiptir.

Ayrıca, bu araştırmaya katılan spor taraftarlarının futbol oyunlarını tüketme sıklığı bakımından farklılıkları vardır. Kaçış motivasyonunda, her gün futbol oyunlarını tüketen spor taraftarları diğer spor taraftarlarından daha fazla motive olmuştur. Sosyal motivasyonda her gün futbol maçlarını izleyen spor taraftarları, bir ayda 1-2 kez futbol maçları izleyen diğer taraftarlara göre daha çok motive olmuştur. Benzer şekilde, oyunun kalitesi motivasyonu ile ilgili olarak günlük tüketicilerin, ayda 1-2 kez ve yılda 5-6 kez maç izleyen taraftarlardan daha yüksek motivasyonları vardır. Buna ek olarak, spor taraftarlarının gelir seviyeleri ile seyirciliğe ilişkin motivasyon arasında önemli bir farklılık bulunmamıştır.

Mevcut araştırmalar doğrultusunda Mohan & Leng (2015) tarafından yapılan bir araştırmada, eğlence motivasyonunun birinci faktör olduğu, oyuncuların fiziksel

becerilerinin ikinci ve kaçış motivasyonunun Malezyalı futbol seyircilerinin maçları izlemeye karar vermesini etkileyen en az önemli faktör olduğu bulundu. Mohan & Leng'in (2015) motivasyon faktörlerini tanımlamak için farklı ölçeklerden yararlanılmasına rağmen, oyuncuların fiziksel becerileri alt boyutunun, mevcut çalışmanın ölçeğindeki oyun kalitesi alt boyutuna tekabül ettiği görülmektedir.

Benzer bir araştırmada, Karakaya ve arkadaşları (2016) Yunanistan'daki futbol maçlarını izleyen Yunan seyircilerin katılım kararlarını etkileyen motivasyon faktörlerini incelemişlerdir. Benzer şekilde, bulgular, mevcut çalışmada olduğu gibi eğlencenin ikinci belirleyici faktör olduğunu belirtmiştir. Ayrıca, Funk ve arkadaşları (2002), 1999 FIFA Kadın Futbol Dünya Kupasına katılan seyircilerle bir araştırma yapmıştır ve bulgular, rol model olan oyuncuların, bu çalışmada incelemediğimiz bu faktörün en önemli faktör olduğunu ve bu çalışmaya paralel olarak eğlence motivasyonunun seyircileri FIFA Kadın Futbol Dünya Kupasına katılmaya motive eden en önemli faktör olarak tespit edildiğini göstermiştir.

Futbol maçlarına katılma kararlarını etkileyen motivasyon faktörleri açısından UEFA Euro 2016 Futbol Şampiyonası grup eleme maçlarına katılan İngiliz, İrlandalı ve Gallerli spor taraftarları arasında farklılıklar bulunmuştur. Buna göre, İngiliz spor taraftarları, oyunun kalitesi ve sosyal motivasyonları bakımından İrlandalı spor taraftarlarından daha yüksek motivasyona sahiptir. Aynı şekilde, İngiliz spor taraftarları, eğlence motivasyonu açısından İrlandalı ve Gallerli spor taraftarlarından daha yüksek motivasyona sahiptir. Aynı şekilde, İngiliz spor taraftarları, spor ortamı motivasyonu açısından Gallerli spor taraftarlarından daha yüksek motivasyona sahiptir.

Benzer şekilde, Han ve arkadaşları (2016) tarafından yapılan bir araştırmada, uyruk ve seyirci motivasyonları arasındaki fark araştırılmıştır. Basketbol, beyzbol ve futbol gibi takım sporlarına katılan Amerikalı ve Koreli üniversite öğrencilerinin kültürel değer yönlendirmelerini ve spor fan motivasyonlarını belirlemek için, motivasyon faktörleri ve seyircileri "kollektivist" (ör. Ekip üyeliği) ve "bireysel" (örn. Benlik saygısı) olmak üzere iki temel kategoriye ayırmışlardır. Bunu yaparken, Amerikalı

seyirciler daha çok bireysel eğilimi gösterirken, Koreliler daha fazla kollektivist seyirci motivasyonuna sahip gibi görünmektedir.

Diğer bir deyişle, izleyicilerin motivasyonu hakkındaki incelenen literatüre göre, kültürün, bireylerin herhangi bir spor olayına katılma / izlemeye ilişkin kararlarını etkileyen belirleyici bir faktör olduğu belirlenmiştir. Çalışmaların büyük bir çoğunluğunda, Amerikan ve Asya kültürlerinde yaşayan seyircilerin motivasyonları açısından karşılaştırmalar yapılmıştır. Bu iki kültür arasındaki bariz fark bu yüksek orandaki karşılaştırmaların nedenlerinden biri olabilir.

Özetle, futbol kulüpleri ve organizasyonlarda çalışan spor pazarlamacıları, yöneticileri ve uzmanları şunları göz önünde bulundurmalıdırlar; 1) Spor taraftarlarının ilgisi, futbol maçlarına katılmak için canlı tutulmalıdır. Bu, spor taraftarlarının gereksinimlerini karşılayabilecek bir atmosfer yaratarak yapılabilir. 2) Futbol taraftarlarının çoğunluğu eğlence arayışındadır, bu nedenle futbol kulüpleri ve organizasyonları yetenekli futbolcuları transfer ederek taraftarları için daha iyi eğlence fırsatları sağlamalıdırlar. Bununla birlikte, futbol kulüpleri ve organizasyonları, taraftarları takımlarına ait hissetme hissi yaratmanın yollarını aramalıdırlar. 3) Oyun kalitesi motivasyonuna gelince, bu çalışmada incelediğimiz gibi, mega etkinliklerdeki kalite oranı yüksek olan karşılaşmalar sadece hafta sonları için planlanmamalıdır. Bu sayede futbol oyunlarına spor taraftarı katılımı arttırılabilir. 4) Spor pazarlaması uzmanları, daha fazla spor hayranını çekmek amacıyla etkinlikleri etkileyici bir ortamda organize etmek için yeterli miktarda bütçe tahsis etmelidir. 5) Spor pazarlamacıları yeni pazarlama stratejileri geliştirmelidirler. Etkinliklerin operasyonlarını düzgün bir şekilde belirlemeli ve düzenlemelidirler. 6) Spor yöneticileri ve pazarlamacılar, büyük stadyum aramamalılar. Küçük bir stadyum gürültüyü daha iyi bir şekilde hissettirebilir. Bu, spor taraftarlarının algıları üzerinde olumlu etkiye sahip olabilir ve artan katılım ile sonuçlanabilir. 7) Spor pazarlamacıları, olası yeni spor taraftarlarını çekmek ve spor kulüpleriyle karşılıklı ilişki kurmak için bazı sosyal etkinlikler düzenlemelidir.

Çalışmanın genel bulgularının, futbol taraftarlarının spor etkinliklerine katılımları konusundaki karar verme sürecine etkisi olan motivasyonel faktörler hakkındaki bilgimizi genişlettiği söylenebilir. Mevcut araştırma, uluslararası mega futbol etkinliğine katılan spor taraftarlarının tüketimlerini etkileyen faktörleri ortaya çıkarmış olsa dahi, futbol maçlarına katılımı etkileyen diğer faktörler olabilir gibi görünmektedir.

Bu nedenle, ilgili literatürdeki bilgileri genişletmek için farklı değişken ve motivasyonlarla daha fazla araştırma yapılmalıdır. Ayrıca, diğer uluslardan farklı örneklem grupları da gelecekteki araştırmalar için incelenebilir. Buna ek olarak, diğer takım sporu dallarındaki (örneğin basketbol, voleybol) spor taraftarlarının motivasyonel faktörleri de incelenebilir. Son olarak, futbol müsabakalarına ağırlıklı olarak erkek spor taraftarları katılmaktadır ve bu çalışmada incelenen örneklem grubunun çoğunluğu da erkek spor taraftarlarından oluşmaktadır. Bu sebepten ötürü futbol maçlarına katılan kadın sportaraftarlarının motivasyonel faktörleri de araştırılmalıdır.

APPENDIX D. CURRICULUM VITAE

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EDUCATION

Degree	Institution	Year of Graduation
MS	METU Physical Education and Sports	2010
BS	ÇOMÜ Physical Education and Sports	2003
High School	Çanakkale High School, Çanakkale	1998

WORK EXPERIENCE

Year	Place	Enrollment
2013-Present	METU, Physical Education and Sports Department	Research Assistant
2011 (July)- 2011 (Sept.)	School of Health, Physical Education and Recreation, Indiana University, USA	Visiting Scholar
2010-2013	ÇOMÜ, School of Physical Education and Sports	Research Assistant
2009-2010	METU, Physical Education and Sports Department	Research Assistant
2006-2009	Turkish Ministry of National Education	Physical Education Teacher

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APPENDIX E. TEZ FOTOKOPİSİ İZİN FORMU

ENSTİTÜ

Fen Bilimleri Enstitüsü	<input type="checkbox"/>
Sosyal Bilimler Enstitüsü	<input checked="" type="checkbox"/>
Uygulamalı Matematik Enstitüsü	<input type="checkbox"/>
Enformatik Enstitüsü	<input type="checkbox"/>
Deniz Bilimleri Enstitüsü	<input type="checkbox"/>

YAZARIN

Soyadı : Özgider
Adı : Can
Bölümü : Beden Eğitimi ve Spor Bölümü

TEZİN ADI (İngilizce) : Motivational Factors Affecting Sport Fans' Participation in UEFA Euro 2016 Soccer Championship

TEZİN TÜRÜ : Yüksek Lisans ☐ Doktora ☒

1. Tezimin tamamından kaynak gösterilmek şartıyla fotokopi alınabilir. ☐
2. Tezimin içindekiler sayfası, özet, indeks sayfalarından ve/veya bir bölümünden kaynak gösterilmek şartıyla fotokopi alınabilir. ☐
3. Tezimden bir bir (1) yıl süreyle fotokopi alınamaz. ☒

TEZİN KÜTÜPHANEYE TESLİM TARİHİ: