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**RELATIONSHIP BETWEEN BRAND LOYALTY, FINANCIAL  
COMMITMENT, PSYCHOLOGICAL COMMITMENT AND TEAM  
IDENTIFICATION FOR FOOTBALL FANS IN TURKEY**

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TÜRKİYE'DEKİ FUTBOL TARAFTARLARI AÇISINDAN MARKA SADAKATI,  
FİNANSAL BAĞLILIK, PSİKOLOJİK BAĞLILIK VE TAKIMLA ÖZDEŞLEŞME  
KAVRAMLARININ BİRBİRLERİ İLE İLİŞKİSİ

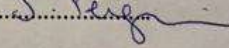
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- 1) Spor Pazarlaması
- 2)Endüstriyel Futbol
- 3)Sadakat
- 4)Bağlılık
- 5)Aidiyet

## FOREWORD

With the rise of capitalism and industrialization, the amount of time that people spend working has never been more than today. In other words, entertainment sector, which directly related with people's free time, has never been that important as it is today. "Sport Industry" is one of the biggest and major elements of the entertainment sector since, it has a common language for every country or culture. That's why marketing this sector is very important while the strategies are endless.

"Football" is the most famous sport in the industry for all of the world. However, for some countries such as Turkey, "football" is become more than just a game in today's increased competitive world and this makes marketing of "football" even more strategical.

This study focuses the effects of different demographic groups on "brand loyalty", "financial commitment", "psychological commitment" and "team identification" of the football fans in Turkey. I am thankful to Dr. Gülberk Gültekin Salman, Prof. Dr. Selime Sezgin, Assistant Prof. Dr. Esra Arıkan and Prof. Dr. Beril Durmuş for guiding and assisting mein composing this thesis with their respected knowledge and experiences. I also would like to thank to my wife Nur, my cousin Begüm and my family for their great supports in this study.

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## **ABBREVIATIONS**

FIFA: Fédération Internationale de Football Association

TFF: Turkish Football Federation

UEFA: Union of European Football Associations

VIP: Very Important Person



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## ABSTRACT

In the current globalized world, sports have become more involved in marketing strategies and achieved an important place in integrated marketing communication. As especially the industrial football is a sectoral identity and a source of profit, it is true that it also needs effective marketing activities. In the scope of the current study, four sub-dimensions of the sports marketing activities that are applied in industrial football are determined as brand loyalty, financial commitment, psychological commitment and team identification.

The aim of the present study is to detect the relationship between sports marketing activities in industrial football brands and customer loyalty, psychological commitment, financial commitment and team identification processes of the customers, for customers having different demographics. To this end, a survey is designed, which measures all these sub-dimensions, how they change based on different demographics, and also the relationship between these sub-dimensions.

Results showed that brand loyalty, psychological commitment, financial commitment, and team identification sub-dimensions are positively correlated with each other. Also, education status and marital status have no effect on sports marketing sub-dimensions, while sports marketing sub-dimensions' change based on monthly income and stadium visiting frequency.

**Key Words:** Sports marketing, Industrial football, Loyalty, Commitment, Identification

## ÖZET

Günümüzün global dünyasında spor, pazarlama kampanyalarının bir ürünü olarak yerini giderek sağlamlaştırmaktadır. Özellikle kar sağlama amacı güden bir oluşum olan endüstriyel futbol, etkin pazarlama stratejilerinin gerekliliğini de beraberinde getirmiştir. Mevcut çalışma kapsamında endüstriyel futbolda uygulanan pazarlama stratejilerinin dört alt boyutu marka sadakati, finansal bağlılık, psikolojik bağlılık ve takım aidiyet duygusu olarak belirlenmiştir.

Çalışmanın amacı marka sadakati, finansal bağlılık, psikolojik bağlılık ve takımaaidiyet alt boyutlarının birbirleriyle olan ilişkilerini ve farklı demografik gruplara göre nasıl değişkenlik gösterdiklerini incelemektir. Bu amaçla katılımcılara bir anket uygulanmış, bu anket yoluyla dört alt boyut arasındaki korelasyon ve alt boyutların farklı demografik gruplara göre gösterdiği anlamlı farklılık incelenmiştir.

Sonuçlar marka sadakati, finansal bağlılık, psikolojik bağlılık ve takımaaidiyet alt boyutlarının arasında anlamlı bir pozitif ilişki olduğunu göstermiştir. Ayrıca, bu alt boyutların eğitim düzeyi ve medeni duruma göre değişiklik göstermediği, ancak aylık gelir ve stadyumda maç izleme sıklığına göre değişiklik gösterdiği saptanmıştır.

**Anahtar Kelimeler:** Spor pazarlaması, Endüstriyel futbol, Sadakat, Bağlılık, Aidiyet

## **1. INTRODUCTION**

Sports, which is a common product that people from different cultural and social statuses gather and consume together, has an important place both in terms of branding itself as a product and also in helping brands to achieve their goals (Wann & Branscombe, 1995). At every moment of our life, there is a type of sports. The combination of massification and commercial dimension deems it more and more important. With the influence of today's marketing communication, for sports utilizing marketing and its strategies have become available. The need to be marketable and the incredible increase in competition have accelerated the process of benefiting from sports for brands (Wakefield & Sloan, 1995). Sports have become more and more involved in marketing strategies, gaining its own freedom with the concept of sports marketing and achieving an important place in integrated marketing communication. Instead of the traditional marketing, sports marketing address examples related to the dimension of sports as a product and as used in the communication strategy in the world and in Turkey. Brands that do not consider using sports in their communication strategies and that do not understand the characteristics of the sports product cannot have a competitive advantage. Sports offer incredible benefits in reaching the target audience directly and effectively (Trail & James, 2001). With respect to this significance, this study examines the stages of transition from traditional marketing to sports marketing, its importance, and the benefits it provides to brands.

The aim of this study is to investigate the relationship between sports marketing activities in industrial football brands and customer loyalty, psychological commitment, financial commitment and team identification processes of the customers, for customers having different demographics. In order to understand these phenomena, this study consists of five parts. First part is designed as introduction to the subject. In the second part, a literature review is conducted, on sports marketing, industrial football, and on customer purchase decision mechanisms. In the third part, methodology of the study is explained. In

the fourth part, findings of the study are demonstrated. Finally, the fifth part is dedicated to conclusion and discussion.

## **2. LITERATURE REVIEW**

In the literature review part of the study, it is focused on the extant work on sports marketing activities and strategies in industrial football, and also on the sub-dimensions which affect customer purchase decision mechanisms.

### **2.1 Sports Marketing**

In the 19th century, sports began to be widespread for various purposes. Nowadays, it is seen that football takes precedence over sports across the world. In this game, which seems like an intensified state of life, people find the reflection of many things that they cannot give a name in their lives (Mullin, Hardy, & Sutton, 2000). Herewith, football is no longer just football. Football has become a game that is linked to many things beyond mereplaying and has attached meaning. Other than being a game for human beings, football offers entertainment, power, sadness, joy, national dignity, and beyond all, it is the key to a world where they can find their own identity and be themselves (Carter & Gilovich, 2010). Football does not only contribute to the formation of identities but also makes it possible for different social identities to encounter and influence each other. In this respect, the national games played by different countries and cup matches of other clubs' teams are instrumental in creating and maintaining a global world culture. Identity is rebuilt in cultural activities in daily life, and events like sports/football contribute significantly to this identity formation process. The connection that football has established with life is so strong that in an environment where individuals think they are moving away from football, they are actually closer to football as football has begun to occupy more and more place in the social structure, and it plays a greater role in the creation and strengthening of the social common ground (Talimciler, 2008: 90).

The adventure of modern football, which began in the mid-19th century, is parallel to modernization and industrialization processes and production and

organization models. As the commodification/industrialization of football or its transformation process into business becomes faster, the football economy grows while the dimensions of pleasure and excitement that individuals are getting from football vary. The existence of a brutally competitive environment is also valid for football fields, so now winning and succeeding has come into prominence, and not just simply playing and enjoying (Kim & Trail, 2010). In the formation process of industrial football, the free movement of the football players has emerged, just as is in the process of the free movement of capital, and the globalization in football has accelerated after the decision of Bosmann ruling (Talimciler, 2008: 91).

Football has become one of the most influential power objects in the era that people live in, and so, when it is talked about football, it is also discussed about the economy-politics-identity-violence, a number of changes and struggles in the social life. Beyond being a game, football functions as a 'miniature' model of social life, and either consciously or subconsciously, the audience associates the struggle and competition in a football game with the struggle and competition in their own life (Cooney, Gilbert, & Wilson, 2014).

Today, football does not only contribute to the preservation of the existing status quo, but at the same time, it is also an effective agent in the communication and adoption of economic values of the new era, by large masses. In addition to forming a communication system and language, today football also creates a number of mechanisms and institutions that act in union with football. While discussing football in this framework, it is important to consider that it is an area where the neoliberal economy and worldview are justified. Criticisms of the new football understanding and order can be read as critiques of the existing economic order and politics, in one sense.

Football that emerged as a game of the people has begun to change shell over time, and today it has become a business organization under the name of industrial football. In addition to the mythical and religious characteristics that football possesses, the connection that the audience forms with the industrial

football teams has further increased the importance of this game (Yoshida, 2011). The economic developments experienced in the world and the association of the ideological structure that provided these developments with football was effective for football to come into prominence in the 1980s. The liberal wave experienced in the whole world in the 1980s also influenced football and accelerated the process of commodification of football. In this new era, where the culture was not separate from the economy, culture industries (mass media, tourism, leisure activities and sports) turned into indispensable activities for the economy. Football, which had a very high impact on the masses, was utilized for the ideology of consumption and the lifestyle to be adopted by the masses (Özdemir & Memmedov, 2011).

In this new period, the national development plans-politics proposing the intervention of states to the market and the competition at the national level has been replaced by the free market economy and international competition. An understanding of an economic policy where Neo-Liberalism and the free market economy criteria (competition, productivity, free roaming, efficiency) are in force has started to be applied all over the world. This change in the perception of production also manifests itself in the social and cultural fields. This new process which leads to the transformation of capitalism and gradually making the world into one single market is characterized by globalization. According to Boniface (2007), football is the last phase of globalization. The football empire is undisputedly the most universal empire. Its authority is far more complete and stronger because it is peaceful. "Football is the first example of globalization; more so than democracy, market economy or the Internet (Boniface, 2007: 10-11)."

When the power of football to affect large masses combines with the ideology of consumption, the creation of an indispensable sector for the free market economy that individuals live in becomes available. If marketing is thought as creating a brand, we can make a product or service available to the user more simply and effectively through branding. The new function of clubs is just creating

branding in the new era called 'industrial football'. The most vital element in maintaining the existence of capitalism is to increase productivity and profitability. In that manner, the "Total Quality Management" approach, which has developed after the flexible production model, is used within football and football clubs. The idea that football clubs might have a 'vision', and new and contemporary values to keep up with the developing conditions has also emerged together with the emergence of the concept "industrial football". Football clubs cannot act just as sports organizations anymore, but they have to become economic organizations at the same time. This necessity damages football and football's nature. Because, today football has become a commodity, and in this case, football is transformed into the business by shaping our consumption patterns that direct individuals' life, while losing its game features (Dunn, Akin, & Norton, 2008).

The new interaction the football players establish with football clubs is rising on a new understanding which is fully money-oriented and short termed. The generation of trademark footballers who have influenced the identities of the teams has ended. Today, football has come to the extreme of the connection that the clubs have established with fans. In the next stage, the association of football with fans will not be as strong and intimate as it was in the past. The feeling that will determine this association will become consumption and money required for consumption, as it is in other areas of life. According to Authier (2002), who handled this new era of industrialized football in his book 'Futbol Inc.'; it is a civilization exchange in sports, where the property of the clubs is acquired by multinational corporations, communication companies, marketing groups. This new approach requires a global economic strategy in which the sportive outcomes are only one of the building stones. Now, the sale of images and by-products is at the center of the business. To that extent, Authier (2002) defined the ultimate aim of the industrial football sector as to maximize their profits, and stated that industrial football, as a tool of capitalism, will eventually come to an end.

Today, four different sectors are involved in industrial football: Clubs are tasked with presenting the football supply to the market. Nevertheless, there are federations and digital publishing organizations marketing this commodified supply. Of course, finally, there are consumers/spectators / audiences/fans or customers who will buy/watch this product. In this process where stadiums are transformed into the trading complex to sell the by-products of the clubs, large investments have been made especially on new communication possibilities. In that manner, these industrial clubs use the internet environment to sell products (Authier, 2002: 35).

The new football concept, which has emerged after the association of football with television, has created its own audience/consumer. Europe's leading clubs (e.g., Manchester United, Real Madrid, Barcelona, Chelsea, Juventus, Milan, Inter-Bayern Munich) which operate just like international companies, have developed new marketing strategies that can appeal to the global market. In transfers of these teams, practices that could enable the sale of TV broadcast rights and by-products, especially to far-eastern countries, are adopted (Jung, Nelson, Gneezy, & Gneezy, 2014).

Today, football is an international product and new deities are needed to mediatize this product. Big media organizations that want to get a share from this big cake do not only invest millions of dollars in digital publishing but they also directly buy clubs – the goose that lays golden eggs- or becomes shareholders. The mass power of football also allows political orientation. The main factor behind the approach of the media organizations to football with such an appetite is that the TV companies who hold the broadcasting rights of football matches have the chance to be effective on the masses in the ideological sense as well (Arik, 2004: 288-292). The most important representative of industrial football in the world is undoubtedly the British football team, Manchester United. In 2002, Manchester United signed a \$ 500 million merchandising and sponsorship agreement with Nike for 13 years instead of Umbro. The three big clubs in Turkey also follow their competitors in Europe. These clubs are able to serve a wide



range of products, from telephones to air conditioners, from watches to televisions, in stores where their products are sold (Özdemir & Memmedov, 2011).

In today's industrialized world, football is no longer just an innocent sports game. In this period, football is placed at the center of money and power in a country, as a 'business'. Today, talking about football means talking about these power relations and the values dominated by money (Jung, Nelson, Gneezy, & Gneezy, 2014). The best examples proving that football is particularly effective in the process of formation of a consumer society are presented by fans who tend to buy products that have "the colors of the team" when their team becomes the champion in the national league, and when championship celebrations tend to take place as entertainment and consumption, and with the increase in the market share and product sales of companies investing in football, especially in the champions league final or in world cup organizations (Talimciler, 2008: 94).

### **2.1.1. Industrial Football**

Industrial football may be defined as the industrialized and professional version of the football as a sport (Ozdemir & Memmedov, 2011). It would be true to claim that industrial football has emerged as a result of the capitalist economy and globalization. As industrial football is a sectoral identity and a source of profit, it is true that it also needs effective marketing activities (Ozdemir & Memmedov, 2011). Marketing exists only if there is competition. When the number of companies, products, and services of today's world are considered, it may be seen that competition is spreading rapidly in every sector. As a result, it is necessary to think and behave differently in order to gain a competitive advantage for companies. It is not possible to be profitable in competition when a company fails to make a difference. To create a difference, it is necessary to make innovations in both product and communication strategies.

While traditional marketing is handled in terms of the product, price, distribution, place, and promotion, marketing communication systems have

become more integrated with the communication tools including marketing communication and product communication, price communication, distribution communication and advertising, public relations, promotion, and personal sales. A good and quality product is the primary necessity of this integration. It is a known fact that an effective marketing communication may even improve the brand image and reputation of a poor-quality product (Solomon, Bamossy, Askegaard, & Hogg, 2010). The most important feature of marketing communication is handling the product itself, the brand, package, price, and distribution within marketing communication. Different messages and feelings are conveyed to the consumer with the design of the product (Odabaşı & Oyman 2005: 36). The price includes information beyond what is to be paid for the product. It is often regarded as an indication of the quality of the product. Price communication conveys different messages to people under different circumstances. The price has an important role in conveying the characteristics, quality, and symbolic meanings of the product. Distribution and characteristics of the places where the product is presented to the consumer are also among the communication elements. Two stores that sell the same or similar products may reflect different product images to consumers.

Communication is the process of delivering the message and promises to the target audience via advertising, public relations, personal sales, and promotion. The impacts of promoting the products on the TV, radio, newspapers, magazines, theaters, and outdoors, conducting a social responsibility campaign for public relations, implementation of the promotional strategy and selling at the points of purchase are different in effect. While this traditional definition and process apply to every product and service, some components may come to the forefront for some (Kim & Trail, 2010). The marketing components for sports marketing facilitate the process of both the product and marketing communications in sports by being prominent as 5 Ps; Product, Place, Price, Promotion, and Public Relations (Robinson, 2007).

When these components are considered from the sports point of view, the sports product is an abstract, subjective, experimental, easily degradable product with strained endurance, which is concurrently produced and consumed, based on socialization, inconsistent and unpredictable, whose consumer is an expert, with a constantly fluctuating demand, that every part of the society can reach and identify themselves with (Robinson 2007, Argan, & Katirci 2002: 29-31). For example, one cannot touch the real competition between two football teams, but he/she can still touch the assets like a stadium, hats, t-shirts, and videos. Impressions, experiences, and interpretations of the competition and the sports organization differ from person to person. The injuries of the players, the motivation of the players, the speed of the team, and the weather conditions may vary. If the performance of the team and the competitiveness of the sport are weak, sports marketers often offer physical materials (t-shirts, souvenirs, merchandising, etc.).

Some of the followers are emotionally connected to their team and may become fanatical. In order to identify with their teams, they buy licensed products such as logos, uniforms etc. (Zanger et al., 2003: 189-190). Product characteristics vary with the impact of the number of sports branches, the place and the area where they are played, the equipment needed, the place and time they take in the media. The price paid for watching or participating in a sports event or purchasing a sports product represents the price in sports marketing. The price paid for a team's player represents the price of an input, while the ticket price of a basketball competition represents the price of a sports product. Distribution (place) is the way a sports product reaches the final consumer. The place where the product is sold, and the place where the sports events are held, is called as the place in sports marketing (Argan & Katirci 2002: 64). Promotional and public relations activities, which are among the communication tools in marketing communication, are the elements that become prominent in sports marketing.

The promotion has a great impact on sports marketing. Promotional products are a major contributor to the target audience to feel the belonging to the

team and being superior to other teams' supporters, and to identify with successful teams and athletes (Kumar, Killingsworth, & Gilovich, 2014). With this awareness, sports clubs in Turkey are focusing on product sales. The power of promotion is even greater for clubs with more fans.

Another component of sports marketing is the public relations. The fact that any development can be newsworthy in the media, which is not the case in any other product or service, is the reason why public relations is prominent in sports marketing. A player that the team has bought, or an organization held, a meeting the players have attended, or a commercial they have taken active roles in etc., can be on the news in the media. Hence, the planning and implementation of these with the public relations perspective will increase the effectiveness of the team, the athlete or the organization (Lee, 2000: 20).

Classification of the sports product is necessary for the ease of evaluation according to its variable characteristics. In classification, dealing the product according to performance, production, and promotion segments in line with the characteristics of the target buyers is one of the models. In the sports performance section of this model, sports are defined as a "product" and it includes both participants and the spectators. It includes a variety of games and activities, from professional team sports to individual sports, played in stadiums or arenas. The sports production section defines various sports levels (programs organized for participants, camps, commercial events and programs organized by sports shops, etc.) and sports products required for fitness performance (sportswear, sports equipment, etc.).

The sports promotion section includes the tools/products used to increase the sales of the products of the sports industry. These are; promotional sales development products, promotional "events", and the media (the tool used for marketing sports, sports events and products by sports marketers, while at the same time the media uses athletes and sports events to increase sales of their products such as newspapers or magazines), sponsorships (companies associating brands with various sports organizations and using this sponsorship in their

marketing communication efforts), approval, and support (products being approved by an important identity in sports industry in compliance with the strategy, associating with products, such as Michael Jordan and Nike) (Lee, 2000: 20-23).

Increased transfer costs and additional costs incurred by competition conditions have impacted the performance of the clubs and have led to an increase in corporation and branding initiatives by directing them towards finding new revenues. It is necessary to have economic power in order to be able to maintain the struggle in the field in order to attract fans. Fans will neither watch unsuccessful teams nor buy their products or support them. Accordingly, the teams put in an effort to make agreements with star players and famous technical directors to make the perceived quality of the team marketable, attract fans, and achieve success. In addition, teams can make arrangements about organizations. In the UK, clubs such as Chelsea and Manchester United, which have economic power and are successful in sports marketing, are increasing their income by placing services such as hotels, restaurants, markets and even museums near their stadiums and ensuring mass consumption of sports products for a long time. (Velioğlu & Çokmaz 2007: 92-100).

The promotion section of the sports product is the part that is used to generate brand loyalty and revenue as expressed in the components, and today it has a specific importance. Teams are offering their products to their fans; Fenerbahçe with 46 Fenerium stores, Galatasaray with 24 GS Stores and Beşiktaş with 13 Kartal Yuvası stores (Uncles et al., 2003). Sports is an industry with features that interact with each other as seen in the classification of sports as a product. With the impact of population increase, and communication techniques and tools, sports clubs have classified their product characteristics in two as generating direct income and finding support. According to this classification, clubs can implement sports marketing with product features such as field or hall advertisements, jersey advertisements, TV broadcasting rights, sale of free TV commercial rights, ticket / combined ticket sales, VIP tribune sales, jersey

sales, and direct income-generating sub classification such as lotteries; and find support for sports equipment (jersey, sportswear, shorts, ball), travel expenses (hotels, etc.), outfit, water expenses, health expenditures (Milne & McDonald, 1999).

### **2.1.2 Marketing Communication and Sports**

In line with the importance of marketing communications, it is necessary to plan and manage each of the communication tools well for sports products or to receive sports support. Therefore, it is necessary first to analyze the sports consumer. Consumption of sports has revealed the concept of massification, and the commercialization of the product becomes more feasible as the number of its spectators, audiences, listeners, readers, and participants increases. Thus, its impact can increase both as a product and as a communication support for the product. In world championships, continental championships, and national tournaments millions of people are interested in sports on TV, and hundreds of thousands in sports places. (Yoon & Choi, 2005). This affects all communication components and makes them marketable. The communication shares of a sports product that no one wants, knows or cares remains low (Milne & McDonald, 1999).

Almost all over the world, football is a known and loved sports branch, where people exhibit behavior. So, football was the primary branch to start using sports marketing. Robinson (2007) stated that football had the fourth most important place in America, after American football, baseball, and basketball. In Turkey; basketball, volleyball, and wrestling can be regarded as branches with increasing importance besides football. The massification of the sports branch brings many alternatives to the communication strategies of brands. Football has more alternatives in this respect. Appearing on the sponsored soccer team's jersey, using its players in advertisements, and carrying out public relations activities are only some of these alternatives. Knowing the characteristics of sports consumers who consume sports and its branches should be a priority step for brands (Zanger, Janet & Jerome, 2003). The target consumer should correspond to the brand. In

this regard, food, beverages, mobile phones, GSM, sportswear, automotive, and financial companies have used sports marketing as they provide this correspondence. Sports have the power to reach both more consumers and a more specific and designated target audience. The sports consumers are separated as the spectators and participants. Participants include all persons engaged in a sports event for amateur, professional, or recreational purposes. The audience/spectators, on the other hand, refers to the people who watch the event via mass media or by going to the stadiums and halls (Argan & Katircı 2002: 110). Robinson (2007) grades consumers as non-users, light users, medium users, and heavy users according to the ladder approach. Knowing this determines both the sports branch to be chosen and the degree of correspondence with the brand.

### **2.1.3 Sports as a Corporate Activity**

Sponsorship is a public relations activity that comes to mind first in sport marketing communications. It is necessary to separate sports sponsorship as that for athletes, teams, and sports organizations. Sports sponsorships also have different names as well as different categories according to the branch (Argan & Katircı 2002: 410-412). While private, primary, auxiliary, and official material sponsorship is a category; title, main, common and, real sponsorship organizations can be the means of this sponsorship. Perceiving sponsorship as a "partnership", not as a donation, enhances the impact of sports sponsorship in sports marketing. In general terms, sponsorship has aims such as image transfer/image strengthening, image sustainability, enhancing brand awareness, and social responsibility, sustaining brand awareness, reaching new target audiences, corporate identity, and motivating employees. To achieve these goals (Roy & Cornwell 2004: 186):

- Sponsorship objectives must be clearly defined.
- Sponsorship objectives must be consistent with marketing goals in a way that they contribute to achieving marketing goals.
- Well-defined, measurable sponsorship goals facilitate the selection of events or activities to sponsor, and the evaluation of their success.

- Sponsorship objectives should be clear and understandable by both internal and external masses.

Using sports sponsorship in sports marketing and using a specific team player, a team or teams or using a sports organization as sports serves different purposes and strategies. Especially athlete sponsorship is a very effective method, but its adverse effect can also be fast. Possible misconduct of the athlete and injuries etc. can damage the brand. Therefore, the method should be selected and controlled according to the brand strategy. Vestel is a brand that uses athlete sponsorship and a model in terms of selection and control. Vestel has performed athlete sponsorship in a different branch, and by being the sponsor of Süreyya Ayhan, it has taken the communication of athletics and its own brand (advertising, etc.) to a distinguished position (Robinson, 2007). Brands who are experienced in using sports marketing make investments by taking into account not where the athlete is going, but where he/she is likely to go. Today, the fact that Nike has sponsored the unborn child of two famous athletes, is an example of the importance of this. Tim Jr., the son of Tim Montgomery, who holds the world record of 100 meters, and Marion Jones, today's fastest female athlete, was declared to be the "Nike star" a month before he was born. Nike has acquired all sponsorship rights of the little star until the age of 14, paying an astronomical amount (Yoon & Choi, 2005). Because of the power of football in Turkey, football players are used in sports marketing more frequently. The fact that basketball player Mehmet Okur appeared in Garanti Bank, Sütaş, Omo, and Dimes commercials shows that basketball has started to increase its power after football (Altun, 2007: 28-29).

The massification of a branch, the fan intensity of teams influences the sponsorship decision of brands. The importance of team sponsorship or organizational sponsorships is increasing rapidly in the recent years. After the initiation of a sponsorship decision, another sub-step that determines the level of sponsorship and budgeting begins. In the sponsorship of the Turkish National Team, technical, main, official, and official suppliers were classified. Several



companies have been sponsors: Nike has been a technical sponsor; Coca-Cola, Efes Pilsen, Turkcell, Mercedes Benz, and Ülker have been main sponsors; İddaa and Sarar have been official sponsors; Yurtiçi Kargo, Acıbadem Hospital, Powerade, and Teknosa have been official supplier sponsors (Tanlasa, 2007).

Among the sponsorships of companies which are the driving forces in the momentum gained in sports marketing in football; Turkcell's title sponsorship for Turkish Super League, and the Turkish Cup title sponsorship of Fortis Bank, who bought Dışbank, significantly contributed to brand communication (Tanlasa, 2007) The most important impact of sports sponsorship is the media visibility provided to companies due to the influence of being on the news. Among brands and sponsorships using title sponsorship in team and organization sponsorships, Vestel Manisaspor, Turkcell Super League, Büyükşehir Belediye Ankaraspor, Fortis TurkishCup, and Çaykur Rizespor were the brands that acquired return by being in the top five. The title sponsorships that were mostly in the news on TV were listed as Turkcell Super League, Fortis TurkishCup, Vestel Manisa, Beko Basketball League, and Turk Telekom League A (Znger et al., 2003).

The fact that football has the major impact among other sports branches in Turkey is the result of the increase of teams, facilities, and the media; and at the same time, the advertising effectiveness researches in the study reveals the efficiency of football. In the research on the appearance of in-field advertisement areas on TV in the football match between Beşiktaş and Fenerbahçe, it has been revealed that 21 different advertisement billboards were shown on TV at least once, 805 times in total for 76 minutes. This is an important example of advertisement efficiency in a football match. Among the brands, Madoc Jeans was screened 151 times and for 19 minutes, reaching an advertisement value of 1 million and 400 thousand dollars. The second most frequently screened billboard during the match was the Coca-Cola brand that appeared on the screen for 111 times and around 8 minutes, and the advertising value created by Coca-Cola was realized as 626 thousand and 250 dollars. Most of the advertisements were given by automotive, finance, energy, publishing, and food sectors in the said football

match (Zanger et al., 2003). Super Bowl, the final match of the American Football League, caused a stir with 90,7 million audiences in 2006, according to Nielsen Media Research. Thus, advertising for this match has brought a different importance and cost for brands. With different advertising films, they tried to attract the attention of the target mass to the brand, and they spent 2.6 million dollars for a 30-seconds advertisement (Tanlasa, 2007: 18).

Apart from football, the basketball branch has a huge audience and brand communication impact, especially in America. The positioning of basketball on entertainment, which started in America in 1891, is a model for other branches, countries, and teams in sports marketing. The celebrities and teams created by basketball have enabled the products and publications to be followed around the world (Lafeber 2001: 48). In line with the importance given to sports marketing by Turkish Basketball Federation, the Basketball League was named after Beko company in the 2006-2007 season, and Tadım also started to show its strength of using sports marketing with Tadım Türkiye Kupası. The leadership of Ülker as Fenerbahçe Ülker, Galatasaray Cafe Crown, Beşiktaş Cola Turka and Alpella in title sponsorship of basketball teams led to some different examples such as Casa Ted Kolejliler, and Mutlu Akü Selçuk University. Apart from massive branches, the wide range of niche sports such as nature sports, rally, golf, badminton also offer alternatives. Developments such as Arkas Otomotiv's sponsorship of Rally Championship, Yonex company sponsorship for equipment to Turkish National Badminton Team (Zanger et al., 2003) reveals the importance of sports marketing in recent years.

## **2.2 Consumer Purchase Decision**

The major mechanisms that affect customer purchase decisions are found as commitment, loyalty and identification. Here, as consumers make both physical and sentimental/psychological investments to their industrial football brands, it is possible to separate commitment mechanisms into two, as financial and psychological commitment. From there, based on extant work, four major sub-dimensions of customer purchase decision mechanisms are determined as

consumer loyalty, financial commitment, psychological commitment and team identification.

### **2.2.1 Consumer Loyalty**

Loyalty does not have a simple structure that can be studied in one dimension. (Ha, 1998: 52). Wilkie's (1994) definition of brand loyalty explains that consumers are loyal in situations where they prefer brands in terms of both attitude and behavior, but this does not precisely describe the depth of brand loyalty (Wilkie, 1994). This view ignores the possibility that the attitude may be negative despite the repurchase behavior of the consumer. In this case, the loyalty of the consumer may be superficial. In addition, Oliver (1997) notes that there is no universal definition of loyalty (Oliver, 1997). Uncles et al (2003). suggest that there are three conceptualizations about loyalty, and that these are; (1) the specification of the attitude that sometimes leads to the relation with the brand, (2) its expression being basically based on past purchasing behavior, and (3) its presentation being based on personal characteristics, situations, and / or purchase conditions (Uncles et al., 2003). Tucker (1964), in his study, while defining brand loyalty as a biased selection behavior towards branded products, evaluates the choice by considering which brand is preferred to the other, depending on frequency (Tucker, 1964). McConnell (1968), on the other hand, interpreted the relationship of perceived quality and time with the strengthening of brand loyalty in a research in 1968 where he studied the development of brand loyalty (McConnell, 1968). While Aaker (1991) was working on brand value, he studied the brand loyalty, one of the parts of brand value, as the core of the brand value and examined it in detail (Aaker, 1991). While valuing brand loyalty as a measure of the client's commitment to the brand, he defines loyalty as an indication of how likely it is for the consumer to skip to another brand. Aaker (1991) also covers the measurement of brand loyalty in his book. According to him, one of the approaches is behavior measurement (Aaker, 1991). Here, the purchase rate, purchase percentage, and the number of purchased brands are considered (Oliver, 1999). Speaking of some of the obstacles in this issue, Oliver (1999) relates these

obstacles to reasons such as not being suitable, being expensive, the possibility of limited recognition for the future, the difficulty of distinguishing whether the same family prefers different brands or skips to another brand. In his next study, Oliver (1999) argues that satisfaction does not always lead to loyalty, but that at the same time it is a necessary step in creating loyalty (Oliver, 1999).

1. Satisfaction and loyalty are separate indications of the same concept.
2. Satisfaction is the core concept of loyalty; loyalty does not exist without it.
3. Even if the core role of satisfaction loosens, it is still a part of loyalty.
4. Satisfaction and loyalty are seen as parts of the ultimate level of loyalty.
5. A part of satisfaction is in loyalty, and this part is the main part of loyalty.
6. Satisfaction is a phase to create loyalty at different levels.

Keller (2003) examined brand loyalty under brand resonance, as behavioral loyalty and attitudinal commitment. Behavioral loyalty was assessed by the category share or amount, defined as repetitive purchase and volume in the brand. He also emphasizes the need for the presence of attitudinal commitment for high loyalty (Keller, 2003).

In sports, brand loyalty is the ability to attract and keep consumers, and unfortunately, it is very difficult due to inconsistent and intangible features of sports (Gladden et al., 2003). While Wakefield and Sloan (1995) define team loyalty as an ongoing commitment to a particular team, and it is the most important factor in determining the will of the audience to participate in live sports events (Wakefield & Sloan, 1995). According to James, Kolbe, and Trail (2002), loyal sports consumers are those who have been with the team for many years (James, Kolbe, & Trail, 2002).

Although behavioral consistency or repurchase characterize loyalty as an important financial goal for many organizations, it should be understood that real loyalty is actually more than an indicator of behaviors related to the team (James

& Trail, 2002). Funk and James (2001) describe team loyalty as the formation of one's psychological commitment resulting from consistent and steady behavior and attitudes towards a team (Funk & James, 2001).

According to Funk, Haughtvedt, and Howard (2000), conceptualizing loyalty will be realized by examining the psychological processes that cause possible differences in attitudes depending on the team and by recognizing the strong attitudes that occur in this process (Funk et al., 2000). As a result, characteristics related to the degree of strength of the attitude, such as resistance and behavior, can be regarded as general indicators of loyalty and can be shown as possible determiners of the team loyalty. With this approach, Funk et al. (2000) argue the emergence of an attitude that reveals the diversity of characteristics connected with the power. Accordingly, the formation of the level of general loyalty will either combine or break off with the determination or the resistance of the attitude, its impact on perception, and conformity (Funk et al., 2000).

### **2.2.2 Psychological Commitment**

In today's contemporary society, the concept of sports, which plays an important role in the leisure-time industry, is seen as a social phenomenon with increasing effects on communities (Aycan, Polat, & Ucan, 2009). Participation in sports as spectators, a tradition dating back to the antiquity, is one of the activities carried out to make use of the leisure time in modern societies (Trail & James, 2001). Sports organizations have become an industry not only in terms of ticket sales to spectators, but also in terms of sponsorship and media revenues (Mullin, Hardy, & Sutton, 2000). The sports industry is to produce, procure or provide sports goods for sports organizations or consumers, or to form any existing sports organization or a part of it. According to Argan (2002), the sports industry is the name of the market that offers consumers sports, fitness, recreation, leisure time activities and related products, services, people, places, and ideas. In this sense, the sports industry has become a profitable consumption sector as a center of attention for communities with the support of mass communication tools and the media, together with the corporatization of clubs, services, production, and

presented organizations. Sports, as an industry, consist of elements such as spectators, active athletes, and sponsors. Shank (1999) stated the importance of the spectators and suggested that the sports industry could not survive without spectators by saying that; "if the sports activity is the heart of the sports industry, the sports spectators is the blood that makes this heartbeat." (Shank, quoted by Gencer & Aycan 2008).

Football, with an estimated size of 250 billion dollars, is an important component of the sports industry (TFF, 2014). Factors such as team budgets, sponsors, broadcasting revenues, ticket revenues, and spectator numbers play a significant role in the football industry (Alam, Jani, & Omar 2001). In the developing football industry, the clubs have to increase their income sources in order to compete further with their competitors. Football clubs should strive to reach more fans and spectators by creating club values that have the features to attract the attention of the current and potential fans and spectators. Gradually, this continues with the efforts to transform the fans into customers by taking them away from the game (Gencer & Aycan, 2008). Football spectators and fans contribute to the economic income of football clubs with their activities (Erdogan, 2008). 'Fans' can be defined as individuals who adopt club activities, pay a price for club services, form the club's market, have a psychological commitment to the team, and are interested in or follow the athletes or the team (Wann & Branscombe, 1995). By adopting the principle of belonging in Maslow's hierarchy of needs, one can identify himself/herself with the team and can have the feeling that he/she serves the team. As a sign of the commitment of fans to their team, behavioral measurements tend to give results of consistent and repetitive purchase behaviors (Mullin, Hardy, & Sutton, 2014). Even though the fans' participation in sports events is an important indicator of commitment, the psychological processes that affect the participation of some supporters in sports over time should be taken into consideration (Mahony et al., 2000: 16).

When team commitment and identification are exaggerated, a tendency to violence occurs along the dimension of aggression (Ozbaydar, 1987).

### **2.2.3 Financial Commitment**

Together with the rise of capitalism and industrialization, workers labored for an average of 18 hours a day and had no energy anymore to be able to play this demanding game. As capitalism dominated time and space, football was no longer the popular game with loose rules that sometimes even 300 people could play together."(Aydın, Hatipoğlu, & Ceyhan, 2008).

Domination of capitalism on time and space has begun to produce new spaces of football, which it left spaceless for the peasants (Yang & Galak, 2015). This transformation has made the working class in the cities the spectators, a consumer from another perspective, of the football, played in these new places. Peasants, the old football players, have no more days and time to play the game; Football is now, only on holidays, a consumption activity that looks like leisure/entertainment (Plassmann, O'Doherty, Shv, & Kangel, 2008).

The transformation of the relationship between the working class and football by the capitalism may not be considered as a mere consumption. The intention of going to the stadiums and watching matches may not be expressed only by buying tickets or the licensed products of the club. Stadiums are also the places where power relations are built tangibly (Trail & James, 2011). In stadiums, one of the places to legitimize the power relations in the capitalist system, it is observed perceptibly with the "brother" players on the field, with tribunes and VIP boxes, watching the match sitting behind the goal posts, and with the fact that there is no ladies' room in many stadiums. Football is a field where capitalism reproduces itself. In that sense, football is a field where ideologies produce the systems like sexism and racism, gain legitimacy. (Yang & Galak, 2015).

At the same time, because of the fact that the approach towards having maximum benefit from free time has become a part of the life of the working class due to the domination of capitalism on time and space, aside from playing football as a game, the relation with football is transformed. The fact that football is a

whole of relations consumed and reproduced in a planned period of time reveals the fact that these relations are not independent of the whole (Quick & Funk, 2009). In this sense, the dominance of capitalism on time and space has not only prevented the working class from playing football but has also transformed the working class's relationship with football into a volatile one. As the capitalist system encourages people to experience momentarily pleasures, in this capitalist system, football games has turned into moments of pleasure which people watch on television and relieve their momentarily stress. Thus, the way is opened for the industrialized football (Walter, 2008).

It is necessary to mention the transformation of clubs and football players, besides the transformation of the relationship between the working class and football as a result of the dominance of capitalism in time and space. In this sense, football players stand out as instruments of circulation in the market. Football, which was played unlimitedly and innumerably by peasants, has begun to be transformed in the capitalist production conditions (Marx, 1986).

The position of football players as free laborers selling their labor in the market has become clearer with the Bosman ruling. Prior to the Bosman ruling, the circulation of footballers as a commodity took place only in relations between the clubs (Toni, 1998).

With the Bosman ruling, the transfer of football players to clubs where they can sell their labor as free laborers has become more flexible, while this situation reproduces the domination of capitalism on football (Yoshida, 2011). The Bosman ruling may not be explained only with its impact on the football players' salaries. As free laborers who sell their labor, here it will be seen that the football players tend to go to the most suitable club where they can sell their labor prior to the salary. In this respect, the clubs of advanced capitalist countries become the primary target position for a football player whose contract has ended. For example, let's imagine that Arda Turan's contract is over in Galatasaray and he is free. Arda Turan would not like to go to Romania, and when he goes to Manchester United, one of the clubs of the most advanced capitalized countries,



he can market his labor in the broadest possible conditions, and at the same time this will produce the process of monopolization of clubs of advanced capitalist countries in football (Milne & McDonald, 1999).

Besides the Bosman ruling, it is also important to focus on the changes made in organizations (tournaments organized by UEFA and FIFA) that stand out as the biggest cake of football in the capitalist system. Here, especially the Champions League comes to the fore. The most noteworthy regulations are being made in this organization, as the Champions League is being held every year and it is the struggle field of the leading teams of advanced capitalist countries (Kim & Trail, 2010).

When the Champions League is investigated in this structure, which is the apple of the eye of the industrial football, it is seen that this tournament -that they call the League of the Giants- is a tournament of the leading teams of advanced capitalist countries. First of all, the teams placed in groups with the draw system are already classified according to the power balance from the beginning. For example, let's imagine a group consisting of Manchester United, Juventus, PSV, and S. Bucharest. The chance of Manchester United, coming from the first bag, to qualify out of the group is very high. Juventus follows after it. PSV may push for being the second, but the chance of S. Bucharest is very low (Tanlasa, 2007).

The change made in the status of the Champions League during the Platini era seemed to work for clubs with a smaller budget at first glance. But the change was, in fact, helpful for the leading teams of capitalist countries. Although with Platini's new regulations "smaller clubs" made it to the groups, it was the teams coming from the first and second bag that were waiting for them. The leading two or three clubs of the advanced capitalist countries participated directly in the Champions League. In this case, it is not too hard to qualify in the prelim for the teams that take the third or the fourth place. In England, for example, Arsenal or Liverpool, who mostly completes the league as the fourth team, easily joins the Champions League every year. In addition to the distribution of the teams to groups, another dimension queries the teams of which countries take place in

quarters and semi-finals in the Champions League. Here too, the leading four playing teams of the advanced capitalist countries appear to stand out significantly (Talimciler, 2008).

The transformation of football clubs, tournaments and players in capitalism, and the fact that they are producing one another may not be examined without considering the dimension of fans. In this respect, the alienation process of fans should also be considered. The alienation of fans, together with the domination of capitalism in football, is more prominent in the advanced capitalist countries (Gladden & Funk, 2001).

At this point, the hooligan concept that capitalism uses the most frequently for the alienation of fans stands out. The spectator profile, which is presented as modernity, is actually created by covering the ruins. Today the barbarism of capitalism may be seen, which is revealed with the products in the store rather than with the "game" on the field, aiming for consumption not just on the day of the match, but every day of the week, in stadiums where business contracts are signed in VIP seats, especially in the UK (Benjamin, 2008).

In this respect, the fan clubs should also be mentioned, which resist against the "football culture" established by capitalism from ruins. As the foremost among them, it is necessary to mention Livorno, a port city that has a distinguished place in Italian football. Livorno is also a workers' town and the city where the Communist Party of Italy was founded (Milne & McDonald, 1999).

Remembering that Livorno is not independent of Italian football, and emphasizing the transformation created by the domination of capitalism on football, it is necessary to draw attention to the words of Toni Negri (1998):

Here, Livorno tribunes should also be mentioned, as one of the leading revolutionary tribunes, which differ from the general picture of football in many ways. In addition, it is also worth consideration that people who sympathize with Livorno are spreading throughout the world (Leal & Moutinho, 2008).

### **2.2.3 Team Identification**

Discussions on “modern football”, as used commonly in the European stadiums, or “industrial football”, as the widespread use in Turkey, continue and increase in the recent years. Industrial football stands out as a title that holds many debates in terms of economic, sportive and sociological aspects (Gilovich, 2014). It can be said that football has changed a lot since its emergence as a modern game and that this process of change has brought out different actors. Hence, the 'industrial football' title alone does not have enough coverage in terms of the issues it includes. Football, which has become prominent as an economic sector especially in the 90s, can be discussed in the context of corporate clubs, stocks, security laws, ticket prices, violence etc. It is known that there are many studies centered in Western Europe on the transformation of football and fans. Also, in Turkey, a remarkable literature started to take shape in football, spectators, and fans in the recent years both with authentic works on the football life in the country and with translations. Above all, some of the studies on football in the recent years have been focused on increasing market dominance and reshaped relationships (Boniface, 2007; Authier, 2002; Akşar, 2005). Many studies can be given as an example in this context, and these studies focusing mostly on the football economics generally agree on the great period of change and can be classified according to whether they generally approach the process of change critically or not (Solomon et al., 2010).

The studies that deal with fans or the spectators in Turkey, excluding studies like the memories of club football fans, address the groups generally defined as “fan clubs” in this article while “labeling” them with criminological terms (Sahin, 2003; Talimciler, 2003;). However, it is possible to say that the discussions in this area are relatively richer in Western Europe. While studies addressing only the problem of 'violence' are more distant to the formation of the fan identity, especially studies like Ian Taylor's (1975) study on hooliganism which further emphasizes the historical and social conditions involved, have created new possibilities for studies in this area. The criticism led by Elias and Dunning, based on the 'civilization process' thesis of the Leicester School, and

centered on the statement that it was necessary to ground on the “sub-culture” beyond social classes in describing the problem of 'hooliganism' has been an important debate in the literature (Elias & Dunning, 1986). In the later periods, it is possible to talk about a highly developed literature and different tendencies upon this subject. Although there are differences in theoretical starting points and approaches, various studies that focus on understanding the identity of fans, trying to define the historical and social connections of the fans from a critical point of view to the dominant paradigm draw attention (Dal Lago & Moscati, 1992, King, 1998; Marchi, 1994; McGill, 2006). Besides, discussions among fans in Turkey, in general, have been evaluated with relatively labeling terms such as 'violence', 'hooliganism' as mentioned above. In contrast, especially Kozanoğlu's (2002) study on identifying “fans” can be described as an important, lead reference source in this field in Turkey. Kozanoğlu's (2002) paper, in one sense, pursues the aim of being able to understand and discuss “fans”. This issue seems to be important in terms of trying to 'understand' a group of people, who take place in graffiti in almost every city and make the headlines of newspapers in some cases, overshadowed by discussions on clubs, football players, manager names, game systems, and jersey advertisements in football.

Fans and football have been in an interactive relationship when evaluated within the historical process. This relationship can be handled through economic, political, psychological, and sociological concepts.

The process of football becoming a very large and powerful economic sector has naturally determined its producers and consumers. The producers of the football economy are TVs, companies, media, sponsors, players; and the consumers/buyers are the ones who have been driven into stadium seats over time. This is the point where the discussion originates from. Who are the masses that are driven into stadium seats, how are they defined? It should be noted that there is a difference between the 'spectators', who have been targeted as consumers from the beginning, and 'fans', who may be said to exist for the purpose of once again getting involved in football as a subject. For the same reason, it can be said

that there is a tense relationship between fans and industrial football (Yang & Galak, 2015).

In discussions about industrial football and fans, fans should not be considered as an institution-specific to capitalism, such as money, media, and professionalism. Even though fans have emerged within this commercialization with their own original existence, language, culture in industrialized football; their case developed in a different way from the form that was desired to be created and has become a form that 'partially possesses' the potential for unity and rebellion in the game. Football is a collective game. It had faced many prohibitions during the time it was played by the crowds, without being restricted by rules. One of the most important reasons for these prohibitions was that the game had a feature that motivated large crowds. Stemmler states that the potential of football to 'disturb public peace and order' was one of the leading causes of these prohibitions (2000: 29).

A potential for collectivity has always existed in football games, starting from the football games organized for political purposes or to protest the enclosure (2000:75), down to the first football clubs attracting large crowds. For this potential from past to present. The industrialization process of football brings with it the rearrangement of the masses going after the football game. Today a customer-type spectator is desired who can give more money to the club. On one hand, forms about how to sit / how not to stand, how to behave, what to say are imposed to the masses on tribunes, and on the other hand, the 'fair play' spirit is imposed to the masses (Hall, 1999). The football masses that the kings disliked in the past are criticized by the bosses of the football market today. The thing that is criticized and undesired, the target of change, is the 'potential of rebellion' that was mentioned before. The 'potential' state that stands out is at the center of this discussion, rather than the goal of the rebellion and how it identifies itself. However, 'fans' as defined here exhibit social behavior based on 'moving together', consisting of basic collectivity, with a strong position in terms of influence but in the minority among the masses interested in football today. For this definition, it is important to be in the 'fanclubs' physically or within the

network of relationships. The 'spectator' involves a passive acceptance of the act of spectating. As it is relatively closed to taking collective action, it is not positioned in a collective definition. 'Fans', on the other hand, come from a side-taking nature exhibiting a quarrelsome existence with passive spectatorship in 'the society of spectacles' (Hatipoglu & Aydın, 2007: 150).

Ian Taylor (1975) emphasized that, as mentioned before, the emergence of fans is not independent of alienation. Due to professionalism, there has always been a tense relationship between the spectators, who have been driven into stadium seats, and football due to the alienation of spectators to the game. The level of tension varied in different periods. Some elements of this tension can be considered 'hooliganism', or a 'resistance to customerization / passivation' depending on the point of view, and it is possible to draw this conclusion from Taylor's main emphases (1975: 162-163). Sometimes, of course, depending on how they are defined, fans include both. From a Marxist point of view, Taylor notes that the changing nature of sports, especially the changing role of local clubs as the solidarity institutions of the working class have been influential at the birth of football hooliganism. With the development of professional football after the Second World War, the position of the followers of the game, as well as the representation of the games and clubs, were affected, and the role of local clubs in the society were reduced in football, which had become a commercialized activity where spectators were asked to pay more (Taylor, 1975: 146).

This alienation process in football was a part of the decline of the traditional weekend activities of the working class. These included not only football, but also dog races, marching bands, and archery. Due to this alienation, violence in the stadiums could be seen as the attempt of the alienated working-class youth to recreate traditional weekends (Marsh, Fox et al., 1996). In this sense, fandom can also be read as a form of re-existence in the football game. Passive, consumption-oriented spectators are of course preferred by the system at our age when football is organized as a show. This may also mean alienating to the game at the same time, from another point of view. The concept of fandom

brings along collectivity. This collectivity is not a passive situation, like filling the same stadium on match days or watching the same match. Being a fan, in addition, requires to be in the network of relationships (Funk & James, 2001). The network of relationships is a 'public space' created with other fans via shared memories, a common language, and a common attitude. The necessity of being involved in the network of relationships means that the coexistence of those who support the common football club now grows and creates its own existence. The roof which provides the formation of the network of relationships is the belonging to the football club, but another common culture will be formed that exceeds being mere fans of a team (Gladden & Funk, 2001).

Being a regular football follower is not enough to be a 'fan'. In a society which joy, sadness and solidarity can be shared together, collective memories of 'besides what happened on the field' become some of the most important conditions (Kim & Trail, 2010). The football culture that is trying to be created by the industrial football market encourages solitude, individualized admiration, and consumption (Funk & James, 2001).

The television football markets the joy or sorrow to live alone at home instead of the collective potential in stadiums. It removes the possibility of directly affecting the game. 'Love', which is reduced to the consumption of club products or footballer jerseys, has already become a part of the profit (Gladden & Funk, 2001). According to King, new-consumer spectators are essential for the survival and development of the football industry (King, 1998). A direct proportion is created between consumption and the love for the club. This kind of spectatorship has nothing to do with fandom (King, 1997). The system usually judges the characters it couldn't push into the stereotype of 'spectators' with the terminology of 'criminology' and tries to marginalize them with various labeling formulas like 'hooliganism'. In addition to this familiar criminological generalization frequently used by the academy and by the news media in Turkey, football followers have been discussed in different categories especially in the process developed since the late 1960s in Europe. A variety of categories have

been created among the football followers in the field where the literature is quite extensive. It should be noted that categorizations to be made in this area include limitations as is the case in almost every categorization. On the other hand, of course, the categories created are not irrelevant and intransitive. Transitions and relations in this distinction have an important place, and this type of categorization serves to facilitate understanding. These categories generally include football followers in categorizations such as 'show industry oriented', 'game (football)oriented' and 'excitement oriented' (Wakerfield & Sloan, 1995), and also there are evaluations as football follower masses on the basis of collective behavior characteristics such as the tendency of people in the stands to shake hands, act together, and shout (Uncles et al., 2003). It should also be noted that there are institutions in this advanced literature which have conducted many studies that distinguish different club fans and spectators on the basis of various criteria. Of course, it can be stated that there are different approaches to the subject. In addition, regarding the classification of football followers in Turkey, divisions such as media audiences, spectators, new-spectators that have newly emerged with the impact of the world of consumption, and "fans" can be considered to be useful in some aspects. (Hatipoğlu & Aydın: 2007). In his work on various club 'hooligans' in Europe, Saaijs emphasized various elements that can stand out as universal phenomena, while stating the need for further investigation of the concept of 'hooliganism'. According to Saaijs, these elements can be defined as the vitalization of excitement and enjoyment, the construction of solid masculine identity, individual and collective 'reputation', identification in relation to the local space, solidarity and the feeling of belonging (2006: 17-29). It is important to note that the term 'hooliganism' used in Saaijs' work is emphasized as 'fans' in this work. Indeed, some studies on the fans in different countries point out some of these mentioned elements (Guilianotti, 2005, Hatipoğlu & Aydın, 2007; Ünsal, 2005; Dal Lago & De Biasi, 1994; Van der Brug, 1994).

It is possible to say that these common elements of fan clubs possess a conscious or unconscious opposition to the general 'passivizing' effect of the



system. At this point it can be said that this common 'identity' situation is generally effective in the emergence of fan organizations, which seem to be much more clearly institutionalized in the recent years, when the 'construction of solid masculine identity' is considered as a special case and is excluded in the context that it requires a more specific study. Perhaps one of the most important stations in the emergence of the 'fan' identity is the declaration of the organization and taking the 'group' names that the club followers decide among themselves, in addition to 'the club identity' after a certain period of time (Yang & Galak, 2015). For example, the clear emergence of the identities of fan clubs such as the 'ultras' in Italy, the 'hooligan' groups in Britain, and the 'barras bravas' in Latin America indicate to different histories in different geographies.

The Fossa De Leoni fan club, formed by Milan fans at the end of the 1960s in Italy, has emerged as one of the first widely recognized institutionalized fan clubs. In the early 1980s in Turkey, the fan clubs called Çarşı of Beşiktaş and Güçlüler of Ankaragücü can be considered as the most important of the first examples of this organization and 'identification' process in Turkey. Besides, of course, there are supportive 'fan clubs' of almost all football clubs today, including the clubs in the lower leagues. Especially in our country, these formations have been through an increasing process of development throughout the 1990s. In general, with the 2000s, their institutionalization and the increase of their areas of influence have accelerated. The process of adoption of a different 'title', and of the group name and its symbols getting ahead of the club name in the eyes of its supporters is not just a simple process. This process will also enhance the existence of 'supporters' and refer to a different network of relationships, and a different 'formation' beyond the 'spectator/supporter' identity. In some studies, based on interviews and observations on 'fans', very diversified points that the group identity stands on, and very diversified agendas other than the sole 'spectator' position are noteworthy (Kozanoğlu, 2002; Girtler, 2006; Toklucu, 2001; Cevik, 2004). These agendas are not usually about the 'game' and 'processes in the field'. Fans' relations outside the field, fights, and memories are in a more

primary and essential position than players and the way technical delegates put the team in the field. This position actually points to a much different kind of agenda than the 'football in the field', which is one of the most important distinguishing features of 'fan clubs' and being defined as 'fans'. For some fan clubs, the general emphasis of the cheers at the stadium during the game may not even be about the team to be "supported", but instead may often reflect the discourse from the "fans' own world", and in a very dominant fashion, too (Hatipoglu & Aydın, 2007). For example, instead of encouraging and motivating expressions for the team or players, it is not hard to come across expressions through which the groups of 'fans' put emphasis on themselves in stadiums. In many stadiums where 'fan' formations can dominate the stadium in general, this can even constitute the main axis of cheering.

Here, identification of the fans with their teams is also worth consideration. Team identification may be defined as the psychological connection and closeness that is felt by a fan towards his/her favorite sports team (Kim & Kim, 2009; Wann, Melnick, Russell, & Pease, 2001). When it is considered that social identity is defined by the groups or societies that individuals feel belong to, team identification is also associated with social identity of the fans (Kim & Kim, 2009). At that point, identification with a sports team may be considered as the natural consequence of high levels of fanaticism towards that sports team (Wann et al., 2001).

In sum, extant literature points that industrial football activities led sports to be seen as a corporate activity, which requires effective marketing campaigns. These marketing activities aim to communicate with and capture customers by increasing their loyalty, psychological commitment, financial commitment and team identification, which in the end cause them to make purchase decisions (Roy & Cornwell, 2004).

### **3. METHODOLOGY**

#### **3.1 Aim of the Study**

The aim of the study is to detect the relationship between sports marketing activities in industrial football brands and customer loyalty, psychological commitment, financial commitment and team identification processes of the customers, for customers having different demographics. To this end, a survey is designed, which measures all these sub-dimensions, how they change based on different demographics, and also the relationship between these sub-dimensions.

#### **3.2 Variables**

Variables of this study are adapted from past work on brand loyalty and consumer behavior. Here, the dependent variables of the study are brand loyalty, financial commitment, psychological commitment, and team identification. Here, brand loyalty may be defined as the tendency of consumers to persist on purchasing the products of a particular brand (Jacoby, 1971). Financial commitment may be defined as the amount of financial investments that consumers tend to make on a particular brand (Schultz, 2002). Psychological commitment may be described as the degree of psychological dedication and effort that is spent on a specific brand (Mahony et al., 2000). Team identification may be defined as the psychological connection and closeness that is felt by the consumers towards a particular sports team (Kim & Kim, 2009; Wann, Melnick, Russell, & Pease, 2001). Meanwhile, independent variables of the study are education status, monthly income, stadium visit frequency and marital status.

#### **3.3 Research Questions for the Study**

The research survey mainly examines the relationship between sports marketing in industrial football and the purchase decision of the customers. As the majority of people coming from different demographics are in a way interested in industrial football in Turkey -at least by supporting a team and watching some

football games-, the survey is sent randomly to every individual who is available to fill the survey, without determining any prior conditions for participation.

Based on the studies in extant literature, four sub-dimensions that are aimed to be achieved by sports marketing are determined as brand loyalty, financial commitment, psychological commitment, and team identification. The questions on brand loyalty mainly include items on how frequently consumers engage in sports related activities, including watching football games or buying sports products. The questions on psychological commitment include items which measure how connected consumers psychologically feel towards the sports brand and its products. Meanwhile, the questions on financial commitment measure to what extent the consumers are willing to spend money for the sports brands. Finally, the questions on team identification measure the extent to which consumers identify and associate themselves and their own personalities with the sports brands. Here, it is worth noting that in the scope of the present research survey, what is meant by 'sports brands' is the industrial football clubs (i.e., Fenerbahçe, Beşiktaş, Galatasaray, etc.). The questions are adapted from major past studies on consumer behavior, brand loyalty, brand perception and brand equity. To be more specific, the questions on brand loyalty are adapted from Gladden & Funk (2001), the questions on psychological commitment are adapted from; Funk (1998) and Funk & James (2001); the questions on financial commitment are adapted from; Chaudhuri & Holbrook (2001), Knetsch, & Thaler (1986a) and the questions on team identification are adapted from; Solomon Miceal, Bamossy Gary, Askegaard Soren, & Hogg, Margaret (2010) and EvansMartin, JamalAhmad& Foxall Gordon (2009).

There were 68 survey questions and each question were asked to scale a variable. The table below shows the information of which variable had scaled with a group of questions.

**Table 1.** Question Numbers that Scales Variables

VARIABLES	Questions that scales "Variables"	Reference of Question
<b>Brand Loyalty</b>	Question 6: What is your frequency of stadium visit?	<b>Gladden &amp; Funk (2001)</b>
	Question 11: How often do you purchase fan products such as jersey, ticket or products with team logo?	
	Question 13: Do you watch out for fan products in your grocery shopping?	
	Question 16: Do you purchase a product packaged with your team's logo colors even there is not any sign of your football team logo?	
	Question 22: I like to purchase from brands of my team's sponsors	
	Question 23: I remember the commercials during the match and I can purchase from those brands in my daily shopping	
	Question 37: I would like to purchase membership to sport clubs that my team owns.	
	Question 39: Becoming a member to my team's professional clubs would provide economic and social advantages to me.	
	Question 46: I like joining social media groups that officially created by my team.	
	Question 47: I seriously consider comments on some products that written on my team's media groups	
Question 60: If my team has a game in the city where I live (for fans living different city), I feel like I have to go to game and support.		
<b>Financial Commitment</b>	Question 7: What is your major concern while purchasing football match ticket?	<b>Chaudhuri &amp; Holbrook (2001)</b>  <b>Knetsch &amp; Thaler (1986a)</b>
	Question 8: What is the highest price that you can accept for your team's regular game ticket	
	Question 9: What is the highest price that you can accept for your team's important game ticket?	
	Question 10: What is the highest price that you can accept if there is a party, organization or concert after the match?	
	Question 12: What do you think about your team's strategy for selling important match tickets at a higher price than regular matches?	
	Question 24: I prefer fan products produced by big brands such as Nike, Adidas	
	Question 28: If there are organizations like meeting with football players, coaches or watching training of the team, I would like to purchase ticket and attend.	
	Question 33: I do not purchase fan products because the main idea is to earn more profit by teams and that's why fan products are produced as low quality.	

	Question 35: My team's low performance negatively effects my highest acceptable price for a match ticket.	
	Question 43: In today's sports business, only purchasing few match tickets in a year, is not enough for a "good fan"	
	Question 58: In difficult economic situations, spending very little amount for my team would show how good fan I am.	
	Question 59: No matter how expensive a match ticket is, if my economic power is enough I would accept to pay.	
	Question 68: How is your attachment with your football team effect your daily life in emotionally and economically?	
<b>Psychological Commitment</b>	Question 26: If a commercial contains joyful memories related to my team, I feel more likely to purchase that product.	<b>Funk (1998)</b>  <b>Funk &amp; James (2001)</b>
	Question 27: I think low quality fan products damage to team brand value.	
	Question 29: I would like to purchase fan products related with my team's star player/s even, they transferred to another team.	
	Question 30: Usage of my team's logo in products unrelated to football, is damaging the brand value.	
	Question 31: Fan product can be a nice gift.	
	Question 32: Fan products are high quality products same as the quality level of my team	
	Question 36: My team's high performance positively effects my highest acceptable price for a match ticket.	
	Question 38: I like to meet and have a conversation with my team's fans from other cities	
	Question 41: At what level do you feel emotionally attached to your team?	
	Question 42: Every team provides clues about their fan's general identities.	
	Question 44: When I see animals that related to my team's symbol (lion, eagle, canary) on products, my team immediately comes to my mind.	
	Question 45: When I see my team name's abridgment such as G.S. or F.B. in a completely different sector rather than sports, first thing that come to my mind would be my team and football.	
	Question 48: For me fan product is not a product just a logo on it but a product that reminds me the joyful memories.	
	Question 49: I collect and save my team's previous season jerseys and albums.	
	Question 57: I can accept to pay more money on fan organizations and fan meetings than fan products with a logo.	
	Question 63: I believe; people support same team with me are similar personalities with me.	
	Question 64: I feel I can have problems in understanding each other with rival team's fans.	
Question 65: What is the similarity level of the relationship of yours with brand that you feel yourself very close and the team you support?		

	Question 66: What is the similarity level of the relationship of your friend with his/her team and your relationship with your team?	
	Question 67: When you compare purchasing fan product with your regular purchases, how you feel?	
<b>Team Identification</b>	Question 14: When you see a product with your team's logo on it, do you feel like that product is a high-quality product?	<b>Solomon Miceal &amp; Bamossy Gary &amp; Askegaard Soren &amp; Hogg, Margaret (2010)</b>  <b>Evans Martin &amp; Jamal Ahmad &amp; Foxall Gordon (2009).</b>
	Question 15: When you see a product with your rival team's logo on it, do you feel like that product is a low-quality product?	
	Question 17: Do products that remind you the success stories related with your team, would make you happy?	
	Question 18: Do you think, usage of success histories, important star players are more efficient than usage of only color and logo in sports marketing?	
	Question 19: Do you tend to purchase fan products more when you, as a fan, are satisfied you're your team's recently performance?	
	Question 20: Do you feel successful, when your team is having successful results?	
	Question 21: Do you feel unsuccessful when your team is having unsuccessful results?	
	Question 25: Fans have crucial role on team's marketing strategies.	
	Question 34: My support as a fan, is crucial for my team's success.	
	Question 40: Your team is a part your identity.	
	Question 50: Do you praise and suggest your team to your family or friends?	
	Question 51: My support reassures my team.	
	Question 52: My passion and belief do not change when the players change.	
	Question 53: I boast with my team.	
	Question 54: My team is different than other teams.	
	Question 55: My teams stronger than other teams.	
Question 56: My team is more reputable than other teams.		
Question 61: I have fully trust for my team's management cast		
Question 62: I feel like, our managers always value fans and care about the ideas of fans.		

### 3.4 Model and Hypotheses of the Study

The hypotheses of the study may be stated as;

**H1:** There is a positive correlation between brand loyalty and psychological commitment.

**H2:** There is a positive correlation between brand loyalty and financial commitment.

**H3:** There is a positive correlation between brand loyalty and team identification.

**H4:** There is a positive correlation between psychological commitment and financial commitment.

**H5:** There is a positive correlation between psychological commitment and team identification.

**H6:** There is a positive correlation between financial commitment, and team identification.

**H7a:** Brand loyalty changes according to education status.

**H7b:** Financial commitment changes according to education status.

**H7c:** Psychological commitment changes according to education status.

**H7d:** Team identification changes according to education status.

**H8a:** Brand loyalty changes according to monthly income.

**H8b:** Financial commitment changes according to monthly income.

**H8c:** Psychological commitment changes according to monthly income.

**H8d:** Team identification changes according to monthly income.

**H9a:** Brand loyalty changes according to stadium visiting frequency.

**H9b:** Financial commitment changes according to stadium visiting frequency.



**H9c:** Psychological commitment changes according to stadium visiting frequency.

**H9d:** Team identification changes according to stadium visiting frequency.

**H10a:** Brand loyalty changes according to marital status.

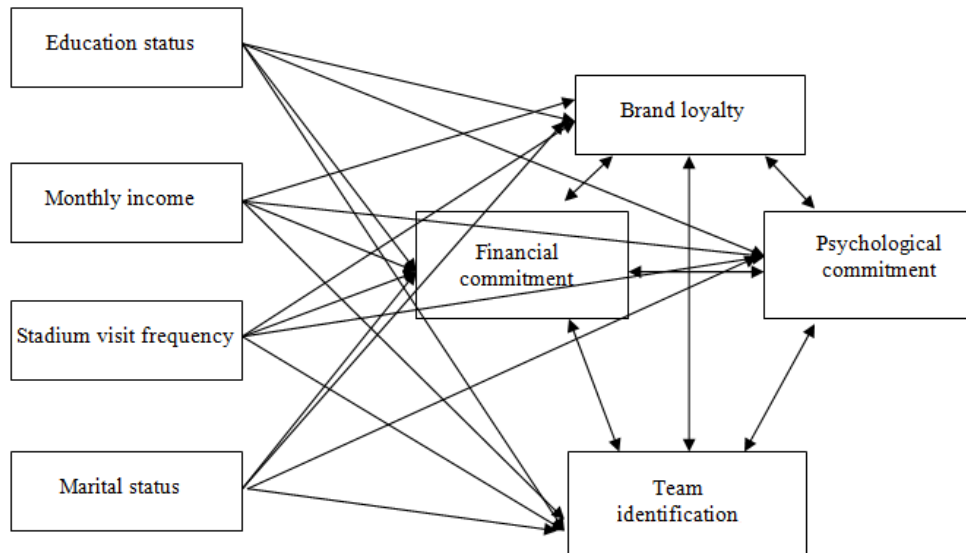
**H10b:** Financial commitment changes according to marital status.

**H10c:** Psychological commitment changes according to marital status.

**H10d:** Team identification changes according to marital status.

Here, it is expected that highly educated people to be less affected from sports marketing strategies. Meanwhile, as monthly income increases, consumers are expected to engage more into sports marketing activities, as participation to the sports activities usually requires money. Similarly, consumers are expected to purchase tickets and come to the football stadiums to watch the games more frequently, as they are engaged more in sports marketing activities, as these activities increase consumers' tendency to purchase. Lastly, as married couples dedicate an important portion of their time and attention to their spouses, and as especially women do not want their husbands to deal with the football games excessively, marriage is expected to decrease engagement into sports marketing activities. It is worth notation that there exist no specific hypotheses for age, gender and team brand, because there is not enough fact to assume that brand loyalty, financial commitment, psychological commitment and team identification change with age, gender and team brand

The study model may be found below.



**Figure 1.** The Study Model

### 3.4.1 Data Collection Method

Empirical tests are applied, within the conceptual framework of the study. Self-administered survey method is found as the most suitable data collection method for the nature of the study, as self-reported responses of the customers are needed.

### 3.4.2 Data Collection Instrument and Design

In the scope of the current study, it is assumed that intensive sports marketing strategies are being applied to industrial football brands and products, and these strategies will increase brand loyalty, financial commitment, psychological commitment, and team identification. Therefore, in this research survey, consumers' responses are measured on these four sub-components of the

sports marketing activities. Survey is designed in a structured and undisguised manner. The extent to which consumers are engaged in brand loyalty, financial commitment, psychological commitment, and team identification dimensions of sports marketing is measured using a 7-points Likert scale. Higher scores on these dimensions indicate higher brand loyalty, higher financial commitment, higher psychological commitment, and higher team identification, and some items are reverse-coded for all the items to be in the same direction. Thus, higher scores in all of these four dimensions indicate that sports marketing activities that are applied on industrial football products have been successful in terms of increasing brand loyalty, financial commitment, psychological commitment, and team identification, as it is intended.

To measure each of these sub-dimensions, different questions are asked under each dimension. Average scores are calculated for each sub-dimension, which are brand loyalty, financial commitment, psychological commitment and team identification, by taking the average of the scores of the questions that are under these dimensions.

### **3.4.3 Sampling Method**

The sample group of the present study consists of 163 people who have participated online research survey between December 2017 and August 2018. Participants are selected by snowball sampling technique, and they reach to the survey by an online link. All the participants are Turkish, so the survey questions are asked in Turkish. Results of the power analyses that are conducted by GPower software show that at .80 power 163 participants are sufficient to conduct the required statistical tests.

### **3.5 Data Analysis Method**

SPSS software is used for the statistical analyses. In the scope of the study, after four sub-dimensions are verified by the factor analyses, first, Cronbach's alpha reliability analyses are conducted. Then, frequency distributions and

descriptive statistics are calculated. Then, ANOVA tests are conducted to detect whether there exists a significant difference in brand loyalty, psychological commitment, financial commitment, and team identification scores between different demographic groups. Lastly, correlation tests are conducted to measure the relationship between brand loyalty, psychological commitment, financial commitment, and team identification.

### **3.5.1 Validity**

Validity measures need to be conducted, to minimize the possible systematic errors (Kinnear & Taylor, 1996). Here, certain steps have been taken, to measure the validity of the study. First of all, all the sub-dimensions of sports marketing and the question contents included in these sub-dimensions are adapted from the extant literature (e.g.; Bolton et al., 2003, Darke& Dahl, 2003, Romaniuk & Sharp, 2003). Second, questions and the way the survey is designed is discussed with several academicians in the field. Third, the survey has been pilot tested with a sample of 24 participants (n=24).

### **3.5.2 Factor Analysis**

SPSS software is used for the statistical analyses. Factor analyses have been conducted to see whether it is appropriate to have four sub-dimensions and whether the questions are grouped appropriately under each sub-dimension.

### **3.5.3 Reliability**

In the scope of the study, first, Cronbach's alpha reliability analyses are conducted. Cronbach's alpha scores should be over 0.70, to be sure that the analyses are reliable, and the sub-dimensions are appropriately grouped (Tavakol & Dennick, 2011).

### **3.5.4 Descriptive Analyses**

In terms of demographics, age, gender, the industrial football team brand that participants support, participants' education status, participants' monthly income level, marital status and the frequency with which they go to the stadium and watch football games, are measured. Then, frequency distributions and descriptive statistics are calculated.

### **3.5.5 ANOVA**

ANOVA tests are used to detect significant differences between different groups. In the scope of the current study, ANOVA tests are conducted to detect whether there exists a significant difference in brand loyalty, psychological commitment, financial commitment, and team identification scores between different demographic groups.

### **3.5.6 Correlation**

Coefficient tests are conducted to measure the relationship between brand loyalty, psychological commitment, financial commitment, and team identification. Tests are conducted in groups of two, and the correlation between two variables is conducted, at each time. Here, correlation coefficients vary between 0 and 1 and a score that is closer to 1 means higher correlation between two variables (Benesty, Chan, Huang, & Cohen, 2009).

## **4. FINDINGS**

### **4.1 Sample Frequency Distributions**

In the demographics part of the survey, gender of the participants, the industrial football team brand that they support, their education status, their monthly income level, marital status and the frequency with which they go to the

stadium and watch football games, are measured, for the readers to learn about our sample characteristics.

In terms of gender it may be seen that 80% of the participants are male, while only 20% of them are female. This may be considered as normal, as males are more interested in football than females, especially in Turkey, so males may have a higher tendency to fill a survey that is related to football.

**Table 2.** Gender Frequency Table

		Frequency	Percent
Valid	Male	130	79,8
	Female	33	20,2
	Total	163	100,0

For team brand, it may be seen that the majority of participants (56 %) support Galatasaray.

**Table 3.** Team Brand Frequency Table

		Frequency	Percent
Valid	Beşiktaş	20	12,3
	Fenerbahçe	45	27,6
	Galatasaray	91	55,8
	Other	7	4,3
	Total	163	100,0

Meanwhile, for the education level, it may be seen that the majority 53 % of the participants are college graduates, and 36 % of them even have post-graduate education. It is an advantage for the sample to have a high education status, as people with higher education status are expected to understand survey questions more clearly and answer them more accurately. It is also worth notation that none of the participants are primary school graduates.

**Table 4.**EducationLevel Frequency Table

		Frequency	Percent
Valid	Middle school	2	1,2
	High school	16	9,8
	College	87	53,4
	Master	44	27,0
	PhD	14	8,6
	Total	163	100,0

As football game tickets and sports/team products are usually a bit expensive, monthly income of the participants is an important demographic variable for us to understand the sample dynamics. Here, it may be seen that the majority of the participants have a monthly income between 3000-5000 TL (29% between 3000-3999 TL; 28% between 4000-4999 TL), which corresponds to a middle-income level. Approximately 3% of the participants have minimum wage, 7% of the participants do not work so don't have an independent income of their own, and 17% have a high economic status (i.e., earning over 6000 TL per month).

**Table 5.**Income Level Frequency Table

		Frequency	Percent
Valid	Less than 2000 TL	5	3,1
	2000-2999 TL	14	8,6
	3000-3999 TL	47	28,8
	4000-4999 TL	45	27,6
	5000-5999 TL	13	8,0
	Over 6000 TL	28	17,2
	Not working	11	6,7
	Total	163	100,0

When it comes to marital status, 58% of the participants are non-married, while 41% of them are married.

**Table 6.**Marital Status Frequency Table

		Frequency	Percent
Valid	Non-married	94	57,7
	Married	67	41,1
	Other	2	1,2
	Total	163	100,0

In terms of stadium visit frequency, most frequent answer is going to the stadiums for several times a year (34%). 5% of the participants reported that they never miss a football game, while 3% of them reported that they never watched a football game.

**Table 7.**Stadium Visit Frequency Table

		Frequency	Percent
Valid	Never	5	3,1
	Once in my life time	15	9,2
	Once in every several years	36	22,1
	Several times a year	56	34,4
	Only derby games	20	12,3
	More than half of the games in a year	23	14,1
	Always	8	4,9
	Total	163	100,0

#### 4.2 Reliability and Factor Analyses

Before reliability analyses are conducted, first the factor analyses are conducted. Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett test of sphericity tests were performed to test how reliable the data is and how appropriately the items are located under each dimension (Pett, Lackey,



&Sullivan, 2003). Tests results showed that the data is appropriate for analyses (KMO=0.823,  $\chi^2$ Bartlett test= 467.919, p=0.000).

The diagonals of the anti-image correlation matrix were found to be over 0.50, which indicates that all the items should be included in the factor analysis. As the next step, Principal Component Analysis and Varimax rotation has been applied to the data sets. Factors having eigenvalues over one were included (Cattell, 2012). As a result of the analysis four dimensions were found, which explains a total variance of 80.749%. For the internal consistency of the analyses, Cronbach's coefficient alpha reliabilities were estimate for each dimension. The information of "Question Numbers" can be found in the "Table 1" on page 35.

**Table 8.**Reliability and FactorAnalyses Table

Factor Name	*Question Numbers	Factor loadings	Cronbach alpha
<b>Factor 1 Brand Loyalty</b>	Question 6: What is your frequency of stadium visit?	.675	0.879
	Question 11: How often do you purchase fan products such as jersey, ticket or products with team logo?	.864	
	Question 13: Do you watch out for fan products in your grocery shopping?	.876	
	Question 16: Do you purchase a product packaged with your team's logo colors even there is not any sign of your football team logo?	.761	
	Question 22: I like to purchase from brands of my team's sponsors	.810	
	Question 23: I remember the commercials during the match and I can purchase from those brands in my daily shopping	.828	
	Question 37: I would like to purchase membership to sport clubs that my team owns.	.855	
	Question 39: Becoming a member to my team's professional clubs would provide economic and social advantages to me.	.711	
	Question 46: I like joining social media groups that officially created by my team.	.885	
	Question 47: I seriously consider comments on some products that written on my team's media groups	.712	
Question 60: If my team has a game in the city where I live (for fans living different city), I feel like I have to go to game and support.	.804		
<b>Factor 2</b>	Question 7: What is your major concern while purchasing football match ticket?	.790	0.858

<b>Financial Commitment</b>	Question 8: What is the highest price that you can accept for your team's regular game ticket	.879	
	Question 9: What is the highest price that you can accept for your team's important game ticket?	.747	
	Question 10: What is the highest price that you can accept if there is a party, organization or concert after the match?	.718	
	Question 12: What do you think about your team's strategy for selling important match tickets at a higher price than regular matches?	.776	
	Question 24: I prefer fan products produced by big brands such as Nike, Adidas	.876	
	Question 28: If there are organizations like meeting with football players, coaches or watching training of the team, I would like to purchase ticket and attend.	.803	
	Question 33: I do not purchase fan products because the main idea is to earn more profit by teams and that's why fan products are produced as low quality.	.881	
	Question 35: My team's low performance negatively effects my highest acceptable price for a match ticket.	.845	
	Question 43: In today's sports business, only purchasing few match tickets in a year, is not enough for a "good fan"	.802	
	Question 58: In difficult economic situations, spending very little amount for my team would show how good fan I am.	.820	
	Question 59: No matter how expensive a match ticket is, if my economic power is enough I would accept to pay.	.771	
	Question 68: How is your attachment with your football team effect your daily life in emotionally and economically?	.842	
<b>Factor 3 Psychological Commitment</b>	Question 26: If a commercial contains joyful memories related to my team, I feel more likely to purchase that product.	.775	0.880
	Question 27: I think low quality fan products damage to team brand value.	.878	
	Question 29: I would like to purchase fan products related with my team's star player/s even, they transferred to another team.	.762	
	Question 30: Usage of my team's logo in products unrelated to football, is damaging the brand value.	.812	
	Question 31: Fan product can be a nice gift.	.880	
	Question 32: Fan products are high quality products same as the quality level of my team	.855	
	Question 36: My team's high performance positively effects my highest acceptable price for a match ticket.	.845	

	Question 38: I like to meet and have a conversation with my team's fans from other cities	.767	
	Question 41: At what level do you feel emotionally attached to your team?	.780	
	Question 42: Every team provides clues about their fan's general identities.	.793	
	Question 44: When I see animals that related to my team's symbol (lion, eagle, canary) on products, my team immediately comes to my mind.	.932	
	Question 45: When I see my team name's abridgment such as G.S. or F.B. in a completely different sector rather than sports, first thing that come to my mind would be my team and football.	.960	
	Question 48: For me fan product is not a product just a logo on it but a product that reminds me the joyful memories.	.808	
	Question 49: I collect and save my team's previous season jerseys and albums.	.789	
	Question 57: I can accept to pay more money on fan organizations and fan meetings than fan products with a logo.	.835	
	Question 63: I believe; people support same team with me are similar personalities with me.	.835	
	Question 64: I feel I can have problems in understanding each other with rival team's fans.	.834	
	Question 65: What is the similarity level of the relationship of yours with brand that you feel yourself very close and the team you support?	.779	
	Question 66: What is the similarity level of the relationship of your friend with his/her team and your relationship with your team?	.868	
	Question 67: When you compare purchasing fan product with your regular purchases, how you feel?	.842	
<b>Factor 4 Team Identification</b>	Question 14: When you see a product with your team's logo on it, do you feel like that product is a high-quality product?	.769	0.900
	Question 15: When you see a product with your rival team's logo on it, do you feel like that product is a low-quality product?	.835	
	Question 17: Do products that remind you the success stories related with your team, would make you happy?	.813	
	Question 18: Do you think, usage of success histories, important star players are more efficient than usage of only color and logo in sports marketing?	.872	
	Question 19: Do you tend to purchase fan products more when you,	.876	

as a fan, are satisfied you're your team's recently performance?	
Question 20: Do you feel successful, when your team is having successful results?	.827
Question 21: Do you feel unsuccessful when your team is having unsuccessful results?	.885
Question 25: Fans have crucial role on team's marketing strategies.	.821
Question 34: My support as a fan, is crucial for my team's success.	.866
Question 40: Your team is a part your identity.	.762
Question 50: Do you praise and suggest your team to your family or friends?	.787
Question 51: My support reassures my team.	.784
Question 52: My passion and belief do not change when the players change.	.833
Question 53: I boast with my team.	.823
Question 54: My team is different than other teams.	.888
Question 55: My teams stronger than other teams.	.785
Question 56: My team is more reputable than other teams.	.782
Question 61: I have fully trust for my team's management cast	.790
Question 62: I feel like, our managers always value fans and care about the ideas of fans.	.883
<b>Variance Explained: 80.749%</b>	
<b>KMO: 0.823</b>	
<b>Approx. Chi-Square: 467.919</b>	
<b>Sig.:0.0000</b>	

When it comes to reliability analyses, brand loyalty sub-dimension consists of 11 items. Cronbach's alpha score is found to be .879.

Psychological commitment sub-dimension consists of 20 items and Cronbach's alpha score is found as .880.

Financial commitment sub-dimension consists of 13 items and Cronbach's alpha reliability score is found as .858.

Finally, team identification sub-dimension consists of 19 items and Cronbach's alpha reliability score is found as .900.

Cronbach's alpha reliability scores for each of the four scales are over .0, which shows that all the scales are reliable.

### **4.3 Descriptive Statistics**

Participants were able to rate questions from 1 to 7, in a way in which higher scores indicate higher brand loyalty. When the descriptive results of the brand loyalty sub-dimension are analyzed, it may be seen that the mean of the dimension is 2.50, while the standard deviation is 0.743.

For the psychological commitment sub-dimension, the mean score among 163 participants is 3.22 and the standard deviation is found to be 0.394.

For the financial commitment scale, mean score among 163 participants is found to be 3.04, with a standard deviation of 0.473.

Finally, for the team identification dimension, mean result of 163 participants is found to be 2.48, with a standard deviation of 0.597.

Here, it may be seen that the mean scores are slightly lower for brand loyalty and team identification sub-scales, relative to psychological commitment and financial commitment subscales, while the standard deviations are slightly higher. One possible explanation may be that the terms 'brand loyalty' and 'team identification' are more generic terms, which may have a different meaning for different participants, while 'psychological commitment' and 'financial commitment' are more specific terms that are measured in a more direct manner. Another possibility may be that brand loyalty and team identification mean scores are already low, so participants may not feel themselves brand loyal but their other scores may be higher. This may cause brand loyalty and team identification to have lower mean scores and higher standard deviations from psychological commitment and financial commitment scores.

**Table 9.**Descriptive for Variables Table

<b>Variable</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
Brand Loyalty	163	1.27	6.00	2.500	.743
Psychological Commitment	163	2.42	5.05	3.219	.394
Financial Commitment	163	1.69	5.00	3.036	.473
Team Identification	163	1.32	5.11	2.475	.596

#### **4.4 ANOVA Tests for Different Demographic Groups**

ANOVA tests are conducted to examine any possible differences in brand loyalty, psychological commitment, financial commitment, and team identification scores between different demographic groups. To detect where the significant difference comes from, also, Scheffe's post-hoc tests are conducted. ANOVA tests are preferred over t-tests, as t-tests are only capable of comparing two different groups, while there are more than two different demographic groups in the demographics' portfolio of the current study. As there are two groups only in gender, t-tests are applied for the gender, instead of ANOVA tests.

When the groups are compared by t-tests in terms of gender, at alpha 0.05, it may be seen that there exists a significant difference between different genders, in terms of all the sub-dimensions (Brand Loyalty,  $t(161) = -2.814$ ,  $p = .006$ ; Financial Commitment,  $t(161) = -2.331$ ,  $p = .021$ ; Psychological Commitment,  $t(161) = -2.167$ ,  $p = .032$ ; Team Identification,  $t(161) = -3.567$ ,  $p < .001$ ). It is not surprising, as men and women are expected to perceive football differently. However, surprisingly –even though males are assumed to be more interested in football in Turkey-, females scored higher than males, in all of the dimensions (Brand Loyalty: Females=2.42, Males=2.82; Financial Commitment: Females=2.99, Males=3.21; Psychological Commitment: Females=3.19,

Males=3.35; Team Identification: Females=2.39, Males=2.79). However, these results may be biased as there are a very few numbers of females in the sample.

In terms of football team choice, there exists a significant difference only for brand loyalty and psychological commitment dimensions (Brand Loyalty,  $F(3,159) = 3.738$ ,  $p = .012$ ; Financial Commitment,  $F(3,159) = 1.263$ ,  $p = .289$ ; Psychological Commitment,  $F(3,159) = 3.794$ ,  $p = .012$ ; Team Identification,  $F(3,159) = 2.603$ ,  $p = .054$ ). This means that, brand loyalty and psychological commitment of the customers vary based on the sports team that they support, while team identification and financial commitment scores do not vary. According to the results of post-hoc tests, the difference in brand loyalty and psychological commitment scores both come from the difference between two big competitors, "Galatasaray" and "Fenerbahçe" teams (Brand Loyalty:  $p = 0.045$ ; Psychological Commitment:  $p = 0.047$ ).

For education status, in contrary to expectations by H7, there exists no significant difference in any of the dimensions (Brand Loyalty,  $F(4,158) = .502$ ,  $p = .704$ ; Financial Commitment,  $F(4,158) = .735$ ,  $p = .569$ ; Psychological Commitment,  $F(4,158) = 1.077$ ,  $p = .370$ ; Team Identification,  $F(4,158) = .979$ ,  $p = .421$ ).

This means that the education level of the participants has no effect of how they are affected from sports marketing activities. Here, it may be seen that education status has no significant effect on brand loyalty, financial commitment, psychological commitment, and team identification. This is verified by the ANOVA tests which show that there exists no significant difference in dimensional scores, for participants having different education status.

On the other hand, as it is predicted by H8, monthly income has a significant effect on all of the dimensions and also on the average sports marketing engagement (Brand Loyalty,  $F(6,156) = 4.173$ ,  $p = .001$ ; Financial Commitment,  $F(6,156) = 4.539$ ,  $p < .001$ ; Psychological Commitment,  $F(6,156) = 3.688$ ,  $p = .002$ ; Team Identification,  $F(6,156) = 3.344$ ,  $p = .421$ ). According to the results of post-hoc tests, the difference in all four dimensions comes from the

difference between individuals having a monthly income within the range 4000-4999 TL and those that are not working.

For marital status, different from what is expected by H10, there exists a slightly significant difference only for psychological commitment dimension (Brand Loyalty,  $F(2,160) = 1.631$ ,  $p = .199$ ; Financial Commitment,  $F(2,160) = 1.178$ ,  $p = .311$ ; Psychological Commitment,  $F(2,160) = 3.156$ ,  $p = .045$ ; Team Identification,  $F(2,160) = .424$ ,  $p = .655$ ). This may be related to the fact that as people get married, they get psychologically committed to their spouses, so this might affect the way that they feel psychologically committed towards something else, which is their sports team in our case. According to the results of post-hoc tests, the difference in psychological commitment score comes from the difference between married and non-married individuals ( $p = 0.040$ ).

For the stadium visit frequency for football games, it may be seen that there exists a significant difference for all the dimensions except the financial commitment dimension (Brand Loyalty,  $F(6,156) = 11.640$ ,  $p < .001$ ; Financial Commitment,  $F(6,156) = 2.125$ ,  $p = .053$ ; Psychological Commitment,  $F(6,156) = 8.006$ ,  $p < .001$ ; Team Identification,  $F(6,156) = 9.187$ ,  $p < .001$ ). According to the results of post-hoc tests, the difference in brand loyalty, psychological commitment and team identification scores all come from the individuals who visited the stadium only once in a lifetime and all the other individuals who visited the stadium more frequently.

From there, it may be commented that the financial commitment is not related to physical proximity, as one may also spend money for their team without visiting the stadium, so financial commitment might not be related to the stadium visit frequency.



#### 4.4 Correlations for Hypotheses Testing

To test;

**H1:** There is a positive correlation between brand loyalty and psychological commitment.

**H2:** There is a positive correlation between brand loyalty and financial commitment.

**H3:** There is a positive correlation between brand loyalty and team identification.

**H4:** There is a positive correlation between psychological commitment and financial commitment.

**H5:** There is a positive correlation between psychological commitment and team identification.

**H6:** There is a positive correlation between financial commitment, and team identification.

The correlations between sub-dimensions are measured. Here, it may be seen that there is a significant positive association between brand loyalty and financial commitment(**H2**) ( $r(163) = .622, p < .001$ ). There is a positive association between brand loyalty and psychological commitment(**H1**) ( $r(163) = .609, p < .001$ ). There is a positive association between brand loyalty and team identification(**H3**) ( $r(163) = .812, p < .001$ ). There is a positive association between psychological commitment and financial commitment (**H4**) ( $r(163) = .562, p < .001$ ). There is a positive association between psychological commitment and team identification(**H5**) ( $r(163) = .588, p < .001$ ). Finally, there is a positive association between financial commitment and team identification(**H6**) ( $r(163) = .639, p < .001$ ).

The correlation coefficients table for all the sub-dimensions may be found below.

**Table 10.**Correlation Between Sub-dimensions

	Brand Loyalty	Psychological Commitment	Financial Commitment	Team Identification
Brand Loyalty	-	0.609	0.622	0.812
Psychological Commitment	0.609	-	0.562	0.588
Financial Commitment	0.622	0.562	-	0.639
Team Identification	0.812	0.588	0.639	-

If all the hypotheses are re-visited based on the findings;

**H1:** There is a positive correlation between brand loyalty and psychological commitment.

**H2:** There is a positive correlation between brand loyalty and financial commitment.

**H3:** There is a positive correlation between brand loyalty and team identification.

**H4:** There is a positive correlation between psychological commitment and financial commitment.

**H5:** There is a positive correlation between psychological commitment and team identification.

**H6:** There is a positive correlation between financial commitment, and team identification.

**H1, H2, H3, H4, H5 and H6 are verified.** From the table below, it may be seen that there is a high significant positive correlation between all of the four sub-dimensions. This means that increase in one dimension also causes other dimensions of sports marketing engagement to increase.

**H7a:** Brand loyalty changes according to education status.

**H7b:** Financial commitment changes according to education status.

**H7c:** Psychological commitment changes according to education status.

**H7d:** Team identification changes according to education status.

**H7a, H7b, H7c, H7d are not verified.** Education status does not affect the four sub-dimensions of sports marketing. Before, it was expected highly educated people to be less affected from sports marketing strategies; however, these findings indicate that sports marketing activities are stronger than they are assumed, and they even affect people with high education and high consciousness. They usually affect consumers' mind and convince them, even sometimes subconsciously, which cause them to engage in consumption behavior, regardless of their intelligence or education level.

**H8a:** Brand loyalty changes according to monthly income.

**H8b:** Financial commitment changes according to monthly income.

**H8c:** Psychological commitment changes according to monthly income.

**H8d:** Team identification changes according to monthly income.

**H8a, H8b, H8c, H8d are verified.** As people have a higher monthly income, they start to have a higher tendency to dedicate and commit themselves to their sports brands, which increase their brand loyalty, financial commitment, psychological commitment, and team identification.

**H9a:** Brand loyalty changes according to stadium visiting frequency.

**H9b:** Financial commitment changes according to stadium visiting frequency.

**H9c:** Psychological commitment changes according to stadium visiting frequency.

**H9d:** Team identification changes according to stadium visiting frequency.

**H9a, H9c, H9d are verified but H9b is not verified.** For the stadium visit frequency for football games, it may be seen that there exists a significant difference for all the dimensions except the financial commitment dimension. However, when the mean values are investigated, opposite to the expectations, it is seen that as people visit the stadium less frequently to watch football games, they experience brand loyalty, psychological commitment and team identification more. This may be explained by the fact that as people are physically distant to their team brand, they create a mental image of their team in their minds, and they attach a higher sentimental value to their brand, which increase their sports marketing engagement in terms of higher brand loyalty, higher psychological commitment, and higher team identification.

**H10a:** Brand loyalty changes according to marital status.

**H10b:** Financial commitment changes according to marital status.

**H10c:** Psychological commitment changes according to marital status.

**H10d:** Team identification changes according to marital status.

**H10c is verified but H10a, H10b, H10d are not verified.** The sub-dimensions of sports marketing do not change based on marital status, except psychological commitment. This may be explained by the fact that as people get married, they get psychologically committed to their spouses, so this might affect the way that they feel psychologically committed towards something else, which is their sports team in our case.

**Table 11.**Hypothesis/Findings Table

<b>Hypothesis Number</b>	<b>Statement</b>	<b>Findings</b>
1	There is a positive correlation between brand loyalty and psychological commitment.	<b>Verified</b>
2	There is a positive correlation between brand loyalty and financial commitment.	<b>Verified</b>
3	There is a positive correlation between brand loyalty and team identification.	<b>Verified</b>
4	There is a positive correlation between psychological commitment and financial commitment.	<b>Verified</b>
5	There is a positive correlation between psychological commitment and team identification.	<b>Verified</b>
6	There is a positive correlation between financial commitment, and team identification.	<b>Verified</b>
7	Brand loyalty, financial commitment, psychological commitment, and team identification scores change according to education status	<b>Not Verified</b>
8	Brand loyalty, financial commitment, psychological commitment, and team identification scores change according to monthly income.	<b>Verified</b>
9	Brand loyalty, financial commitment, psychological commitment, and team identification scores change according to stadium visiting frequency.	<b>Verified</b>
10	Brand loyalty, financial commitment, psychological commitment, and team identification scores change according to marital status.	<b>Not Verified</b>

## **5. CONCLUSION**

### **5.1 Discussion**

The present study shows that brand loyalty, psychological commitment, financial commitment, and team identification sub-dimensions are positively correlated with each other. In addition, it is found out that education status and marital status have no effect on sports marketing sub-dimensions, while sports marketing sub-dimensions' change based on monthly income and stadium visiting frequency.

As a result of all the statistical analyses, it may be seen that there exists a high correlation between the four sub-dimensions of sports marketing in industrial football, and these dimensions all move together. That is, if one of the independent variables has a significant effect on one of the dimensions, it also has a significant effect on the other three dimensions, or vice versa. This shows that the reliability and validity of the study is high, and questions are grouped appropriately under different sub-dimensions.

In fact, previous literature stated that industrial football should be seen as a brand that is needed to be marketed, rather than being seen only as an activity. These past literatures also highlighted the importance of loyalty and commitment in customer purchase decisions (e.g., Altunbaş, 2007, Özdemir & Memmedov, 2011). However, these studies did not distinguish between financial and psychological commitment and also did not investigate how brand loyalty, financial commitment, psychological commitment and team identification might affect each other. Moreover, past studies (e.g. Gültekin Salman & Giray, 2010) found out loyalty as one of the major determinants of customer purchase decision mechanisms. This study goes one step further by investigating the one-to-one relationship between loyalty and commitment, and also loyalty and identification. Also, the present study goes one step further by investigating how loyalty changes based on different demographic factors.

## **5.2 Implications**

One of the most attention grabbing, and eye-opening aspects of the current study is that sports marketing strategies are so strong that they become effective regardless of the education status or marital status. Here, it is interesting to see that financial commitment and psychological commitment have similar effects. This shows that, people's attachment to their sports brand is not just limited with the physical or material properties of the brand, but there is also a sentimental value that the customers attach to their brands. Even though past studies have

highlighted the importance of loyalty and commitment (e.g., Altunbaş, 2007, Özdemir & Memmedov, 2011), this study is the first which distinguished between financial and psychological commitment and it opens the way for further implications, as a result. From there, rather than producing different and new sports products (new sports gear, accessories, etc.), it may be commented that sports brands should focus more on personalized marketing strategies, such as making personalized advertisements through social media and developing user-specific online applications.

From there, in fact, team brands should focus more on developing strategies that increase the psychological commitment of the consumers than focusing on strategies which increase financial commitment. Here, even though financial commitment is also important and effective in the short-term, it would be true to claim that psychological commitment would be more effective in the long-term. That is, asking people to spend money on their team brand may create a negative perception in the minds of the customers and they might not want to spend money, but convincing people to form psychological and sentimental connections with their team brand is always safer. In the latter one, when people form psychological connections and associate themselves with their sports brand, they would not feel themselves as they are being deceived or as if they are spending too much money. Moreover, by focusing more on increasing psychological commitment, sports brands would extend their target consumers, as only the ones with a relatively high income may form financial connections while people from every income level may form psychological connections. It is also true that when people form psychological connections with a brand, in the long-term, they start to spend more money for this brand and their purchase tendency increase in the long-term, so it is always wiser to invest on increasing psychological commitment. In that manner, more personalized marketing strategies may be developed, and word-of-mouth marketing may be emphasized. It would also be a wise strategy to focus on more experience-based purchase strategies (inviting people to football games, giving a chance to meet with the

players, etc.) rather than focusing on material purchase strategies (discounts on team accessories, etc.).

It is also surprising to see that stadium visit frequency decreases brand loyalty, psychological commitment, and team identification scores. In fact, none of the past studies have investigated stadium visit frequency as a separate variable, which makes this finding a pioneer in the literature. This means that people form a higher connection with their sports team whenever they lack physical proximity. Some of the past studies actually found out that purchase motivation and loyalty are not related to the income of the customers (e.g. Gültekin Salman & Giray, 2010). Here, this study opens further avenues by showing that in fact, people with lower incomes (assuming that individuals with a lower income visit the stadium less frequently) have higher brand loyalty, psychological commitment, and team identification scores. In addition, present study also shows that stadium visit frequency and financial commitment are in fact unrelated. Therefore, sports brands may be advised to spend less effort and money to promote people to buy stadium tickets and watch football games, but they should focus more on other sports marketing strategies which increase brand loyalty, financial commitment, psychological commitment, and team identification of the customers.

### **5.3 Limitations and Future Study Avenues**

There exist some shortcomings and limitations in our study. First of all, as the research method was conducting online surveys with participants, the responses may suffer from self-report biases. Moreover, as only the people who were available to fill the survey have participated to our study, the results may also suffer from the disadvantages of convenience sampling, such as possibility of being biased if only people who are highly interested in football have chosen to fill out the survey, the possibility of high sampling error and problems about generalization. In addition, even though participants were evenly distributed among different demographic groups for all the other measures, male proportion is much higher than female population, which may bias the results.



In fact, what people report about their engagement to football teams may highly suffer from seasonality, depending on the situation or performance of their football team. For instance, we cannot explain why there is a significant difference between the supporters of different football teams, in terms of brand loyalty and psychological commitment. The results may be more accurate, reliable and generalizable, if we conduct case studies or field studies with the supporters of the same football team, or if we conduct experimental or longitudinal studies, in the future. Moreover, more detailed and more accurate results may be obtained in the future, if surveys also including open-ended question are applied to the participants.

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## APPENDIX

### Survey Questions

**1. What is your gender?**

- Male
- Female

**2. Which team are you supporting?**

- Beşiktaş
- Fenerbahçe
- Galatasaray
- Other

**3. What is your education level?**

- Middle School
- High School
- Bachelor
- Master
- PHD.

**4. What is your monthly income?**

- 2000 – 2999 TL
- 3000 – 3999 TL
- 4000 – 4999 TL
- 5000 – 5999 TL
- Over 6000 TL
- Not working

**5. What is your marital status?**

- Non-married
- Married
- Other

**6. What is your frequency of stadium visit? (Milli Takım maçı hariç)**

- Once in my life time
- One in every several years
- Several times a year
- Only derby games
- More than half of the games in a year
- I don't miss a game

**7. What is your major concern while purchasing football match ticket?**

- According to the opponent team
- Ticket price
- My team's performance at that time
- According to the star player that opponent team has
- My major concern is to support my team
- I have never been to a football game
- Other

**8. What is the highest price that you can accept for your team's regular game ticket?**

- 50 TL
- 100 TL
- 150 TL
- 200 TL
- 250 TL
- 300 TL
- 350 TL

**9. What is the highest price that you can accept for your team's important game ticket?**

- 50 TL
- 100 TL
- 150 TL
- 200 TL
- 250 TL
- 300 TL
- 350 TL

**10. What is the highest price that you can accept if there is a party, organization or concert after the match?**

- 50 TL
- 100 TL
- 150 TL
- 200 TL
- 250 TL
- 300 TL
- 350 TL

**11. How often do you purchase fan products such as jersey, ticket or products with team logo?**

- Once in a couple years
- Once in a year
- 3-4 times in a year
- Once in every month
- 3-4 in a month
- Every week
- Never purchased

**12. What do you think about your team's strategy for selling important match tickets at a higher price than regular matches?**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**13. Do you watch out for fan products in your grocery shopping?**

- Absolutely yes
- Yes
- Partially watch out
- Neutral
- Do not care
- I was not even aware
- I found fan products harmful

**14. When you see a product with your team's logo on it, do you feel like that product is a high-quality product?**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**15. When you see a product with your rival team's logo on it, do you feel like that product is a low-quality product?**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**16. Do you purchase a product packaged with your team's logo colors even there is not any sign of your football team logo?**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**17. Do products that remind you the success stories related with your team, would make you happy?**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**18. Do you think, usage of success histories, important star players are more efficient than usage of only color and logo in sports marketing?**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**19. Do you tend to purchase fan products more when you, as a fan, are satisfied you're your team's recently performance?**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**20. Do you feel successful, when your team is having successful results?**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**21. Do you feel unsuccessful when your team is having unsuccessful results?**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**22. I like to purchase from brands of my team's sponsors**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**23. I remember the commercials during the match and I can purchase from those brands in my daily shopping**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**24. I prefer fan products produced by big brands such as Nike, Adidas**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**25. Fans have crucial role on team's marketing strategies**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**26. If a commercial contains joyful memories related to my team, I feel more likely to purchase that product**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree



**27. I think low quality fan products damage to team brand value.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**28. If there are organizations like meeting with football players, coaches or watching training of the team, I would like to purchase ticket and attend.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**29. I would like to purchase fan products related with my team's star player/s even, they transferred to another team.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**30. Usage of my team's logo in products unrelated to football, is damaging the brand value.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**31. Fan product can be a nice gift.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**32. Fan products are high quality products same as the quality level of my team.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**33. I do not purchase fan products because the main idea is to earn more profit by teams and that's why fan products are produced as low quality.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**34. My support as a fan, is crucial for my team's success.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**35. My team's low performance negatively effects my highest acceptable price for a match ticket.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**36. My team's high performance positively effects my highest acceptable price for a match ticket.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**37. I would like to purchase membership to sport clubs that my team owns.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**38. I like to meet and have a conversation with my team's fans from other cities.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**39. Becoming a member to my team's professional clubs would provide economic and social advantages to me.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**40. Your team is a part your identity.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**41. At what level do you feel emotionally attached to your team? (1=None / 7=Completely)**

- 1
- 2
- 3
- 4
- 5
- 6
- 7

**42. Every team provides clues about their fan's general identities.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**43. In today's sports business, only purchasing few match tickets in a year, is not enough for a "good fan".**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**44. When I see animals that related to my team's symbol (lion, eagle, canary) on products, my team immediately comes to my mind.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**45. When I see my team name's abridgment such as G.S. or F.B. in a completely different sector rather than sports, first thing that come to my mind would be my team and football.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**46. I like joining social media groups that officially created by my team.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**47. I seriously consider comments on some products that written on my team's media groups.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**48. For me fan product is not a product just a logo on it but a product that reminds me the joyful memories.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**49. I collect and save my team's previous season jerseys and albums.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**50. Do you praise and suggest your team to your family or friends?**

- Always
- Usually
- Often
- Rarely
- Very rarely
- Never
- Do not remember

**51. My support reassures my team.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**52. My passion and belief do not change when the players change.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**53. I boast with my team.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**54. My team is different than other teams.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**55. My team is stronger than other teams.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**56. My team is more reputable than other teams.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**57. I can accept to pay more money on fan organizations and fan meetings than fan products with a logo.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**58. In difficult economic situations, spending very little amount for my team would show how good fan I am.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree



**59. No matter how expensive is a match ticket, if my economic power is enough I would accept to pay?**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**60. If my team has a game in the city where I live (for fans living different city), I feel like I have to go to game and support.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**61. I have fully trust for my team's management cast.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**62. I feel like, our managers always value fans and care about the ideas of fans.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**63. I believe, people support same team with me are similar personalities with me.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**64. I feel I can have problems in understanding each other with rival team's fans.**

- Strongly Agree
- Agree
- Partially Agree
- Neutral
- Partially Disagree
- Disagree
- Strongly Disagree

**65. What is the similarity level of the relationship of yours with brand that you feel yourself very close and the team you support? (1 = Completely Different / 7 = ExactlySame)**

- 1
- 2
- 3
- 4
- 5
- 6
- 7

**66. What is the similarity level of the relationship of your friend with his/her team and your relationship with your team? (1 = Completely Different / 7 = ExactlySame)**

- 1
- 2
- 3
- 4
- 5
- 6
- 7

**67. When you compare purchasing fan product with your regular purchases, how you feel? (1 = Very Unnecessary / 7 = Very Necessary)**

- 1
- 2
- 3
- 4
- 5
- 6
- 7

**68. How is your attachment with your football team effect your daily life in emotionally and economically? (1 = Very Negative/ 7 = Very Positive)**

- 1
- 2
- 3
- 4
- 5
- 6
- 7

T.C  
YÜKSEKÖĞRETİM KURULU  
ULUSAL TEZ MERKEZİ

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Tezin Özgün Adı	RELATIONSHIP BETWEEN BRAND LOYALTY, FINANCIAL COMMITMENT, PSYCHOLOGICAL COMMITMENT AND TEAM IDENTIFICATION CONCEPTS FOR FOOTBALL FANS IN TURKEY
Tezin Tercümesi	Türkiye'deki futbol taraftarları açısından Marka Sadakati, Finansal Bağlılık, Psikolojik Bağlılık ve Takımla Özdeşleşme kavramlarının birbirleri ile ilişkisi
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