

A comparison of Fenerbahçe and Galatasaray football club fans: The factors of affecting stadium participations

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Abstract

Aim: The aim of this study is to investigate the factors affecting the stadium attendance of the supporters of Turkish professional football clubs that have stadiums fulfilling the UEFA criteria. **Material and Method:** The study population includes the supporters of Fenerbahçe and Galatasaray Football Club participating in Turkish Spor Toto Super League in 2013-2014 seasons and having stadiums that fulfill the UEFA criteria. The sample consists of randomly selected (n=832) supporters. As well as demographic data of the supporters, reasons affecting the Stadium Attendance Scale developed by Soygüden, 2014 which consists of 30 questions were used to collect the data. Statistical analysis of the data was done using SPSS 16.0 packet program and descriptive statistics, independent t-test and one-way ANOVA test were applied. **Results:** Among the variables affecting the participation of Galatasaray Football Club supporters participating in the stadium; "Recreation Activity Opportunity", "Stadium Atmosphere" and "Personal Relaxation Opportunity" variables were found high. Among the variables affecting the reasons for not participating in stadiums of Fenerbahçe Football Club fans; the levels of "Negative Ergonomic Environment" and "Unethical Situations" were found to be high. **Conclusion:** As a result, Galatasaray FC supporters' participation to the stadium most effective factor was found "Recreation Activity Opportunity" than the Fenerbahçe FK supporters. In this case, it is recommended to increase the number and quality of recreational activities in the stadium. Our research showed that Fenerbahçe FC supporter's non participation to the stadium most effective factor was found "Negative Ergonomic Environment" than the Galatasaray FC supporters. With this result, it is proposed to improve the negative ergonomic environmental conditions in order to allow more fans to participate in the stadium.

Keywords: Fenerbahçe and Galatasaray Football Club, fans, stadium attendance

INTRODUCTION

Fenerbahçe FC and Galatasaray FC are very important football clubs in Turkish football history. Fenerbahçe FC was established in 1907 and Galatasaray FC was established in 1905. Both teams have a long history and strong loyalty fans in Turkey. There are great competitions between the two teams. Many sport historian mention that both two teams has ever since competition and eternal friendship.

Football is very important sport in European countries and brings millions of fans to the stadium (Vallerand et al., 2008). As well as the same situation we can see in Turkey. Some researcher mentions that Fenerbahçe FC and Galatasaray FC hold total of estimated close to 50 million fans.

Especially in team sport, the sport consumer or loyalty fans plays an important role in the creation of the football game. Morrow (1999), mention that football always looking for strong supporters because supporters joint product of the game. Some of the football coach says that a strong supporter becomes 12 players of the game. Also, many researchers showed that strong relationship between the game success and supporter participation (DeSchrive and Jensen, 2002; Greenstein and Marcum, 1981).

Team performances affect such as game ticket, team store revenue, TV broadcasting and more different factors. Pinnuck and Potter (2006), in their study they were examined of the 1993-2002 periods in the Austrian football league the factors affecting the financial performance during the football season. In their study showed that findings were obtained about the existence of a meaningful relationship between sporting success and marketing revenues. Also, team performances have the important role and lead of fan behavior (Cialdini et al., 1976; Grove et al., 1991).

In most cases, multiple factors were considered to be important determinants of stadium participation. These determinants are; the size of the market, ticket prices, host and guest performance, match day and time, matches played in different leagues (such as the UEFA League) were affected to participation (Deschrive et al., 2013).

Along with that fan behavior will affect the coaches and players performance and team success will increase highly. In fact, coaches and the player's motivation have strong relationships with the fans behaviors. In addition, sports marketer will look for the fan behavior and sports marketers trying to attract more fans to the game, game attendance always increase the different factors of the sports markets (Hunt et al., 1999). The analysis of emotions during consumption experiences has been one of the key issues in the sports marketing (Neeley and Schumann, 2000).

The club brand image and sustainability key factor of the football clubs (Richelieu and Pons, 2009) sports service of the stadium increase the service quality at the stadium, sports consumer satisfaction come from the consumer expectations. This quality service bring new costumer to the stadiums. In Turkish Super football league very rare teams becomes a brand images. Turkish well known football clubs around the world are Galatasaray FC, Fenerbahçe FC, Beşiktaş FC and Trabzonspor FC; these teams have brand images and earning income to many different angles.

Consumer's satisfaction level always affects the next purchase behaviors. Many sport organizations are achieving customer satisfaction, this is a strategic goal for sport marketers and every sport marketers agree with satisfied customer more likely repeat same purchase behaviors (Leeweun et al., 2002). Fans satisfaction levels not only increase with the team performance also stadium environment and service strong relationships with that. Cronin and Taylor (1992) mention that consumer experience lately turn

to service encounters satisfaction and Oliver (1997) mention that satisfaction requires experience-dependency and involves emotional feelings. Also, satisfaction is suggested to be different from consumption emotions, in that emotions are evaluated by consumers and represent a first of satisfaction (Mano and Oliver, 1993).

Thus, the purpose of this study was to make comparison between the Fenerbahçe FC and Galatasaray FC spectators' effect of the participation to the stadiums.

METHOD

The universe of the research; the professional football team consists of supporters coming to the stadium to watch a professional football game. Research made in the 2013 -14 seasons in Turkey Spor Toto Super League teams and scale has been applied Galatasaray FC supporter at the Türk Telekom Arena stadium, Fenerbahçe FC supporter at the Sükrü Saraçoğlu Stadium.

In the first part of the scale developed by Soygüden et al., 2015, 12-item variables were used to determine the demographic, social and economic status of supporters. In the second part, there are 15 factors affecting the fans' participation in the stadium, while in the third part there are 15 factors influencing their participation in the stadium.

In the second part, the factors affecting participation in the stadium were collected under 3 groups and these 3 groups were gathered under the name of Recreation Activity Opportunity (4 items), Stadium Atmosphere (4 items) and Personal Relief Opportunity (3 items). In the third part, factors affecting non-participation in stadiums are grouped under 2 groups, which are grouped under the name of Negative Ergonomic Environment (8 items) and Non-Ethical Situations (3 items). Each variable in the generated scale was assessed using a 5-point Likert Scale (5 = "Strongly agree", 4 = "Agree", 3 = "Undecided", 2 = "I do not agree", 1 = "I never agree").

The study population includes the supporters of Fenerbahçe and Galatasaray Football Club participating in Spor Toto Super League in 2013-2014 seasons and having stadiums that fulfill the UEFA criteria. The sample consists of randomly selected (n=832) supporters. As well as demographic data of the supporters, reasons affecting the Stadium Attendance Scale developed by Soygüden et al., 2014 which consists of 30 questions were used to collect the data. Statistical analysis of the data was done using SPSS 16.0 packet program and descriptive statistics, factor analysis, independent t-test and one way ANOVA test were applied. The last column of the tables shows the difference between the groups. Averages in the last column indicate that the stars on the difference are significant compared to 0.05. The homogeneity of the ANOVA distributions made to the identified factors was examined. Levene Statistic homogeneity test; Post Hoc Tukey test was used for values above 0.05, Post Hoc Dunnett's T3 test was used for values less than 0.05. Then the difference between the groups was investigated.

RESULTS

The data obtained in this part of the study; the demographic and socio-economic characteristics of the participants, the relationship between the reasons for participation and non-participation in the stadium, and the relationships and differences between the variables affecting participation and non-participation in the stadium in the upcoming seasons.

Table 1. Distribution of participants according to their football clubs

Football Club	n	%
Galatasaray	390	46.87
Fenerbahçe	442	53.12
Total	832	100

Table 2. Distribution of participation gender status according to football clubs

Football Club	Gender			Total
	Female	Male		
Galatasaray	N	36	354	390
	%	9	91	47
Fenerbahçe	N	52	390	442
	%	12	88	53
Total	N	88	744	832
	%	11	89	100

Table 3. Distribution of participation age status according to football clubs

Football Club		Age							Total	
		Under 15	15-20	21-25	26-30	31-35	36-40	41-45		Over 45
Galatasaray	N	5	135	145	59	26	9	7	4	390
	%	1.2	35	37	15	7	2.3	2	1	47
Fenerbahçe	N	2	99	163	76	40	34	15	13	442
	%	0.5	22	37	17	9	8	3.3	2.3	53
Total	N	7	234	308	135	66	43	22	17	832
	%	1	28	37	16	8	5.1	3	2	100

In table 3, it constitutes 81% of the supporters in the age range of 15-30 years old.

Table 4. Distribution of participant's education status according to their clubs

Team		Education							Total
		Primary School Graduated	Middle School Graduated	High School Student	High School Graduated	University Student	Bachelor Degree	Graduate Degree	
Galatasaray	N	6	24	58	48	159	80	15	390
	%	1.5	6.2	14.9	12.3	40.8	20.5	3.8	46.8
Fenerbahçe	N	3	17	24	44	222	102	30	442
	%	0.7	3.8	5.4	10	50.2	23.1	6.8	53.1
Total	N	9	41	82	92	381	182	45	832
	%	0.7	4.9	9.8	11	45.8	21.8	5.4	100

$X^2=682.481^*$

In Table 4, Fenerbahçe FC supporters (50%) are university student's status more than Galatasaray FC (40%) supporters.

Table 5. Distribution of participant's job position according to their clubs

Team		Full Time Work	Part Time Work	Housewife	Student	Retired	Unemployed	Self-Employment	Total
Galatasaray	N	142	21	1	196	30	8	19	390
	%	36.4	5.4	0.3	50.3	0.8	2.1	4.9	46.8
Fenerbahçe	N	172	23	1	211	4	7	24	442
	%	38.9	5.2	0.2	47.7	0.9	1.6	5.4	53.1
Total	N	314	44	2	407	34	15	43	832
	%	37.7	5.2	0.2	48.9	4	1.8	5.1	100

 $\chi^2=49.095^*$ **Table 6.** Distribution of participant's marriage status according to their clubs

Marriage Status						
Team		Married	Single	Divorce	Separate	Total
Galatasaray	N	52	330	5	3	390
	%	13,3	84,6	1,3	0,8	46.8
Fenerbahçe	N	87	347	5	3	442
	%	19,7	78,5	1,1	0,7	53.1
Total	N	139	677	10	6	832
	%	16.7	81.3	1.2	0.7	100

 $\chi^2=4.982^*$

In Table 6, Fenerbahçe FC supporters (19%) are married status more than Galatasaray FC (13%) supporters.

Table 7. Distribution of participant watches the game at the stadium according to club.

On average yearly, how many times do you watch the game at the stadium?								
Team		1-4	5-8	9-12	13-16	17-20	21 or more	Total
Galatasaray	N	134	71	43	32	18	92	390
	%	34,3	18,2	11	8,2	4,6	23,6	46.8
Fenerbahçe	N	173	67	40	31	38	93	442
	%	39,1	15,2	9	7	8,6	21	53.1
Total	N	307	138	83	63	56	185	832
	%	36.8	16.5	9.9	7.5	6.7	22.2	100

 $\chi^2=82.220^*$

In Table 7, Fenerbahçe FC supporters (39%) watch 1-4 games status more than Galatasaray FC (34%) supporters.

Table 8. Distribution of differentiation of the reasons for participation and non-participation in the stadium according to the team status variable of the scale lower dimensions

	Grup	N	Mean	SD	F	P	Mean Difference
Recreation Activity Opportunity	Galatasaray (1)	390	4,5654	,70155	18,449	,000**	1>2*
	Fenerbahçe (2)	442	4,3241	,73580			
Stadium Atmosphere	Galatasaray (1)	390	4,2346	,81760	15,896	,000**	1>2*
	Fenerbahçe (2)	442	4,0339	,73152			
Personal Relaxation Opportunity	Galatasaray (1)	390	3,9983	1,12615	6,916	,001	1>2*
	Fenerbahçe (2)	442	3,7315	1,01628			
Negative Ergonomic Environment	Galatasaray (1)	390	2,8715	1,26420	5,733	,003	1<2*
	Fenerbahçe (2)	442	2,9106	1,03811			
Unethical Situations	Galatasaray (1)	390	2,8060	1,39355	5,574	,004	1<2*
	Fenerbahçe (2)	442	2,9857	1,28916			

**P<0.01

According to the team variables of the participating supporters; as a result of the Anova test ($P < 0.05$), which showed a significant difference in the average of recreational activity opportunity, stadium atmosphere, personal relaxation opportunity, negative ergonomic environment and unethical situations.

In table 8, these results show that Galatasaray FC supporters' recreation activity opportunity level, stadium atmosphere level and personal relaxation level variable are higher than the compared to Fenerbahçe supporters. In addition, Fenerbahçe FC supporters show that the level of negative ergonomic environment variables and the unethical conditions are higher than those of Galatasaray FC supporters.

DISCUSSION and CONCLUSION

In the study; participants of the team was 89% male and 11% female supporters (Table 2). The difference between female supporters and male supporters in both teams is similar. Sport five (2002) found that football in Germany is predominantly a sport favored by male fans. As a result of the study; estimates show that 27% of all stadium participants were women.

In Table 3, stadiums participants in the study; 81% of them are in the between age group of 15-30 years old. Gençer and Aycan (2008) found that in their study 66.7% of those who participated in professional football games were 27 years old or less participant. Our study showed that Turkish football participant we able to say very young age of participant. In the study showed that 45% of the supporters were university students (Table 3). In the study; 41% of the Galatasaray FC supporters and 50% of the Fenerbahçe FC supporters were university students. Salman et al. (2010) stated that the Fenerbahçe FC supporter's level of education that was the most recent graduate of 52.2% was high school graduate participant. These results are similar with our study results.

Participants in the study; 81% consists of single non-married supporters (Table 6). Gençer and Aycan (2008) found that in their study 69% were single non-married and 31% were married supporters. Salman

et al., (2010) stated that 81% of Fenerbahçe FC fans were single non-married supporters. According to these determinations; it can be concluded that the number of single non-married fans is more than the number of married fans.

The "Recreational Activity Opportunity" component was found to be the most effective factor among the variables affecting the participation of professional soccer fans in the stadium. This suggests that the fans are more often caused by the need to spend more time pleasantly. Funk and James (2001) reported in their research that they showed a sense of social interaction among the reasons for participation as a spectator to sports activities.

In this research, the "Stadium Atmosphere" component was found to be the second most important factor affecting the participation of professional soccer fans in the stadium. This research brings that fans' experience of stadium environment is characterized by high levels of good feelings and pleasure (Uhrich and Berkenstein, 2010). Experiencing the special atmosphere of a sports event is regarded in sports marketing worlds as one of the very important value-creating factor of live sport consumption (Uhrich and Koenigstorfer, 2009). The atmosphere at a sports event makes a different contribution to emotionalizing stadium visitors and satisfies their good consumption needs (Hirschman and Holbrook, 1982).

The third most important factor influencing the participation of professional soccer fans in the stadium is the "Personal Relaxation Opportunity" component. Wann (1997) lists the most commonly used motivations, pleasant tension, self-worth, escape, entertainment, show, economic, forget about the problem, become social, family needs in his research.

The most important factor that influences not participating in the stadium in our survey was determined as "Negative Ergonomic Environment" component. Environmental psychology is an interdisciplinary field (Gifford, 1997; Holahan, 1986; Russell and Ward, 1982) that provides insights into the theories of interiors and the dependence between human perceptions, cognitive emotions and behavioral reactions. For this reason, there is a close relationship between the quality of the place to be found or desired and the environmental psychology structure (Darden and Babin 1994; Russell and Pratt 1980).

The second factor influencing the non-participation of professional soccer fans in the stadium is the "Non-Ethical Situations" factor. Especially of the profanity effect many participant motivations to attend to the stadium.

As a result, Galatasaray FC supporters' participation to the stadium most effective factor was found "Recreation Activity Opportunity" than the Fenerbahçe FC supporters. In this case, it is recommended to increase the number and quality of recreational activities in the stadium. Our research showed that Fenerbahçe FC supporter's non participation to the stadium most effective factor was found "Negative Ergonomic Environment" than the Galatasaray FC supporters. With this result, it is proposed to improve the negative ergonomic environmental conditions in order to allow more fans to participate in the stadium.

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