

Factors Affecting the Sport Related Consumer Expenditures

Tüketicilerin Sporla İlişkili Harcamalarını Etkileyen Faktörler

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ABSTRACT

In recent years there has been a significant change in the importance given to economic and social role of sport related economic activities since sport has changed to a much broader concept involving sport clubs, associations, organizations and businesses where the implementation of carefully designed marketing strategies became vital for success. This study aims to explore the factors affecting the sport related consumer expenditures. Empirical results were obtained by means of a questionnaire survey in Izmir, the third biggest city in Turkey. The results include demographic and socio-economic analysis of respondents, their practices about sport related activities and expenditures associated with these activities. Six factors were obtained from the factor analysis depending on the respondents' attitudes towards sporting activities were examined for their effects on sport related expenditures of the consumers.

Keywords: Sport, sport related expenditures, attitudes.

ÖZET

Son yıllarda spor kulüpleri, dernekler, örgütler ve şirketleri de içine alarak kapsamını genişlettiğinden dolayı spor ve sporla ilgili faaliyetlerin ekonomik ve sosyal rolüne verilen önemde dikkat çekici değişiklikler meydana gelmiştir. Bu nedenle titizlikle planlanmış pazarlama stratejileri başarı için hayati önem taşımaya başlamıştır. Bu çalışma sporla ilişkili tüketici harcamalarını etkileyen faktörleri keşfetmeyi amaçlamaktadır. Ampirik çalışma sonuçları Türkiye'nin üçüncü büyük kenti olan İzmir'de tüketicilerle yüz yüze gerçekleştirilen anketler yoluyla elde edilmiştir. Sonuçlar ankete katılanların demografik ve sosyo-ekonomik analizini, sporla ilgili olarak gerçekleştirdikleri faaliyetler ve bu faaliyetlere yönelik yaptıkları harcamaları içermektedir. Katılımcıların sporla ilgili faaliyetlere yönelik tutumları ile ilgili olarak yapılan faktör analizi sonucunda elde edilen altı faktörün tüketicilerin sporla ilişkili harcamaları üzerindeki etkileri de çalışma kapsamında incelenmiştir.

Anahtar Kelimeler: Spor, sporla ilişkili harcamalar, tutumlar.

1. INTRODUCTION

Sport is a widespread leisure form and always has a significant role in social life in many countries. It is now becoming an important sector of economy and grown remarkably fast over the recent past (Gratton, 2008). Playing sport, attending live sport sporting events and buying sporting merchandise are the main parts of sport economy. Besides these, there are millions who watch sport events on television every day and also attend major sporting events (Summers et.al., 2007) and this is a huge market for sport companies.

Until the 1960s, sport was predominantly a local and voluntary activity (i.e., sport clubs). In the early 1970s, however, things began to change as the result of a variety of factors. Major public investment in new indoor facilities led to a dramatic increase in sporting opportunities. TV and the private (health and fitness) and voluntary sectors began to play a more prominent role. Economic development provided larger sections

of the public with access to sport facilities (Lera-López, F. and Rapún-Gárate, 2007). Thus with the rise of sport economy, researches are also getting more and more interested in consumer behaviour related to the products and services offered in the sport and leisure industry (Funk et. al., 2003).

The phrase, "Sport consumer behaviour is about the journey not the destination", describes the essence of sport and event consumer behaviour. Sport consumer behaviour whether, it is watching or participating in a sport event, is about the experience. A desire to seek out a consumption experience reflects a desire to satisfy internal needs and receive benefits through acquisition. The amount of time and money individuals devotes to sport and events represent behavioural outcomes of some experiential journey (Funk, 2008). According to Funk, Mahony, and Havitz (2003) sport consumer behaviour stands for consumer behaviour in relation to the products and services offered in the sport and leisure industry.

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Consumers' expenditures related to sport are generated through attending games, follow certain sports, buy products and services for a multitude of reasons. Thus, it is possible to look at sport related expenditures from various perspectives.

The aim of the study is to discuss the factors affecting the sport related consumer expenditures. Although there are many studies about consumer behaviour, sport related consumer expenditures has not been examined satisfactorily in Turkey. This study also aims to provide an understanding for Turkish sport market and consumer typology for sport companies.

2. LITERATURE REVIEW

There are numerous valid ways of defining sport consumers, most of which revolve around identifying different kinds of sport products or services. For definition, some typologies limited to one or two behavioural traits or expanding to multidimensional models were used. Sport related consumption has both irrational and rational component (Stewart et. al., 2003).

In the sport marketing literature five main types of consumer-based studies are presented (Taks and Scheerder, 2006): (a) spectator sport studies using psychological variables; (b) spectator sport studies using demographic variables; (c) spectator sport studies using both psychological and demographic variables; (d) participant studies using psychological variables; and, finally, (e) studies which analyze the interrelationship between spectator and participant markets using demographic and psychographic variables as a basis for segmentation.

Smith (2008) categorized sport consumers into four categories. First are sporting goods consumers. These retail consumers buy sport products including, for example, equipment, apparel, books, magazines, nutritional and health supplements, games, merchandise, memorabilia and licensed products. Second are sport services consumers. These consumers utilise a sport-related service or experience excluding viewing or participating in sport directly. Sport-related services include education, banking, mobile communication operator services, betting, specialized coaching, medical services and recreational and health activities such as those offered by pools, gymnasiums and leisure centres. Third are sport participants and

volunteers. These consumers are actively engaged in sport as participants or in unpaid organisational and support roles. This includes all participants in school, recreational and organised club sport. Fourth are sport supporters, spectators and fans. These consumers take an active interest in the performance of sport mainly, but not confined to, the elite or professional level.

The activities of sport supporters, spectators and fans include attendance at live sport, or viewing sport on television, the Internet or DVD. For this reason, it is best to assume that sport consumer motivations are complex. In seeking answers to these questions, A.T. Kearney (2003) analyzed the key definable demographic, psychographic and attitudinal segments of sport consumers. On the subject of demographics, traditional sport fans reside in the 15 to 44 age group, while emerging sport consumers are clustered within that group, usually ranging in age from 18 to 35 years. These new consumers are particularly strong targets for sport organizations. This is demonstrated by their willingness to pay for internet and interactive sport information and services. Fullerton and Merz (2008) classified sport related products as "Spectator Sport Products", "Participation Sport Products", "Sporting Goods, Apparel, Athletic Shoes and Sport-Related Products" and "Nonsport Products"

It is generally agreed that the categories of membership and entrance fees, equipment, clothing, and training fees are definitely part of sport related expenditures. The price of a ticket to a sport competition may not be the only thing that a customer is willing to spend money on at a sport event. In fact, sales from merchandise can be more profitable than gate receipts (Smith, 2008). However, what can be constituted as additional categories is unclear. The researches and studies explored and presented certain tendencies, which notes the influence of several factors on sport expenditures like the income, level of education, level of participation, and time. (Wicker et. al., 2010).

Lera-López and Rapún-Gárate (2007) illustrate that age is positively related to sport participation, and regularly practicing sport increases with age. Lamb, Asturias, Roberts and Brodie (1992) also found that the greatest amounts of sport related expenditures were from the youngest age groups.

Income is positively related to sport expenditures, showing that sporting goods are normal or luxury goods (Lamb et al., 1992). Oga (1998), indicated that sport related expenditures increase as the economic situation of the countries improve. Anokye et. al., (2012) found that the income was positively correlated with all indicators of sport and exercise. Also the first three areas people spent money are membership fees, apparel related to sports and equipment related to sports.

Some later studies have included additional variables, such as occupation and education. Little attention has been paid to the influence of household size and population size on consumer expenditure on sport. Kwon (2006) found that students' psychological attachment (team identification, university identification, and team commitment) influenced their impulse buying of merchandise licensed by university athletic teams. Taks, Renson, and Vanreusel (1999) note that the families with more children spend more on sport.

Research showed that people with a high level of education, a high level of participation, and a high time investment or seniority in sport (years of participation) had a high level of sport-related expenditure. Additionally, men tended to spend more money on sport than women (Bloom, Grant, & Watt, 2005; Davies, 2002; Lamb, Asturias, Roberts, & Brodie, 1992; Lera-Lopez and Rapun-Garate, 2005; Strawinski, 2010). In some studies, other variables were also taken into consideration like age of the householder, marital status, degree of urbanisation, country of origin, and number of children practicing sports; self-arrangement of the sport occupation and being a member of a sport club (Wicker et. al., 2010).

The originality of the study does not only come from filling the gap arising from the insufficient number of studies related with the subject but also with contrast to the other studies providing a comprehensive insight to a relatively new subject in Turkey (i.e. sport related consumer expenditures) through examining both demographic variables and attitudes.

Table 1: Demographic Variables

Gender			Marital Status		
	Frequency	Valid Percent		Frequency	Valid Percent
Men	248	41,9	Single	219	37,1
Women	343	58,1	Married	372	62,9
Education Level			Occupation		
Primary	128	21,7	Student (in progress)	161	27,2
University	236	40,1	Academics- Public Sector Employee	152	25,7
Master/Phd	66	11,2	Private Sector Employees - Managers	163	27,6
Student (in progress)	161	27,1	Self Employed	37	6,3
Membership (Sports Center)			Not Working	78	13,2
Membership	166	28,1	Personal Income (TL/Month)		
No Membership	425	71,9	0-650 TL	139	23,5
No. Of Child			651-1300 TL	157	26,6
0	409	69,2	1301-1950 TL	162	27,4
1	71	12,0	1951-2600 TL	81	13,7
2 and more	111	18,8	Above 2600 TL	52	8,8
Involvement in Sport (Physically)			Member of the Involved in Sport (Physically)		
No	249	42,1	No	307	51,9
Amateur	293	49,6	Amateur	217	36,7
Sportsman with Licence	49	8,3	Sportsman with Licence	67	11,3

3. FIELD STUDY

The main aim of this study is to explore the factors that affect sport related expenditures by Turkish consumers. Questionnaires were used to collect data through convenience sampling between May and July 2011 in Izmir which is the third biggest city in Turkey. The questionnaire consists three sections: The first section of the questionnaire contains questions about demographic and socio-economic variables of respondents, the second section of the questionnaire aims to explore the participants' practices about sport related activities and expenditures associated with these activities. The last section includes 41 items for aiming to describe attitudes towards sporting activities and the effects of sport related activities. This section consists likert scale questions of 5 items (1= Completely Disagree... 5= Completely Agree) prepared based on theories and past studies (Trail et. al., 2003, wicker et. al., 2010, Taks and Schreeder, 2006, Lera-López and Rapún-Gárate, 2007, Fink et. al., 2002, Jeffrey and Ridinger, 2002). Questionnaires were distributed and collected by two ways. A web based questionnaire was prepared and also e-mailed as attached document. Two weeks after sending the e-mails, a follow-up e-mail was sent for non-

responses. And for older participants who cannot use computer enough, face to face survey method was used. Among the collected 612 questionnaire 21 were deemed ineligible (e.g. not properly filled) and 591 were taken for analysis who responded to the questionnaire completely. The main limitation of the study was the hesitation of the participants towards supplying satisfactory information about their income and expenditures.

Data were analyzed by using SPSS (15.0) (Statistical Package of Social Science) statistic package. Descriptive analysis, factor analysis, correlation, one-sample t-test, independent sample t-test, and ANOVA were used to analyze the data at $p=0.05$ and $p=0.01$ significant levels.

For the 591 participants, the respondents profile is given in Table 1. The ages of the respondents are between 18-67 and the mean age is 32. As it can be seen in Table 1, personal income data were categorized into five groups by using minimum wage standards defined by the TUIK (Turkish Statistical Institute) and the majority of the respondents are in 1351-1950 group by 27,4%. Occupation was asked under 11 titles but in the analysis they were categorized in five groups depending on their workplaces and working

Table 2: Participation/Expenditures (Sport Activities)

	Only Participation	Participation and Expenditure
a-Watching a sport game live in a stadium etc.	236	176
b-Listening to the radio	346	47
c-Follow the news channels	403	79
d-Collection (sport related souvenir etc.)	93	81
e-Banking services (fan club credit card etc.)	76	60
f-Visiting museums (sport-related)	83	56
g-Materials related to the supported team (apparel, mobile phone etc.)	141	132
h-Materials related to sport (merchandise)	363	352
i-Membership (supported team)	113	80
j-Sport activities (except from membership to sport centres)	288	204
k-Services offered by other companies (phone tariffs etc.)	62	60
l-Travel (participating sport events)	126	109
m-Audial and visual media (CD, DVD etc.)	262	164
n-Watching TV	430	64
o-Watching sport events and games on the internet	240	82
p-Betting	173	152
q-Computer games	217	138
r-Investment (stock exchange etc.)	91	59
s-Printed material (Books, newspapers, magazines etc.)	270	212

conditions. Categories are as “not working” (retired, housewife etc.), “public sector” (including academic personnel), “student at university”, “working in private sector” (including managers) and “self employed”. 40,1% of the respondents are university graduates (undergraduate and over) and the 27,1 % of respondents are still university students. 343 of the respondents are women (58,1%) and 248 men (41,9%) and the majority of the respondents are married 372 (62,9%). 69,2% of participants have no children.

Although 86% of the respondents declare themselves as being interested in sports (sporting activities), only 57,9 % of respondents are exercising sport as physical activity. According to frequency analysis, 28% of respondents are active members of sport centres. 47% of the respondents’ state the existence of one or more family members being involved in sports activities. The mean of sport related expenditures of respondents’ are 476 TL in a year. Further, the mean of years spent for participating any sporting activity (physical) is almost 6 years.

The most common sport related activities being participated were asked to respondents and findings are presented in Table 2. In the first column, the respondents declared only their interest and participation, and in the second column expenditures related to these activities, if there is any, are given. Watching sport activities on TV (n=430), following the sport news (n=403) and using sport related equipment (n=363) are the most preferred sport related activities. From the table it can be seen that expenditures are different. Most of the respondents do not want to make expenditures for activities related to sport. Respondents mostly prefer spending for sport related merchandise (n=352), printed materials (books, newspapers etc.) (n=212) and activities related to sport (except from membership) (n=176).

To determine the respondents’ attitudes towards sporting activities, 41 items were asked. In order to assess the reliability of the scale, an alpha coefficient score has been used. As a result of the reliability analysis, 9 items excluded from the attitude scale due to insufficient effect.

Table 3: Factor Scores of Items

	COMPONENT					
	1	2	3	4	5	6
BEING A FAN OF A TEAM						
I want to feel as a part of the team I support	0,82					
I feel as if I win when the team/player I support wins	0,77					
I feel as if I lose when the team/player I support loses	0,77					
To be in relationship with the team I support is important for me	0,76					
The success of the team/player I support creates a personal feeling of success for me	0,76					
I feel guilty if do not support the team I like	0,73					
I feel proud of the successes of the team/player I support	0,72					
Supporting another team cannot be possible for me.	0,66					
PLEASURE FOR WATCHING						
Quality games give me pleasure.		0,81				
It is fun to watch sport events.		0,76				
I like watching a good sport performance.		0,75				
It is quite fun to watch tough and challenging games.		0,68				
Sport is a good way of entertainment.		0,62				
I like the elegance and fineness in games.		0,58				
The struggle in games is a kind of impressive play on the stage.		0,57				
Sport events are good way to spend time.		0,54				

REFERENCE GROUP						
I participate sport events not to be apart from my friends.					0,85	
I feel myself obliged to be involved in sport because my family is involved in sport.					0,80	
There are many occasions where I have to participate in sport events.					0,78	
My friends encourage me to participate sport events					0,75	
Members of my family who are involved in sport makes me more involved in sport					0,61	
BENEFITS OF SPORT						
Living healthy is important for me.					0,80	
Being involved in sport increases socialization					0,77	
Sport exercises help reducing health problems					0,76	
Sport exercises help reducing the problems related to stress.					0,65	
Doing something in free time has positive effects on people					0,60	
ESCAPE						
Sport gives me opportunity to change the daily routine.					0,80	
Sport activities are a kind of escape from daily life.					0,70	
Sport activities are among different things I do in my life.					0,67	
PHYSICAL SKILLS OF SUPPORTED TEAM						
I support the team I am interested because it is always successful.						0,79
I support the team I am interested because team members always play in the best way they can.						0,73
I support the team I am interested because the team is always a very good struggler.						0,71

The Cronbach's alpha was 92,6 %, which can be assessed to be an acceptable level and factor analysis was conducted for 32 items. Within the 95% significant level, The Kaiser-Meyer-Olkin (KMO) measuring sampling adequacy result is 92,7%, and the Significance of Bartlett's test of sphericity is 0.00. In the analysis, the items which factor score is under %50 were eliminated and finally explained variance of the model was 65,78 %.

One sample t-test was used to measure the tendency of items at test point 3. According to analysis, items collected under the factors "Being a Fan of a Team", "Pleasure for Watching", "Escape" and "Benefits of Sport" contains positive attitudes of the respondents.

The attitudes of respondents about several items are uncertain (i.e. "I support the team I am interested because it is always successful", "I support the team I am interested because team members always play in

the best way they can", "I feel guilty if do not support the team I like" and "Members of my family who are involved in sport makes me more involved in sport").

The items (i.e. "I support the team I am interested because it is always successful", "I support the team I am interested because team members always play in the best way they can") take part in the factor "Physical Skills of Supported Team" and the uncertainty revealed by these items may affect the tendency for sport related consumer expenditures.

In accordance with the aim of the study the effects of demographic variables and factors were analyzed for sport related consumer expenditures. To find out whether there is a relationship between the factors and expenditures of the respondents; correlation analysis was made with 95 % confidence level.

H₁: There is a relationship between the factors and sport related consumer expenditures.

Table 4: Correlation Table Between the Factors and Expenditures of the Respondents

Total Expenditures		Being a Fan of a Team	Pleasure for Watching	Reference Group	Benefits of Sport	Escape	Physical Skills of Supported Team
Pearson Correlation	1	0,10	0,08	-0,01	0,09	0,14	-0,01
Sig. (2-tailed)		0,02*	0,06	0,83	0,04*	0,00**	0,79
N	591	591	591	591	591	591	591

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

The analysis shows that there is no relationship between sport related consumer expenditures and the factors "Pleasure for Watching", "Reference Group", "Physical Skills of Supported team". Also there is a positive relationship between sport related consumer expenditures and the factors "Being a fan of a team", "Benefits of Sport" and "Escape". These results are in accordance with the findings of Matsuoka et. al., (2003) where those who are highly identified with a team and satisfied with the games tend to attend (make spending) future sport activities. Dotson and Hyatt (1997) notices that the fans who are "into" a team for social reasons are more likely to purchase a whole variety of products than those fans who are interested in the sport for the sport's sake. Women in particular are more likely to want to purchase socially visible products (items with team logos, products in team colours, jewellery, sweatshirts) that do not have any functional purpose other than displaying team loyalty. Men, in contrast, are more likely to want more functional sport related products that they can actually use to view sporting events or to allow them to engage in sporting activities.

However, supporting the results of the one sample t-test, the factors "Reference Groups" and "Physical Skills of Supported Team" do not have significant effects on sport related consumer expenditures. As a noticeable finding, it is found that although respondents give importance to the pleasure of watching sports activities they are reluctant to make any expenditures for these activities.

Correlation analysis was made to find out whether there is a relationship between sport

related consumer expenditures and age, education and personal income with 95 % confidence level.

H₂: There is a relationship between demographic variables (personal income, education and age) and sport related consumer expenditures.

Table 5: Correlation Table Between the Demographic Factors and Sport Related Expenditures of Respondents

		Income	Education	Age
Pearson Correlation	1	0,21	0,19	-0,095
Sig. (2-tailed)		0,00**	0,00**	0,021*
N	591	591	591	591

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

The analysis shows that there is a positive relationship between the demographic variables (education and personal income) and sport related consumer expenditures. But the age has a negative effect on expenditures by the respondents. The findings indicate that when the education level increases, sport related expenditures also increase. Besides these; younger people are more involved in sport compared to the older and thus they spend more for sport related activities. These findings are parallel to the past studies (Lera-López and Rapún-Gárate, 2007, Lamb, Asturias, Roberts and Brodie, 1992, Lamb et al., 1992, Anokye 2012).

To test the differences between gender and marital status for sport related consumer expenditures, independent sample t-test was applied. Hypothesis for gender was:

H₃: There is a difference between the gender groups according to sport related consumer expenditures

Table 6: Differences Between Gender Groups Related to Sport Related Expenditures of Respondents

		F	Sig.	t	df	Sig. (2-tailed)	95% Confidence Interval of the Difference	
						Upper		Lower
Total Expenditures	Equal Variances Assumed	1,87	0,17	-2,18	589	0,029	-225,9	-11,9
	Equal Variances not Assumed			-2,25	576,1	0,025	-223	-14,9

Difference between women and men within the 95 % confidence level are tested and H3 is accepted. There is a difference between gender groups (t=-2,18, df=589, sig=0,029). On the contrary of literature (Lamb et al., 1992; Taks, et. al., 1995), sport related

expenditures of women (526 TL /year) are more than the expenditures of men (407 TL /year). The reason for this may be the free time of women due to family structures in Turkey, increasing popularity of health consciousness, thus increasing number fitness centres.

H_4 : There is a difference between people with different marital status according to sport related consumer expenditures.

obtained. For these values alternative hypothesis was accepted. As an interesting point is that, although the factor “reference group” has no effect

Table 7: Differences Between Married Couples and Singles Related to Sport Related Expenditures of Respondents

		F	Sig.	t	df	Sig. (2-tailed)	95% Confidence Interval of the Difference		
								Upper	Lower
Total Expenditures	Equal Variances Assumed	9,168	0,002	-2,637	589	0,008	-255,69	-37,435	
	Equal Variances not Assumed			-2,79	539	0,005	-249,48	-43,649	

Within the 95 % confidence level, it may be seen in group statistics table that difference between the marital status groups according to sport related consumer expenditures exists. So H_4 is accepted. Married respondents consume (530 TL/year) more than the single respondents (385 TL /year) for sport related activities.

One-way ANOVA test was applied to test the differences between the respondents’ level of involvement with sporting activities and sport related consumer expenditures

H_5 : There is a difference between the respondents level of involvement with sporting activities and sport related consumer expenditures.

Within 95% confidence interval, for the values $F=52,013$ $df=2$ ve $p=0,000$ the differences between the groups were found for sport related consumer expenditures as expected. Thus alternative hypothesis was accepted. The respondents who are not involved in sports activities consume approximately 193,3 TL/year, amateurs 641,30 TL/year and sportsmen with licence consume 932,24 TL/year. Also there is a positive relationship between degree of involvement in sport activities and sport related expenditures.

H_6 : Existence of a family member involved in sporting activities has no affect on respondents’ sport related expenditures.

According to one-way anova test, differences in expenditures are tested for the existence of a family member involved in sporting activities. Within 95% confidence interval, one way ANOVA test was applied and $F=4,986$ $df=2$ and $p=0,007$ values were

on sport related expenditures, difference between the groups appears if a family member is involved in sport activities. When none of the members of the family is involved with sport average expenditure for sport is 406,44 TL, If there is someone in the family being involved in sport activities (physical) depending on being an amateur or professional the expenditures appear as 522,70 TL and 660,89 TL on average respectively. Thus it can be said that when members of the family are involved in sports activities, sport related expenditures increase and deeper involvement results with more expenditure.

H_7 : There is a difference between the respondents’ occupation and sport related consumer expenditures.

Within 95% confidence interval, one way ANOVA test was applied and $F=3,635$ $df=4$ and $p=0,006$ values were obtained and H_7 was accepted. There are differences between self employed, private sector employees (and managers), public sector employees, students and unemployed. Self employed people spend 618,11 TL/year, private sector employees (and managers) 604 TL/year, students 454,38 TL/year, public sector employees 409,12 TL/year and unemployed 318,72 TL/year. Private sector employees’ expenditures may be due to their income and/or their preferences towards various types of sports as Scheerder et. al., (2002) indicated. An interesting result is the amount of expenditures of the students where they spend more than the public employees.

H_8 : There is a difference between groups for sport related consumer expenditures considering the number of children owned.

ANOVA test was applied and for the statistics $F=8,805$ $df=2$ and $p=0,000$, so H_8 was accepted. People with no children spend more than the ones with one or more children. People with no children spend 551,08 TL/year, people with one child 300,14 TL and people with two or more children 315,06 TL/year on average. Although the findings are contrary to the findings of Taks, Renon, and Vanreusel (1999) and Lera-López and Manuel Rapún-Gárate (2007) it can be said that the people without children may have more time for extracurricular activities and thus spend more for sport related activities.

4. CONCLUSIONS AND SUGGESTIONS

From data based on a questionnaire survey in Izmir-Turkey, the empirical results confirm the influence of variables such as gender, age, income level, marital status, household size or occupation on sport related expenditures.

Although majority of the respondents declare themselves as being interested in sport (sporting activities) and most of the respondents are exercising sport as physical activity only one third of respondents are active members of sport centres and the mean of sport related expenditures of respondents' are 476 TL in a year. Respondents principally prefer free or low cost sport activities and spend basically for the activities they can take part in.

Watching sport activities on TV, following the sport news and using sport related equipment are the most preferred sport related activities, but most of the respondents do not want to make expenditures for activities related to sport. Respondents mostly prefer making expenditures for sport related equipment, printed materials (books, newspapers etc.) and activities related to sport (except from membership).

Factor analysis using the items for attitudes of the respondents revealed six factors (Being a Fan of a Team, Pleasure for Watching, Reference Group, Benefits of Sport, Escape, Physical Skills of Supported Team). The attitudes of the respondents related to the wish to "Escape" from the routine, "Benefits of Sport" activities considerably affect their tendencies for expenditures where "Reference Groups" does not have considerable effects on expenditures.

The analysis shows that there is no relationship between sport related consumer expenditures and the factors "Pleasure for Watching", "Reference

Group", "Physical Skills of Supported team". There is a positive relationship between sport related consumer expenditures and the factors "Being a fan of a team", "Benefits of Sport" and "Escape". There is a positive relationship between degree of participation in sport activities and sport related expenditures. When members of the family are involved in sports activities, sport related expenditures increase and deeper involvement results with more expenditure.

In accordance with the aim of the study the effects of demographic variables and factors were analyzed for sport related consumer expenditures and the analysis shows that there is a positive relationship between the demographic variables (education and personal income) and sport related consumer expenditures. But the age has a negative effect on expenditures by the respondents. Sport related expenditures of women are more than the expenditures of men. For sport related activities expenditures of married respondents are more than the single respondents. As the household size it can be noticed that the people with no children spend more than the ones with one or more children.

Millions of people are employed in sport related organizations and companies including industries such as sporting equipment manufacturing, sporting footwear and apparel, and retail. The recent developments in sports have significant effects on the expenditures, production, management and marketing of sport. For many people, sport is a leisure time activity, a hobby, a way to have good health, and even a way of life. In Turkey sport related businesses including sport and fitness centres, retailers, sport related travel industry are increasingly becoming widespread and booming with the changing lifestyles and attitudes of people towards sport related activities. For a successful sport marketing strategy, the products and services to be marketed should be well defined and planned. Sports clubs should deepen the relations with their fans and members for developing the loyalty. Many clubs in Turkey are offering licensed merchandise through official stores across the country, as well as the mobile stores ("Trucks") and online stores. In addition to the clubs, companies and associations in sport business may put forward the benefits of sport and the role of sport in building a better and healthy life, escaping from the daily routine in their communication strategies.

Marketing strategies may intensively focus on the segments with higher sport related expenditures indicated in this study (e.g. married couples with no children, women, young people). Also it should be noticed that the people in Turkey like making expenditures basically if they are involved some way in sport activities. This means that there are still many opportunities for the development of sport related economy through attracting people for participation in the activities. Also using experience marketing, offering better services, nationwide promotional and marketing programs are essential for attracting new customer segments. Thus further studies of

consumers by examining attitudes and behaviours relative to sport and related products including the determinants that influence sport expenditures are critical for the development of sport related economy.

This study has made interesting and relevant findings in relation to the factors affecting sport related expenditures however; the sample chosen may not be a perfect representative of the general population of Turkey. It is therefore recommended that future studies need to be made in other cities with larger samples.

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