Exploring Effective Factors on Football Games Watching Decisions of Individuals: The Role of Entertainment Value and People's Characteristics in Watching Games

Bireylerin Futbol Maçlarını İzleme Kararlarında Etkili Olan Faktörleri Keşfetme: Eğlence Değeri ve Bireylerin Kişisel Özelliklerinin Rolü

Nilşah Cavdar[1]
İbrahim Kırçova[2]

Orcid No: 0000-0003-0734-3930
Orcid No: 0000-0003-2381-5459

Abstract

The present study provides a new approach to the subject of "spectator behaviors" in sports marketing, a contemporary area of marketing. In this study, the decision to watch football games has been categorized as follows: watching in a stadium, watching at home, watching with a community and not watching. The aim of the study is to discover people's perceptions of entertainment value of football and characteristics of people in relation to football, and other key elements behind these individuals' decisions of watching games, in different categories. For this purpose, in-depth interviews were conducted with 20 people (5 for each group) and the data gathered from these interviews were analyzed through NVivo 11. According to the research findings, the entertainment value for football is high for the spectators who watch games in stadiums, average for the audience who watch games both at home and with a community, and low for the non-watchers. Beside differences in personalities, some main influencing factors were also found for people's watching/not watching decisions and all these factors were categorized as economic, social, cultural, personal, motivational, and environmental factors.

Keywords

Spectator Behaviors • Spectator Characteristics • Football's Entertainment Value • Game Watching

Öz

Bu çalışma, güncel bir pazarlama alanı olan spor pazarlamasının "seyirci davranışları" konusuna yeni bir yaklaşım getirmektedir. Futbol maçlarını izleme kararı çalışmada; stadyumda, evde, bir toplulukla veya izlememe olarak kategorize edilmiştir. Çalışmanın amacı, futbol maçları özelinde bireylerin eğlence değeri algılarını ve karakter özelliklerini keşfetmek ve farklı kategorilerdeki bu kişilerin kararlarını izleyen diğer kilit unsurları bulmaktır. Bu amaçla, 20 kişi (her grup için 5 kişi) ile derinlemesine görüşmeler yapılmış olup bu görüşmelerden elde edilen veriler NVivo 11 aracılığıyla analiz edilmiştir. Araştırma bulgularına göre futbol için eğlence değeri; stadyumda izlemekte olan seyirciler için yüksek, hem evde hem de toplulukta izleyen seyirciler için ortalama ve izlemeyenler için düşüktür. Eğlence değerinin yanı sıra; farklı kategorilerdeki bireylerin karakter özellikleri ayrıştırılmış, ek önemli faktörler sunulmuş ve tüm bu faktörler; ekonomik, sosyal, kültürel, kişisel, motivasyonel ve çevresel faktörler olarak kategorize edilmiştir.

Anahtar Kelimeler

Seyirci Davranışları • Seyirci Karakter Özellikleri • Futbolun Eğlence Değeri • Futbol İzleme Kararı • Spor Endüstrisi

It can be observed that organizing sports events requires a great effort and big amounts of money. Suckow (2008) argues that spending money, especially on team sports, creates a business environment. When the sports sector is examined from a marketing point of view, the spectator, who can be called consumer in this business environment, is very important for the businesses in the market.

In a report of AT Kearney Management Consulting Company (2016), it is clear how big the expenditures and the market are worldwide for the sports industry. According to the research report, while the size of the sports industry all over the world was 46.5 billion dollars in 2015, expenditures for 2016 were calculated as 88 billion dollars. In the next two years, the size of the sports market was expected to be $ 100 billion. This calculation was based on ticket sales, media

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rights, and sponsorships. With the consideration of sports equipment, licensed products, health and fitness centers, the size of the sector reaches 700 billion dollars. In this classification, which includes Turkey, it can be seen that the football market constitutes more than 80% of the sports economy.

Within the scope of the study, the place of football in lives of Turkish people has been determined firstly. In this determination, football was thought of as an entertainment and its entertainment value was measured. Game watching behavior was categorized as watching in the stadium, at home, and with a community, and the non-watching decision was held as a separate category. In addition, other key elements of these decisions have been analyzed. The study differentiates in that it categorizes the decision to watch football games and includes people who don't watch football. The aim of the study is (i) to determine the place of football in people's lives and its entertainment value among entertainment activities, (ii) to explore different characteristics of people based on their groups, and (iii) to expose the other causes that can be effective in watching decisions.

Literatue Review

Entertainment Value in Sports

Entertainment theories argue that pleasure, satisfaction, and happiness increase with the game regardless of the result of the game. According to this understanding, fans will follow sports activities to meet their entertainment needs, and at the same time, their moral values such as goodness and self-sacrifice will improve (Sloan, 1989).

Zillmann et al. (1989) finds the entertainment value of sports very important. The reason behind the importance of entertainment factor is that it requires less effort than participating in sports activities as a performer. Entertainment value which arises based on low cost, reasonable price etc. is found as one of the most important factors to participate in a sports activity as a spectator.

In the literature, entertainment value is considered the effect of a holistic environment (Funk et al., 2004). According to the research, the attractiveness of a sporting event is related both to the value of the excitement it gives and to the value of entertainment that is worth the money spent. Besides, spectators who go to three or less games in a season, perceive the entertainment value of games lower than people perceive who go to fourteen or more games. According to the findings of this research, in order to think that a game is both exciting and worth the money which was spent, fourteen or more games are required.

Decision of Sports Consumption

Individuals can have various motivations to follow sporting events, and this continues to be a matter of curiosity in consumer behavior. The first study to analyze the motivations of sports consumers and the reasons why they consume sports, is the study of Sloan et al. (1989) in which they approached motivations under five categories and developed a scale called SNAPS (Sports Need for Achievement and Power Scale). According to this research, there are five basic motivations, healthfulness effect, the search for stress and encouragement, catharsis and aggression, seeking fun and success. People consume sports with these five basic motivations and are delighted by this consumption.

When it comes to more current studies, it is seen that the number of effective factors has increased even more. According to Wann et al. (2001), there are eight common motions of sports audiences. These factors which motivate people to consume sports are the escape, economic reasons, eustress, self-esteem, being in a group, family, entertainment, and aesthetics. Mahony et al. (2002) examined the motivations of sports spectators specific to a league. There are seven factors in this review: drama, representative success, aesthetics, team loyalty, player loyalty, sports loyalty and community pride. The study of Trail and James (2001) is in parallel with the studies of Wann et al. (2001) and Mahony et al. (2002) for various dimensions. Here, sports consumption takes place with motivations such as representation success, knowledge integration, aesthetics, social interaction, drama/eustress, escape, family, physical attractiveness and physical abilities of participants.

The researchers tried to capture various points of differentiation while analyzing the reasons for watching sports events. Sex discrimination is one of those. According to the research, gender differs in the motivation of sports consumption (Wann et al., 1999; Dietz-Uhler et al., 2000; MacLardie, 2002, James and Ridinger, 2002). Most findings indicate that women are more motivated by family values and men are motivated by eustress, economic reasons, self-esteem, and aesthetics. Another distinction is that consumption motivations change according to sports genres (McDonald et al., 2002). In this study, individuals listed their favorite sports and declared their motivational factors for consuming that sport. The examined sports are automobile racing, college baseball, professional baseball, college basketball, professional basketball, college football, professional football, golf and ice hockey. The motivating factors of sports consumption are physical fitness, risk taking, stress reduction, aggression, attachment, self-esteem, commitment, achievement, value creation, self-realization, social facilitation, competence specialization, and aesthetics. Being in a group in car races, high aesthetics of golf, low aesthetics of football can be given as examples of motivations behind the consumption of sports. In addition, escape

motivation was not observed in any sports branch.

Trail et al. (2008) examined the reasons for participating in sports competitions under two main headlines, those which are related to the venue and those which are not. The reasons for participating in sports activities which are related to the venue are concessions, toilet, sitting, clean saloon, professionalism of staff and parking. Alternative leisure activities, alternative sports entertainments, financial cost, weather, lack of team success, social loyalty, stadium places, gaming in radio/TV and work/school loyalty are the ones that are not related to venue.

The behavior of sports consumption also differs depending on whether that sport is an individual sport or a team sport (Wann et al., 2008). Aesthetic motivation is more important in the individual sports. This may be due to the perception of aesthetically pleasing appearances that arise from the nature of these sports done by one person. On the other hand, eustress, self-esteem, being in a group, entertainment and family motivations stand out in the team sports. It can be predicted that the team sports can lead people to watch the competition in a collective way, to wonder about the result and to feel the excitement while watching the competition.

According to another classification in the same study in which sports were resolved, whether the sport is aggressive or not, is significant only for motivations such as aesthetic, economic reasons, eustress, being in a group and entertainment factors (Wann et al., 2008). The aesthetic factor is influential in non-aggressive sports genres, economic reasons, eustress, being in a group and entertainment factors are influential in aggressive sports genres.

Sports consumption can also take place at different levels depending on how deeply people are involved in that sport, they may be just a spectator or a fan, and different motives can produce consumption (Trail et al., 2003). Individuals who are fans of a sports team and follow the team at a high level, can pursue sporting activities with reasons such as escaping from the mundane environment, supporting players, communicating with other fans, supporting the team coach. The so-called spectators are motivated by reasons such as escaping, socializing, watching the artistic quality of the game, watching a well-played

game without giving importance to winning or losing. In Turkish society, it can be observed that classifications similar to this, like fans, fanatics, are being made.

It is argued that the existing motivations of spectators for participating in sports competitions are also related to the degree of their interests. In the study of Funk et al. (2004), the precursors to the needed interests for people to participate in a sports activity are as follows from the most frequent one to the least frequent one: role modeling, team interest, support for giving chance to women, entertainment value, family reunification, representative success, interest in that sport, coming together with friends, socialization, community pride, escape, interest in players. The research was applied to basketball.

It was found that the motivations affecting the consumption of sports are related to the identification with the team similar to the level of interest mentioned above (Trail and James, 2001; Fink et al., 2002; Wann et al., 2002; Trail et al., 2003). Identifying with the team means that the sports consumers see their teams as an expression of their own identities and thus they build a psychological connection with the team (Wann et al., 2001; Trail et al., 2003). Since identification with a team is a factor that helps connect with the community, there is also a connection between the degree of identification with the team and the socio-psychological well-being of people (Wann et al., 2001).

Studies conducted in the field of sports marketing show that identification with the team is effective in the decision to purchase and participate in sports events (Trail et al., 2000; Laverie and Arnett, 2000). Individuals who become highly identified with the team tend to participate in sports competitions more often and follow sports media more often. In addition, these individuals are also sensitive not only to the sports event itself but also to the environmental conditions of the event (Wakefield and Wann, 2006).

Research Methods

Within the context of the research, perception of entertainment value, characteristic features and other main factors that can be influential in individuals' football watching/not watching decisions were studied. The conceptual framework that visualizes the prospective associations is shown in Figure 1.
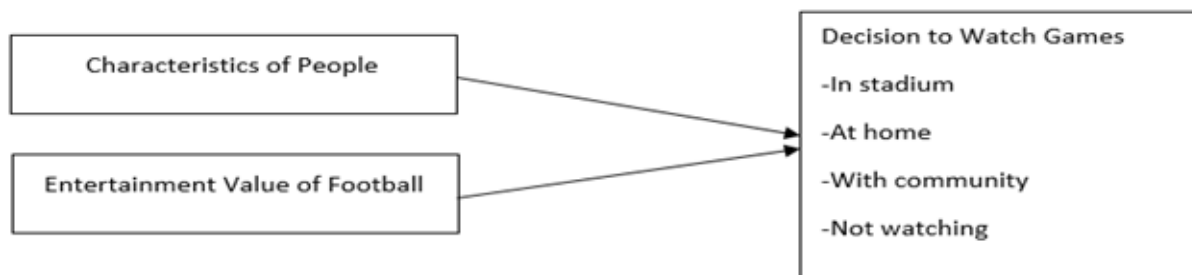

Figure 1: *Conceptual Model*

In-depth interviews were conducted with individuals about their decisions of watching football or not. In-depth interview technique was used in order to identify all the underlying reasons for individuals' preferences with a holistic view, instead of using some specific dimensions in quantitative studies on decisions of watching/not watching football games and to approach the subject with a new classification such as watching games in stadium, watching games at home, watching games with a community and not watching and to distinguish between these four groups. On the other hand, this qualitative method was chosen to take advantage of in-depth interviews as a method to obtain more detailed information than group discussions can (Gegez, 2015).It was decided to conduct in-depth interviews with 5 people who watch games in the stadium, 5 who watch games at home, 5 who watch games with a community and 5 people who don't watch games. A total number of 20 people was thought to be sufficient by foreseeing the number of interviews at which replies start to repeat. If the responses do not repeat each other, it was planned that each group would be increased by five people. In the sampling process, a significant importance was given to including women in the sampling of the study. Even though football is perceived as a more masculine sport, women were also included (one participant in each group) so that the selected people could represent the population better. In addition, participants supporting different teams were selected so that the subject can be moved from the team dimension to the football dimension and in order to receive responses regarding the entire league. Interviews were held in quiet surroundings within the university campus and each interview lasted approximately 45 minutes.

Analyzes of in-depth interviews were conducted throughout the program "NVivo", which can be used to analyze the data in qualitative research. In this study, which is a kind of content analysis, it is aimed to reach various concepts and relations that explain the situation through the data as it is also the main aim of this analysis method (Yıldırım and Şimşek, 2008).

Findings

Within the scope of the research, interviews were made with 4 groups of people who watch games in the stadium, at home, with a community and never watch at all. Each group consisted of 5 people. These interviews were analyzed with the NVivo 11 program and a model was developed for each group. In addition to the personal characteristics and the entertainment value perceptions, other factors that are influential in decisions of watching/not watching games are also highlighted. All these factors were examined within the framework of a classification, including the main themes such as economic, social, cultural, personal, motivational, and environmental factors in order to provide the results in a more holistic and comprehensive approach and were discussed in the next part of the study with the extant literature.

Decision to Watch Games in the Stadium

The concepts associated with the decisions of individuals to watch games in the stadium are shown in Figure 2. The main elements that are effective in this decision are to be close to other fans, having a high value of entertainment for football, to get excited, to escape from daily life, matching football with personal characteristics, seeing it as a social activity, the stadium atmosphere, and the desire to be close to the team.
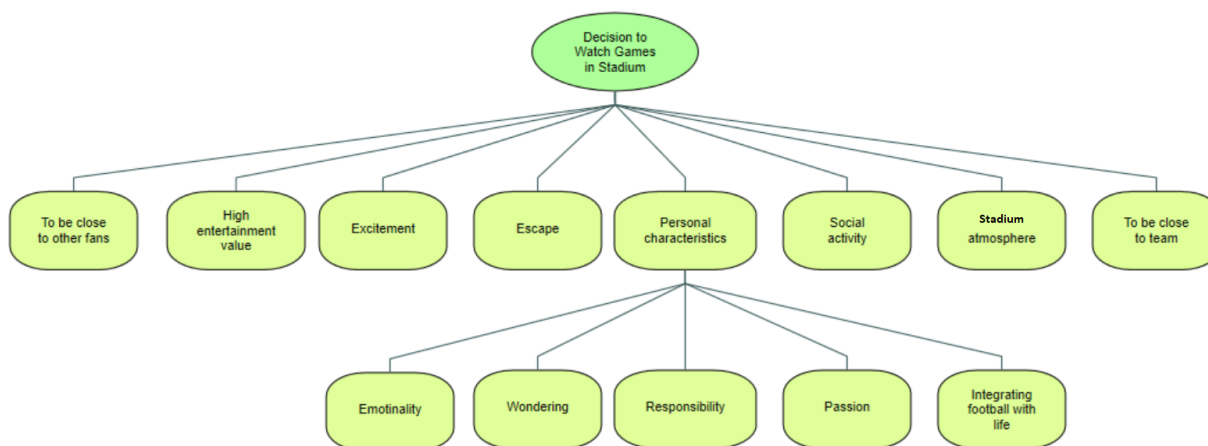
Figure 2: *Influencing Factors on Decision of Watching Games in the Stadium*

Economic factors

When it is examined from the point of view of football's entertainment value, it can be seen that people have placed football in the first place as an entertainment alternative and the entertainment value is high for these people. Most individuals see it as the first activity or one of first few activities to do and they even shape their plans according to this activity. The expressions about the subject are as follows:

"...Watching games is a good option in my life. It is also worth the money and time you spend. It's very enjoyable. In other activities, it is necessary to make a plan, it's not like that in football games. The dates and times of games are already determined. You just decide how to watch it, with whom, for example. So, it is a planned and presented activity, which increases its value..."

"...Compared to cinema, theater or concert, football is certainly a much more cost-effective event, considering they all last between about 90 and 120 minutes and all provide the same level of fun and enjoy. That's why you can get what you pay for..."

Personal factors

The personal characteristics of the participants who follow games in the stadium were analyzed. It was observed that people approach games emotionally, integrate football with their lives, wonder and want to be in the stadium for every game, follow games with a sense of responsibility and are passionate about football. It can be seen that the participants whose personal characteristics are tried to be analyzed in various ways, explained themselves with the following expressions:

"...I think we are more emotional as a group of fans. We're a little more romantic. We go to every game. We feel sorry there, we feel happy there. We are also trying to go to away games. For example, I feel remorse when I miss a game, I feel like I left the other fans and the team alone..."

"...I read books about football. I wonder what's behind, I'm always trying to find out. I read magazines, football writings. I like to read interesting anecdotes from both outside and inside of the field. I play PlayStation and some football games ... I am interested in all areas of football, it's in my life..."

"...There isn't any league I'm not following. I follow every league that might come to mind, in different ways. I watch on the internet or I check the results at least. For example, there's a league in Peru and I follow it ... I can integrate it to life a lot. It is not just passes and shots. There are corruptions in transfers, for example, and I am curious about them as an accountant."

"...I have to be rigorous and orderly for the job I do, and I look at football the same way. I look at the results of games, I watch highlights of every game. Highlights of games in all the major leagues are on an app, etc., I go to bed half an hour earlier and watch them. I feel like I have not completed all of my work if I didn't do so..."

"...I am passionate about life too. I try my best for something I want. For football and my team, I do it all..."

Motivational factors

The people who watch games in the stadium especially emphasize the excitement they feel there. Most of the participants expressed the excitement they experience in the following ways:

"...You are watching something active live, you get excited and it gives me a great pleasure.

What I experience in the stadium is more exciting to me, than watching at home. You watch the same thing, but I think being close to it is more exciting. Everything happens in front of your eyes..."

"... There is team play, competition is too much, the score is very vague and concentration is very important, you may even lose against a team that you don't see as a serious competitor. That's why it's exciting. It's even more exciting to watch it in the stadium. Because you can feel these elements more powerful. It is the place where the action takes place..."

It has been observed that people watch games to get away from daily life, events or problems. Individuals that follow games in the stadium particularly stress this. Participants see the stadium as a "different" place. The stadiums are described with the following expressions as a place to escape even from the country agenda:

"...The stadium is a place for me to get away from the country agenda, current events. It's like all that people believe in the same thing and think the same. Surely, there are people different than each other in the stadium, in that game. But you feel very close to others when you feel sorry or happy because of the same thing, it becomes a place to take refuge..."

"...I do not think of anything else during the game, I really focus only on the game. We may think of it as a way of discharging but sometimes, because of the game, I get more nervous, stressful and even unhappy. Nevertheless, I can say that my greatest motivation is to be in the stadium. At home, I have other things to do, and there are other things to think about. The only thing to do in the stadium is to follow the game, to enjoy. Things happening outside or other things in my life have no importance..."

Finally, it has been observed that people who watch games in the stadium prefer to be close to their teams. Fans, who sometimes describe this as a historical testimony, or being in history, think that living something is not the same as watching it at home later. Supporters argue that it is much more meaningful to live it with the team in the stadium. It is argued that events that may become a symbol of team history need to be experienced together. The emphasis on the subject is as follows:

"I get excited when I'm close to my team. Sometimes our supporters are said to be very influential in victories of the team. It also makes me happy to be one of the factors that bring the win, and also to testify it."

"...Afterwards, winning or losing contains a part of you. To testify history alive..."

Environmental factors

The stadium atmosphere is another important factor for people to prefer to watch games there. The often- emphasized atmosphere is appealing to the participants. The fans prefer the stadium to breathe that atmosphere in and they wait for another game

day to come. People see themselves as one of the components of the game and express it like this:

"...I prefer the stadium because of the atmosphere. You are involved in the game there. You are doing something during the game, you have a task: to revive the team, etc...."

"...The players' will to win ... Sometimes not to win ... The entry of many political, religious, ethnic elements into the football and their conflicts in the field, the reflection of these factors as a sport in the field and the biggest sanction is a red card...It gives me a lot of pleasure that all these feelings reflect as a sport. It is a great thing in my life to examine and try to understand them..."

Being with other fans is one of the most frequent reasons why people watch games in the stadium. Participants feel pleasure to experience same feelings with other people in the same environment and express this with the following sentences:

"...The main thing is to be in the stadium together with thousands of fans. It's not like living it by yourself alone, some feel the same as you and just looking at their eyes is enough to see that enthusiasm. Most of the fans who have seasonal ticket know this feeling..."

"...Thanks to Beşiktaş, I have gained great friendships.

There are people who understand each other well in that group. These people are my friends now but I know other people in the stadium who have the potential to become a friend. Together we shed tears when the time comes. An outsider may think how ridiculous it is to cry...."

Participants who prefer to watch games in the stadium see it as a social event. Participants who don't limit the game to only 90 minutes, classify game days as an event day. This social event is spreading throughout the day and they enjoy it. Participants' explanations about the subject are as follows:

"...Every game day is like a festival, it is a great pleasure for me to meet friends that day. The event starts during the day, before the game, maybe even continues after the game. It's a social activity for us..."

"...The excitement starts during the day for us, we feel the game atmosphere. We continue with that enthusiasm in the stadium. We go to away games, for example, we stay there a day or two ... The team wins, takes the cup and it's just viewed in the museum. But the things we experience because of the team are pleasant. It is very enjoyable for us before and after the game. Away games are very good, very enjoyable..."

Decision to Watch Games at Home

People prefer to watch games at home because of reasons like spending only the time as long as one game, to make plans for other activities, to be comfortable, to reach easily, to carry out an activity with family without neglecting them. As can be seen in Figure 3, people in this group see football as an activity with average entertainment value. In addition, it has been observed that they are thriftier and looking for more comfort. Sparing as much time as the duration of a game is the most common issue for participants in this group.
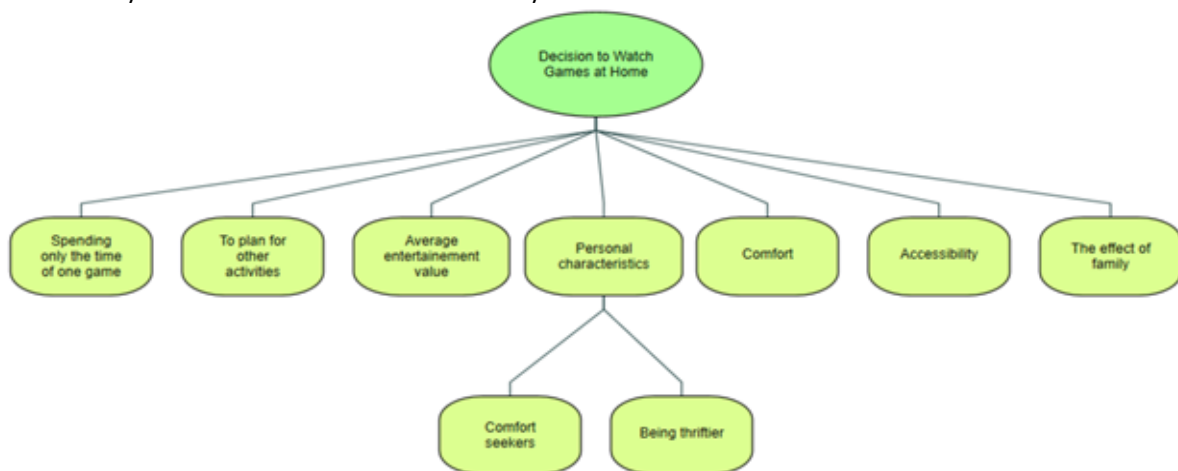
Figure 3: *Influencing Factors on Decision of Watching Games at Home*

Economic factors

Those who watch games at home think that football has average importance as an activity and don't find its value too high or low. Participants don't put it in the first place as an alternative. Watching games, whether on the encrypted broadcasting channel of which they have membership, or on national channels, is an activity to do at home. They argue that wasted effort and money are almost equal to or lower than the pleasure taken from games. The expressions are as follows:

"...I prefer to go out with my wife or if there's another nice show, I prefer it. Watching game is not a must. If I don't have anything else to do, I watch. I couldn't say that it's definitely worth the money. That money is spent to be with friends, rather than watching the game I think..."

"...Maybe it's a habit but it's a good alternative. I can say it's worth the money and time spent, but I don't know really. It's an expensive activity in such sector with such big money. Still, I say it's worth it. If you're a fan of a team and when the team wins, you don't think

about it. Maybe you question it when the team loses…"

Social factors

Family influence is also an important factor. People are stressing that it is hard to watch a game out with the community. Taking the entire family to the game or taking them to a café is not a viable option for every game. In addition, watching football games is seen as a good alternative to spend time together. Fans explain this in the following ways:

"…I am a man who has 2 little children. It's not easy to leave my family and go out on a Sunday evening. Watching at home with them is more peaceful to me…"

"…After I, the youngest sibling, got married, it has been an excuse for us to come together with the men in the family. We come together on weekends, watch games, dine and talk, mostly about football…"

Personal factors

When the fans in this group are treated in terms of their personal characteristics, it can be observed that they seek comfort and are conservative. By choosing to watch at home, they decide in accordance with their characteristics. They emphasize this as follows:

"…The enthusiasm in the stadium is also nice but I prefer my comfortable couch. It's more enjoyable to me. Comfort is very important in my life, I can't suffer only to watch a game. Traffic, noise etc. are unnecessary…"

"…I wouldn't buy VIP tickets even I had a lot of money. I am a man who tracks his money. I won't pay money for this sport which became industrial. I watch games on national channels or I watch highlights on the internet. I like watching games but I don't make a budget for it…"

Motivational factors

Since the participants are already at home, they consider it an activity as close as a remote control. It is emphasized that they can watch when they want, as they want and behave as they want while watching. Important expressions about the subject are as follows:

"…I think it's a great burden to go out to watch games. It takes a lot of time. It takes even extra time to go to a cafe in the neighborhood. 90 minutes is enough for such an activity. There's no need to make an extra effort, like bearing traffic, looking for cafes etc.…"

"…A game lasts 90 minutes. It is also enjoyable to watch it in the stadium but I can't even calculate how much time needed to go there and come back home. I do not want to spend the whole day. You open it when the games start, you close it when they're done. I should hold this freedom… "

Participants in this group, who think they shouldn't miss life to watch games, want to be able to attach it easily into their plans. People say that it is very difficult to place an activity before or after watching a game in other forms. Fans who prefer to watch games at home in order to be able to do other activities, not to miss life, to participate in other activities, express it in the following ways.

"…If I made a plan for that day, I would apply it, not cancel it. But I can postpone watching a movie, I can watch it after the game either. I'm home anyway…"

"…The time spent for watching football does not exceed its own duration at home. I can go out later, watch series, etc. If I go out, I may get too tired to participate in any other activity."

Watching games at home is perceived as a much more accessible activity. Fans say that with a membership system, they have the chance to watch any game they want, not just their teams' games. At the same time, they also claim to have the freedom to pay for games they want. On the other hand, they emphasize that they can also watch games on national channels. At home, watching by coincidence is also an option for individuals. The expressions look like these:

"…It's a much more reachable sports branch, and it's far more reachable at home. In the beginning of the season, you can choose to buy games of a team or league you want. So, you have an alternative lasting a year. Watch it or not, as you wish. I also follow other leagues; how can I go to those games…"

"…We felt a connection in our childhood maybe because it's very easy to reach. Games were watched at home in my childhood. It has always been something to watch at home for me. Like watching series on tv…"

Environmental factors

Comfort is one of the most important reasons for people to watch games at home. Being able to behave as they want, is one of the priorities of these fans. Individuals want to watch games at home comfortably and participate in this activity from their own living spaces. They do not like being together with other fans and restricting themselves. Fans express their search for comfort in the following ways:

"…Being more comfortable. You can watch games as you like, comfortably. Why should I be in an activity in which I need to be careful about how to behave!"

"…it's very enjoyable to watch games at home, while drinking tea or coffee. You don't have to be careful about what you say, what comes out of your mouth. It's your home and your order, you're with friends/family…"

Decision to Watch Games with a Community

Factors, which influence the decision to watch games with a community are to combine football games with other things into a versatile activity, to view it as a cultural activity, to socialize and the freedom to choose the place to watch. People in this group rate entertainment value of football as "average", just like home-watchers. As can be seen in Figure 4, the participants are those who love the crowd and have strong communication skills.
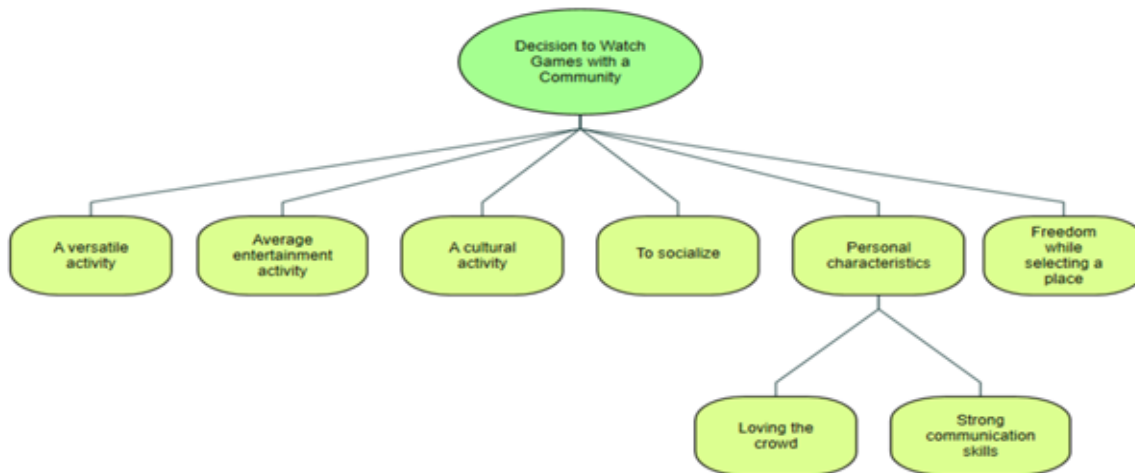
Figure 4: *Influencing Factors on Decision of Watching Games with The Community*

Economic factors

Individuals who prefer to watch games with a community, like those who prefer home, do not choose football as their first entertainment alternative and think that it's worth averagely the time and money spent. According to the individuals in this group, there are activities to choose first and these activities are more worthy of the money and time spent. Watching games is an alternative but not in a high rank. The expressions of individuals are as follows:

"...I think seasonal tickets are expensive. It's more reasonable to watch in cafes. I feel like it's worth it. But it also depends on the situation of the team. If you feel happy, you don't think much about money..."

Economic factors

Individuals who prefer to watch games with a community, like those who prefer home, do not choose football as their first entertainment alternative and think that it's worth averagely the time and money spent. According to the individuals in this group, there are activities to choose first and these activities are more worthy of the money and time spent. Watching games is an alternative but not in a high rank. The expressions of individuals are as follows:

"...I think seasonal tickets are expensive. It's more reasonable to watch in cafes. I feel like it's worth it. But it also depends on the situation of the team. If you feel happy, you don't think much about money..."

"...If there's no other activity, I watch games. If there are more enjoyable things, I don't prefer games. It's not more entertaining than many things. I think it doesn't entertain most people, it gives stress..."

Cultural factors

Individuals argue that it is a culture to watch games with a community. Participants indicated that this is what they learned in their childhood, and that's why it is so today. People's views on the subject are as follows:

"...We've have been always watching games in coffee houses since my childhood. It's a habit now. It gives me joy and excitement.

I've been feeling this way since childhood and I've never changed the way I watch games..."

"...It's a cultural learning. In Trabzon, the activity in my family wasn't going to the theatre, cinema etc. We watched games out. It's usual that fathers take children to the stadium but we didn't. I don't know if it's about money or security issues. We have the coffee house culture ...."

Personal factors

Considering personal characteristics, it is noteworthy that individuals in this group like the crowd and are communication-oriented. Communicating with the community and living in that crowd is an element that people in the group often emphasize. Excerpts from quotes are as follows:

"...We share something altogether. I love that crowd. Of course, it's a group with tolerance. fans of rival teams are there too. Actually, it's strange that you can watch the game together. The stadium is also crowded but that crowd is not that sincere.

"...We watch games together, all in all. Then we sit there and talk, have long conversations. We share the moment. Talking about football also makes me happy..."

Motivational factors

The participants are happy to be able to choose a new option for each game, rather than having just two options, home, and stadium. Sometimes they watch the game where they are a regular guest but they are happy to be able to make changes according to the people with whom they are going to watch the game or according to their experiences. Example explanations can be seen as follows.

"...Because I and my wife like to socialize and breath that atmosphere. We watch games at good quality places where we feel safe. If we don't like a place, we try a new one. Home is boring..."

"...If I go with my family, I choose safer places. If I go with my friends, I choose places in which we can have conversations more comfortable. When I'm alone, I choose crowded places. I have many options..."

Environmental factors

People in this group perceive watching games as an activity to do usually with a community. Here, it is also important to do something with other individuals in the community. If the place where the game is watched is a cafe, it is preferable to spend time with friends, or it is important to meet new people there, to socialize. People express this with these words:

"...If I'll meet friends, I make a plan to watch the game. So that I can spend time with friends while watching the game. If I'll watch it by myself, I goout and watch the game while eating. I guess I can't watch a game 90 minutes fully concentrated..."

"...I play backgammon with friends in the coffee house and at the same time, I watch the game. I used to watch games carefully but I don't watch alone anymore. Now I do something while watching games. I don't like to be at home because there's nothing much to do..."

Watching games with a community is not seen as a planned social activity like going to the stadium but it is expressed that they get socialized with people in the environment. People prefer to share something with that community. The participants, who stated that they gather together with people they don't know or barely know, explain their pleasure in these ways:

"...It's more delightful to experience that enthusiasm with a community. The atmosphere of the game is better, you can focus on the game better. And a smaller place is sincerer..."

"...I like to spend time with people in that café. People leave the stadium after the game. We stay in the café for a while after the game and talk about it. Sometimes there are people I know, sometimes there are not. But the atmosphere is the same..."

Decision not to Watch Games

Within the scope of the research, not only the different forms of the game watching decision but also the decision of not watching games were examined. In addition to the individuals' personalities and perceptions of entertainment values, as shown in Figure 5, elements such as the pursuit of justice, the perception of quality and the pursuit of freedom in football, team failure, and the imbalance of the country's economy and football economy have been identified.

Figure 5: *Influencing Factors on Decision of Not Watching Games*

Economic factors

Participants in this group, categorize the entertainment value of football as low. They do not see it as an alternative to watch games but also think that watching a game doesn't compensate a material or spiritual effort. Here, only the exception of watching national games is encountered. Individuals may watch national games, even if they do not watch any game in the league. Here are the responses of people specific to entertainment value:

"...Watching series is the most enjoyable thing to me, it's more practical and entertaining than football. If I'd go to the stadium and watch a game at an expensive seat, spend money and time, I think it wouldn't worth it. There has to be an exception, like a national game..."

"...to me, football means nothing more than playing it with my nephew on the field in our neighborhood. I prefer watching movies, having conversations with my friends and family or reading books instead.

Another emphasis of the individuals who don't watch games, is the imbalance between country economy and football economy. They argue that the money spent on football in a developing country is quite unnecessary. Participants, who are observed to be very sensitive in this regard, refuse to be a part of it and watch games to grow the football economy. Participants who believe that spending money to watch games is contributing to it, states that they are uncomfortable in the following ways:

"...I don't and won't watch games because our economy is small but big money is spent on football. There is also big money spent on football

in Europe too, but they have big economies. It's unnecessary here. Players talk about everything that is none of their businesses just because they earn a lot of money. This is not the spirit of sports..."

"...Money is spent unnecessarily. I think this sector grew up because of advertisements. What about the country? Why would I be a part of it? I have a certain income, it's nonsense to reserve a share of it..."

Personal factors

When the personalities of those who do not watch games are taken into consideration, lack of sense of belonging, being logical and not being loyal stand out. People don't have these features against football and can't follow games. Examined in various subcategories, the characteristics of the individuals stand out as follows:

"...I don't have the sense of belonging. I can't dedicate myself to a team. Especially if there are injustices, there is no entertainment value. Then why should I watch it?"

"...I'm logical. That's why, when I see an effortless team, my logic doesn't let me watch games even though I'm very attached to my team emotionally..."

"...I see hostile communications, and I hate that. What football became doesn't make any sense. I think if one thinks about it, he won't follow football..."

"...People are very loyal, there is loyalty in football. But the games are played once a week, not like once a month etc. I can't keep track of it..."

Motivational factors

The search for justice in football is one of the issues that individuals who do not watch games emphasize. The fans who think that there are injustices in football with various reasons, either quit watching games or never watched at all. Participants' views on the subject are as follows:

"...There shouldn't be injustices in sports. Presidents, federations, politics involving football, fights between fans are things that piss me off and drive me not to watch games."

"...After a game, I don't want to think if it was a setup or not. That's just sports! I don't want to watch a theater. If it isn't fair, I'm not into that sport..."

The quality of the team and the game played is another factor that keeps people from watching games. People stress that they do not want to spend time for a low-quality activity. A strong game, good moves, good saves, an exciting event from start to finish are people's expectations. However, they do not think that games contain these and therefore they do not watch them. The quotes of people are as follows:

"...The quality of the league is getting lower. My team, Galatasaray, has been going bad for the last 2-3 seasons. It's not just about failure, the game isn't enjoyable. Why should I spend time for it?"

"...I don't follow other leagues as well, but at least they have a good quality football. They play it well. You don't see an effort in our league. I don't know why football in our country isn't good. But it's not exciting..."

Participants think that there is no state of freedom in football and there are interventions from outside somehow. Individuals who think that teams and players are under pressure, claim that games are far from being sports activities in this respect. It is stated that when teams encounter with pressures from various people, institutions or situations, they will not succeed and this is very dominant in our country. Participants state the situation as follows:

"...I don't think that players and teams are free. They are under pressure. You can see it when a player isn't even running. I don't know if there's game fixing or not but I can tell that teams are not free enough to think only about football..."

"...The president of the club appears on TV, he talks and talks... If I were a player, I couldn't play too. Too much pressure. I can't stand those Tv shows..."

Team failure is an important reason for people why not to watch games. Here, the answers of people who watched games for a period draw attention. These participants emphasize that they quit watching games because of their teams' failure, not the dynamics of football. In this section where team-centered responses are intensified, the points that people emphasize are as follows:

"...It has lost its meaning when Galatasaray went bad. Without cups, a team is unsuccessful. I think it makes no sense to follow other teams if you no longer have interest in your own team..."

"...It is related to the success of the team. This year my team was bad for example, that value decreased for us. But we were good at basketball, we looked forward to games. It was very delightful, we enjoyed a lot. Especially in football, the success of the team is very important..."

Discussion

In the scope of the study, in-depth interviews were conducted with 20 people, and this number was found to be sufficient because of the repeated replies from the respondents and the sample did not need to be expanded. As a result of the findings of the 20 interviews, different elements were revealed which are effective on the watchers and

non-watchers' decisions to watch games or not. As mentioned above, these individuals have different characteristic features, different perceptions of entertainment value and different motivating factors.

The most important contribution of the study is classifying decisions of people regarding watching games in the stadium, at home, with a community, and not watching. Different perceptions and decisions of these people provide diffent consumption patterns and these were hold within a framework including economic, social, cultural, personal, motivational, and environmental factors highlighted by the respondents in this study. According to the research findings, all main themes except social and cultural factors were observed on people who watch games in the stadium, all themes except cultural factors were seen for the group of "wathing games at home", all themes except social were encountered in the category of "watching games with a community", and only economic, personal, and motivational factors were found for people who do not watch games. Details about highlited factors mentioned by the respondents of each category were presented below:

Economic factors

Consumers' spending and purchasing behaviors are affected by economic factors (Kotler and Armstrong, 2010). These factors may also affect their perceptions about the price and value of a product or service. The situation is likely to be the case for the football sector as well. According to the results of this study, individuals have different perceptions among groups (watching in the stadium, at home, with a community, and not watching) towards the entertainment value of football. These results also provide evidence to the extant literature by presenting another classification and extending the current findings (Zillmann et al., 1989; Wann et a., 2001; Funk et al., 2004; Trail et al., 2008; Wann et al., 2008). Zillmann et al. (1989), for instance, holds entertainment value as one of the most important factors to participate in sports activities. The results of the present study support the importance of entertainment value for watching games, by adding it a special category, "watching games in the stadium". For other categories, new strategies can be developed to icrease entertainment value of games and attract people. Besides, the results of the present study support the approach of values created by sporting events, representing the value of excitement and the value of entertainment (Funk et al., 2004). A parallel approach was observed in the present research except the category of "not watching games". For this category, another economic factor occurred. The respondents in this category think that there is an imbalance between country's economy and football economy. They support that money spent on football is more than necessary in this country. This approach is also an evidence to the importance of economic factors for watching games, but from a negative perspective.

Social factors

Another focus affecting consumers' decision making, social factors, also revealed in people's decisions to watch football games. The effect of family represents one of the affective factors in decision-making of people who prefer to watch games at home, in the present study. Results in this direction make a new contribution for the importance of "family effect" (Wann et al., 2001; Mahony et al.,2002; Trail and James, 2008; Wann et al., 2008) by supporting it with a special categorization, "watching at home". In this regard, positioning the football games as a family activity which is both entertaining and comprehensive, will be a beneficial strategy for the sector to attract people especially this category.

Cultural factors

Cultural factors play also an important role in consumer decision-making and in this context, it can be seen that watching games with a community represents a cultural event for the Turkish society. Considering games as an entertainment product, the findings show that consuming it has always been something that children grow up with in this country. The study also shows that this factor is especially seen for the group of "watching games with a community".

Personal factors

Personal factors including the chracteristics of consumer are also very important for both general consumption patterns of individuals (Keller and Kotler, 2016) and sports consumption specifically (Wann et al., 1999; Dietz-Uhler et al., 2000; MacLardie, 2002; James and Ridinger, 2002; Funk et al., 2004). Unlike the current literature (Wann et al., 1999; Dietz-Uhler et al., 2000; MacLardie, 2002; James and Ridinger, 2002; Funk et al., 2004), there is not a sharp distinction between gender and interest. Within the scope of the research, a difference was not observed, although a woman was selected for each group for a better representation of the population. Although there are individuals with different interest ratings in each group, a direct distinction was not seen in motivations and decisions to watch games.

In addition to gender effect, the present study also provides special personal characteristics for each category. These are emotionality, wondering, responsibility, passion, integrating football with life for the group "wathing games in stadium", seeking comfort and being thriftier for the group of "wathing games at home", loving the crowd and having strong communication skilss fot the category "watching games with a community", and not having the sense of belonging, being logical,

not being loyal for "not wathing games" category.

Motivational factors

Existing motivating factors in the lieature to follow sporting events were also observed through the interviews in this study such as entertainment, seeking success, escape, economic reasons, eustress/drama, family, representative success, loyalty, social interaction (Sloan et al., 1989; Trail and James, 2001; Mahony et al.). Moreover, additional information are also provided about on which channel individuals with these factors follow games, such as wathing in the stadium, at home, with a community, and not watching. For instance, escape represents a prominent factor in all these factors (Wann et al., 2001; Trail and James, 2001; Trail et al., 2003; Funk et al., 2004) and the results of the study highlight it's importance for the category of "wathing games in stadium" especially. Furthermore, , a variety of other factors are frequently encountered as mentioned above

When football is regarded as a team sport, highlighted factors like eustress, belonging to a group, entertainment and family motivations which reveal in team sports (Wann et al., 2008) were also observed by the present study. When this sport is categorized as an aggressive sport, arising economic reasons, eustress, being in a group, and entertainment factors were verified (Wann et al., 2008) and the present study also supports this approach since the football games can be seen as an aggressive sport activity and such factors were also revealed through in-depth interviews in this study.

Identification with the team appears to be a behavior especially observed in individuals following games in the stadium. These people feel a connection between themselves and the team and try to support their team with a sense of responsibility (Wann et al., 2001; Trail et al., 2003). It can be seen that they go to games to support their teams and there is a positive relationship between the need to support and watching rate.

Environmental factors

One of the external factors, environmental factors, include the entire environment outside the individual (Kotler and Armstrong, 2010) and for sporting events, the "atmosphere", representing the climate in place of an event, can be hold as an environmental factor in his study. The atmosphere shows environmental conditions of the sports event and these conditions have also an effect on decision-making of spectators (Wakefield and Wann, 2006). This is more observable for the group "watching games in stadium" in this study. The respondents in this group see the stadiums as a place where they can socialize and experience a different and special thing. Extant literature also

highlihts the importance of venue-related factors (Trail et al., 2008), but they attract more attention to physical things in stadiums like toilet, sitting, clean saloon, professionalism of staff and parking etc. Our findings, hovever, indicate more the emotional states of people and emotional outputs of them like being together with other spectators in the stadium atmosphere and the happiness created by that atmosphere. Moreover, people who prefer to watch games with a community also find the atmosphere important and they see the places where they watch games as a tool for socializing, representing one of the affective factors to attend sports events (Trail et al., 2003; funk et al., 2004). For the group of "watching games at home", on the other hand, it was seen that comfort seeking is a factor which can be seen as an environmental condition. People in this group argue that their homes are more comfortable and they feel more comfortable in that atmosphere.

Conclusion

In the team sports sector, representing a business environment (Suckow, 2008) in which big expenditures were made, highlighted factors by this study that are effective in individuals' decisions, should be focused on. In such an environment, both consumers' and potential consumers' decisions and even decision making processes should be paid attention to. With appropriate consumer-focused strategies and marketing activities, it is possible to reach sports consumers successfully and provide various benefits both to them and the sector. In this regard, creating value for both sides will be a significant benefit for the football sector as most marketing strategist support the importance of customer value (Lai, 1995).

In addition to the favorable implications of the research, there is a limitation, using a convenience sample. The sample that consists of only supporters of four major teams in the country can be reproduced in future research. Even though supporters of these four teams were used equally to ensure the representation of the population, the research can be extended to the followers of other teams, even teams in worldwide major leagues or minor leagues in the world. Spectators of these teams can have different characteristics. Moreover, further researches can be conducted with a cross-cultural approach while handling spectators of teams from different categories and different cultures.

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