

Study on Motives of University Students for Watching Sport Events (Sırnak Province Case Study)

Hanifi ÜZÜM¹, Hasan OSMANOĞLU², Güçlü ÖZEN³,
Ercan POLAT⁴, Uğur SÖNMEZOĞLU⁵

¹Abant İzzet Baysal University, School of Physical Education and Sport, Bolu, 14280, TURKEY,

²Şırnak University, Şırnak, 73000, Turkey,

³Abant İzzet Baysal University, School of Physical Education and Sport, Bolu, 14280, TURKEY,

⁴Usak University, Faculty of Sports Sciences, 64200, Turkey,

⁵Abant İzzet Baysal University, School of Physical Education and Sport, Bolu, 14280, TURKEY,

hanifiuzum@mynet.com, osmanoglu1980@gmail.com, guclu1234@yahoo.com, ercihanpolat@hotmail.com,
ugursonmezoglu@ibu.edu.tr

Abstract

This case study has been conducted to determine the factors influencing motives of university students in Sırnak on watching sport events. The sampling group includes 73 females and 107 males, totally 180 students.

External motivations scale for sport spectators (EMSSS) and internal motivations scale for sport spectators (IMSSS) developed by Polat and Yalçın (2014) were used as a data collection tool for this study. (EMSSS) consists of totally 34 articles and 9 sub-dimensions, which are defined as *Social Sharing, Popularity and Actuality, Family Bonds, Promotion and Media, Ethics, Opportunities for Betting, Knowledge, Cultural Development, and Esthetic Values* (IMSSS) consists of 40 articles and 7 sub-dimensions, which are described as *National Sentiments, Passion for the Sport, Quality and Sense of Competition, Fanship, Regional Loyalty, Success and Level of Skill, Relaxation and Reducing Stress*.

T-test, Pearson's correlation analysis and one-way analysis of variance test were applied for the analysis of survey data. According to the survey findings; it is possible to say that factors such as gender, active sportsmanship, the most watched sport branch, age, the amount of expenses for watching competitions etc. can influence motives for watching sport events.

Key words: Sports spectator, internal motives, external motives, sport events

Üniversite Öğrencilerinin Spor Müsabakalarını Seyretme Gdülerinin İncelenmesi: (Şırnak İli Örneği)

Özet

Bu araştırma, Şırnak ilinde yaşayan üniversite öğrencilerinin spor müsabakalarını seyretme güdülerini etkileyen faktörleri belirlemek amacı ile yapılmıştır. Araştırmanın örneklem grubu, 73 kadın ve 107 erkek olmak üzere n= 180 öğrenciden oluşmuştur.

Çalışmada veri toplama aracı olarak, Polat ve Yalçın (2014) tarafından geliştirilen Spor seyircileri için Dışsal Güdü Ölçeği (SSİDGÖ) ve Spor Seyircileri İçin içsel Güdü Ölçeği (SSİİGÖ) kullanılmıştır. SSİDGÖ toplam 34 madde ve 9 alt boyuttan oluşmaktadır. Bu alt boyutlar *sosyal paylaşım, popülerite ve güncellik, aile bağları, tanıtım ve medya etkisi, etik değerler, bahis imkanları, oyun bilgisi, kültürel gelişim ve estetik değerler* olarak tanımlanmıştır. SSİİGÖ ise toplam 40 madde ve 7 alt boyuttan oluşmuştur. Bu alt boyutlar ise *milli duygular, spor tutkusu, kalite ve rekabet duygusu, taraftarlık, yerel bağlılık, başarı ve beceri düzeyi ile rahatlama ve stresten uzaklaşma* olarak ifade edilmiştir.

Araştırma verilerinin çözümlenmesinde t testi, Pearson Korelasyon analizi ve tek yönlü varyans analizi testi uygulanmıştır. Araştırma bulgularına göre; cinsiyet, aktif sporculuk durumu, en çok seyredilen spor branşı, yaş, spor müsabakalarını seyretmek için yapılan harcama miktarı gibi değişkenlerin spor müsabakalarını seyretme güdülerini etkilediği söylenebilir.

Anahtar Kelimeler: Spor Seyircisi, İçsel Gdüler, Dışsal Gdüler, Spor Müsabakaları

1. Introduction

People from birth to death have to resolve both material and spiritual needs in order to survive. Therefore, they perform various efforts based on their current situation, physical and mental conditions in order to satisfy their needs (Torlak, 2000). Today's enterprises also have to develop accurate production and marketing strategies by becoming more familiar with the needs and expectations of their consumers in order to survive in the market. Consumers determine sales volumes and profit rates with their purchasing rates. Thus, consumer motives and behaviors play an important role on the economic value of the companies (Assael, 1992). Consumer is defined as the person, institute and organizations with money to spend and willingness to spend (Mucuk, 2001). Since consumer is the one who is in the target market of an organization having the right to accept or reject the marketing components presented, she / he has risen to a position as the main determinant of the market-oriented activities of a company (Özmen, 2007). Consumer is the most difficult and most complex element of the marketing system. One of the reasons is the difficulties in measurement and evaluation of human behavior, the other reason is that human behavior is influenced by both internal and external factors (İslamoğlu, 2003).

Purchasing behaviors emerge by the influence of both consumer's needs, motives, learning process, perceptions, attitudes and beliefs (internal) and culture, social class, reference group and family (external) that exist in the society a person lives in. Additionally, branding activities of companies substantially affect and lead these behaviors (Varinli and Çakır, 1999).

The main factor underlying the behaviors is motive. Motivation is the process behaving to provide satisfaction for people to meet their various needs or lead them towards a certain goal (Eren, 1993). Considering the concept of sport consumers, motivation, an important notion to explain consumer behaviors, is defined as a group or a person that purchase and use sports or a sport product directly or indirectly. Sport consumer who is characterized as the final consumer of the sport product obtained, can be evaluated in four categories: *consumer of sport products* (equipments, clothes, magazines etc that are all related to sports), *consumer of sport services* (the one watching or participating into sport activities), *sports participants and volunteers* (the ones supporting sport activities) and *sport supporters* (audiences, followers by radio or television) (Funk, 2008; Smith, 2008).

Sport audiences/fans are one of the most crucial consumer groups in the sport industry. Individuals watching a sport event and dedicating time to watch sport in their spare time are defined as sport audiences (Trail et al. 2000). However, Guttman (1986) defined a sport audience as anyone who watches a sport event in place (live) or via visual media such as film or television.

Another issue concerning passively consumption of sport is Fanship. Saloon /sports field differentiates sports audience and fan based on their degree of dedication to their own team and players (Trail and James, 2001). For this reason, fans are organized sports consumers. In research on the level of Fanship, fans have been divided into various categories. For instance, in a conceptual research done by Sutton et al (1997), Fanship was divided into three groups as low, medium and high whereas "temporary fans, local fans, loyal fans, fanatical fans and bad functional fans" concepts were used in another identification (Argan and Katircı, 2002).

Many sports organization are carried out in Turkey and all over the world. Of course, in such organizations with the aim of fun, the main purpose is always to reach the more consumers

/audiences. However, in our country, it is generally complained that this kind of organizations take low level of interest and unable to achieve sufficient consumer mass. Considering that the marketing concept is a consumer-focused structure, it is highly crucial that every sales person should know to whom his/her product appeals, whatever the product is. Thus, the reason of positive and negative attitudes of the target audiences can easily be determined. In the light of these explanations, revealing clearly the factors (motives) that influence purchasing behavior of sports consumers (audiences) can provide significant benefits for planning the upcoming sports events as well as increasing the intensity of consumption in these events (Polat, 2013).

Moving from this point, this study was done to determine the relations and differences among the existing variables by putting out the factors (motives) that influence the university students' sport consumption behaviors.

2. Methodology

This survey was conducted with one of the general screening method called cross sectional approach and relational screening model. The sampling group was 73 females and 107 males $n=180$ students studying at Sırnak University in the fall semester 2013-2014. External motivations scale for sport spectators (EMSSS) and internal motivations scale for sport spectators (IMSSS) developed by Polat and Yalçın (2014) were used as a data collection tool for this study. External motivations scale for sport spectators (EMSSS) consists of totally 34 questions and 9 sub-dimensions, which are defined as *Social Sharing, Popularity and Actuality, Family Bonds, Promotion and Media, Ethics, Opportunities for Betting, Knowledge, Cultural Development, and Esthetic Values* Alpha reliability coefficient of extrinsic motivation scale was found as $\alpha=0.92$. Internal motivations scale for sport spectators (IMSSS) consists of 40 questions and 7 sub-dimensions, which are described as *National Sentiments, Passion for the Sports, Quality and Sense of Competition, Fanship, Regional Loyalty, Success and Level of Skill, Relaxation and Reducing Stress* Alpha reliability coefficient of intrinsic motivation scale was found as $\alpha= 0.96$. As a result of the reliability analysis of the scales done for this study, Alpha reliability coefficient of intrinsic motivation scale was found as $\alpha= 0.94$ whereas it was $\alpha=0.89$ for extrinsic motivation scale.

For the analysis of data, the arithmetic mean and standard deviation values were primarily calculated. The relationship between “age and personal expenses variables” and “the intrinsic and extrinsic motivation scale” were examined by Pearson correlation analysis. The difference between factors like “gender, actively engaging in sports, sports branch they are in favor & they love most” and “the intrinsic and extrinsic motivation scale” were examined by T-test (paired sample T test). The difference between variables such as “the location students live in, the frequency of watching sport competitions and doing sports” and “the intrinsic and extrinsic motivation scale” were examined by one-way variance analysis (ANOVA) test.

3. Findings

In this section, research findings are given in tables.

Table 1. Comparison of gender of the participants with sub-dimensions of external motivation scales.

	Gender	n	\bar{x}	S	sd	t	p
Social sharing	Female	73	4,01	1,72	178	-3,08	0,02
	Male	107	4,91	2,05			
Ethics	Female	73	3,44	1,69	178	-2,55	0,01
	Male	107	4,08	1,60			
Knowledge	Female	73	4,52	1,90	178	-2,11	0,02
	Male	107	5,07	1,57			

Once Table 1 analyzed, statistically significant difference between the sub-dimensions of gender and Social sharing ($t = -3,08$; $p = 0,02$), Ethics ($t = -2,55$; $p = 0,01$) and Knowledge ($t = -2,11$; $p = 0,02$) has been defined in favor of males.

Table 2. Comparison of gender of the participants with sub-dimensions of internal motivation scales.

	Gender	n	\bar{x}	S	sd	t	p
Regional Loyalty	Female	73	3,72	1,94	178	-2,28	0,02
	Male	107	4,58	2,80			
Success and Level of Skill	Female	73	4,83	1,81	178	-2,09	0,03
	Male	107	5,37	1,59			
Sports passion	Female	73	3,94	1,79	178	2,41	0,00
	Male	107	5,04	4,41			

Once Table 2 analyzed, statistically significant differences between the sub-dimensions of Regional Loyalty ($t = -2,28$; $p = 0,23$), Success and Level of Skill ($t = -2,09$; $p = 0,37$) and Sport Passion ($t = 2,41$; $p = 0,00$) have been defined in favor of males.

Table 3. T-test results between active sportsmanship status of participants and (EMSSS) sub-dimensions.

	Active Sportsmanship	n	\bar{x}	S	sd	t	p
Social sharing	Yes	116	4.94	1,96	178	3,72	0,00
	No	64	3.83	1,78			
Family bonds	Yes	116	4,17	1,78	178	2,23	0,02
	No	64	3,53	1,86			
Knowledge	Yes	116	5,15	1,59	178	3,28	0,01
	No	64	4,29	1,84			
Cultural development	Yes	116	4,88	1,60	178	2,53	0,01
	No	64	4,26	1,52			

Once Table 3 analyzed, statistically significant differences between the sub-dimensions of Social sharing ($t= 3,72$; $p= 0,00$), Family bonds ($t=2,23$; $p=0,27$), Knowledge ($t=3,28$; $p=0,01$) and Cultural Development have been found in favor of participants actively engaged in sports.

Table 4. T-test results between active sportsmanship status of participants and (IMSSS) sub-dimensions.

	Active Sportsmanship	n	\bar{x}	S	sd	t	p
National Sentiments	Yes	116	4,71,	2,21	178	2,30	0,02
	No	64	3,99	1,60			
Sports passion	Yes	116	5,06	1,64	178	5,18	0,00
	No	64	3,76	1,53			
Quality and Sense of Competition	Yes	116	5,51	1,48	178	3,34	0,01
	No	64	4,68	1,79			
Fanship	Yes	116	5,35	1,58	178	3,22	0,02
	No	64	4,51	1,81			
Regional Loyalty	Yes	116	4,54	2,75	178	2,25	0,02
	No	64	3,67	1,93			
Success and skill level	Yes	116	5,49	1,54	178	3,67	0,00
	No	64	4,55	1,82			
Relaxation and Reducing Stress	Yes	116	5,61	1,54	178	4,92	0,00
	No	64	4,36	1,78			

In Table 4, statistically significant differences between the sub-dimensions of Sports Passion ($t=5,18$; $p=0,00$), Quality and Sense of Competition ($t=3,34$; $p=0,01$), Fanship ($t=3,22$; $p=0,02$), Success and Level of Skill ($t=3,67$; $p=0,00$), Relaxation and Reducing Stress ($t=4,92$; $p=0,00$) have been found in favor of participants actively engaged in sports.

Table 5. T-test results between the most watched sports branch and (EMSSS) sub-dimensions

	Sport branch	n	\bar{x}	S	sd	t	p
Social sharing	Football	131	4,77	2,01	178	2,59	0,01
	Others	49	3,93	1,73			
Popularity and Actuality	Football	131	5,19	1,55	178	3,63	0,00
	Others	49	4,20	1,79			
Family bonds	Football	131	4,09	1,78	178	1,84	0,06
	Others	49	3,53	1,93			
Promotion and Media	Football	131	4,22	1,43	178	2,32	0,02
	Others	49	3,53	2,47			
Ethics	Football	131	4,15	1,50	178	4,55	0,00
	Others	49	2,94	1,77			
Knowledge	Football	131	5,09	1,58	178	3,26	0,01
	Others	49	4,17	1,95			
Cultural development	Football	131	4,82	1,59	178	2,18	0,03
	Others	49	4,24	1,53			
Aesthetic values	Football	131	4,85	1,83	178	3,61	0,00
	Others	49	3,71	2,03			

In table 5, no significant difference has been found in Family bonds whereas statistically significant differences have been defined between the sub-dimensions of Social sharing ($t = -2,59$; $p = 0,01$), Popularity and Actuality ($t = 3,63$; $p = 0,00$), Promotion and Media ($t = 2,32$; $p = 0,02$) Ethics ($t = -4,55$; $p = 0,00$), Knowledge ($t = 3,26$; $p = 0,01$) Aesthetic Values ($t = 2,18$; $p = 0,03$), and Cultural Development ($t = 3,61$; $p = 0,00$) in favor of football branch.

Table 6. T-test results between the most watched sport branch of participants and (IMSSS) sub-dimensions

	Sports branch	n	\bar{x}	S	sd	t	p
National Sentiments	Football	131	4,71	2,13	178	2,75	0,06
	Others	49	3,78	1,59			
Sport passion	Football	131	4,85	1,63	178	3,31	0,01
	Others	49	3,92	1,77			
Quality and Sense of Competition	Football	131	5,40	1,56	178	2,46	0,01
	Others	49	4,73	1,76			
Fanship	Football	131	5,34	1,57	178	3,90	0,00
	Others	49	4,26	1,83			
Regional Loyalty	Football	131	4,56	2,70	178	2,86	0,05
	Others	49	3,37	2,71			
Success and Level of Skill	Football	131	5,36	1,61	178	2,73	0,07
	Others	49	4,60	1,83			
Relaxation and Reducing Stress	Football	131	5,41	1,63	178	3,15	0,02
	Others	49	4,52	1,86			

In table 6, no significant difference has been found in National Sentiments, Regional Loyalty and Success and Level of Skill whereas statistically significant differences have been defined between the sub-dimensions of Sport Passion ($t= 3,31$; $p= 0,01$), Quality and Sense of Competition ($t= 2,46$; $p= 0,01$), Fanship ($t= 3,90$; $p= 0,00$), Relaxation and Reducing Stress ($t= 3,15$; $p= 0,02$) in favor of football branch among the most watched sport branch of participants and other branches.

Table 7. Relationship values between the age variable of participants and (EMSSS) sub-dimensions

	Age		
	n	r	p
Social sharing	180	0,05	0,48
Popularity and Actuality	180	0,00	0,99
Family bonds	180	0,01	0,88
Promotion and Media	180	0,03	0,69
Ethics	180	0,00	0,94
Opportunities for Betting	180	0,01	0,87
Knowledge	180	-0,06	0,69
Cultural development	180	-0,16*	0,02
Aesthetic values	180	0,00	0,93

Once Table 7 analyzed, a significant negative correlation between the age variable and cultural development sub-dimension ($r=-0,16$; $p= 0,02$) was found whereas there was no significant relationship detected between the age variables and other sub-dimensions.

Table 8. Relationship values between the audience expenses of participants and (EMSSS) sub-dimensions

	Audience Expenses		
	n	r	p
Social sharing	180	0,09	0,22
Popularity and Actuality	180	0,11	0,14
Family bonds	180	0,13	0,06
Promotion and Media	180	0,06	0,39
Ethics	180	0,08	0,24
Opportunities for Betting	180	0,09	0,21
Knowledge	180	0,17*	0,02
Cultural development	180	0,14*	0,04
Aesthetic values	180	-0,22*	0,03

Once Table 8 analyzed, a significant negative correlation between audience expenses and Aesthetic Values sub-dimensions ($r=-0,22$; $p= 0,02$) was found whereas a significant positive correlation was detected between audience expenses variables and Knowledge ($r=-0,17$; $p= 0,02$) and Cultural Development ($r=-0,14$; $p= 0,04$) sub-dimensions.

Table 9. Relationship values between the audience expenses of participants and (IMSSS) sub-dimensions

	Audience Expenses		
	n	r	p
National Sentiments	180	0,23**	0,00
Sport passion	180	0,19**	0,00
Quality and Sense of Competition	180	0,13	0,07
Fanship	180	0,07	0,29
Regional Loyalty	180	0,26**	0,00
Success and Level of Skill	180	0,16*	0,02
Relaxation and Reducing Stress	180	0,08	0,08

In Table 9, there was a significant positive correlation was identified between audience expenses variable and National Sentiments ($r=-0,23$; $p= 0,00$), Sport Passion ($r=-0,19$; $p= 0,00$), Regional Loyalty ($r=-0,26$; $p= 0,00$) and Success and Level of Skill ($r=-0,16$; $p= 0,02$) sub-dimensions.

4. Conclusion

Statistically significant differences between gender and the sub-dimensions of Social sharing, Ethics and Knowledge (EMSSS) were detected in favor of males (Table 1). Again, statistically significant differences between gender and the sub-dimensions of Regional Loyalty, Success and Level of Skill and Sport Passion (IMSSS) were found in favor of (Table 2). The findings obtained reveal that males hold more motives in the forefront than females in order to watch sports events.

Similarly, surveys conducted by Arıkan (2000) and Salman (2008) show that there is a significant bond exist between gender and sport audience emphasizing that sports watching rate of males is higher than females. As a result, considering the research findings and literature data, gender is one of the various factors that steers the purchasing behavior (Mucuk, 1997; Mullin, Hardy and Sutton, 2007; Tek, 1999) and also gender is apparently influential on sports consumption motives. It is considered that the reason of why males are more frequently affected by many motivational factors than females can be derived from the fact that males are engaged in sports more intensively. When it comes to females, the reason why females accept sports events as a good tool for spending time together with their family is arising from their gender roles since it is highlighted also by experts that females have important responsibilities to ensure the happiness and togetherness of the family (Günay and Bener, 2011). Therefore, due to sexual roles of females, it can be said that it is a natural process for females to use the common consumption areas like sport events in order to integrate their families.

According to T-test results between active sportsmanship status of audiences and (EMSSS) sub-dimensions such as Social Sharing, Family Bonds, Knowledge and Cultural Development, statistically significant differences have been found in favor of the ones actively engaged in sports (Table 3). Similarly, according to T-test results between active sportsmanship status of audiences and (IMSSS) sub-dimensions such as sport passion, Quality and Sense of Competition, Fanship, Success and Level of Skill, Relaxation and Reducing Stress, statistically significant differences have been found in favor of the ones actively engaged in sports whereas there was no significant difference found in sub-dimensions of Regional Loyalty and National Sentiments (Table 4).

Among various studies on this subject, Arıkan and Göktaş (2004) in their study on sport spectators in different sport branches have emphasized that sports watching level of the ones who were/are actively engaged in sports is considerably higher. In another study conducted by Gençay (2004) on sport Fanship of university students, it is highlighted that sport watching level of fans with a sportsmanship history has a higher level of interest in sports. Furthermore, they support their teams more and their identification level is more intensive than other fans.

Once evaluated in general, both extrinsic and intrinsic motives of spectators actively engaged in sports are noticeably more intense than the ones who have never done any sports before. Indeed, the data of literature also indicates that interest level of the audience actively engaged in sports is stronger than the others. The reason for this can be that individuals engaged actively in sport have spent long time with sport activities and have learnt every aspect of sport by internalizing it. Additionally, it is resulted that watching rates of this kind of audiences with strong watching motives has been noticeably rising. In parallel of this idea, Shank (2005) in his various researches on audiences and participants in US stated that 84-87% of golf audiences and 81% of basketball audiences are also active participants of these sports. This result explains the differences in motives of spectators who are actively engaged in sports and who not.

According to the results of T-test between the most watched sport branch of participants and (EMSSS) sub-dimensions, there was no significant dimension found in Family Bonds whereas a statistically significant difference in sub-dimensions of Social Sharing, Popularity and Actuality, Promotion and Media, Ethics, Knowledge and Cultural Development was defined in favor of the football spectators (Table 5).

Considering the T-test results between the most watched sport branch of participants and (IMSSS) sub-dimensions, no significant difference was found in National Sentiments, Regional Loyalty and Success and Level of Skill whereas a statistically significant difference in sub-dimensions of Sport Passion, Quality and Sense of Competition, Fanship and Relaxation and Reducing Stress was identified in favor of football as the most watched sport branch of participants (Table 6).

Among the researches on sport branches and watching motives, the research done by Arıkan (2000) on wrestling, football and basketball audiences has evaluated the typology of the audiences and it is seen that the audiences of wrestling is more impartial however football audiences have higher fanatical level of Fanship than other sport branches. Researches indicate that the reasons pushing audiences to watch differentiate based on the sport branches. Similar results can also be observed in this study. Fanship and sport passion have stand out for football audiences however Promotion and media and cultural development have emerged as a different reason in other sport branches. Since football has a stronger effect in our country

than other branches, it provides the concepts like supporting a football team and love of the sports etc to be much more foreground in terms of audiences. Nevertheless, it is possible to show various researches as a sample saying that the sports branches other than football have less chance to appear in the media (Çendek and Özbek, 2010; Özsoy et al., 2008; Öztürk, İnce, Zulkadiroğlu and Şahin, 1996). Therefore, it is considered that the promotion of many sport events other than football is quite insufficient and once the promotion of such kind of sport branches is done efficiently, the awareness level of audiences will become more impressed.

A negative relationship between the age variable of participants and cultural development as a (EMSSS) sub-dimension was found at low level (Table 7). Literature data on consumer behavior and the age variable contain many sources emphasizing that age variable as one of the personal characteristics has extensive effects on purchasing behavior of individuals (Mucuk, 1997; Tek, 1999). Studies on sport consumer behaviors and sport spectators highlights that age variable is generally impressive on consumption behaviors of individuals (Mehus, 2005; or, 2008; Salman 2008; Wann, Schrader ve Wilson, 1999). Among the researchers Wann, Schrader and Wilson (1999) have mentioned about the negative correlation emerged during their researches on sport consumers and they have asserted that the lower the age of individuals is, the higher their sport consumption motives are. Mehus (2005) in his research on individuals watching ski-jumping and football events in Norway has revealed that age is especially effective on sociability motives. Beside the international literature data, similar results have been argued in national studies. Salman (2008) has emphasized that generally the age ranges have impact on motivation level of fans and this impact comes to the front especially in motives of having enjoyable time with friends, success and drama. Again once other studies examined, it is seen that there are relations and differences between age and fan satisfaction (Or, 2008), age and identification levels of fans, fair play and understanding of violence (Baş, 2008; Turgut, 2006). In the light of the explanations above, it is determined that the age of individuals has influence on consumption trends and this information has been supported by lots of researches.

In this study, there were any relations found between age variable and extrinsic motive scale dimension whereas a weak correlation has been found only between Relaxation and Reducing Stress sub-dimensions at intrinsic motive scale. It is supposed that the reason why generally there was no significant relation found among sub-dimensions is derived from the research group selected since the participants were university students at similar age groups instead of the sports spectators at different age groups. Thus, this study has brought out the view that the narrow age range and a similar adulthood and training process of participants in this study have eliminated the differentiation between them. Indeed, according to their study on sports media consumption of university students in 21-25 age range studying at sport management faculty in US, Gibson and Drane (2006) stated that the age variable has no impact on consumption habits. As noted, the research group of this study is also at similar age and adulthood level.

A negative correlation between audience expenditure and esthetical values sub-dimension of (EMSSS) was detected whereas a positive correlation between Knowledge and Cultural Development sub-dimensions was identified (Table 8). There was a significant positive correlation detected between the variable of audience expenditure and National Sentiments, Sport Passion, Regional Loyalty, Success and Level of Skill sub-dimensions of (IMSSS) (Table 9).

Lopez and Garate (2012) conducting research on participating in sports and spending on sports have examined the determining factors for sports audiences in Spain to participate in amateur and professional sport competitions. The researchers found a positive relation between professional sport branches and income level, and they stated that individuals with upper-middle income level and high-level have higher rates of participation in the professional sports. Professional sports branches are the indicators showing that individuals spend money to watch sports events since they have to pay to watch those kind of events. Indeed, researchers have defined a positive correlation between the level of spending money to participate in sports and audience motives. Similarly, in research done by Wann and Branscombe (1993) on the identification of fans, it is stated that the individuals with higher identification rate with their teams have higher frequency of watching their team and the related sport events. At the same time, it is reported that these individuals spend lots of money for their teams and the related sport branch.

Similar results have been acquired between the findings of this research and other research results. Like the study conducted by Wann and Branscombe (1993) on the identification of fans, this study also says that individuals spend money for sport in order to get satisfied as long as the reasons impelling them to watch sports. Again it is seen that the behavior of individuals on spending money for sports has been affected more by intrinsic motives.

Consequently, according to the findings of this study, it is possible to say that in Sirnak University male students watch sport events more than female students. Moreover, it is concluded that the ones who are actively engaged in sports watch sport events more than the ones who are not and generally football branch is much more preferred than other branches. It is observed that once the university students become older, their sport event watching rate decreases. Additionally, it can be said that the amount of expenditure to watch sport events is affected by sub-dimensions such as National Sentiments, Success and Level of Skill, Regional Loyalty, Knowledge and Cultural Development.

REFERENCES

- Argan M, Katırcı H (2002). Spor pazarlaması. Ankara, Nobel Yayın Dağıtım.
- Arıkan A N (2000). Farklı branşlardaki spor seyircilerinin sosyo-kültürel profili ve izleyicilik durumları üzerine bir araştırma. Doktora Tezi, Ankara, Gazi Üniversitesi, Sağlık Bilimleri Enstitüsü.
- Arıkan A N, Göktaş Z (2004). Farklı branşlardaki spor seyircilerinin sporculuk durumlarına ilişkin özellikleri, Spor Bilimleri Dergisi, 7(12): 1 – 15.
- Assael H (1992). Consumer behavior & marketing action. 4th Ed. Boston, PWS–KENT Publishing Company.
- Baş M (2008). Futbolda taraftar ve takım özdeşleşmesi (Trabzonspor örneği), Doktora Tezi, Ankara, Gazi Üniversitesi, Sağlık Bilimleri Enstitüsü.
- Çendek C, Özbek O (2010). Ulusal günlük gazetelerde sporun yer alışı. Niğde Üniversitesi Beden Eğitimi ve Spor Bilimleri Dergisi, 4(1): 27 – 36.
- Funk D C (2008). Consumer behavior in sport and events: marketing action. Oxford: Elsevier.
- Eren E (1993). Yönetim psikolojisi. 4. Baskı, İstanbul, Beta Basım Yayım Dağıtım.
- Gibson A K, Drane D (2006). Gender, age, and race as predictors of sports viewing behavior of sport management undergraduates. The Sport Journal, 9(2): 1 – 8.
- Gençay S (2004). Üniversite öğrencilerinin spor taraftarlığıyla ilgili bir araştırma. Doktora Tezi, Ankara, Gazi Üniversitesi, Sağlık Bilimleri Enstitüsü.
- Gutmann A (1986). Sport spectators. New York, Columbia University Pres.
- Günay G, Bener O (2011). Kadınların toplumsal cinsiyet rolleri çerçevesinde aile içi yaşamı algılama biçimleri, Türkiye Sosyal Araştırmalar Dergisi, TSA, 15(3): 157 – 171.
- İslamoğlu A H (2003). Tüketici davranışı. İstanbul, Beta Basım Yayım Dağıtım.
- Lopez F L, Lopez A O, Garate M R (2012). Sports spectatorship in Spain: Attendance and consumption. European Sport Management Quarterly, 12(3): 265 – 289.
- Mucuk İ (1997). Pazarlama ilkeleri ve örnek olaylar, 7. Basım. İstanbul, Türkmen Kitabevi.
- Mehus I (2005). Sociability and excitement motives of spectators attending entertainment sport events: spectators of soccer and ski-jumping. Journal of Sport Behavior, 28(4): 333 – 350.
- Mullin B J, Hardy S, Sutton W A (2007). Sport marketing, 3th. Ed. Illinois, Human Kinetics.
- Or E M (2008). Spor kulüplerinde taraftar memnuniyeti: üç büyük spor kulübüne ilişkin bir araştırma. Doktora Tezi, İstanbul, İstanbul Üniversitesi, Sosyal Bilimler Enstitüsü.
- Özsoy S, Polat E, Güzel P, Gürer B, Çifçi S, Atalı L (2008). Günlük gazetelerde sporun yer alışı. 10. Uluslararası Spor Bilimleri Kongresi, Bolu, Türkiye 23 – 25 Ekim.
- Öztürk F, İnce G, Zulkadiroğlu Z, Şahin M (1996). Günlük gazetelerde sporun yer alışı. Spor Bilimleri Dergisi, 7(2): 24 – 32.
- Özmen R (2007). Tüketici Hakları Mevzuatı. Ankara, Seçkin Yayıncılık.

- Polat E (2013). Spor seyircilerinin spor müsabakalarını seyretme sebeplerinin incelenmesi: Üniversite öğrencileri örneği. Doktora Tezi, Bolu, Abant İzzet Baysal Üniversitesi Sosyal Bilimler Enstitüsü.
- Polat E, Yalçın H B (2014). Spor seyircileri için dışsal güdü ölçeği ve spor seyircileri için içsel güdü ölçeği geçerlik ve güvenilirlik çalışması. *International Journal of Human Sciences*, 11(1), 105-127. doi: 10.14687/ijhs.v11i1.2693
- Shank M D (2005). *Sport marketing: A strategic perspective*. 3rd. Ed. New Jersey, Prentice Hall Inc.
- Smith A C T (2008). *Introduction to sport marketing*. Oxford, Elsevier.
- Sutton W A, McDonald M A, Milne G R, Cimperman J (1997). Creating and fostering fan identification in professional sports. *Sports Marketing Quarterly*, 6(1), 15-22.
- Tek Ö B (1999). *Pazarlama ilkeleri; Türkiye uygulamaları global yönetsel yaklaşım*. 8. Baskı, İstanbul, Beta Basım Yayım Dağıtım.
- Torlak Ö, Altunışık R, Özdemir Ş (2004). *Modern pazarlama*. İstanbul, Değişim Yayıncılık
- Trail G T James J D (2001). The motivation scale for sport consumption: Assessment of the scales psychometric properties. *Journal of Sport Behavior*, 24(1), 108-127.
- Trail G T, James J D, Fink I S A (2000). Theoretical model of sport spectator consumption behavior. *International Journal of Sport Management*, 1(3), 154-180.
- Turgut M (2006). Fenerbahçe spor kulübü örgütlü taraftarlarının taraftarlık anlayışları üzerine bir araştırma. Doktora Tezi, Ankara, Gazi Üniversitesi, Sağlık Bilimleri Enstitüsü.
- Varinli İ, Çakır E (1999). Tüketicilerin Satın Alma Davranışlarını Etkileyen Faktörler ve Çamaşır Deterjanı Üzerine Bir Uygulama”, *Erciyes Üniversitesi İ.İ.B.F. Dergisi*, Sayı 14: 92-111.
- Wann D L, Branscombe N R (1993). Sport fans: measuring degree of identification with their team. *International Journal of Sport Psychology*, 24, 1-17.
- Wann D L, Schrader M P, Wilson A M (1999). Sport fan motivation questionnaire validation, comparisons by sport, and relationship to athletic motivation. *Journal of Sport Behavior*, 22(1): 114 – 129.