Effect of public relations activities conducted in professional football clubs on fan satisfaction

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Abstract

This study was conducted in an attempt to examine effect of public relations activities conducted in professional football clubs on fan satisfaction. In this study, survey model was employed to uncover current situation. The research sample was composed of a total of 699 fans (n_{male}=535 and n_{female}=164) including 200 Fenerbahçe fans (n_{male}=179 and n_{female}=21), 100 Beşiktaş Fans (n_{male}=2 and n_{female}=98), 201 Galatasaray Fans (n_{male}=178 and n_{female}=23) and 198 Gençlerbirliği Fans (n_{male}=176 and n_{female}=22), who were selected with random sampling method from football teams played in Super Toto Super League at Turkey Football Federation 2011-2012 Football Season. "Fan Satisfaction Scale of Public Relations Activities" consisting of a total of 25 items and 5 sub-dimensions (recognition-identification, social responsibility, service activity, corporate governance and sportive activity) was developed in an effort to serve the purpose of the study. Research data were collected using developed relevant scale and "Personnel Information Form". In analyzing the data, necessary statistical analyses were carried out in accordance with the rules needed to be followed in the development process. Mann-Whitney U Test and Kruskal-Wallis One-Way Analysis of Variance have been used, respectively, for pairwise comparisons and multiple comparisons since all sub-dimensions were not shown normal distribution after test of normality performing for sub-dimensions of the scale that had provided its validity and reliability. Mann-Whitney U Test was employed to determine this difference arising from which groups in the cases where statistically significant difference was found in consequence of Kruskal–Wallis one-way analysis of variance in multiple comparisons. α=0.05 was chosen for level of significance in the study. As a result of the study, it was determined that, on the one hand, team fans were "satisfied with" the dimensions "recognition-identification, service activity, corporate governance and sports activity" of Public Relations Activities performed by football clubs which they support, on the other hand, they were "neither satisfied nor dissatisfied with" the dimension "social responsibility", namely, levels of their satisfaction were lower than those of other dimensions. It was determined that, on the one hand, the fans participated in the research differed significantly in the sub-dimension "sportive activity" of Fan Satisfaction Scale of Public Relations Activities according to the variable "gender", on the other hand, they did not differ significantly in other sub-dimensions according to the variable "gender". It was determined that the fans taken part in the research differed significantly in all the sub-dimensions of Fan Satisfaction Scale of Public Relations Activities according to the variables "age, educational level and marital status". It was determined that, on the one hand, the fans involved in the research differed significantly in the sub-dimensions "social responsibility, service activity and corporate governance" of Fan Satisfaction Scale of Public Relations Activities according to the variable "level of income", on the other hand, they did not differ significantly in other sub-dimensions according to the variable "level of income".

Keywords: Fan satisfaction, football, public relations.

INTRODUCTION

Football is in the position of a professional occupation open to developments each passing day, a scientific research subject, an exciting show for spectators and a commercial activity reaching extraordinary dimensions in five continents in terms of sociology. Football having a place cannot be underrated in societal development shows a structure can be called important on sectorial basis. In spite of all those developments, it is related to football management to improve such a potential balanced and adopt it in order to be able to make football a branch of sports everybody can actively participate in (4).

The fact that the quality of show of football becomes an industrial quality during the process makes it a commercial branch of activity. This qualitative change and development led to the emergence of a new constitution we can call industrial football with the wind originated from globalization by creating its own economy. Sports clubs function as an economic organization within this constitution. Sports clubs, one of the primary sources generating goods or services relating to football, head towards the understanding of professional management more than the understanding of amateur management as one of the necessities of industrialization (25). Increasing industrial value of football increases the impact of capital on the game but entails a business organization company structure can surmount (5).

The success in establishing and developing healthy and true relation with public by enterprises, creating positive impressions on public about institution, continuing interaction between institution and public based on common interests, putting the culture of organization in order and organization's adaptation into changing conditions is substantially associated with efforts of public relations (18).

Fans are the masses supporting sports clubs' sportive activities materially and spiritually, buying clubs' services by paying a certain price, going national and foreign away matches to support their clubs in spite of every kind of difficulty and constituting main market of clubs (20).

Today, sports clubs face the necessity for being active within an appropriate structure for contemporary principles of management to increase revenue item and have a big fan mass. The contact made with environments in and out of the club represents a significant point within this structure as a result of public relations activities. From this respect, the effort sport clubs make for communication activities constituting a significant part of public relations matters (42).

In light of this information, the research is done in order to provide that professional football clubs aiming at successfully sustaining their activities sportively and financially in the industry of sports can use effectively use public relations activities to achieve their goals and to review effect of public relations activities on fan satisfaction.

MATERIAL & METHOD

Research Model

In this descriptive research including the fans of Beşiktaş, Galatasaray, Fenerbahçe and Gençlerbirliği in the 2011-2012 Football Season of the Super Toto Super League chosen by the method of random sampling, the survey model aiming at revealing current situation is used.

Population and Sample

Population of the research is composed of the fans watching the matches of Beşiktaş, Galatasaray, Fenerbahçe and Gençlerbirliği in the 2011-2012 Football Season of Turkish Football Federation. Sample of the research is composed of the following with the method of random sampling from this population in the 2011-2012 Football Season of Turkish Football Federation: Fenerbahçe's fans in the match played between Fenerbahçe and Gençlerbirliği in 29th week of the league on 3 March 2012 ($n_{male}=179$, $n_{female}=21$), Beşiktaş's fans in the match played between Beşiktaş and Trabzonspor in 29th week of the league on 4 March 2012 ($n_{male}=2$, $n_{female}=98$), Galatasaray's fans in the match played between Galatasaray and Gençlerbirliği in 30th week of the league on 10 March 2012 ($n_{male}=178$, $n_{female}=23$), Gençlerbirliği's fans in the match played between Gençlerbirliği and Trabzonspor in 31st week of the league on 16 March 2012 ($n_{male}=176$, $n_{female}=22$), totally 699 fans ($n_{male}=535$, $n_{female}=164$). All the parties participate in the research voluntarily.

Data Collection Tools

Necessary data to achieve the determined goals in the research is collected by Personal Info Form and "the Fan Satisfaction Scale of Public Relations Activities" developed by the researcher.

Analysis of Data

First of all, validity and reliability studies of the scale developed within the research are done in the direction of conclusion of the pilot study on 124 people of the fan group in the match played between Gençlerbirliği and Ordusport in 15th week of the Super Toto Super League on 11 March 2011 in the phase of analysis of data. Factor analysis is made to determine structure validity of the scales. In the first phase of factor analysis, Kaiser-Meyer-Olkin (KMO) and Bartlett's Distance Tests are performed. Then, eigen values of sub dimensions in the scales, their corresponding variance ratios and percent values with sum are determined by the method of Varimax

Rotated. Sub dimensions every one of item gets based on factor loads are found. 12 items out of factors in the determined sample or having a load value below 0.40 are taken out of the scale. In addition, the relations among sub dimensions within the structure validity are determined and commentated by the technique of Spearman Brown's Rank Correlation (r) coefficient. After structure validity of the tests is determined, reliability analysis is performed. At that point, reliability based on internal consistency is more used as base. Cronbach Alpha internal consistency coefficient is found based on the variance of every one of items of the scales. Then, items' reliability is determined by the method of item remainder.

While point averages belonging to the factors of the "Fan Satisfaction Scale of Public Relations Activities" are dependent variables of the research, genders, ages, levels of education and income and marital status of fans are independent variables of the research. Frequency and percentage distributions describing personal characteristics of fans composing of the sample group are calculated before the phase of analysis.

Fan satisfaction levels from "Recognition-identification", "social responsibility", "service", "corporate governance" and "sportive" activities are determined by calculating arithmetical averages and standard deviations of answers for the scale in second phase of the research. Then, it is tested by the tests of Kolmogorov-Smirnov and Shapiro-Wilk

whether point averages obtained from sub dimensions of the "Fan Satisfaction Scale of Public Relations Activities" show normal distribution or not. As a result of these tests, it is seen that the data doesn't show normal distribution and sub dimensions of the "Fan Satisfaction Scale of Public Relations Activities" are examined by independent variables about sub problems and nonparametric tests. Mann-Whitney U Test and Kruskal-Wallis Variance Analysis are used for paired and multiple comparisons, respectively. In case there is a significant difference as a result of Kruskal Wallis Variance Analysis in multiple comparisons, Mann Whitney U Test is applied to determine among which groups this difference is originated from. Data obtained is analyzed on the SPSS (Statistical Package For Social Scientists for Windows Release 18.0) programme on computer, its significance is tested on a level of 0,05, the other level of significance is determined separately and results are shown as tables as suitable for the purpose of the research.

RESULTS

Info belonging to demographic characteristics (gender, age, levels of education and income, marital status) of the teams of Beşiktaş, Fenerbahçe, Galatasaray and Gençlerbirliği is given in Table 1.

As seen from Table 1 and Figure 1, totally 699 fans [28.6% (n=200) Fenerbahçe, 14.3% (n=100) Beşiktaş, 28.8% (n=201) Galatasaray and 28.3% (n=198) Gençlerbirliği] participate in the research.

Table 1. Demographic Characteristics of Football Fans.

| Variables	Subcategories	Team Fans									
		n	%	n	%	n	%	n	%	n	%
Gender	Male	179	89.5	2	2.0	178	88.6	176	88.9	535	76.5
	Female	21	10.5	98	98.0	23	11.4	22	11.1	164	23.5
Age	16-25 years	65	32.5	32	32.0	95	47.3	57	28.8	249	35.5
	26-35 years	65	32.5	45	45.0	73	36.2	69	34.8	252	36.1
	36-45 years	46	23.0	15	15.0	13	6.5	32	16.2	106	15.2
	46-55 years	17	8.5	8	8.0	17	8.5	23	11.6	65	9.3
	56 years and over it	7	3.5	32	32.0	3	1.5	17	8.6	27	3.9
Education	Primary school	4	2.0	11	11.0	4	2.0	13	6.6	32	4.6
	Secondary school	12	6.0	3	3.0	10	5.0	12	6.1	37	5.3
	High school	79	39.5	26	26.0	64	31.8	45	22.7	214	30.6
	University	91	45.5	54	54.0	116	57.7	116	58.5	377	53.9
	Master degree	14	7.0	6	6.0	7	3.5	12	6.1	39	5.6
Income	500 TL and below it	50	25.0	52	52.0	76	37.8	73	36.9	251	35.9
	501-1000 TL	33	16.5	7	7.0	33	16.4	24	12.1	97	13.9
	1001-2000 TL	38	19.0	14	14.0	48	23.9	54	27.3	154	22.0
	2001-3000 TL	45	22.5	20	20.0	25	12.4	35	17.6	125	17.9
	3001 TL and over it	34	17.0	7	7.0	19	9.5	12	6.1	72	10.3
Marital Status	Married	101	50.5	41	41.0	67	33.3	101	51.0	310	44.3
	Single	99	49.5	59	59.0	134	66.7	97	49.0	389	55.7
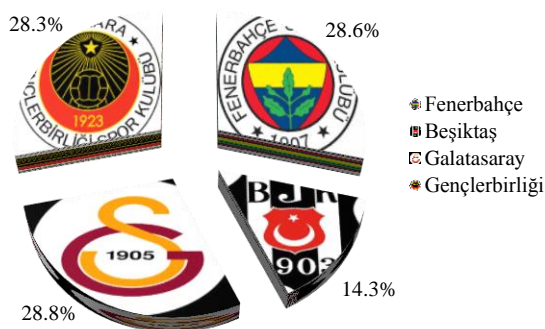
Figure 1. Percentage and Frequency Distributions of Fans with respect to the variable of "Team"

Findings Belonging to the Fan Satisfaction Scale of Public Relations Activities

As a result of the reviewed literature, items to be in the scale are tried to be composed by considering factors determinedly affecting service satisfaction positively or negatively in the end of public relations activities. Considering those points, scale development process is started with the aim of presenting the levels of fan satisfaction perceived in public relations activities in football clubs.

The quality of service and satisfaction scales developed in different fields of service with the aim of being able to provide validity from corporate perspective are reviewed and it is attempted that general quality and dimensions of the variable of satisfaction are determined by meeting with specialists and parties. A pool of expressions (items) intended for measuring effect of public relations activities on fan satisfaction in professional football clubs is prepared within the scope of meetings and review of the literature concerning service satisfaction and fan satisfaction with public relations activities in particular in the end of public relations activities. Dimensions of satisfaction perceived in public relations are designed by receiving specialists' opinions and by including 5 basic characteristics. "Recognition-identification", "social responsibility", "service activity", "corporate governance" and "sportive activity" are determined as factors thought to be measured within the scale. With the aim of determining the convenience of developed scale items for dimensions of the "fan satisfaction scale of public relations activities", 3 specialist academic members (1 Associate Professor and 2 Assistant Associate Professors) help about the subject and question items of the scale developed as 44 items totally are checked by this group of specialists. The scale is decreased to 37 items totally

by taking 7 out of 44 items out with the justification of inconvenience for the dimensions in the direction of opinions of the group of specialists. Five point likert scale is used in all dimensions in the developed scale (1=Never satisfied, 2=Not satisfied, 3=Neither satisfied nor unsatisfied, 4=Satisfied, 5=Very satisfied). The fact that item averages are higher in all dimensions in the developed scale indicates the participants are very satisfied with these dimensions.

Within the scope of the study of validity and reliability, the scale is applied as pilot study on totally 124 people of fan group of Gençlerbirliği in the match played between Gençlerbirliği and Orduspor in 15th week of the Super Toto Super League in the 2011-2012 Football Season of Turkish Football Federation on 11 March 2011. The scale applied on the Gençlerbirliği's fans is analyzed in terms of average variance, validity and reliability tests and "item discrimination forces" (level of satisfaction measured by an item) and 12 items whose item-scale correlations aren't high, don't take part in any factors in the determined sample or have a load value below 0,40 are taken out of the scale. The "fan satisfaction scale of public relations activities" composed of 37 items is decreased to 25 items by taking those items out and exposed to expressive factor analyze on the remaining items.

Before structure validity of the scale is begun to be researched, it is tested whether the data is sufficient for this analysis or not. The data's convenience for factor analysis is provided by reviewing correlation matrix, Bartlett Distance Test, sufficiency of the study group and Initial Common Values. According to Büyüköztürk (2007), convenience of the data for factor analysis can be reviewed by KMO coefficient and Barlett Sphericity test (15). The fact that KMO is above 0.80 and Barlett test is significant suggests that the data is suitable for factor analysis.

Accordingly, it is presented that the items are highly correlated with each other when correlation matrix of the data is reviewed. Consequently, it is determined that the data is appropriate for factor analysis from correlation matrix. The hypothesis that Bartlett Distance Test is similar or not similar to correlation matrix is tested and this hypothesis is refused at the level of $P<0.05$ (Table 2). This result suggests that there is a correlation between items of the "fan satisfaction scale of public relations activities" and the data is appropriate for factor

analysis. Proficiency measure of the sample is determined by the Kaiser-Meyer-Olkin (KMO) Test and the value of KMO is found as 0.942. This value indicates proficiency of the data for factor analysis.

After it is determined that the data is convenient for factor analysis, factor analysis of basic components made by the method of "varimax rotated" is used to determine significant compound items and how many factors are chosen.

In the end of factor analysis, items of the "fan satisfaction scale of public relations activities" are collected under 5 factors. Eigen value of first factor is 4,424 and constitutes 17,695% of the total variance,

eigen value of second factor is 4,071 and constitutes 16,283% of the total variance, eigen value of third factor is 3.128 and constitutes 12.510% of the total variance, eigen value of fourth factor is 2.761 and constitutes 11.043% of the total variance, eigen value of fifth factor is 2.043 and constitutes 8.175% of the total variance. The "fan satisfaction scale of public relations activities" with 5 factors expresses 65.705% of total variance of the measured variable (Table 3). According to this result, it is seen that a majority of total variance in the items and variance about the scale are expressed among the factors emerging in sub dimension analyses constituting first component as recommended by Büyüköztürk (15).

Table 2. Results of KMO and Bartlett Distance Test of the "Fan Satisfaction Scale of Public Relations Activities"

Fan Satisfaction Scale of Public Relations Activities		
Kaiser-Meyer-Olkin Sample Proficiency Measure		0.942
Bartlett Distance Test	Approximate 'Chi-square'	10348.29
	Degree of Freedom	300
	Significance	0.000

Table 3. Sub dimension distributions and factor loads of items, Cronbach Alpha values determined in sub dimension and recognition of factors in the "fan satisfaction scale of public relations activities"

ITEMS	1	2	3	4	5
Recognition-Identification (α=0.904)					
Item 1	0.820				
Item 2	0.803				
Item 3	0.799				
Item 4	0.744				
Item 6	0.621				
Item 5	0.589				
Item 7	0.551				
Social Responsibility (α=0.872)					
Item 14		0.725			
Item 16		0.715			
Item 13		0.714			
Item 17		0.689			
Item 15		0.571			
Item 8		0.528			
Service Activity (α=0.834)					
Item 31			0.738		
Item 33			0.712		
Item 32			0.702		
Item 34			0.690		
Item 30			0.621		
Corporate Governance (α=0.852)					
Item 26				0.756	
Item 25				0.741	
Item 27				0.659	
Item 28				0.591	
Sportive Activity (α=0.721)					
Item 11					0.848
Item 10					0.752
Item 12					0.421
Total eigen values of factors	4.424	4.071	3.128	2.761	2.043
Variance expression rates (%)	17.695	16.283	12.510	11.043	8.173

Total variance expression rate= 65.705%; Cronbach Alpha=0.945

Table 4. Factors of the "fan satisfaction scale of public relations activities" and question numbers constituting these factors.

Factor Names	Question numbers included by Factors
Factor of Recognition-Identification (7 items)	1, 2, 3, 4, 5, 6, 7
Factor of Social Responsibility (6 items)	8, 9, 10, 11, 12, 13
Factor of Service Activity (5 items)	14, 15, 16, 17, 18
Factor of Corporate Governance (4 items)	19, 20, 21, 22
Factor of Sportive Activity (3 items)	23, 24, 25

Table 5. Correlations between sub dimension of the "fan satisfaction scale of public relations activities".

	Recognition-Identification	Social Responsibility	Service Activity	Corporate Governance	Sportive Activity
Recognition-identification	-	0.658*	0.528*	0.608*	0.513*
Social Responsibility		-	0.623*	0.682*	0.606*
Service Activity			-	0.634*	0.488*
Corporate Governance				-	0.558*
Sportive Activity					-

∗ It is significant on the level of P<0.01

It is chosen that the criteria of items' loads on factors is at least 0.40 in this study. Within this criteria, the "fan satisfaction scale of public relations activities" is loaded on 25 items and 5 factors totally (Table 3).

General Cronbach Alpha reliability coefficient calculated for the "Fan Satisfaction Scale of Public Relations Activity" is founded as 0.945, reliability coefficients calculated for every one of factors of the scale are respectively 0.904 for recognition and identification, 0.872 for social responsibility, 0.834 for service activity, 0.852 for corporate governance and 0.721 for sportive activity. These results suggest that all factors have a very high reliability.

Factors obtained from the scale whose structure validity is completed: They are named as the following, Factor 1: Recognition-identification, Factor 2: Social responsibility, Factor 3: Service activity, Factor 4: Corporate governance and Factor 5: Sportive activity. It is shown as the survey list in Table 4 which items every factor is composed of.

One of the most important characteristics determining validity of a newly developed scale is that correlation coefficients calculated between total points of all sub dimensions are mean and give significant result statistically (24). Because of this justification, correlations between sub dimensions of the "Fan Satisfaction Scale of Public Relations Activities" are calculated by the method of Spearman Brown's Rank Correlation (r) coefficient within the scope of the research and shown in Table 5.

As seen in Table 5, there are positive correlations on a significant level as the following: (r=0.658; P<0.01) between the sub dimensions of recognition-identification and social responsibility; (r=0.528; P<0.01) between the sub dimensions of recognition-identification and service activity; (r=0.608; P<0.01) between the sub dimension of recognition-identification and corporate governance; (r=0.513; P<0.01) between the sub dimensions of recognition-identification and sportive activity of the scale. There are positive correlations on a significant level as the following: (r=0.623; P<0.01) between the sub dimension of social responsibility and service activity; (r=0.682; P<0.01) between the sub dimensions of social responsibility and corporate governance; (r=0.606; P<0.01) between the sub dimensions of social responsibility and sportive activity of the scale. There are positive correlations on a significant level as the following: (r=0.634; P<0.01) between the sub dimensions of service activity and corporate governance; (r=0.488; P<0.01) between the sub dimensions of service activity and sportive activity and (r=0.558; P<0.01) between the sub dimensions of corporate governance and sportive activity of the scale. According to these results, we can say that another level of satisfaction of a fan whose level of satisfaction with any sub dimension is high is also high.

Results in Table 5 suggest that correlations between total points of all the sub dimensions of the scale are statistically significant on a level of 0.01. However, these correlations are neither as high as very similar to each other significantly nor as low as completely different from each other significantly.

This result is the most important finding proving the validity of "Fan Satisfaction Scale of Public Relations Activities" and showing it measures relatively independent structures concerning satisfactions of subscales.

DISCUSSION

Conclusions of the research conducted to review effect of public relations activities on fan satisfaction in professional football clubs are as the following:

In the first step, scale development is studied in order to achieve the main goal of the research primarily. As presented in the section of method, "fan satisfaction scale of public relations activities" is developed in compliance of the scale development step. "Fan Satisfaction Scale of Public Relations Activities" with five subdimensions corresponds to 65,705% of total variance of the measured variable. In the direction of findings in content analysis, items in the sub dimensions are examined and named "recognition-identification", "social responsibility", "service activity", "corporate governance" and "sportive activity" in accordance with factor contents.

Factor of recognition-identification (7 items); it includes the items intended to determine fans' level of satisfaction with their level of taking part on printed and visual medium of clubs they support, radio and TV operation activity, book-magazine publication activity, fan associations' contribution to introduction of clubs, clubs' activity for their introduction to their fans generally and communication with media.

Factor of social responsibility (6 items); it includes the items intended to determine fans' level of satisfaction with sport museum activities of the clubs they support, aid campaigns supported by clubs, clubs' sensitivity to nature, behaviors and attitudes of cheer leaders towards fans on stands, clubs' activities concerning paralyzed ones and social activities organized by clubs.

Factor of service activity (5 items); it includes the items intended to determine fans' level of satisfaction with stadium cleaning of their clubs, interest and kindness of security guards in them, feeling themselves in safe, canteen and cafeteria services in stadium and sufficiency of direction signs in stadium.

Factor of corporate governance (4 items); it includes the items intended to determine fans' level

of satisfaction with interest and kindness of their club managers and employees in them, the number of professional sportive directors in their clubs and the fact that their clubs are open to innovative and can renew themselves.

Factor of sportive activity (3 items); it includes the items intended to determine fans' level of satisfaction with their clubs' performance in the league, their head coaches and international performance in this season.

The dimensions of recognition-identification and public relations activity correspond to 17.69% of the variance relating to fan satisfaction, the dimension of social responsibility corresponds to 16.28% of the total variance, the dimension of service activity corresponds to 12.51% of the total variance, the dimension of corporate governance corresponds to 11.04% of the total variance and the dimension of sportive activity corresponds to 8.17% of the total variance (Figure 2).
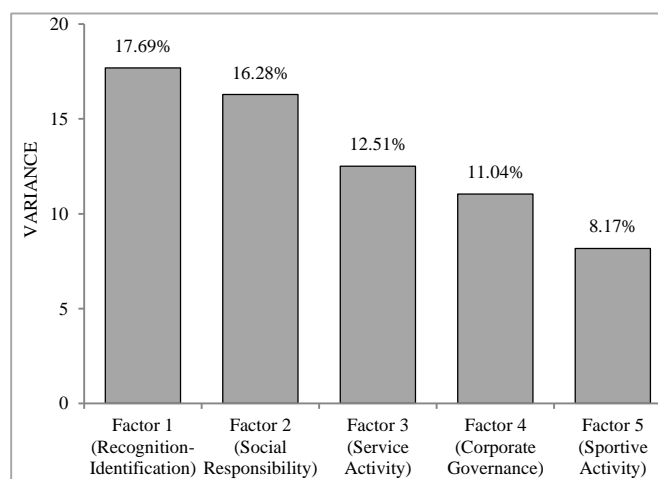

Figure 2. Effect of Sub dimensions of the Fan Satisfaction Scale of Public Relations Activities.

Table 6. Observation frequency and their limit values of "Fan Satisfaction Scale of Public Relations Activities".

Weight	Options	Limit
1	Never satisfied	1.00-1.80
2	Not satisfied	1.81-2.60
3	Neither satisfied nor unsatisfied	2.61-3.40
4	Satisfied	3.41-4.20
5	Very satisfied	4.21-5.00

In order to commentate points fans participating in the research get from sub dimensions of the fan satisfaction scale of public relations activities (Table 6), the formula of Gap width (a) = Series width / Number of group (41) is

used. Accordingly, observation frequency and their limit values are shown in Table 7.

After points belonging to sub dimensions of the scale are collected to commentate with respect to limit values in Table 6, they are divided by the number of items constituting sub dimensions and arithmetic averages suggesting observation frequencies of every one of sub dimensions are calculated. According to these calculations, fans' point averages belonging to factor of recognition-identification, of social responsibility, of service activity, of corporate governance, of sportive active are respectively founded as mean=3.49 (24.47/7=3.49), mean=3.36 (20.20/6=3.36), mean=3.50 (17.51/5=3.50), mean=3.57 (14.28/4=3.57) and mean=3.55 (10.67/3=3.55).

When results obtained with respect to observation frequency and their limit values in Table 6 are evaluated, it is determined that the fans are "satisfied" with "recognition-identification", "service activity", "corporate governance" and "sportive activity", "neither satisfied nor unsatisfied" with the dimension of "social responsibility" so their level of satisfaction is lower with respect to other dimensions. According to this result, we can say that fans' expectations about "recognition-identification", "service activity", "corporate governance" and "sportive activity" are covered by clubs, but their expectations about "social responsibility" is not covered completely.

In the study done by Peltekoğlu & Hürmeriç to examine the five teams (Galatasaray, Fenerbahçe, Beşiktaş, Trabzonspor, Bursaspor) having a title of championship in Turkish football league so far in terms of use of social network and application fields of marketing-public relations, it is noted that "the aforementioned football clubs take advantage of social network advantages and marketing-public relations with such aims as product introduction, sales, marketing and advertisement supports" and "realize social network applications by Facebook and Twitter accounts" (36). Result of the above research can be commentated that the level of presence of clubs on media, level of introduction of clubs to fans and their communication with media are found adequate.

Considering the items intended to determine "fans' levels of satisfaction with their level of taking part on printed and visual medium of clubs they support, radio and TV operation activity, clubs' activities intended to introduce themselves generally

and communication with media", it is possible to say that result of the research is parallel with results of the above research. When the results are evaluated in general, it can be said that fans within the scope of the research are satisfied with recognition-identification activities of professional football clubs they support. The fact that those fans are satisfied with recognition and identification activities indicates that communication between fans and clubs is provided.

It can be said that fans within the scope of the research are satisfied with service activities of professional football clubs. It is thought that candidacy of our country for big organizations (European Football Championship, UEFA Champions League and UEFA Europa League final match etc.) to host and therefore building of modern stadiums in recent years in particular are effective in emergence of this result.

The fact that fans' satisfaction is on a desirable level in terms of service activity composed of the items intended to determine their levels of satisfaction with "stadium cleaning of their clubs, interest and kindness of security guards in them, feeling themselves in safe, canteen and cafeteria services in stadium and sufficiency of direction signs in stadium" is a good approach in terms of professional football clubs. Thus, it is highlighted that "such physical proofs as stadium cleaning, endurance of the seats and readable scoreboard make service touchable and create an impression about club" in the research done by Beech and Chadwick (11). For these reasons, Beech & Chadwick express that "clubs should attach importance these elements" (11). Also, it is expressed that "watching clubs' matches under good conditions is a potential influencing fan satisfaction" in the research done by Sarstedt el at. (37).

In the study underlining significance of the dimension of service done by Öndoğan with a different research group, it is emphasized that quality must be provided in processes and services along with togetherness between library and user to provide user/customer satisfaction in university libraries, the most important element for a university library is user and his satisfaction and the subjects to consider primarily to provide it are library's employees, service and communication with user as well as physical potentiality and university libraries must sensitively apply all the processes being able to catch attention of user/customer, facilitate his work,

ensure his satisfaction while leaving and continue it" (35).

In the research done by Kırdar, the question that the fans think "the most institutionalized club is Fenerbahçe or not" is asked to them and participants in the research express that they agree with this thought most highly with 28.5% (27). In addition, in the research done by Sönmezoğlu & Çoknaz (2014) and named "Institutionalization in Sport Clubs from the perspective of a manager (The Sample of Spor Toto Super League)", it is noted that sport club managers evaluate "institutionalization as a necessary system of management in sport clubs" and it is emphasized that work on institutionalization in sport clubs gains more importance with enlargement of activity fields of sport clubs" (38). Also, in the research done by Kömür and named "Institutionalization Process in Sport Clubs in terms of Public Relations Discipline: The sample of Fenerbahçe Sport Club", it is noted that "the notion enterprises should appeal to is institutionalization (corporate governance)" and "the understanding of individual-based management will be replaced with professional managers and corporate structure with institutionalization" and it is emphasized that institutions will demonstrate a flexible and transparent management towards all around themselves within the understanding of corporate governance" (31). Conclusions of the above researches point out that Fenerbahçe Sport Club is an institutionalizing club and institutionalization is significant for clubs.

We can say that fans within the scope of the research are satisfied with the structure of corporate governance composed of the items intended to determine fans' level of satisfaction with "interest and kindness of their club managers and employees in them, the number of professional sport managers (sportive directors) in their clubs and the fact that their clubs are open to innovative and can renew themselves". Considering the items constituting corporate governance, we can say that the research result is parallel with the above researches' results. Although the fact that the sector of football in our country necessitates short-term goal of success negatively affects sport clubs' work for institutionalization, it can be said fans believe that their professional football clubs sufficiently realize the corporate governance whose significance is underlined in the above researches.

We can say that fans within the scope of the research are satisfied with the dimension of sportive activity composed of the items intended to determine fans' level of satisfaction with "their clubs' performance in the league, their head coaches and international performance in this season". Data of the research was collected from fans in March when the season goes on. We can say that the reason why fans within the scope of the research are satisfied with sportive activities of their professional football clubs is that their clubs continue having chance to achieve their goals in March when the data is collected.

In the research done by Greenwell el at., they note that "spectators have generally information and ideas about basic quality of service before going to stadium to watch matches" but "their perceptions about physical environment and service employees of stadium are formed after going to stadium" (22). It is determined that the perceptions of spectators participating in the study "intended for basic service are higher" in the research done by Gençer (21). It is possible to say that the research result is parallel with the relevant researches' results. Results of the relevant researches suggest that team performance (basic service in other words) is a very important element to increase fan satisfaction. In the research done by Mulin et al., they emphasize that "club manager should make an effort to increase team performance and include better sportsmen and technical staff in team" (33). In light of these studies, when we handle that the fans are satisfied with sportive activities of their professional football clubs, we can say that club managers succeed in constituting and presenting basic quality.

In the research named "Effect of Social Responsibility Projects on Functionality of Public Relations (Case Study)" and done by Koçyiğit (2011), it is concluded that "it shouldn't be ignored that society can be also aware of commercial goals of the corporations organizing social responsibility campaign, is aware of commercial goals of these campaigns as well as societal goals but this awareness doesn't forbid that society can have positive ideas about the corporations and social responsibility campaigns organized by them, public have faith in the corporations organizing social responsibility campaigns and name these corporations as those financially supporting social and cultural activities, allocating time for donations and social affairs intended to protect paralyzed people and getting interested in making society better in general and social responsibility campaigns organized by these corporations are an important

factor to gain fame in public and to develop their images and "public relations activities and social responsibility campaigns have vital importance for the corporations" (28). Also, the importance of social responsibility for corporations is emphasized in the research named "Place and Importance of the Notion of Corporate Social Responsibility in Public Relations" and done by Boztepe (14). Boztepe (14) notes in his research that "such expectations of target masses as behaving legally and ethically, protecting environment, providing social benefit, getting involved in transparent and accountable activities are within the scope of responsibilities of enterprises and enterprises can exist only by covering these expectations" and emphasizes that "corporate social responsibility projects are a significant indicator of the importance attached by enterprises to the approach of corporate social responsibility and enterprises must really adopt this approach and turn it into the corporation philosophy" (14). In the research named "Social Responsibility of Enterprises and Public Relations" and done by Gün, it is noted that "learning about enterprise's activities, policies, goals and long-term plans to achieve them by public in social public relations applications" and "providing the support of social environment and adoption by presenting their contribution to intellectual and actual contributions" and it is underlined that "social responsibility is an indicator of enterprises' respect to people and democracy" (23).

It is possible to say that expectations about social responsibility highlighted constantly in the studies summarized above are completely not covered by professional football clubs fans support within the scope of the research and fans disqualify social responsibility activities of the clubs. Although the importance of social responsibility projects done within the scope of public relations activities in terms of corporations and enterprises is emphasized in the above researches, professional football clubs incorporated quickly today must put a signature to much more projects covering expectations of the fans by considering that the dimension of social responsibility is an important element influencing fan satisfaction. Thus, the fact that most of professional football clubs after the catastrophe resulting in the death of 301 miners because of fire in coal mine in Manisa, Soma in Turkey on 13 May 2014 (1) are with supporting messages for Soma in ceremonies before matches and revenues from the matches are donated to families of those dying in the catastrophe in Soma and to those outliving with the

aim of help (2) contributes to the fans' expectations in this direction to some extent.

In the second step of the research, analyses intended to determine whether the scale developed changes with respect to fans' personal characteristics or not are made and the following results are reached:

In this step, fans' personal characteristics are firstly analyzed and as a result of the analyze, it is concluded that a majority of fans participating in the research are composed of men, have an age average we can call young, their level of education is high, their level of income is low and over half of them is single.

There are lots of studies parallel with our research findings in the relevant body of literature. In the study done by the researchers (7,9,12,19,21,29,30,34,43) on football fans, it is concluded that a majority of fans are composed of men.

Furthermore, in the researches on football fans (3,8,12,13,16,19,21,32,39,40), it is determined that a majority of fans have an age average can called young.

Another research finding supported with studies in the relevant body of literature is that fans' level of education is high. In the studies done by a lot of researchers (6,7,10,12,16,17,19,29,30,32,34,40,43), it is concluded that football fans' level of education is high.

Moreover, in lots of researches on football fans in the relevant body of literature, it is determined that fans' level of income is low (7,8,12,13,16,17,30,32,34,43) and their marital status is mostly single (9,12,13,21,26,32,34).

It is determined that it doesn't create a difference for fans in satisfaction levels to be male or female in the dimensions of "recognition-identification", "social responsibility", "service activity" and "corporate governance" of the fan satisfaction scale of public relations activities and male fans have higher satisfaction level than female fans' in the dimension of "sportive activity".

It is determined that younger fans have higher satisfaction level than older fans' in all the dimensions of the fan satisfaction scale of public relations activities (recognition-identification, social responsibility, service activity, corporate governance and sportive activity). It is seen that the group

between 16 and 25 years has the highest point average and there is a significant differentiation for the benefit of this group in all the dimensions. Results of this research and other researches in the relevant body of literature point out that a majority of fans have an age average can be called young. When results emerging are evaluated in the aggregate, it is judged that those don't keep their football clubs alone in both home and away and support them in spite of all difficult conditions are mostly the fan group can be called younger. The fact that such notions as club identification, emotional commitment, loyalty to team are more intensively experienced expresses that the satisfaction levels are higher.

It is determined that satisfaction level of high-school graduate fans is higher than of other ones in all the dimensions of the fan satisfaction scale of public relations activities (recognition-identification, social responsibility, service activity, corporate governance and sportive activity). When it is considered that the number of those graduating from university and master degree is a lot, it can be said that it gets more difficult to satisfy fans with all dimensions of public relations activities conducted their clubs with increasing level of education of them considering the fact that to be a high-school graduate is not perceived as having a higher level of education.

It is determined that low or high level of income of the fans doesn't make a difference in satisfaction levels in the dimensions of "recognition-identification" and "sportive activity" and satisfaction level of the fans whose level of income is lower is higher than of the fans whose level of income is higher in the dimensions of "social responsibility", "service activity" and "corporate governance" of the fan satisfaction scale of public relations activities. Results of this research and other researches in the relevant body of literature point out that level of income of a majority of the fans are lower. When results emerging are evaluated in the aggregate, it is judged that those don't keep their football clubs alone in both home and away and support them in spite of all difficult conditions are mostly the fan group whose level of income is lower. The fact that club identification is higher in this group expresses that their level of satisfaction with "social responsibility", "service activity" and "corporate governance" is higher. As a result of it, another judgment is that it would get more difficult to satisfy fans with the dimensions of "social

responsibility", "service activity" and "corporate governance" of public relations activities conducted by club with increasing level of income of them.

It is determined that single fans' level of satisfaction is higher than married fans' in all the dimensions of the fan satisfaction scale of public relations activities (recognition-identification, social responsibility, service activity, corporate governance and sportive activity). Results of this research and other researches in the relevant body of literature point out that marital status of fans is mostly single. While it is thought that a lot of reasons can affect this situation, it is thought that the main reason is that single fans can be more get interested in football independently of responsibilities created by marriage and are more specific to the game of football.

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