

A Consumption Tool in Sport: Buying Sport Channel in Digital Television Platforms

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Abstract

The purpose of this study was to determine the behavior of buying sport channel in digital TV platforms. The study group consisted of 151 voluntary bachelor students who were studied in Department of Sport Sciences. In the study, a survey which was developed by the researchers applied to the participants. Descriptive statistics and t-test for independent groups were used as statistical methods to analyze the data. As a result, it was determined that 41.7% of students were buying sport channel in digital TV platforms. Also, there are significant differences between subscription of digital TV platforms and buying sport channel according to their monthly income.

Keywords: Digital, TV, channel, sport, student

Introduction

Through technological improvements, TV's functions and usage getting increase day by day as the cheapest and easy source of news, knowledge and entertainment device (Özsoy, 2014). As a result of development in communication technologies, sport organizations broadcasting from TV and watching by millions or sometimes billions in the world. Every house has been becoming similar to a stadium. And this stadium gives all comfort to the people with unlimited concept (Çetin, 2014). Digitalization is one of the most important developments in communication technologies market. Increasing of digitalization and going up the number of channels audience having better audio and vision with digital codes in satellite, cable and terrestrial broadcasting. Digital broadcasting technology enables converting of one way communication into mutual and interactively. Opportunities of "pay watch" or "pay per view" broadcasting and sharing weather forecast, traffic, sport and stock market news with subscriber customers all the last applications of digital TV broadcasting (Koyuncu, 2017). Principal of digital/encrypted broadcast is paying money for each channel or show (Arık, 2008).

Generally, thematic broadcasting in TV began with sport, news, and music firstly in the world and Turkey and then it has been specialized to private hobby channels in variety (Ankaralığıl, 2003). Sport has abstractly, subjective, effective socialization, unpredictable, unforgettable structure. This structure makes it more effective and using as a product and communication tool. Those factors affected all media sectors and sport publishing, sport specialists, sport shows, radio and TV channels (Altunbaş, 2007). By opening private radio and TV channels, sport products have been marketing as goods and people began to use them when they paid their prices. So broadcasting and watching sport matches in relations of property rights became an important merchandise worth as billions of banknotes (Erdoğan, 2008). As a result of transformation of pay watch match broadcasting to huge money earning organizations, live matches transferring to digital/encrypted channels costs much money. At this point, channels that lose the broadcasting of national league matches prefer to full up their program streaming with Europe leagues' matches (Şeker and Gölcü, 2008).

In Turkey first encrypted TV channel broadcasting had begun in 1993 by CINE5. In the last of 1990's other digital broadcasting platforms like Star Digital and Cine+Digital began their broadcasting but they failed. And in 2000 Digturk has been established. In establishment period Digturk leads the pay watch broadcasting platforms with various concept packages. Especially football matches broadcasting rights (in Lig TV) by different price alternatives and quality technical broadcasting. Out of packages, it answers the audience's requests by "chose, pay and watch" options. In 2007 second digital TV platform D-Smart had been established incorporate of Doğan TV Holding. D-Smart serves digital concept with full HD quality movie and serials, 14 different documentary channels (National Geographic and Discovery groups added), all national channels, 84 HD, totally over 290 channels (Koyuncu, 2017). Surely sport programs always have important effects on weekend broadcast streaming of TV channels (Sullivan, 1991).

In below-listed channels digitally TV broadcasting in Turkey since 2017: Digturk, D-Smart, Türksat, Tele Dünya, Filbox, Tivibu, Netflix, Turkcell TV. Digital TV broadcasting firms also serving their missions in mobile phones, tablets, and computers. But not only TV broadcasting firms also originally internet and mobile firms had been included to digital TV broadcasting area like Vodafone TV, Apple TV, Puhu TV, Blu TV serves TV broadcasting in

mobile phones and tablets. And some of them make possible TV watching in computer, mobile phones, tablets, and also in smart TVs (Koyuncu, 2017).

By specialization in time thematic channels passed to digital cable broadcasting with increasing numbers (Sayılğan, 2014). Nowadays in Turkey TV broadcasting continue in satellite, cable TV, and antenna platforms incorporate of Digiturk and D-Smart. Like Digiturk and D-Smart platforms, cable TV and Turksat satellite channels broadcasting in one subject-thematic channel concept. Sport, news, documentary, serials, cartoons, movie and music channels are the examples of themes. Lig TV is the most important institutional advantage gaining channel for Digiturk. A customer who wants to watch football matches in Leagues has to subscribe Digiturk only for this reason. Also, it serves thematic broadcasting to customers with horse racing channel and national/international sports channels. There are also lower segment sport channels like sport clubs' official TV channels. In Turkey the most thematic channels are in news topic, music and sports following it respectively. The rapidly and continuously changing situations make the news channels ratings and numbers more than the others (Kuyucu, 2015). In August 2016 beIN Media Group bought the Digiturk, "Star of the Sport" Package with 79 TL included all matches of "Spor Toto Super League", Premier League, La Liga, Ligue 1, Euroleague, Turkish Basketball League, NBA, ATP Masters 1000, WTA, Formula 1 and more. Also, this package offers to presenting enjoyable sports programs and watching opportunities in web, cell phones and tablets without any additional fees.

In fact, most fans do not have the chance to go to the venue due to factors like the ticket price, distance, the limited number of seats available or the abovementioned violent behaviors. However, when those fans watch a sports event on TV they do not feel so emotionally connected with the athletes and the fans, as if they were watching it live where the event takes place. And since there are usually much more spectators watching a match through television than at the live venue. First, it is necessary to acknowledge what influences fans' behaviors to watch and support their favorite team and athletes (Centieiro, 2015). Hocking (1982), stated that some individuals watch the matches in their homes with comfortably by technical advantages of TV (like reverse angle and replay) and also don't influence from other audiences (Melton and Galician, 1989). Individuals sometimes burdensome meanings to products and services. For example, desiring of sportive personality could be leaning to buy sports equipment, match tickets or membership of sport center. In this new consuming society and culture, individualization comes into prominence. So, consumers feel to consume for reflecting their character and identity to their neighborhood. In this new consuming style; symbols, meanings, and messages are more important than benefits of product or service. Then consumers could get into a competition of showing how rich, how sportive, how epicurean or how intellectual by products and services. This competition becomes an endless marathon for especially urban consumers. It has not to refrain from a moment to express itself in shops, streets, malls or cinemas. Otherwise, individuals break off from the society that feeling of belonging and fall down to a lower class. Then new consumer society and culture thought like that to individuals (Akyüz, 2015).

In this content, the purpose of the current study was to determine the behavior of buying sport channel in digital TV platforms of students in Department of Sport Sciences.

Method

Participants

Participants of the study consisted of 135 male and 16 female totally 151 students who studied in Department of Sport Sciences in Avrasya University Faculty of Health Sciences in the 2016-2017 academic term.

Instruments

For determining the behavior of buying sport channel in digital TV platforms of students in Department of Sport Sciences a survey was created by the researchers. The first section of the survey consisted of demographic questions for getting personal information about students like gender, age, place of birth, class, parents' educational levels and occupations, economic status etc. The second section of survey consists of questions for determining behaviors of buying sport channel in digital TV platforms.

Data Collection

All permissions had taken for data collection and surveys had applied to students in their free times. Some additional verbal information had given to the students about the study subject and the survey. After applying the surveys availability of them checked out by the researchers and recorded to the statistical program for social sciences (SPSS). After that process statistical analysis had been done.

Findings

After the analysis, it had determined that 71 of participants (47%) has digital TV platforms in their homes and 63 of them (41,7%) brought sports channels. It had also determined that the most important reason to have a digital TV platform is "watching their favorite sport" (31,1%) and football is the most preferred sport (33,1%) all the way. It had determined that there are no significant differences in gender, age, class and buying sport channel tendency. But there are significant differences between subscription of digital TV platforms and buying sports channel according to their monthly income. In table 1, t-test results of monthly income and subscription of digital TV platforms of participants had given.

Table 1. T test results of relation between monthly income and subscription of digital TV platforms

	Subscription of Digital TV platforms	N	\bar{X}	S	T	P
Monthly income	Yes	71	4,239	1,398	2,692	,008
	No	80	3,600	1,506		

P<0.05

Table 1 shows that there's a significant difference between subscription of digital TV platforms (\bar{X} =4,239) and no subscription (\bar{X} =3,600) according to their monthly income. T-test results of relation between participants' monthly income and buying sports channel had given in table 2.

Table 2. T-test results of relation between monthly income and buying sports channel

	Buying sport channel	N	\bar{X}	S	T	P
Monthly income	Yes	63	4,333	1,295	3,112	,002
	No	88	3,590	1,543		

P<0.05

Table 2 shows that there's a significant difference between buying sport channel (\bar{X} =4,333) and not buying (\bar{X} =3,590) according to monthly income.

Discussion and Conclusion

After the analysis for determining the behavior of buying sport channel in digital TV platforms in Department of Sport Sciences, it was determined that nearly half of the participants have digital TV platforms in their homes (47%), also it was determined that ratio of buying sports channel is 41,7%. It was expected the result to students' subscription to sport channels in Department of Sport Science. Prisuta (1979) who evaluate watching sport programs as an important part of socialization applied a survey to 600 high school students determined that watching matches in TV are directly related to participating in sports (Melton and Galician, 1989). Studies about TV watching had determined that "sport" is in the first ranks in preferring lists. In a survey of Turkish Ministry of National Education (2008) students preferring to watching 38,2% sport programs (especially Digitürk 53,6%) at home. Yıldız et al. (2007), applied a survey to 80 undergraduate students (age average $21,92 \pm 2,98$) and determined that after the news and entertainment programs, sport programs had been watching (22%), Bozyiğit (2015) also surveyed undergraduate students and determined that they have watching news, movies, documentaries, giveaway shows, serials and sports programs (Ort. 2,80) respectively. Also, Kuyucu (2015) surveyed most watching thematic channels of 846 young individuals (age average 19,2) and determined that they preferred to watching movies, documentaries, news and sports (13,48%) thematic channels respectively. Again Kuyucu (2016) surveyed TV watching habits of students in foundation universities and determined that male students have watching mostly news and sports channels.

In this study, there's a significant difference between the participants' monthly income and becoming of a subscriber to digital TV platforms. It could be express by consumer behaviors and consumer theories why individuals who have a chance of watching free TV channels and have a good level of monthly income become a subscriber of a digital TV platform. It was also determined that there's a significant difference between participants monthly income and buying sport channel packages. It could be evaluated that this was an expected situation students who educated in Avrasya University (In the North part of Turkey except Istanbul, only Foundation University in Black sea region) in Department of Sport Sciences paid some money for sport channels in digital TV platforms. Gantz (1981) who studied sport programs watching motivation on TV determined four basic reasons in various sports (baseball, football, hockey, and tennis). These are; 1) Excitement in winning, 2) Relaxing, 3) Learning, 4) Time spending. Excitement in winning factor answering identification needs of

active male fans and being success needs. Females prefer sports matches on TV as a result of last factor “time spending” (Melton and Galician, 1989).

As a result, it could be said that nearly half of participants who related to sports have digital TV platforms in their homes (47%) and they also buy sports channels nearly half ratio (41,7%). It was also determined that there are significant differences between participants’ monthly income and digital TV platforms subscription and buying sport channels. The study group consisted of one university. So, this has to be seen as a limitation of the current study. In the future, different universities could be investigated and the number of participants could be increased.

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Conflict of Interest

The authors have not declared any conflicts of interest.

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