

ANALYSIS OF THE RELATIONSHIP BETWEEN FOOTBALL CLUBS AND  
THEIR CONSUMERS FROM A GENDER PERSPECTIVE

EFE ÜNSAL

BOĞAZIÇI UNIVERSITY

2016

ANALYSIS OF THE RELATIONSHIP BETWEEN FOOTBALL CLUBS AND  
THEIR CONSUMERS FROM A GENDER PERSPECTIVE

Thesis submitted to the  
Institute for Graduate Studies in Social Sciences  
in partial fulfillment of the requirements for the degree of

Master of Arts

in

Management

by

Efe Ünsal

Boğaziçi University

2016

## DECLARATION OF ORIGINALITY

I, Efe Ünsal, certify that

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## ABSTRACT

### Analysis of the Relationship Between Football Clubs and Their Consumers from a Gender Perspective

Football is by far world's most popular and most lucrative sport. However, it is overwhelmingly considered a 'male interest' while female consumers are less interested in supporting a club, or in football in general. From a marketing point of view, this major discrepancy has significant consequences. The fact that football is regarded as a male sport leads the sporting media to underline the virile components of this sport, thus alienating female viewers. This vicious circle in turn damages and ignores the marketing potential of female masses. Hence, in our thesis, we will try to understand how the game of football has turned into a male hobby where female viewers were excluded. Furthermore, this thesis will outline the ways in which this problem can be mediated for more female viewers to be included in the fan-base. With the inclusion of female masses, football marketing, and sporting media would gain a significant fan base to reach its consumers. Besides the advantage of sheer numbers, the increasing diversity of fan-base would help football industry to reinvent their image. To reach this conclusion, the required data set was collected via a survey and the analysis of this dataset via descriptive statistics, as well as correlation, factor and regression analyses. Finally, we will be suggesting a new way to understand how football consumers consume by redesigning Holt's consumption metaphors via statistical techniques we utilize.

## ÖZET

### Futbol Kulüpleri ile Tüketicileri Arasındaki İlişkinin

### Cinsiyet Perspektifiyle İncelenmesi

Futbol büyük bir farkla dünyanın en popüler ve en kazançlı sporudur. Fakat futbol çoklukla bir “erkek etkinliği” olarak görülürken kadın tüketiciler bir takım tutmakla ya da genel olarak futbolla daha az ilgilenmektedirler. Pazarlama bakış açısıyla bu zıtlığın belirgin sonuçlarının olduğu söylenebilir. Futbolun bir erkek sporu olarak değerlendirilmesi spor medyasının bu sporun eril öğelerini vurgulamasına ve dolayısıyla kadın izleyicilerin uzaklaştırılmasına yol açmaktadır. Bu kısır döngü kadın tüketicilere yönelik pazarlama potansiyeline zarar vermekte ve bu potansiyelin görmezden gelinmesine sebep olmaktadır. Dolayısıyla tezimizde futbolun bir erkek hobisi olarak kurulması ve kadın izleyicilerin dışlanması sürecinin nasıl gerçekleştiğini anlamaya çalışacağız. Ayrıca bu tez kadınların taraftar olarak sistemin içerisine katılmasını sağlayacak yöntemler içerecektir. Kadın kitlelerin katılımıyla futbol endeksli pazarlama faaliyetleri ve spor medyasının potansiyel tüketici kitlesi kayda değer bir miktarda genişleyecektir. Sayısal genişlemenin avantajlarının yanında taraftar çeşitliliğinin artması futbol endüstrisinin imajını yenilemesine yardımcı olacaktır. Bu sonuca ulaşmak üzere gerekli veri setinin anket uygulaması vasıtasıyla toplanmasının ardından elde edilen veri seti betimsel istatistik yöntemlerine ek olarak ilgileşim, etken ve bağlanım çözümlemesi yoluyla işlenmiştir. Sonuç olarak bu tez, Holt’un tüketim metaforlarını kullanılan istatistik teknikleri ile yeniden kurgulayarak futbol tüketicilerinin tüketim şeklini anlamak üzere yeni bir yol sunmaktadır.

## ACKNOWLEDGEMENTS

I hereby would like to deliver my special thanks to many people who have an enormous amount of contribution to my life, and particularly to my process of master's thesis.

To my lovely father;

You have always tried to lead the way to allow me to acquire the required sufficiency to advance in the academic pathway, which you regard as a good option for me. As in each and every part of my life, you have stood with me throughout my process of thesis-drafting. It is a great source of happiness to know that I am always in your mind. I would like to express my special gratitude to you for making me feel I am not alone, even though I am far from my family. I am so glad I have you!

To my lovely mother;

You are the most incredible person that I have got to know. You were always standing, without exhausting, giving up, or breaking down since our childhood. It was you who taught me that whatever I would do, I should go into that wholeheartedly, doing it "from my heart" before my mind or hands. Thank you for your unconditional love, support and acceptance.

To my lovely elder sister;

You have been living seven years ahead of me all the time. You would have experienced every hardship that I would struggle. The confidence you gave me that everything can be solved helped me enroll to the same high school with you, decide to change my major at university, and decide to pursue an academic career. I would like to express my special gratitude to you for showing me how these hardships can be overcome with your previous experiences, as well as for being such a perfect role

model for me. I hope, one day, I would become such a strong person as you are and create such a lovely family as you did.

To my lovely twin sister;

The best feeling I have in my life is to have such a twin sister as you. Whenever you come home and bring your cheer, our home instantly gets colorful. I cannot be sad when you are happy, or I cannot be happy when you are sad. Thank you for being there with me from the very first breath of mine, and it is the biggest source of relief to know that you will be there with me until the very last.

To Ünsal & Ilgaz & Duru & Related Families

For many, family is a tiny community comprising of a couple of people. But thanks to you all, to me, family means a large community with wonderful people. Being part of such a vast and wonderful family is a great feeling. Thank you all for making me feel this way.

To Mr. Hüseyin Sami Karaca:

I would like to express my gratitude to you for always approaching me in the most positive way possible and showing the best attitude, and for not stopping to lead my way like a life coach. For three years, I left every talk with you with a higher level of motivation, desire, and dedication. Thank you wholeheartedly for being such a great advisor, instructor, and person. It is a privilege to become a student of yours.

To special members of BUDS (Bogazici University Debating Society);

Thank you for being there with me for every second of my last six years.

To my lovely parents and sisters;

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## CHAPTER 1

### INTRODUCTION

It is surprising that football, as a phenomenon which affects millions of people's life, is rarely studied in the academic environment by social scientists although it is an important part of society with its political, economic, social, and ideological dimensions.

Football industry become an emerging sector in the last decades with its capacity to generate revenues in billions of USD with its well-known international institutions such as FIFA, UEFA and their sports events, such as FIFA Worlds Cup and UEFA Champions League and local leagues, such as English Premier League, Spanish La Liga, German Bundesliga. Although it reached an enormous economic and social growth with broadcasting rights, player transfer fees, endorsements, and every day increasing social impact, when an academician makes a comparison between the economic size of the industries and scientific papers about these industries in academia, one of the sectors with the lowest correlation would be the football industry, with exceptional research projects such as, FREE (Football Research in an Enlarged Europe).

Considering that over 400 million people each year watch El Clasico –the football match between the most famous two Spanish teams, Barcelona and Real Madrid-, or realizing that it is a pie worth as much as €20 billion (West, 2014), and with all its social effects, it seems this particular research area deserves more attention from academia. By taking such numbers and references one step further, it would be dramatic to remind the shocking phrase of Bill Shankly, legendary coach of Liverpool: “Some people think football is a matter of life and death. I assure you, it is more serious than that”.

Spectator sports are also unique, in the sense of making millions of people cry, cheer, sing, share emotions at the same time for their favorite team. Although consumers may create strong bonds with other organisms such as brands Harley-Davidson and Microsoft, no other generates the kind of passion that is particular to spectator sports.

As group identity theory also suggests, sports team fans consider oneself as members of an organization and not as consumers of products. “Cialdini, Borden, Thorne, Walker, Freeman, and Sloan (1976) and Hirt et al. (1992) examined this particular bond between fans and teams and described the phenomenon in which fans refer to their team as “we”, meaning they felt they were a part of the team. Cialdini, Borden, Thorne, Walker, Freeman, and Sloan (1976) argued that the association of oneself with the team rises as the team gets more successful. Conducting three experiments, they proved a tendency for students to associate themselves publicly with their university's football team more after the team had been successful, which corresponds to the desire to maintain or strengthen individual's self-concept.

Similarly, Branscombe and Wann (1991) also analyzed sports spectatorship and the reasons behind. They argue that due to increased mobility, industrialization, and globalization, traditional community ties became weaker. However, sports spectatorship has continued to flourish. Branscombe and Wan argue the identification with a specific sports team protects from feelings of depression and alienation, and at the same time fosters feelings of belongingness and self-worth.

## 1.1 Gender issue in football

The issue of women being a part of the sports world -as employees of the sports sector- is examined in academia, in the scope of women's adaptation to work life regarding a symbol of equality between men and women. To give an example; the passage of Title IX to ensure equal opportunities for women in education and educational sport was a remarkable result of this political struggle in the United States (Acosta & Carpenter, 1994).

Another initiative in the scope of striving for equality is the establishment of women's professional team sports such as the Women's National Basketball Association (WNBA). One of the expected outcomes of these initiatives was that it would contribute to attracting female fans; however most of the professional women's leagues folded after a few years, and the statistics show that the attendance to WNBA games was much lower than those for NBA games.

However, in this paper, we will consider women as "consumers" and adopt this perspective in our analysis. So, differences or similarities between different genders with respect to engaging with football world as consumers are one of the main interest areas of this research. To be more specific, we try to understand whether there is a different level of interest from different genders to football industry or not and if we become able to show that female consumers' level of engagement to football world is lower than male consumers, then we will try to find out why. High interest of male consumers to the football events, attending football matches, and accepting to have such identity through football may be useful to understand how and why football industry is not able to promise such identity to female consumers and fail in these attempts. We will be using marketing research tools to create and test some hypothesis regarding differences between genders.

## 1.2 The research problem

The research problem is to investigate actors of football industry, such as sports clubs and media, and methods they should apply in order to attract and keep the fans and convert them into the customers, with a particular focus on gender issues.

## 1.3 The purpose of the study

The purpose of the study is to analyze the relationality between sports clubs and its customers (fans) using particular consumption metaphors. To be more specific, the purpose of the study is to identify some helpful tools to understand how football clubs become able to satisfy people's need for "experience," "integration," "classification", and "play"; and making some specific detection about gender perspective of the study.

With related the second part of the research question, the researcher also tries to explain why women show lower interest to football activities, and finally, the researcher hopes to become able to make deeper analysis in order to understand the reasons for such finding. Particularly in this part, the main scientific contribution is expected to be reached by using such scientific data about a commonly-accepted phenomenon that "women do not appreciate football as much as men do" and try to figure out the reasons leading to low interest of female customers to the football industry.

#### 1.4 The research question

In this research, we will try to detect important consumption metaphors with more impact on consumption behavior, and whether their reflection to different genders is different or not. In other words, we tried to find out why football industry is so successful at attracting male customers while it is not successful at attracting female customers.

#### 1.5 The objectives of the study

In order to summarize our main point related to a gender perspective, we try to understand the reasons for the low interest of women to the football events and attending football matches, as well as refusing to have such identity. On the contrary, we investigate how and why football industry becomes able to promise such identity to male customers while it fails in these attempts on female customers.

However, at this point, we also aim to define what we mean by “being interested in football industry.” At this point, some metaphors for consuming, such as “consuming as experience”, “consuming as integration”, “consuming as classification” and “consuming as play” will be introduced (Holt, 1995). Experience metaphor contains the terms accounting, evaluating and appreciation, and integration metaphor contains the terms assimilating, producing and personalizing, while classification metaphor contains the terms classification through objects and actions, and play metaphor contains the terms communing and socializing.

In the following part of the report, while we explain what is meant by such terms, their effect on consumption behavior, such as watching a football match on TV or on a stadium, or buying a football related product from the store of football clubs, will be elaborated upon.

### 1.6 Definitions of key terms, concepts, variables

At this part, we will be getting deeper on some conceptual and operational definitions, and we will be introducing the questions in the survey<sup>1</sup> and what we tried to measure with them. Starting with conceptual definitions, it is important to explain what is meant by involvement level and consumption behavior. By saying involvement level, what is meant can be categorized under four headings, according to Holt (1995); experiencing (accounting, evaluating and appreciating) level, integration (assimilating, producing and personalizing) level, play (communing and socializing) level, and classification (classifying through objects and classifying through actions) level. Below are explained the consumption metaphors in detail.

As we explained in the previous paragraphs, the experiencing activity involves three main steps, i.e. accounting, evaluating and appreciating.

Accounting term is used in meaning that one's capability "to make sense of what they encounter in the game". Accountability of a game is strictly related to the complexity of its rules. We can claim that one of the reasons how football, as a game, become so popular all over the world is that its rules are simple and easy to understand. Most people may consider themselves as they know the rules of the

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<sup>1</sup> The full questionnaire in the language it was applied, i.e. Turkish, is provided in Appendix A. A translation of this questionnaire in English is provided in Appendix B.

game, including one of the most complex rules, offside, and they can recognize it when they watch a football match.

One of the aims of the survey was to test people's level to account football rules and what is happening on the field. In order to do that, people were asked to express to which degree they agree with these statements;

Q1) I consider myself informed about the rules of the football game.

Q2) I can define what offside is and recognize it when I see it in a football match.

The second term, evaluating is used in meaning that one's ability "to construct value judgments". Such ability is highly correlated to one's capability to make comparisons, and making comparison involves two steps, comparison with experiences lived by fans, and comparison with experiences witnessed by. Starting with the first one, since football is an easy game to play with respect to material requirements to play –one ball to play with, two rocks to create a goal, and a smooth floor to play on-, most people can consider themselves that they have played football several times during their life. One reason why football is an easy game to play is that although official football match requires having 22 players, one can play it by himself by just targeting to shoot a wall, or she can do training for some characteristic actions in the game, such as dribbling, by just playing with the ball. The game can also be played by two, three or more players, with different structures of the core game. Football also can be played in different environments, such as indoor or beaches, which have its special rules, institutions, and tournaments. In short, considering that one can play it even in his living room, we can conclude that such playing activities makes them understand how hard it is to play at the football field in front of millions of fans at professional level and that is why fans, who played football at least some period of their life, keep their bonds with the game by

keep watching it, although they do not keep playing. It is also remarkable point to explain why the female consumer group shows less interest to the product of the football sector, such as watching or attending a football match, or buying football related products from football club's stores. Their low interest may be caused simply by their lack of ability to make a comparison between what they witness in the football field and what they experience in their life, simply because they have played football very less in their life comparing with male fans.

As it is mentioned in the previous paragraph, comparing with daily life experiences is not the only way to evaluate since one can also make a comparison between football games they currently watch and the ones they watched in the previous years, or even decades. While young generations have limited chance to make such comparisons, people, who also watched previous generations' legend players, such as Pele, Maradona or Platini, can consider themselves knowing the history of football, legend players, and remarkable matches and tournaments and compare them with current players, local and national teams and their performances.

In short, this research also aims to understand on one hand, how often they played football and whether they keep playing it or not, which, in the end, affects their ability to evaluate what they see on the football field by making comparisons with their daily life experiences. On the other hand, with specific questions, the research also aims to understand whether people have an ability to evaluate by comparing what they currently experience with what they already experienced in the past. In order to do that, people were asked to express to which degree they agree with these statements;

Q3) I have played football several times during my life.

Q4) I have played football many times during the last five years.

Q5) I consider myself informed about the history of football, legendary players, remarkable matches, and tournaments, and I am able to compare them with the performance of current players in local and national teams.

The third term, appreciating is used in meaning that one's ability "to respond emotionally to situations, people, action, and objects", which includes two important characteristics, aesthetics, and ambiance. Although some people show little interest in football in general, even this group in the society may consider themselves that they find some physical attractions occur in football, such as bicycle kick, aesthetic and they may also consider themselves that they find the ambiance in football stadiums amusing. As another appreciation activity, people also show a tendency to give special meanings to regular objects in their daily life when they encounter with it in the football world. In order to understand whether these claims are true or not, people were asked to express in which degree they agree with these statements;

Q6) I find some physical attractions (i.e. bicycle kick, Panenka penalty) occurring in a football match aesthetic.

Q7) I find the ambiance in football stadiums amusing.

Q8) Some fans say "hot dog tastes better when I eat it at football stadium" or "drinking a cold beer during a football match is better than any other drinking experience." I share similar ideas, experiences with such fans.

According to Holt, integration process may occur in two directions; first, customers may integrate consumption object into her identity, called "self-extension process", and secondly, customers may reorient their self-concept so that it aligns with an institutionally defined identity. Such process may occur with different activities such as assimilating, producing and personalizing (Holt, 1995).

The importance of institutions and the need of individuals to involve with institutions such as football clubs create an integration process between football clubs and their fans. At this point, it is possible to focus on the sustainability of the institutions, such as football clubs, and it is possible to say that for individuals, such connection with the institution brings its own benefits, such as history with glory, high values, success stories which may make them feel more successful than they are in their own life. Other than this, the linkage with an institution, rather than people, may create a sustainable and promising relationship since once the institutions become unsuccessful on some level for some reasons, it is easier to add negative values to temporary people and keep the institution with pure and honorable values. In order to explain the importance of the institutions and relationships between such institutions and their customer, future researches may identify the institutions, such as football clubs or regulatory institutions, and make an analysis of their history, their foundation and development processes.

As mentioned in the previous parts, there are three steps involved with integration level; assimilating, producing and personalizing. Now, we will explain each of them and present the related questions in the survey.

To begin with, it is important to define what is meant by assimilation in sports marketing manner. It refers to the idea that football framework is strongly affecting the natural way of thinking and acting of customers. Watching a game on TV, reading the sports page online or on printed media, attending a game, or even talking about football with a friend can be considered as assimilation practices that customers are not aware of. As an example, almost all companies rather than football companies has to make a lot of advertisement expenses to create a bond with their customers while football companies, such as Besiktas A.S., do not need to make any

payment in order to be on the visual and printed media because of the high demand of its customers/ fans, to interact with it. It is crucial to recognize such comparative advantages of football industry in order to understand the process of how football becomes such phenomenon and how it assimilates its customers.

One of the assimilation activities -talking- is something people do in their daily life without even noticing it. Another one -painting one's her own face- is directly related to their identity, more precisely the mirror of their identity, their face, and one other -memorizing anthem- is related to the doctrine they willingly engage. In order to understand in what degree people are involved with such assimilation activities, people were asked to express to which degree they agree with these statements;

Q9) I talk about football with my friends a lot.

Q10) I did or would paint my face in my favorite football club's colors when I go to support them.

Q11) I know the lyrics of my favorite football club's songs or anthems.

As another self-extension process, the first thing we need to do is defining what is meant by producing practices. This process can be defined as "spectator's actions to help to construct consumption object". As a contribution to the explanation of institutionalization process and main place where fans engage with producing activities, the existence of football stadiums are also important places where one can meet and apply a ceremony with its own kinds, who are the supporter of the same club. As a unique characteristic of football stadiums, since they are designed in a way that some seats are closer to the field and some are not, managers become able to create different segments in the stadiums which enable them to apply partial price discrimination and welcome people from all social economic classes.

Producing practices involve three subparts, managing, predicting, and bonding. In order to understand in what degree people are engaged with such producing activities, people were asked to express in which degree they agree with these statements, respectively;

Q12) Anytime I go to watch my favorite football club's football match, I wear the uniform of my favorite football club.

Q13) I believe my existence, my cheering or protests in the stadium have an impact on, the performance of players, the decision of referee or managers.

Q14) I can predict the match results accurately.

Q15) I believe I can manage my favorite football club at least as well as many professional football managers.

Q16) I did or would engage with some promotion activities of my favorite football club, such as asking for autographs or attending conventions and store promotions.

As we explained before, integration activities have three subparts and personalizing practices are the last one, where spectators add extra-institutional elements, in which they assert the individuality of their relationship with professional football. To understand to what degree people engage with such personalizing activity, people were asked to express in which degree they agree with these statements;

Q17) I did or would pelt the field with foreign objects.

As it is mentioned before, there are four types of consumption metaphors and playing is the third of them, which involves interpersonal characteristics. It has two subparts, as well, in first, people use football as a purpose for communing and in second, people consider football as a socializing activity. In order to understand to

what degree people are engaged with such playing activities, people are asked to express in which degree they agree with these statements, respectively;

Q18) when a team scores, its fans celebrate it by raising their fists into the air and yelling whereas when fans face with an undesired ending, the disappointment brings tears and anger. I definitely feel the same way when my team scores.

Q19) I consider football as an instrument of socialization with other fans and entertainment.

Under the heading of “consuming as a classification activity”, two central questions will be aimed to be answered. Firstly, what kind of deep motives engage supporting a team, rather than just watching football activity and trying to enjoy the process. In the second part, it will be questioned why female customers show less interest in sports activities comparing male consumers on classification activity.

First, the idea of “us” and “them” in the process of identification will be emphasized, and the role of football clubs in the process will be analyzed. Starting with the first one, with an antagonistic point of view, one may argue that the process of identification requires not only a feeling of “us” but it also requires creating an idea of “them” in people’s mind so that one may have a place in society and also gives a meaning his/her position with respect to other people. After showing this insight, it is important to understand and explain the role of football clubs in the process of the creation of the feeling of “us” and “them.”

Note that from this perspective, the idea of “being a fan of a team” is very similar to having “nationalistic political views.” As a result, focusing on such perspective may require making a research on political psychology area with an emphasis on the history and the psychological background of nationalist thinking.

Different characteristics in fan groups can also be observed. With the conceptual approach Hunt, Bristol and Bashaw (1999) applied in their research; they explained typologies of fans. With the aim of describing the general picture by introducing the details, they developed typologies of “temporary, local, devoted, fanatical, and dysfunctional” fans and proposed methods for making this grouping.

At this point, it is important to notice that although there is no reason why certain people choose a particular team in general, such as the meaning of supporting Galatasaray is not that different from supporting Fenerbahce, once people create a connection with such institutions, they feel an involvement to it and even, some also feel hatred to other. In order to understand what degree people are engaged with such antagonistic point of view, people were asked to express in which degree they agree with this statement;

Q20) I have negative feelings toward the most important competitor of my favorite football club as strongly as the positive feelings toward my favorite football club.

Other than that, as we explained before, there are two main ways how people are engaged in classification practices, first, classification through objects, and second, classification through actions. Starting with the first one, to understand in what degree people engage with classification practices through objects, people were asked to express in which degree they agree with this statement;

Q21) when I go to a football stadium to support my favorite football club, I take photos and videos, and I share them via social network channels.

Q22) I tell stories to my friends about football matches I watched or attended.

And for the second one, to understand what degree people are engaged with classification practices through actions, people were asked to express in which degree they agree with this statement;

Q23) when I go to the stadium to support my favorite football club I stay there until the end of the game no matter what the score is.

Q24) I can make sensible judgments and predictions about what is happening or about to happen during the match time.

Q25) there are some football players or managers that I feel involved as much as I feel involved with my favorite football club.

Then, we will explain the consumption characteristics of football fans. To start, it is important to explain what is meant by consumption behavior of customers in football sector, as a subpart of conceptual definitions. By saying purchasing activities, we mean “watching a football match on TV,” “reading sports page online or on printed media,” “attending a football match in the stadium”, and “buying uniform, fashion or gift from the official store of favorite football club.” To understand what degree people engage with consumption activities, people are asked to express in which degree they agree with these statements;

Q.C1) I watch football match/ program on TV at least once a week.

Q.C2) I read football pages online or on printed media almost every day.

Q.C3) I attend a football match at the stadium at least once in a month.

Q.C4) I buy the uniform of my favorite football club once a year.

Q.C5) I did or would buy gifts (DVDs, books, watches) from the store of my favorite football club.

Q.C6) I did or would buy fashion products (t-shirts, sweat suit) or some other equipment from the store of my favorite football club.

## 1.7 Methodology

Proposed approach and intended steps and methods of the study are as such: firstly, the required information will be tried to get by collecting data via conducted survey and analyses steps, which transforms these data into information, will be held. After reaching valuable information, some conclusions will be tried to come up with using this information. At the end of the process as a whole, the researcher hopes to get some deep insight into the relationship between people's degree of involvement in football industry and their consumption practices. As another interesting point, people's positions with respect to involvement and consumption level to the football world will be analyzed according to their gender.

### 1.7.1 Research design

First important point in the decision-making process of which type of research method will be used, it is important to remind that such research can be considered new and original, which disables the researcher to use secondary data in the process since there is not much research done in this specific field of marketing research.

To start with, we will be analyzing descriptive statistics and try to detect the high difference between mean values of different genders. In addition to that, as it is explained earlier, hypothesis generating and hypothesis testing processes will also be followed in order to analyze different consumption behaviors of different genders. Following that correlation analysis will be held so that we can have a sense of the possible relationships between 31 different variables. Each variable corresponds to a particular question, which is explained in the table in Appendix C. After this, we will

be conducting factor analysis so that we can re-organize these variables and finally we will hold regression analysis so that we can understand the reason-result relationship between variables.

#### 1.7.2 Data sources

As one of the quantitative methods, “survey data” seems the only possible and feasible solution to collect data, in our case since research area is so common that everyone can contribute with just sharing his/her own feelings, his/her position about football and his/ her consumption behavior regarding football related products. This feature of the research encourages the researcher to conduct the survey, as much as his previous experiences in this field.

Besides, qualitative methods, such as in-depth interviews can be considered out of possible data collection methods due to the limited number of people who would possibly have knowledge of the situation. Although it would be really helpful to gain insight into the problem and possible answers, such constraint seems restrictive factor to diversify data collection techniques.

#### 1.7.3 Data collection techniques

Firstly, the survey will be conducted online. As the scope of the research is limited to the fans in Turkey, local aspects of related events, institutions or people are included in the survey design.

Secondly, there will be three main parts in the survey, which would hopefully give remarkable data to create valuable connections in between: specifically, the differences between genders (I) with respect to the involvement level with football world (II) or consumption behavior regarding football related products (III). These parts will cover, demography of people, their perception, and involvement with football world and their consumption behavior with respect to football products, such as how often they watch a football match or buy a product from their football club's stores.

Thirdly, in the involvement and consumption behavior parts, the five-degree scale will be used in each question so that results become easy to compare. For example, taking the set of consumption behavior and finding averages of them for both males and females enables us to make a comparison, and to find whether there is a significant difference between genders or not. Not only for gender, but also some characteristics within involvement or consumption behavior set will be able to be comparable with another feature, in both its own set or other.

#### 1.7.4 Issues of reliability and validity

This section may differ depending on chosen approach while quantitative designs that we follow have very specific guidelines for reliability and validity issues. According to reliability analysis, we first checked Cronbach's Alpha, used as an estimation of the reliability of a psychometric test and its value is a strong evidence of the test.

Cronbach's Alpha value is expected to be bigger than 0.7 for a model to be reliable, and in our case, it is 0.961. This value proves that the level of reliability of the research is extremely satisfactory.

More detailed explanation of reliability and validity issues regarding our study will be explained in the factor analysis part.

#### 1.7.5 Sampling techniques

Target population of this research is young, i.e. aged between 18-24, football customers in Turkey; we reached 540 total respondents and among them, we analyzed 202 young male respondents and 226 young female respondents' answers. We select a sampling design such that units are chosen from the sample frame in a non-random manner; as it is called non-probability sampling.

In order to generalize our findings, in the first place, we will be using simplified techniques because of the high number of questions and relations between them. For instance, we will be asking 36 questions, 31 of which are related to consumption behavior and involvement level of people. For each question, we are planning to make gender analysis, based on a comparison between female and male customers. Under such circumstances it would be hard to show all 31 different hypotheses in the paper, claiming that different genders do not show a different level of interest with respect to defining consumption behavior or involvement characteristics, and finally, test it. That is why firstly the average of different genders will be shared, and certain differences and similarities between them will be analyzed.

It is also important to consider that in the last part of the survey, demographic characteristics of people will be asked. According to rates reached in the survey, a control process regarding different characteristics will be applied, if it turns out to be necessary. For example, if collected data was not balanced with respect to gender, such as male contribution to the survey is much higher than female contribution, which was high likely and then it would be harder to make an analysis of such unbalanced data. However, female fans even showed much higher interest to fulfill the survey thanks to our special attention and attempt to reach them. As a result, more than 50% of the people who fulfilled the survey turn out to be female fans and this rate seems extremely satisfactory when we consider the possible gap between the interests of different genders to the dominant male phenomenon, football.

In short, it is important to relate our sampling to what we aim to do. Since comparing subgroups within the sample (i.e. males and females) is one of our main objectives, it is important to be sure that our samples are drawn accordingly and that there will be enough cases to do the analysis in the desired way.

#### 1.7.6 Data analysis and interpretation

In this part, we will be discussing the proposed method of data processing and of explaining the type of statistical methods to be used in detail. As it has been explained in the previous parts, data will be captured by conducting surveys online. The data set collected with the survey will be analyzed with the tools of SPSS.

## CHAPTER 2

### FINDINGS

General findings can be categorized under two main headings, i.e. general findings, and gender-related findings.

This part of the thesis is written for the sake of evaluation of the football market and to analyze data collected. In this part, data analysis process will be analyzed in a few base steps. An analysis based on consumer behavior did not provide a good point of evaluation by itself; one of our goals is to analyze the perception of football related consumption metaphors and practices from costumers' point of view with a particular focus on gender. The second purpose of this data analysis part is to understand the relationship between Holt's well-defined consumption metaphors (experience, integration, play and classification) and generally accepted consumption practices defined in the early parts of our research.

#### 2.1 Adjustment of data structure and empty data management

Firstly, we organized, categorized and rearranged the data with respect to 2 different genders hence, this arrangement rendered dataset easier to use and analyze. After giving the final shape to data, we calculated the average of 25 metaphor characteristics and 6 consumption practices.

As it can be expected we face an "empty data" problem which means the data is unfortunately not complete; some consumers did not comment on characteristics of consumption metaphors and/or practices. We solved this problem of "empty data" in the following way; we assigned the mean value to empty spaces. For instance, if consumption metaphor no.5 (E-expert) lacks any comment by consumer no.97, then

we calculated the “mean value” from the answers of all other consumers about this particular characteristic. Later, we rounded the number and assigned it to empty data place. Hence, based on the general preference of consumers, we provided a solution for the “empty data” problem, which would not alter the ultimate outcome in the mean value of certain such characteristics of certain consumption metaphor or practice.

## 2.2 Descriptive statistics analysis

In this section, we derived the descriptive statistics from the data organized first, independent from the gender of consumers and second, according to it. The evaluation relied on the analysis of the mean values, standard error, and the maximum-minimum values.

### 2.2.1 Regardless from gender

Regarding the mean values, we intended to analyze the situation of genders vis-a-vis each other later on. Before analyzing the relative positions of genders, we needed to comprehend each consumer metaphors’ and practices’ own unique weaknesses and strengths. In order to do this, we took the average of each trait first, in general, and second, for each gender and observed the results. For characteristics of each consumption metaphor and practices, respondents attach a value of 1 to 5. The mean of this range is 3. hence, the characteristics ranking much above 3 or much below 3 can be considered as sharp characteristic for each consumption metaphor or practices. For instance, the “E-food” characteristics of all customers regardless from gender fares 2.31. This number is clearly much below the average of 3. indicating that “E-food” is not a strong suit for football customers need, which implies football

clubs face some difficulties creating a match between food services in stadiums and football activity. On the other hand, it shows that the “E-Offside” characteristics of all customers regardless from gender fares 3.68; may imply that football community, with its media and so, is successful to teach its rules to football customers. This explanation can be exemplified by Table 1.

Table 1. Descriptive Statistics of E- Variables

All Genders	E-Rule	E-Offside	E-Played	E-Actively playing	E-Expert	E-Aesthetic	E-Ambiance	E-Food
Mean	3.66	3.68	3.35	2.82	2.78	3.82	4,02	2.31
Standard Error	0.06	0.06	0.07	0.07	0.06	0.05	0.05	0.06
Median	4	4	4	2	3	4	4	2
Mode	4	4	5	1	2	4	4	1
Standard Deviation	1.15	1.26	1.42	1.52	1.31	1.11	1.02	1.31
Sampling Variance	1.33	1.59	2.01	2.30	1.72	1.24	1.04	1.72
Kurtosis	-0.47	-0.54	-1.24	-1.47	-1.12	0.33	0.93	-0.71
Skewness	-0.61	-0.73	-0.35	0.21	0.16	-0.97	-1.13	0.69
Range	4	4	4	4	4	4	4	4
Highest	1	1	1	1	1	1	1	1
Lowest	5	5	5	5	5	5	5	5
Total	1568	1575	1432	1206	1191	1636	1720	988
Amount	428	428	428	428	428	428	428	428

We see a similar case with this when we analyze descriptive statistics of play-classification type of consuming metaphors, only with much smaller margin. For play-classification type of consuming metaphor, highest return for all consumers is

observed as 3.47 for “Cl-Stay” characteristics, measuring whether football fans leave stadium earlier than match ended; while the lowest return in the same set of group is calculated as 2.69 for “Cl-Hatred” characteristics, testing whether football consumers feed negative feelings towards competitors or not.

Table 2 can be shown to illustrate the smaller margin of Holt’s play-classification type of consuming metaphor.

Table 2. Descriptive Statistics of P- and CI- Variables

All Genders	P-Feel	P-Socialize	CI-Hatred	CI-Share	CI-TellStories	CI-Stay	CI-See	CI-Connected
Mean	3.13	3.11	2.69	2.99	3.15	3.47	3.10	3.20
Standard Error	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06
Median	3	3	3	3	3.762376	4	3	4
Mode	4	4	2	4	4	4	4	4
Standard Deviation	1.32	1.25	1.28	1.30	1.31	1.28	1.15	1.31
Sampling Variance	1.75	1.57	1.63	1.68	1.71	1.64	1.33	1.72
Kurtosis	-1.08	-0.99	-1.03	-1.15	-1.07	-0.59	-0.68	-1.04
Skewness	-0.28	-0.27	0.23	-0.22	-0.36	-0.67	-0.39	-0.38
Range	4	4	4	4	4	4	4	4
Highest	1	1	1	1	1	1	1	1
Lowest	5	5	5	5	5	5	5	5
Total	1339,95	1332	1149,509	1280	1348	1485	1325	1369
Amount	428	428	428	428	428	428	428	428
Highest (1)	5	5	5	5	5	5	5	5
Lowest (1)	1	1	1	1	1	1	1	1
Level of Reliability (95,0%)	0.13	0.12	0.12	0.12	0.12	0.12	0.11	0.12

Other than Holt's experience and play-classification type of consuming metaphors, we see diversity in the integration type of consuming metaphors of Holt, only with smaller margins, but most importantly, much lower mean rate. We see that second highest item between 9 integration metaphor is I-involve with 3.06 rate still a

lower rate comparing to all. Between 9 integration metaphors the lowest one is “I-GetDirty” as expected because of two major reasons; first, there is a bias regarding the desire of subjects to protect their image in front of the researchers’ eyes and secondly, such a question measures negative involvement with the harshest case, throwing foreign objects to the field. Table 3 can be given as an example of the explanation above.

Table 3. Descriptive Statistics of I-Variables

All Genders	I-Chat	I-Paint	I-Sing	I-Wear	I-Involve	I-Predict	I-Manage	I- Participate	I-Get dirty
Mean	2.91	2.28	3.19	3.03	3.06	2.66	2.35	2.20	2.91
Standard Error	0.07	0.06	0.06	0.07	0.06	0.06	0.06	0.06	0.07
Median	3	2	3	3	3	3	2	2	3
Mode	2	1	4	4	4	3	2	1	2
Standard Deviation	1.41	1.21	1.25	1.40	1.34	1.14	1.25	1.14	1.41
Sampling Variance	1.98	1.47	1.55	1.95	1.79	1.30	1.55	1.30	1.98
Kurtosis	-1.31	-0.84	-0.82	-1.30	-1.17	-0.95	-0.65	-0.40	-1.31
Skewness	0.08	0.53	-0.35	-0.16	-0.22	0.01	0.65	0.71	0.08
Range	4	4	4	4	4	4	4	4	4
Highest	1	1	1	1	1	1	1	1	1
Lowest	5	5	5	5	5	5	5	5	5
Total	1244,407	976	1363.312	1299	1309	1138	1006	940	1244,407
Amount	428	428	428	428	428	428	428	428	428

However, each characteristic of consumption metaphors or practices distinguishes from other characteristics in some aspects. This crude observance does not allow for a comparison between different characteristics yet. We will take on that analysis a little later, but this simple start for analysis allows us to have a better understanding of metaphors simply by themselves.

Lastly, we will be examining the Co- variables which will yield the most interesting results. Here, the highest mean is 3.03. and it belongs to the variable measuring watching matches or programs on TV. Related to one major question of

this study to provide clubs insight of “what they should invest, in return for what,” in the further steps, we will try to build cause-and-effect relation out of the relationality of these Co- variables with other metaphors. Descriptive statistics of these variables are given in Table 4.

Table 4. Descriptive Statistics of Co- Variables

All Genders	Co-WatchTV	Co-Read	Co-WatchStadium	Co-BuyUniform	Co-BuyPresent	Co-BuyFashion
Mean	3.03	2.74	1.91	2.21	2.70	2.94
Standard Error	0.07	0.07	0.05	0.06	0.07	0.07
Median	3	2	2	2	3	3
Mode	2	1	1	1	1	4
Standard Deviation	1.45	1.49	1.09	1.19	1.38	1.37
Sampling Variance	2.09	2.22	1.20	1.43	1.89	1.89
Kurtosis	-1.38	-1.38	1.09	-0.47	-1.36	-1.32
Skewness	0.00	0.28	1.30	0.71	0.11	-0.17
Range	4	4	4	4	4	4
Highest	1	1	1	1	1	1
Lowest	5	5	5	5	5	5
Total	1295,314	1174,541	819,5973	948	1154	1256
Amount	428	428	428	428	428	428

Then we observed the standard deviation values; this data provides information about the different opinions on each characteristic. It demonstrates how much each respondent differs in regard to their understanding of characteristics. This also shows how each characteristic can be rated differently by each consumer. To

demonstrate it, we assigned a sensible but an arbitrary number that is 1.40 as the breaking point for standard deviation while we analyze descriptive statistics of female and male consumers both partially and together. Thus, characteristics with a standard deviation lower from 1.40 are more consistent; consumers rated these characteristics more unanimously, whereas other characteristics with a standard deviation higher than 1.00 show less consistency. We also assigned another arbitrary but sensible number that is 1.00 as the breaking point, which helps us detecting characteristics that consumers mostly create an agreement upon on. As a result, we detected that standard deviations of variables E-Played, E-ActivelyPlayed, I-Chat, I-Wear, Co-Watch, and Co-Wear were high, most of which will turn out to be the most important variables of the study. On the other hand, we also detected only variable with lower standard deviation than the critical level; I-GetDirty and we already explained the reason for that in the previous paragraph.

### 2.2.2 Male consumers

When we analyze descriptive statistics, we see that for experience type of consuming metaphor, highest return for male consumers is observed as 3.39 for “E-Aesthetic” characteristics; while lowest return in the same set of group is calculated as 2.61 for “E-Food” characteristics.

Table 5 exemplifies the case with low standard deviations and high returns, i.e. male consumers’ experience type of consuming metaphors.

Table 5. Descriptive Statistics of E- Variables for Males

Male	E-Rule	E-Offside	E-Played	E-Actively playing	E-Expert	E-Aesthetic	E-Ambiance	E-Food
Mean	4,30	4,37	4,25	3.90	3.51	4,39	4,16	2.61
Standard Error	0.06	0.06	0.07	0.09	0.09	0.06	0.07	0.10
Median	5	5	5	4	4	5	4	2
Mode	5	5	5	5	4	5	5	1
Standard Deviation	0.91	0.88	1.03	1.28	1.22	0.81	1.06	1.43
Sampling Variance	0.83	0.77	1.05	1.63	1.48	0.65	1.13	2.05
Kurtosis	3.46	4,69	2.42	-0.01	-0.66	3.98	1.86	-1.24
Skewness	-1.71	-1.96	-1.66	-1.05	-0.55	-1.74	-1.53	0.36
Range	4	4	4	4	4	4	4	4
Highest	1	1	1	1	1	1	1	1
Lowest	5	5	5	5	5	5	5	5
Total	869	883	858	787	710	887	840	527
Amount	202	202	202	202	202	202	202	202

For integration type of consuming metaphor, we see that highest return for male consumers is observed as 3.60 for “I-Chat” characteristics -which will turn out to be the most important variable of the whole study-; while lowest return in the same set of group is calculated as 1.46 for “I-GetDirty” characteristics, which is outlined in Table 6.

Table 6. Descriptive Statistics of I- Variables for Males

Male	I-Chat	I-Paint	I-Sing	I-Wear	I-Involve	I-Predict	I-Manage	I-Participate	I-Get dirty
Mean	3.60	2.07	3.33	3.20	3.42	3.05	2.98	2.32	1.46
Standard Error	0.10	0.08	0.09	0.10	0.09	0.08	0.09	0.08	0.06
Median	4	2	4	4	4	3	3	2	1
Mode	5	1	4	4	4	3	4	1	1
Standard Deviation	1.35	1.14	1.35	1.45	1.30	1.09	1.28	1.20	0.92
Sampling Variance	1.83	1.30	1.82	2.11	1.68	1.19	1.64	1.44	0.85
Kurtosis	-0.71	-0.31	-0.97	-1.32	-0.68	-0.62	-1.12	-0.62	4,08
Skewness	-0.70	0.79	-0.46	-0.31	-0.67	-0.31	-0.01	0.60	2.18
Range	4	4	4	4	4	4	4	4	4
Highest	1	1	1	1	1	1	1	1	1
Lowest	5	5	5	5	5	5	5	5	5
Total	727	419	672	647	691	616	602	468	294
Amount	202	202	202	202	202	202	202	202	202
Highest (1)	5	5	5	5	5	5	5	5	5
Lowest (1)	1	1	1	1	1	1	1	1	1
Level of Reliability (95,0%)	0.19	0.16	0.19	0.20	0.18	0.15	0.18	0.17	0.13

For play-classification type of consuming metaphor, we see that highest return for male consumers is observed as 3.63 for “CI-Stay” characteristics; while lowest return in the same set of group is calculated as 2.87 for “CI-Hatred” characteristics.

Table 7 shows male consumers’ play-classification consuming metaphor.

Table 7. Descriptive Statistics of P- and CI- Variables of Males

Male	P-Feel	P-Socialize	CI-Hatred	CI-Share	CI- TalkStadium	CI-Stay	CI-See	CI- Connected
Mean	3.37	3.36	2.87	2.98	3.54	3.63	3.53	3.58
Standard Error	0.09	0.09	0.09	0.09	0.09	0.09	0.07	0.09
Median	4	4	3	3	4	4	4	4
Mode	4	4	3	4	4	4	4	4
Standard Deviation	1.34	1.26	1.31	1.34	1.28	1.31	1.05	1.27
Sampling Variance	1.78	1.58	1.70	1.80	1.63	1.73	1.11	1.62
Kurtosis	-0.85	-0.78	-1.08	-1.22	-0.32	-0.43	0.52	-0.35
Skewness	-0.53	-0.48	0.05	-0.17	-0.87	-0.81	-0.91	-0.82
Range	4	4	4	4	4	4	4	4
Highest	1	1	1	1	1	1	1	1
Lowest	5	5	5	5	5	5	5	5
Total	680	679	580	603	716	734	713	724
Amount	202	202	202	202	202	202	202	202
Highest (1)	5	5	5	5	5	5	5	5
Lowest (1)	1	1	1	1	1	1	1	1
Level of Reliability (95,0%)	0.19	0.17	0.18	0.19	0.18	0.18	0.15	0.18

When we lastly make an analysis of the descriptive statistics of male consumers' consumption practices, we see the highest mean is 3.65, and it belongs to the variable measuring watching matches or programs on TV (I-WatchTV), while lowest return in the same set of group is calculated as 2.26 for "Co-WatchStadium" characteristics.

Table 8 shows male consumers' consumption practices.

Table 8. Descriptive Statistics of Co- Variables of Males

Male	Co-WatchTV	Co-Read	Co-WatchStadium	Co-BuyUniform	Co-BuyPresent	Co-BuyFashion
Mean	3.65	3.49	2.26	2.48	2.75	3.00
Standard Error	0.10	0.10	0.09	0.09	0.10	0.10
Median	4	4	2	2	3	3
Mode	5	5	1	1	1	4
Standard Deviation	1.43	1.47	1.29	1.29	1.39	1.38
Sampling Variance	2.05	2.16	1.66	1.65	1.93	1.90
Kurtosis	-0.89	-1.18	-0.38	-0.86	-1.33	-1.25
Skewness	-0.70	-0.51	0.84	0.46	0.09	-0.23
Range	4	4	4	4	4	4
Highest	1	1	1	1	1	1
Lowest	5	5	5	5	5	5
Total	737	704	457	501	556	607
Amount	202	202	202	202	202	202
Highest (1)	5	5	5	5	5	5
Lowest (1)	1	1	1	1	1	1
Level of Reliability (95,0%)	0.20	0.20	0.18	0.18	0.19	0.19

Lastly, we checked the standard deviation values; this data provides information about the different opinions on each characteristic and it demonstrates how much each respondent differs in regard to their understanding of characteristics, as we already explained. Within consumption characteristics, 4 of them have a high standard deviation. Hence, people are more confused and divided about them.

### 2.2.3 Female consumers

When we analyze descriptive statistics, we see highest return for female consumers for experience type of consuming metaphors is observed as 3.89 for “E-Ambiance” characteristics; while lowest return in the same set of group is calculated as 1.85 for “E-ActivelyPlayed” characteristics. In addition to that female customers’ standard deviations are low for “E-ActivelyPlayed” and “E- Expert” characteristics (0.97 and 1.01 respectively). So, we can conclude that female consumers tend to feel more similarly about these characteristics in overall; considering the fact that mean values of such characteristics are also low (1.85; 2.13 respectively).

Table 9 and Table 10 could provide a better sense of female consumer groups’ relations with Holt’s Experience type of consumption metaphor.

Table 9. Descriptive Statistics of E- Variables of Females

Female	E-Rule	E-Offside	E-Played	E-Actively played	E-Expert	E-Aesthetic	E-Ambiance	E-Food
Mean	3.09	3.06	2.54	1.85	2.13	3.32	3.89	2.04
Standard Error	0.07	0.08	0.08	0.06	0.07	0.07	0.06	0.08
Median	3	3	2	2	2	4	4	2
Mode	3	4	2	1	1	4	4	1
Standard Deviation	1.05	1.23	1.22	0.97	1.01	1.10	0.97	1.13
Sampling Variance	1.10	1.52	1.49	0.94	1.02	1.22	0.94	1.27
Kurtosis	-0.62	-1.01	-0.98	1.16	-0.45	-0.33	0.41	0.12
Skewness	-0.19	-0.15	0.33	1.24	0.55	-0.66	-0.81	0.97
Range	4	4	4	4	4	4	4	4
Highest	1	1	1	1	1	1	1	1
Lowest	5	5	5	5	5	5	5	5
Total	699	692	574	419	481	750	880	461
Amount	226	226	226	226	226	226	226	226
Highest (1)	5	5	5	5	5	5	5	5
Lowest (1)	1	1	1	1	1	1	1	1
Level of Reliability (95,0%)	0.14	0.16	0.16	0.13	0.13	0.14	0.13	0.15

For play-classification type of consuming metaphor, we see that highest return for female consumers is observed as 3.32 for “CI-Stay” characteristics; while lowest return in the same set of group is calculated as 2.52 for “CI-Hatred” characteristics.

Table 10. Descriptive Statistics of P- and CI- Variables of Females

Female	P-Feel	P-Socialize	CI-Hatred	CI-Share	CI-TellStories	CI-Stay	CI-See	CI-Connected
Mean	2.92	2.89	2.52	2.99	2.80	3.32	2.71	2.85
Standard Error	0.09	0.08	0.08	0.08	0.08	0.08	0.07	0.08
Median	3	3	2	3	3	4	3	3
Mode	4	4	2	4	4	4	3	4
Standard Deviation	1.28	1.21	1.23	1.26	1.23	1.24	1.10	1.25
Sampling Variance	1.64	1.46	1.51	1.59	1.52	1.53	1.21	1.57
Kurtosis	-1.13	-1.07	-0.90	-1.07	-1.13	-0.63	-0.81	-1.18
Skewness	-0.09	-0.14	0.39	-0.27	-0.03	-0.60	-0.06	-0.09
Range	4	4	4	4	4	4	4	4
Highest	1	1	1	1	1	1	1	1
Lowest	5	5	5	5	5	5	5	5
Total	660	653	570	677	633	751	612	645
Amount	226	226	226	226	226	226	226	226
Highest (1)	5	5	5	5	5	5	5	5
Lowest (1)	1	1	1	1	1	1	1	1
Level of Reliability (95,0%)	0.17	0.16	0.16	0.17	0.16	0.16	0.14	0.16

For integration type of consuming metaphor, we see that highest return for female consumers is observed as 3.06 for “I-Sing” characteristics -which will turn out to be another important variable of study-; while lowest return in the same set of

group is calculated as 1.24 for “I-GetDirty” characteristics. Besides female customers’ standard deviations are low for “I-GetDirty” and “I-Manage” characteristics (0.58 and 0.90 respectively). So, we can conclude that female consumers tend to feel more similarly about these characteristics in overall; considering the fact that mean values of such characteristics are also low (1.24; 1.79 respectively).

Table 11 showing female consumer groups’ integration can also be seen as an example of the explanation shared in the last paragraph.

Table 11. Descriptive Statistics of I- Variables of Females

Female	I-Chat	I-Paint	I-Sing	I-Wear	I-Involve	I-Predict	I-Manage	I-Participate	I-Get dirty
Mean	2.29	2.46	3.06	2.88	2.73	2.31	1.79	2.09	1.24
Standard Error	0.08	0.08	0.08	0.09	0.09	0.07	0.06	0.07	0.04
Median	2	2	3	3	3	2	2	2	1
Mode	2	1	3	4	3	3	1	1	1
Standard Deviation	1.14	1.25	1.13	1.33	1.30	1.07	0.90	1.08	0.58
Sampling Variance	1.30	1.56	1.28	1.77	1.68	1.14	0.81	1.16	0.33
Kurtosis	-0.50	-1.10	-0.58	-1.21	-1.11	-0.92	1.79	-0.20	9,90
Skewness	0.61	0.32	-0.34	-0.05	0.13	0.26	1.28	0.80	2.86
Range	4	4	4	4	4	4	4	4	4
Highest	1	1	1	1	1	1	1	1	1
Lowest	5	5	5	5	5	5	5	5	5
Total	517	557	691	652	618	522	404	472	280
Amount	226	226	226	226	226	226	226	226	226
Highest (1)	5	5	5	5	5	5	5	5	5
Lowest (1)	1	1	1	1	1	1	1	1	1
Level of Reliability (95,0%)	0.15	0.16	0.15	0.17	0.17	0.14	0.12	0.14	0.08

When we lastly make analysis of the descriptive statistics of female consumers' consumption practices, we see the highest mean is 2.87, and it belongs to the variable measuring purchasing behavior for fashion product from official store of football club (Co-BuyFashion), while lowest return in the same set of group is calculated as 1.60 for "Co-WatchStadium" characteristics with lowest standard deviation -0.77- as well. Related to this findings, we can expect variable "Co-WatchStadium" (testing consumers' consumption habit with respect to watching a football match at the stadium at least once in a month) has less chance to become a part of the model we will create in the following chapters. On the other hand, other variables, such as "Co-WatchTV" (testing consumers' consumption behavior whether they watch a football match or football program on TV at least once in a week) will be important elements of our model as outlined in Table 12.

Table 12. Descriptive Statistics of Co- Variables of Females

Female	Co-WatchTV	Co-Read	Co-WatchStadium	Co-BuyUniform	Co-BuyPresent	Co-BuyFashion
Mean	2.47	2.08	1.60	1.98	2.65	2.87
Standard Error	0.08	0.08	0.05	0.07	0.09	0.09
Median	2	2	1	2	3	3
Mode	2	1	1	1	1	4
Standard Deviation	1.22	1.16	0.77	1.06	1.36	1.37
Sampling Variance	1.48	1.34	0.59	1.12	1.86	1.88
Kurtosis	-0.83	-0.02	2.35	-0.06	-1.40	-1.38
Skewness	0.46	0.95	1.41	0.89	0.12	-0.13
Range	4	4	4	4	4	4
Highest	1	1	1	1	1	1
Lowest	5	5	5	5	5	5
Total	558	470	363	447	598	650
Amount	226	226	226	226	226	226
Highest (1)	5	5	5	5	5	5
Lowest (1)	1	1	1	1	1	1
Level of Reliability (95,0%)	0.16	0.15	0.10	0.14	0.18	0.18

#### 2.2.4 Summary

Table 13 summarizes the data shared above.

Table 13. Summary of the Descriptive Statistics of Each Group of Variables

All	Mean	Mean-M	Mean-F	Diff (M-F)	Rate (M/F)
E	3.30	3.94	2.74	1.20	1.69
I	2.56	2.83	2.32	0.51	1.38
P	3.12	3.36	2.90	0.46	1.24
Cl	3.09	3.36	2.87	0.49	1.26
Co	2.59	2.94	2.28	0.66	1.52

## CHAPTER 3

### GENDER ANALYSIS

This time, we would like to compare genders among themselves. As it does not matter that female consumers have a high point of “E-Offside”, referring their knowledge about offside rule, and low points on “E-Food”, testing whether they enjoy the food served in the stadiums; what matters in the marketplace is the relative position of genders according to each other. For the sake of seeing all mean values on one page; the data concerning the mean values of the characteristics is transferred to a new table hence, we could see the results of scoring based on 25 metaphors and 6 consumption practices in the same page. The benefit of putting all the mean values in one table and doing a cross-evaluation has soon become apparent, and we become able to evaluate the position of each gender against each other and the general average. For instance, female consumers had a seemingly low point on “CI-Share” (2.99) -testing whether they share photo or video on social media when they watch a football match in the stadium- but the table show that the mean of “CI-Share” characteristic for all genders is also 2.99. Hence, female consumers do not really lag behind in this aspect, on the contrary, they show a bit higher rate than male consumers -2.98-.

This cross-evaluation required that we take the difference of an already reduced data set that enabled us to observe the comparative positions of two genders. For instance, female consumers have an “E-Offside” point of 3.06 which is way above 3. This point looks acceptable, even promising at first. However, the average of “E-Offside” for all genders stands at 3.68. Hence, a point of 3.06 becomes clearly

less impressive; male consumers have much higher “E-Offside” point (4.37) comparing to female consumers.

### 3.1 Experience

Table 14 outlines the gender-based analysis of experience-based variables.

Table 14. Summary of the Gender-Based Analysis of the E- Variables

Gender	E-Rule	E-Offside	E-Played	E-Actively playing	E-Expert	E-Aesthetic	E-Ambiance	E-Food
All	3.66	3.68	3.35	2.82	2.78	3.82	4,02	2.31
M	4,30	4,37	4,25	3.90	3.51	4,39	4,16	2.61
F	3.09	3.06	2.54	1.85	2.13	3.32	3.89	2.04
Diff (M-F)	1.21	1.31	1.71	2.04	1.39	1.07	0.27	0.57
Rate (M/F)	1.58	1.64	2.11	3.39	2.23	1.46	1.09	1.55

#### 3.1.1 General findings

To make a conclusion from the experience part, we can say that total average of all experience-related questions occurred as 3.30 return rates out of 5. Within them, people declare high accountability level, as we predicted in the beginning process of our thesis. In addition to accountability, the level of taste for aesthetic, physical attractions and ambiance of football stadiums come out to be high. In short, we can

say that there are two reasons for the popularity of football: it is easy to understand, and it is tasteful for the eye.

### 3.1.2 Gender-related findings

To draw a conclusion from the experience part, we can say that the total average of all experience-related questions occurred as 3.94 return rates out of 5 for male customers and 2.74 for female customers. The difference between them is calculated as 1.20, two times bigger than the second biggest difference (Integration: 0.51) in all consumption metaphor types. Although we expected that the difference would be the biggest in experience type since the total average of it was the highest, the difference is way higher than other types. This leads us to the conclusion that football clubs are able to offer experience type of consumptions more to their male customers than to their female customers. We can also conclude that one of the main reasons why male customers show higher interest to football industry than female customers is that male customers are able to enjoy football products and services of experience type more than female customers. As a suggestion to football clubs, we can say that they should focus more on to female customers with respect to experience type of consumption practices since it seems the most important metaphor regarding gender issue.

As we predicted in the beginning process of our thesis, within experience type of consumption practices, male customers declare a higher level of evaluation based on their experiences, compared to female customers. In other words, male customers declare that they have played football both during their lifetimes and during the last five years, more than around 2 points out of five in average than female customers.

This incredibly important finding suggests that one of the main reasons why male customers are able to engage with football world more than female customers is that they have been engaged with football by playing it several times during their lifetimes. That is why they are more capable of understanding the meanings of football-related activities, actions, and feelings than female customers. As a suggestion to football club managers, we can say that they need to find ways to engage female customers to the football world by creating new ways for them to play football during their lives.

On the other hand, in the appreciation level, the ability of female customers to appreciate the ambiance of football stadiums comes out to be approximately as high as male customers, as again in line with our expectation. However, this high rate does not apply to the activities or products offered in the football stadiums, such as hot dog. In short, we can say that one reason why football is more popular in the daily lives of male customers than of female customers is that male customers play football more than female customers in their daily lives, although female customers also have same capabilities with male customers to appreciate what they are engaged in in the football world.

### 3.1.3 Literature-based findings and project proposals

Related to Question 1 and 2, one of the main points focused on how football clubs can increase the knowledge of female customers about football rules. But more than increasing the knowledge, it is pointed out that this question does not only question the level of knowledge, but it also tests people's level of confidence about how much

they know about the rules of the game. From this perspective, main focus changes as how football clubs can increase the self-esteem of female customers about football.

After reaching such focus point, the importance of club channels, e.g. Beşiktaş TV, Milan TV, is emphasized and what kind of mission can be put on to such institution is discussed. As one of the possible future projects, a new television program is considered, in which there could be characters involving one major female character, who is an expert on football and to create a contract, another major male character, who does not comprehend football, as much as he thinks. With such a dynamic, it is aimed that a role model for female customers can be created, which will hopefully increase their self-esteem about a football game. This future project is in line with the division of the audiences of NBA and WNBA, where NBA dominantly attracts a male audience by 70%, and WNBA attracts women audience by the same ratio.

Question 3 and 4 focuses on what kind of a project can be considered in order to make the idea of “playing football” appealing for female customers. In light of such question, it is questioned what kind of mission can be put on female football teams of sports clubs.

At this point, it is emphasized that creating a professional female football player is a much different process than creating a chance for female customers to experience football. In light of such notice, a basic project idea is considered, that enables random female customers to meet with football directly, maybe for the first time in their life. According to such possible project, it is thought that a simulation can be designed for the usage of female customers, which simulates one of the most exciting moments of a football game: penalty. Thanks to such simulation, which possibly can be located in city centers, any volunteer female customer will be given

to chance to shoot and try to save a penalty, which hopefully helps them to understand what kind of feeling to be on the football field and handle with such pressure. But again, it is emphasized that there are a lot of aspects of such project, such as legal constraints or limited resources to use in order to reach a massive group of customer, as well as possible marketing process with respect to sponsors to be reached and because of the limitation in time, talk about possible project idea is ended in the scope of this question.

Question 5 focuses on what kind of a project can be considered in order to increase not only female customers' but also male customers' knowledge about football history in general. In light of such question, it is questioned what kind of mission can be put on media channels of sports clubs, such as BJK TV or Besiktas Magazine. As a result, it is found out that there are a lot of publications in magazines of sports clubs shared with fans with monthly based and special broadcast about club history in club TVs shared with fans regularly. This is in line with Underwood, Bond and Baer's (2001) proposal for "foster[ing] group experiences, establish[ing] and/or build[ing] on their unique history and traditions, and initiat[ing] meaningful rituals involving the consumption process".

Another important notice is made similar to the first question. As it is pointed out under question 1 and 2. it is recognized that question 5 is testing people's level of confidence about their knowledge about football history more than it is testing their knowledge, directly. As a result, it is concluded that the basic idea, generated according to result of question 1 and 2. can be widened with respect to content of scenario of such TV program, where female and male characters discuss about football history, which ended up that viewers can see female character is more knowledgeable about not only the rules but also the history of football. In that way,

as parallel with our aim, it can help the process of creating a role model for female customers, which hopefully will increase the self-esteem of them about a football game.

As for Questions 6 and 7, ambiance comprises of “direct and indirect influences on behavioral outcomes, caused by the emotional reactions and personal predispositions of spectators” (Uhrich & Koenigstorfer, 2009). As Holbrook and Hirschman (1982) define, the constructed ambiance at a sports event takes an active part in emotionalizing the fans and satisfying their hedonic need for consumption.

Before focusing on any possible project to solve some detected problems, one surprising result of the research is emphasized, claiming that female customers appreciate football atmosphere as much as male customers do. In other words, female customers also find the ambiance of football stadiums as amusing as male customers do. Although it is a questionnaire that whether such result is contradictory with one may think of about such phenomenon, it is concluded that stadiums are unique places that one may experience different feelings any other place cannot offer such as the feeling of team spirit. Besides, it is pointed out that there is no reason why such reality would be different for different gender groups.

However, we need to note an insight at this point. It could be claimed that male fans somehow try to satisfy their “lack” in a sexual manner when his/her team create dominance over other team and the use of sexual, insulting and offensive words toward women, in songs and themes by club fans in stadiums may be a factor decreasing interest of women to the football world. As a result, it seemed that male dominance in football activities, in both performance stage and viewer stage become an inevitable end.

After reaching such conclusion, it is a questionnaire that there has to be some contradiction between two outputs, testing similar points. While such finding claims that “female customers appreciate the ambiance of football stadiums as much as male customers do,” another finding shows that female customers do not go to football stadiums as much as male customers do<sup>2</sup>. However, more than considering such outputs as contradictory, it is concluded that there is a different reason behind women’s low level of going to football matches other than disliking the ambiance, which they do not as our research shows. In other words, one possible reason why female customers do not go to football matches, i.e. ambiance of stadiums, is eliminated, and such situation enables the research to focus on other possible reasons for such phenomenon.

Question 8 focuses on what kind of a project can be considered in order to increase not only female customers’ but also male customers’ level of appreciation with respect to food served in the football stadiums. In light of such question, it is questioned what kind of projects can be designed to increase appreciation level of customers for food served in the football stadiums.

Starting with football world, an observation is shared, claiming that there are a lot of people selling “meatball in bread” around all of the football stadiums, which in the end, does not promise any income to football clubs, although they are the actors, who actually create the football event in the stadium. As a supportive example from outside of the football world, IKEA case is considered, in which they are serving Swedish meat to their customers by considering the time spent during shopping is high enough that one may need to have lunch or dinner during this time.

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<sup>2</sup> Here, we need to recall the fact that female customers’ response to such question is measured as 1.21 out of 5, which is the lowest output within all questions asked

As a result, it become clear that although there are varying service options with respect to food in the stadiums of football clubs, there become no clear answer to the question that whether or not it is possible to focus on one food item, which in the end, football fans can match such item with the action of watching football match at the stadium. Although similar cases in U.S. are promising, such as drinking beer or eating hot dog becoming a thing when people watch sport; there is no item to be agreed on with respect to its ease of applying in current conditions of Turkish football clubs.

### 3.2 Integration

Table 15 outlines the gender-based analysis of integration-based variables.

Table 15. Summary of the Gender-Based Analysis of the I- Variables

Gender	I-Chat	I-Paint	I-Sing	I-Wear	I-Involve	I-Predict	I-Manage	I-Participate	I-Get dirty
All	2.91	2.28	3.19	3.03	3.06	2.66	2.35	2.20	1.34
M	3.60	2.07	3.33	3.20	3.42	3.05	2.98	2.32	1.46
F	2.29	2.46	3.06	2.88	2.73	2.31	1.79	2.09	1.24
Diff (M-F)	1.31	-0.39	0.27	0.32	0.69	0.74	1.19	0.23	0.22
Rate (M/F)	2.02	0.73	1.13	1.17	1.40	1.56	2.51	1.21	1.91

### 3.2.1 General findings

To conclude, we can say that total average of all integration-related questions occurred as 2.56 return rates out of 5, which is 0.74 points lower than the experience average rates. Accordingly, we can come up with such a conclusion that people consider football as an activity done for experience, rather than an activity for integration. Related with integration metaphor, according to Underwood, Bond, and Baer (2001), “the role of social identification in the construction of brand equity for services marketers” gets more important every day. Within activities for integration, people seem to engage highly with stadium-related activities, such as memorizing the anthems fans sing in the stadiums (mean; 3.19), wearing the uniforms of football clubs in the stadium (mean; 3.03) and cheering to affect both players and referees in the stadium (mean; 3.06). As well as stadium-related activities, the level of people’s daily intercourse Related to engaging football-related conversations to come out to be high (mean; 2.91). In short, we can say that two reasons why football is popular are that, firstly, stadiums create opportunities to fans to integrate with the football club, and secondly, it is an easy activity to share in daily life intercourse.

### 3.2.2 Gender-related findings

To conclude, we can say that total average of all integration-related questions occurred as 2.83 return rates out of 5 for male customers, and 2.32 for female customers, and the difference between them is calculated as 0.51. This difference is in a normal range compared to differences between different genders with respect to other consumption metaphors, except the fact that the difference between genders

with respect to experience type of consumption is calculated as a high value (1.20), as we already mentioned. Accordingly, we can come up such conclusion that the capability of the football world to reach both female and male customers toward integration activities (2.32; 2.83 respectively) is not as high as its capability to reach them through experience activities (2.74; 3.94 respectively). However, we can still say that although it is not the main reason, one side reasons why female and male customers involve with football world in different levels is still, integration activities football clubs able to promise to its customers.

Within integration activities, male customers respond with highly positive rates than female customers on the level of people's daily intercourse related to engaging football-related conversations (3.60; 2.29 respectively). In addition to that male customers show a much higher level of belief compared to female customers that they can predict the match results beforehand (3.05; 2.31 respectively), and are capable of performing to the similar level with professional participants, i.e. managers, of the football world (2.98; 1.79 respectively). As another interesting finding of the research, regardless of their gender, both male and female customers strongly claim that they would not affect the nature of the sports activity by throwing foreign objects to the football fields while they watch a football match in the football stadiums (1.46; 1.24 respectively).

In short, we can say that two reasons why male customers show a higher level of integration to football world are, firstly because of daily conversations they willingly and more often engaged, and secondly, the level of expertise they believe they have. On the other hand, female customers declare that they are more willing to paint their face to the color of their favorite team's, considered as a remarkable assimilation practice, compared to male customers (2.46; 2.07 respectively). And

people from both gender declare that they show no tolerance to the idea of destroying the friendly nature of football game by throwing foreign objects to the football field. To sum up, although on some level, female customers show higher intention to adopt serious assimilation practices, male customers become more able to integrate their identity with football world because of the expertise they believe they have and their willingness to share their expertise in their daily life practices, which in total, can be considered as one of side reasons why football is more popular within male customers.

### 3.2.3 Literature-based findings and project proposals

Questions 9 and 11 focus on what kind of a project can be considered in order to increase female customers' level of integration with respect to considering football as a daily talking topic with their friends. In light of such question, it is questioned what kind of reasons can rely on under the fact that female customers do not talk football with their friends in their daily life; and similar with previous cases, it is emphasized that the reason may be mostly caused by low self-esteem of female customers'. In order to change such phenomenon and to defy the current belief that "women do not understand about football as much as men do"; it is asked what kind of process could be followed in order to show people exactly opposite can be true, as well.

As a result, inspiring from last decade's communication revolution that had revolutionized the way of perceiving the outside world (Shirky, 2011), social media is considered as a tool to challenge this phenomenon in this respect, and a new communication project is designed at a basic level that could be applied via Facebook and Twitter accounts of sports clubs. According to this communication

project, female customers will be asked to share their match analysis in a short and clear way after football matches, and the winner will be chosen with fans' votes and awarded with female fashion products from the official store of such sports club. Thanks to this project, while it is aimed to challenge the general belief that women do not understand about football as much as men do; it is also considered as a helpful tool for the process of advertisement and promotion of sports clubs' new female fashion products.

Question 10 focuses on what kind of a project can be considered in relation to the fact that female customers' level of integration with respect to painting their face in the process of watching a football match in the stadium is much higher than male customers'. In light of such question, it is questioned whether or not it is possible to create a process in the football stadiums where people can make their face up with the color of Besiktas and related designs. As a result, it is concluded that although such kind of project may be considered as promising with respect to increasing female customers' level of integration and satisfaction from the process as well, there is a need for higher proof that such project would be popular and suitable for football world. And following such study, it is pointed out that there are also positive aspects in need of consideration, such as whether it is possible to find sponsor companies for such project or not.

As for Question 12. before focusing on any project to solve some detected problems, it is emphasized that football stadiums are unique places, which "activate or enact the relevant consumer identity" (Underwood, Bond, & Baer, 2001), and enable football customers to integrate with institutional identity. To deepen such analysis, it is reminded that not only wearing the same uniform with everyone else,

memorizing same anthems is also a unique assimilation process where football customers are willingly engaged.

As for Question 13. before focusing on any project to solve some detected problems, an observation is shared, suggesting that process of creation of football industry's product –which is “football match” indeed- is unique in a way that customers of football industry also become a producer at the same time with the role they play as “football fans”. This dual identity occurs through “identification continuum based upon levels of consumer commitment and emotional involvement” (Underwood, Bond, & Baer, 2001). When someone goes to a football match and support their favorite football team, they may really affect the performance or decisions of players, managers or referee, in either positive or negative way. It is also worth noting here that this interaction is not one-way. It is not feasible to claim that only fans affect the actors in the field; the events and actors involved in the field also affect the behaviors of the fans. As Uhrich and Koenigstorfer put it, these events and actors “include the organi[z]er, the spectators and the action within the game”. (Uhrich & Koenigstorfer, 2009)

However, sports spectators are still the most important part of the ambiance in the football stadiums, and it makes the observation become stronger and crucial. This is also emphasized by Uhrich and Koenigstorfer (2009) in a comparison with the case of a retail store: “In the case of a retail store, the experience of atmospherics is mostly an additional value-creating factor in the shopping trip. By contrast, the experience of atmosphere in a sports stadium is usually considered a core part of the total service.”

In order to deepen the case, it is claimed that football is a part of entertainment sector and similar with movie industry, football has the ability to

isolate the customer from her own identity by suggesting them a new reality to engage with for two hours it is shown (Madrigal, 1995; Wann & Branscombe, 1993).

From this perspective, it is asked whether or not it is possible to create a product based on such feeling of control. In case one team become the champion at the end of the football season; it is questioned whether it is a good idea or not to use the message of "I have control" as a slogan, in team anthems, and on the possibly produced football products, such as t-shirts and uniforms. As a result, it is explained that although it can be considered as an applicable idea after the process of idea creation is explained, it is hard to tell the possible effect on random people and how they perceive and react to the message since they do not have any chance to know the process under this message. In the end, it is concluded that with a marketing effort supporting the idea, it can be considered as an applicable idea to be launched.

Questions 14 and 15 focus on what kind of a project can be considered in order to increase female customers' level of integration with respect to considering themselves as expert as male customers do. In light of such question, it is questioned what kind of reasons can rely on under the fact that female customers do not consider themselves as being capable of managing football clubs –which seems very reasonable attitude, indeed-. It is found out that, again similar to the previous debates, the lack of role models for female customers seem remarkable reason for such result. As a possible solution for that, the idea of TV program at club TVs is reconsidered with respect to its content to relate directly with such problem.

More than that it is questioned which one is a healthier attitude, on one hand, the low level of self-esteem of female customers on their belief about their capability to manage a football club; or on the other hand, the over-confidence of male customers, 25 percent of which claiming that they are capable of managing football

clubs as much successful as current professional club managers and technical directors. Although male customers' attitude is considered as very irrational and even harmful for some cases, it is concluded that one of the main reasons why football is so popular is based on such confidence, which keeps bond between football clubs and their fans' stronger than any other bond between companies and their customers.

Question 16 focuses on what kind of a project can be considered in order to increase the level of integration of not only female customers but also male customers, with respect to engaging marketing and public relations activities of football clubs.

In light of such question, it is questioned what kind of reasons can rely on under the fact neither female customers nor male customers show a low level of interest to such marketing events organized by football clubs. As a result, some changes in the society is pointed out such that the concept of "superstar" is changing, as well as the way how people perceive such term. To get deeper in such analysis, it is come up with the idea that people have much higher access to celebrities in any show business, such as singers, movie stars, and football players as well, comparing to previous decades because of the increase in the use of social media, such as Facebook or Twitter.<sup>3</sup> As a result, football clubs' such public relation organizations, which are based on the idea of destroying the distance between customers and superstars, become invalid since the communication tools people are using in their daily lives are already helpful enough for them to destroy such distance. In other words, since people can directly ask any question they wonder, or they can comment any word they want to share with such football superstars via Twitter, there become much less meaning to organize marketing activities to meet with players and football

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<sup>3</sup> This statement can be reached with the enormous level of interaction of fans with celebrities.

customers. To sum up, it becomes much clearer why the return rate to the related question is low in both gender group according to this point of view.

As for Question 17, before focusing on any project to decrease football customers' level of integration with respect to personalizing the football field by throwing any object on it, the conclusion of the survey claiming neither female customers nor male customers accept that they did or would show such kind of behavior. Because of such low return rates, it is focused on whether such claim is true or not; rather than focusing on a possible project to be created in order to solve detected problem. In the end, two points are emphasized with respect to such outcome of the study; first, a collection of data can be a little problematic and naturally, the result can be misleading since survey group is based on mostly university students or graduates, which is much higher social group than the average of football customers. Secondly, although even in this group, one may expect to see such kind of negative behaviors; it is really almost impossible to detect such cases by asking a question in a survey since people will be considering their image on the surveyor. As a result, such finding decided as "unhelpful to detect the problem" from the point of view of such detected points.

Although football customers refuse to accept that they would engage in such negative behaviors according to survey result, it is also questioned that whether the unique policy applied by Turkish Football Federation, which enforces football clubs only host female and children football fans to football stadiums as a punishment after unwelcome behaviors are shown, is considered as a positive policy or not. It is ended up with the idea that although such policy seems to encourage female and children customers to engage with football world, the tendency of regulatory institutions to

apply such punishment caused a lot of financial drawbacks to football clubs, which enables them to get proceeds from such football match organizations.

### 3.3 Play & classification

Table 16 outlines the gender-based analysis of play- and classification-based variables.

Table 16. Summary of the Gender-Based Analysis of the P- and CI- Variables

Gender	P-Feel	P-Socialize	CI-Hatred	CI-Share	CI-TellStories	CI-Stay	CI-See	CI-Connected
All	3.13	3.11	2.69	2.99	3.15	3.47	3.10	3.20
M	3.37	3.36	2.87	2.98	3.54	3.63	3.53	3.58
F	2.92	2.89	2.52	2.99	2.80	3.32	2.71	2.85
Diff (M-F)	0.45	0.47	0.35	-0.01	0.74	0.31	0.82	0.73
Rate (M/F)	1.23	1.25	1.23	1.00	1.41	1.13	1.48	1.39

#### 3.3.1 General findings on play

To conclude, we can say that total average of two play related questions occurred as 3.12 return rates out of 5, which is in between experience average rates (3.30) and integration average rate (2.56). Accordingly, we can come up such conclusion that people consider football as more experience activity rather than play activity, too. Within play activities, there is no significant difference between communing and socializing practices (3.13 and 3.11 respectively).

### 3.3.2 Gender-related findings on play

Similarly, the result did not occur in a way that requiring special attention since both play-related questions are answered with similar rates. While the communing-related question is answered with 0.45 point different out of five, in favor of male customers; the socialization-related question is responded with 0.47 point different out of five, again in favor of the same gender. In average, with respect to play-related questions, male customers responded 0.46 point higher than female customers, which is in normal range compared to other types of consumption metaphors.

To conclude, we can say that total difference between two gender groups with respect to two play related questions occurred as 0.46 return rates out of 5, in average, which is much less than the difference in experience-related activities (1.20) and in similar level with integration average rate (0.51). Accordingly, we can come up such conclusion that male customers consider football as more experience activity rather than both integration and play activity, compared to female customers. Within play activities, although there is no significant difference between communing and socializing practices; male customers show a little bit higher different in communing practices rather than socializing practices.

### 3.3.3 Literature-based findings and project proposals on play

Questions 18 and 19 focus on what kind of a project can be considered in order to increase female customers' game type of consumption metaphor level with respect to considering football as a socialization activity. In light of such question, it is questioned what kind of reasons can rely on under the fact that female customers share lower return rate to such questions, and we found out that football environment in match watching process may be irritating for female customers. As a result of such detection, possible projects to solve such problem are considered, and one direction

between such projects is emphasized. According to this possible solution, football clubs could spend extra time and energy to focus on the process of football match watching, not only in its football stadiums, but it also may spend some effort to design locals, which are used to watch football matches as big groups of football fans. In other words, it is considered that the number, quality, and type of sports clubs' locals (where people meet and watch their clubs football match together) would be increased. As a result of such effort, it is concluded that such locals could become able to serve their service in a female friendly environment that not only male customers but also female customers feel comfortable in it so that the level they consider football as a socialization process would be increased.

In consideration of how women perceive and internalize the group identities constructed in relation with football, Heere and James (2007) defined the external group identities as "demographic categories and membership organizations." In line with this, the case considered by James and Ridinger (2002) shows that in the case of women's college basketball teams, "women [...] ha[ve] lower ratings of attachment than did men". They follow up by saying that this shows the involvement of external identities, that can be "university or national identity." The case of sexual identity is worth noting here. Nelson's (2000) ethnographic study of WNBA teams shows that there is a strong demand of lesbian spectators to be acknowledged publicly with their sexual identity.

### 3.3.4 General findings on classification

To conclude, we can say that total average of all classification-related questions occurred as 3.09 return rates out of 5, which is in between experience average rates (3.30) and integration average rate (2.56) and almost equal to playing average rates (3.12). Accordingly, we can come up such conclusion that people consider football as more experience activity rather than both play and classification activity while they consider it very least as integration activity. Within classification activities, action based ones show significantly higher return comparing with object-based classification activities.

### 3.4.5 Gender-related findings on classification

To conclude, we can say that total average of all classification related questions occurred as 3.36 return rates out of 5 for male customers and 2.87 return rates for female customers. The difference calculated as 0.49 out of 5, which is nearly the smallest difference occurred within all consumption metaphors. Accordingly, we can come up such conclusion that both gender groups consider football as classification activity in relatively similar level. Within classification activities, male consumers show significantly higher return than female customers (3.53 and 2.71 respectively) on question that they claim that they can predict what is about to happen during a football match while they watch it, which is a sign of expertise and such result is coherent with previous consuming metaphors where people's level of expertise with respect to their prediction skills are questioned. On the other hand, when object base classification activities are considered, female consumers show closer return rates with male customers, which is a rare finding. Female customers declare that they show a similar level of willingness to engage with such classification practices with male customers for both having negative feelings for competent (2.52 and 2.87

respectively) and taking pictures and sharing them with friends by using social network channels, such as Facebook or Twitter (2.98 and 2.99 respectively). From such findings, we can conclude that football clubs and managers may focus on methods how to increase male customers' willingness to engage with object related classification activities, while they do the same for female customers with respect to action based classification practices.

### 3.3.6 Literature-based findings and project proposals on classification

As for Question 20. before focusing on any project to solve some detected problems, a remarkable result of the study is shared, suggesting that female customers show higher return comparing to male customers with respect to feeling negative feelings towards competitors, which -on one hand- could be considering as a sign of hooliganism. Although such result is considered as "very unexpected," the deeper analysis of the research result helped to have more clues about the possible reasoning behind this output.

Although female customers declare higher return rate than male customers, their return to this question seem as average, within the return rate to other classification questions they answered. In other words, the reason, why female customers seem to show higher return than male customers, is that male customers show highly lower return than their average of all classification based questions. From this perspective, it becomes an important question why male customers show lower return rate to such question, and finally, it is pointed out that it may be caused by relativity in the question. Analyzing the question is helpful to understand that question does not directly test whether one feels hatred about the other team, but it leads one to compare the feeling of support to one's team and feeling of hatred to competitive teams. As a result, the reason why male customers surprisingly show

lower return than male customers in this question is speculated in a way that the feeling of support of male customers to their team is so high that they had to give lower return rate to this question.

As for Question 21- 22. before focusing on any project to solve any detected problems, another remarkable result of the study is shared, showing that female customers show relatively much higher return (the 2<sup>nd</sup> biggest different in the scope of all research) comparing to male customers with respect to taking photos and videos, and sharing them via social network channels. This can be considered in relation to Donovan, Carlson and Zimmerman's claim (2005) stating that "the need for affiliation positively influences the level of identification with the team."

With the help of technological development, taking pictures (of anything like travels, concerts, even foods in restaurants, and football matches as well) and sharing them in social media become a legitimate way of showing people that they are different from others thanks to experiences they live (Miller & Edwards, 2007). To connect such explanation with the outcome of research, suggesting that female customers show relatively much higher return than male customers; it is concluded that female customers are more open to social pressure than male customers, and that is why they declare higher return rate to a new way of social pressure –experiencing and showing- of our day.

From this point of view, it is focused on what kind of a project can be considered in order to increase not only female customers' but mostly male customers' level of classification with respect to taking pictures and sharing them via social media channels. In light of such question, it is questioned whether it is possible to design a stand on the football stadiums so that people can have unique pictures thanks to original background used in the process of photograph taking.

Although it is agreed that adding such service the ability to share this photo on the official website and social media channels of the football club could increase the charm of the project, talk about such possible project idea is concluded in this level since such kind of possible project requires a lot more detailed work, and the time for interview was limited.

Questions 23 and 25 focus on what kind of a project can be considered in order to increase female customers' level of classification with respect to involving not only football teams they support but also players, coaches or managers in the football world. In light of such question, it is questioned what kind of reasons can rely on under the fact that female customers show a lower level of interest to such classification metaphor compared to male customers.

As a result, it is pointed out that masculine environment of the football world force football actors, such as players, coaches or managers, to act in a harsh way that enables them to have a strong image in front of their fans, most of which are male. This is in line with men's attempt to attribute masculine values to sports as explained by Costa and Guthrie (1994), and Schnell and Rodriguez (2000). As a contradictory result, it is concluded that such kind of behaviors attracts less support or appreciation from female customers, which ends up with a low level of involvement from such customers to actors, who acted in explained way. Alternatively, as Haber (2001) puts it, women have a tendency to follow the teams where members of the same gender are playing, which have a relatively lower level of masculinity attached. To sum up, while female customers become able to feel involved with institutional identity promised by football clubs, they find it harder to feel involved with real actors of football world because of their already described behaviors.

To extend the case, the reason behind the fact that although the football world becomes able to create such a strong image like David Beckham a decade ago, who is favored by mostly female customers, indeed; same, even financially stronger football world show lack of capability to create a similar, strong and female-friendly image nowadays is questioned. However, it is come up that the reason behind such reality cannot be explained by the institutional or historical points of view, rather it can only be explained by occasional perspective.

Related to Question 24, men's attempt to attribute masculine values to sports as explained by Costa and Guthrie (1994) and Schnell and Rodriguez (2000) is extended by the media by perceiving sports as "the domain of men" (Hargreaves, 1994). In this respect, it is focused on what kind of a project can be considered in order to increase female customers' level of classification with respect to considering themselves to be able to predict what is about to happen on the football field during a football match. In light of such question, it is questioned what kind of reasons can rely on under the fact that female customers show a low level of self-esteem about such issue and as a parallel point with previous cases, the lack of role model figures for female customers is emphasized. As a result, it is questioned whether or not it is possible to design a football program with only female commentators in it. It is concluded that it would be encouraging policy to attract female customers only if there were enough human force to fulfill such position. Although it is obviously possible to find female commentators to satisfy such requirements, it would be a costly project to start since the market for people with such qualities is narrowed. Reminding the TV program idea, it is questioned whether the content of such TV program could be extended in a way to increase female customers' self-esteem about

the related question and it is concluded that it would be possible in case such project is decided to start up.

### 3.4 Consumption

Table 17 outlines the gender-based analysis of experience-based variables.

Table 17. Summary of the Gender-Based Analysis of the Co- Variables

Gender	Co-WatchTV	Co-Read	Co-WatchStadium	Co-BuyUniform	Co-BuyPresent	Co-BuyFashion
All	3.03	2.74	1.91	2.21	2.70	2.94
M	3.65	3.49	2.26	2.48	2.75	3.00
F	2.47	2.08	1.60	1.98	2.65	2.87
Diff (M-F)	1.18	1.41	0.66	0.50	0.11	0.13
Rate (M/F)	1.80	2.30	2.09	1.51	1.07	1.07

#### 3.4.1 General Findings

To conclude, we can say that total average of all consumption activities measured as 2.59 return rates out of 5, which is much lower than experience (3.30), classification (3.09) and play (3.12) average rates and almost equal with integration average rates (2.56), which was the far lowest rate between all consumption metaphors.

Accordingly, we can come up such conclusion that people show a tendency to refuse to engage with consumption activities, no matter what much how they engage with experience or classification and play activities. One possible conclusion can be verbalized as in the best scenario; consumers engage with consumption activities in a level that they engaged with the consumption metaphor, in which they engage least. In other words, since football clubs become able to make people show a low level of engagement to integration activities, the consumption behavior of fans just come up

with this low rate. While such conclusions seem sensible, they are in need of more evidence to prove.

### 3.4.2 Gender-related findings

To conclude, we can say that total average of all consumption activities occurred as 2.94 return rates out of 5 for male customers and 2.28 for female customers and total difference between genders is calculated as 0.66. This difference is much lower than the difference of experience related rates of two genders (1.20) and higher than the difference of integration, classification and play related rates (0.51; 0.49 and 0.46 respectively).

Accordingly, we can come up such conclusion that female customers show a higher level of tendency to refuse to engage with consumption activities compared to male customers. It is also interesting to notice that the average for female customers' level of engagement with consumption practices is measured as 2.28, which is lower than their engagement level to all consumption metaphors. For instance, the lowest engagement level with consumption metaphors is measured as 2.32 for female customers in experience related activities. Similarly, the level of engagement for male costumers with respect to consumption practices is measured as 2.94 while lowest engagement level of male customers with respect to consumption metaphors is measured as 2.83 in integration related activities.

One possible conclusion can be verbalized as, in the best scenario; consumer's average level of engagement with respect to consumption practices occurs in a similar level with the consumption metaphor they engage least. In other words, since football clubs become able to make people show a low level of engagement to integration activities, for both gender groups, the consumption behavior of fans just come up with this low rate.

As another finding, between female and male customers, the average difference for all consumption metaphors is measured as 0.66 while the difference for consumption practices is also measured as 0.66. From such finding, we can conclude that football clubs should focus on methods to decrease the difference between consumption metaphors in order to decrease the difference measured in consumption practices. In other words, in order to increase female customer's level of consumption, football clubs should focus on the methods how they can increase their level of engagement to consumption metaphors.

### 3.4.3 Literature-based findings and project proposals

As for Questions C1 and C2, before focusing on any project to solve some detected problems, a remarkable result of the study is shared, suggesting that female customers give 50% lower return rate compared to male customers with respect to watching a football match or a football program on TV. A similar and even harsher notice is that male customers declare 3 times higher rate than female customers with respect to reading football news from online or printed media. Related to such findings, it is focused on what kind of a project can be highlighted in order to increase female customers' level of consumption with respect to watching football matches on TV and reading football news on printed media.

In light of such question, it is questioned that which of detected projects could be emphasized to answer such problems directly and three projects seem relevant; firstly, it is considered that broadcasting of projected TV program, in which there is a female character becoming role model to female customers with expertise on football, could increase related return rate of female customers. Secondly, it is noticed that another projected TV program, in which there are only female football

commentators, could be used in that manner. And thirdly, it is highlighted that projected sports clubs locals could be designed to help to solve such problem.

As for Question C3. before focusing on any project to solve some detected problems, another remarkable result of the study is shared, suggesting that female customers declare five to one return rate compared to male customers with respect to watching a football match on the stadiums. Related to such a finding, it is focused on what kind of a project can be highlighted in order to increase female customers' level of consumption with respect to watching football matches on stadiums.

In light of such question, it is questioned that which of detected projects could be emphasized to answer such problems directly and 3 projects seem relevant; firstly, it is considered that serving different kinds of food in football stadiums on every different match could increase not only male customers' return rate to watch football match in the stadiums but male customers' as well. Secondly, it is noticed that projected organization Related to taking photos and creating ways to share them on official or personal social media channels could also similarly work for this cause. And last but not least, it is highlighted that projected face painting project, which directly and mostly target female customers as well, could be a helpful tool in the problem solution process.

Related to Question C4 and C5, before focusing on any project to solve some detected problems, one of last remarkable result of the study is shared, suggesting that both female and male customers declare low return rate with respect to buying official team uniform from the store of the football club they support. As a similar notice, both customer groups also declare low return rate with respect to buying gift products from their favorite team's store. Related to such findings, it is focused on what kind of a project can be highlighted in order to increase football customers'

level of consumption with respect to buying such official football related uniforms and other products.

In light of such question, it is questioned that which of detected projects could be emphasized to answer such problems directly and 3 projects seem relevant; firstly, it is considered that projected t-shirt promotion with "I have control" slogan may be helpful to increase such store sales. Secondly, it is noticed that projected public relation promotion, in which 100.000 female customers may experience the joy of the football may also helpful to make advertisement of unique products produced for female customers. And thirdly, it is highlighted that projected social media campaign may also use as a helpful tool to advertise such product produced for female customers' usage.

Related to Question C6, before focusing on any project to solve any detected problems, the last but not least remarkable result of the study is shared, showing that both female customers and male customers show high return rate (the biggest return rate for female customers and the third biggest return rate for male customers in scope of consumption behavior) with respect to willingness to engage in the consumption activity in a manner of sport-related fashion product, such as t-shirt or sweat suits.

As a result, it is focused on what kind of a project can be considered in order to increase not only female customers' but also male customers' level of consumption level with related products. In light of such question, it is questioned what kind of reasons can rely on under the fact that either female customers or male customers show a relatively high level of return rate to such consumption behavior. In the end, it is concluded that rather than other consumption objects, such as gifts, sports related products seem more relevant to the football industry; accordingly,

which enables to apply matching principle in consumer's mind. In other words, football clubs have strong images when it comes to sport, as a result it seems totally logical that consumer shows higher willingness to engage in consumption activity of such products in the stores of football clubs, which could be interpreted as an application of Levy's (1959; 1980) argument on the symbolic meanings products bear.

## CHAPTER 4

### ANALYSIS

#### 4.1 ANOVA

This test will be used to test significance of group differences between two groups, in our case differences between female and male consumers.

To test significance of group differences, we checked all dependent and independent variables with respect to different genders. In order to do that, we used data derived from 202 respondents for each gender. Even though there are more than 202 respondents who identify themselves as women, the first 202 women who filled in the questionnaire were selected in order to have same numbers of men and women and therefore to ensure the comparability of two genders.

Firstly, we checked ANOVA on variable “E-ActivelyPlayed” which had the biggest difference between two genders, and we aimed to show the statistical significance of this variable we intuitively realized. At this item, female consumers have a point of 1.88 whereas the male consumers have a point of 3.90. These numbers intuitively show the large discrepancy between the current football-playing experiences of different genders. But we also want to demonstrate that the difference is statistically significant; in order to do that, we check ANOVA. Accordingly, the hypotheses are stated as such:

H<sub>0</sub>: Male consumers are equally or more active than female consumers with respect to playing football during the last five years of their life.

H<sub>1</sub>: Male consumers are less active than female consumers with respect to playing football during the last five years of their life.

After we checked one-way ANOVA, we got a number between 0 and 1. This number is the significance level of the t-value after it is located on the distribution curve. The number is returned as 0.000, indicating that at 1% significance level, we fail to reject the null hypothesis. Hence, there is no proof that male consumers are less active than female consumers.

Table 18 summarizes the explanations above.

Table 18. Results of One-Way ANOVA for E-ActivelyPlayed

SUMMARY				
Groups	Number	Total	Mean	Variance
Column 1	202	787	3.90	1.63
Column 2	202	380	1.88	0.96

ANOVA						
Variance Source	SS	Df	MS	F	P-score	F-score
Between Groups	410.02	1	410.02	317,00	0.000	3.86
Within Groups	519,97	402	1.293			
Total	929,99	403				

By following the same understanding, we conduct a similar test, this time for the characteristic “the beliefs of consumers about their ability to manage football-related processes” of different genders. Male consumers have a mean of 2.98 on this item, whereas it is 1.79 for female consumers. Again, there is a clear, observable discrepancy between the self-esteem level of different genders regarding being able to manage football related activities.

H0: Male consumers are equally or more confident than female consumers with respect to believing to be able to manage football related processes.

H1: Male consumers are less confident than female consumers with respect to believing to be able to manage football related processes.

After we checked one-way ANOVA, Excel returns a number between 0 and 1. This number is the significance level of the t-value after it is located on the distribution curve. The number is returned as 0.000, indicating that at 1% significance level. Therefore we fail to reject the null hypothesis. Hence, there is no proof that male consumers are less confident than female consumers regarding this issue. Table 19 summarizes the explanations above.

Table 19. Results of One-Way ANOVA for I-Manage

SUMMARY						
<i>Groups</i>	Number	Total	Mean	Variance		
I-Manage	202	602	2.98	1.64		
I-Manage	202	367	1.82	0.82		
ANOVA						
<i>Variance Source</i>	<i>SS</i>	<i>Df</i>	<i>MS</i>	<i>F</i>	<i>P-score</i>	<i>F-score</i>
Between Groups	136,70	1	136,70	111.21	0.000	3.86
Within Groups	494,14	402	1.23			
Total	630.84	403				

This time, we want to see whether relatively smaller differences are also statistically significant or not. This is why we compared the level of appreciating ambiance in the stadiums of different genders. In this comparison, male consumers have a mean of 4.16 whereas the number stands at 3.95 for female consumers.

H0: Male consumers show equally or higher tendency to appreciate football atmosphere in stadiums than female consumers do.

H1: Male consumers show lower tendency to appreciate football atmosphere in stadiums than female consumers do.

After we checked one-way ANOVA, we got a number between 0 and 1. The number is returned as 0.040; a different result than the previous ones. But the result is expected since the discrepancy is not wide enough between two genders. At 5%

significance level, we fail to reject the null hypothesis. Hence, there is no proof that male consumers show lower tendency than female consumers with regard to appreciating football atmosphere in stadiums. In other words, their mean values are different (4.16; 3.95) and such difference is also statistically significant. Table 20 summarizes the explanations above.

Table 20. Results of One-Way ANOVA for E-Ambiance

SUMMARY						
Groups	Number	Total	Mean	Variance		
Column 1	202	840	4,16	1.13		
Column 2	202	799	3.95	0.86		
ANOVA						
Variance Source	SS	df	MS	F	P-score	F-score
Between Groups	4,23	1	4,23	4,25	0.040	3.87
Within Groups	400	402	0.99			
Total	403.78	403				

Now, we want to check the level of sharing football-related personal content via online social networks for female consumers and male consumers that rated respectively 2.99 and 2.98. The discrepancy is not wide enough. Thus we expect to see a non-significant result.

H0: Female consumers are equally or more willing to share football related personal content via social media channels than female consumers.

H1: Female consumers are less willing to share football related personal content via social media channels than female consumers.

After we checked one-way ANOVA, we got a number between 0 and 1. The number is returned as 0.73; a different result than the prior three tests. But the result is expected since the discrepancy is not wide enough between two genders. At 5% significance level, we can reject the null hypothesis. Hence, there is proof that male consumers are not equally or more willing to share football related personal content

via social media channels than female consumers. In other words, although their mean values are different (2.99; 2.98) such difference is not statistically significant.

Table 21 summarizes the explanations above.

Table 21. Results of One-Way ANOVA for CI-Share

SUMMARY						
<i>Groups</i>	<i>Number</i>	<i>Total</i>	<i>Mean</i>	<i>Variance</i>		
CI-Share	202	603	2.98	1.80		
CI-Share	202	612	3.03	1.60		
ANOVA						
<i>Variance Source</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-score</i>	<i>F-score</i>
Between Groups	0.20	1	0.20	0.12	0.73	3.86
Within Groups	682.80	402	1.70			
Total	683.00	403				

Lastly, we want to examine a rare case that female consumers give higher response than male consumers. This is why we will analyze the statistical significance of the discrepancy between the level of willingness to paint their face for the sake of the football club they support of different genders. Here, female consumers and male consumers rated 2.49 and 2.07 respectively. Intuitively, the difference of preferences seems large and informative, but we checked ANOVA in order to show this intuition statistically.

H0: Female consumers are equally or more willing to paint their face than male consumers for the sake of their favorite football club.

H1: Female consumers are less willing to paint their face than male consumers for the sake of their favorite football club.

After we checked one-way ANOVA, we got a number between 0 and 1. The number is returned as 0.001. The result is certainly expected since the discrepancy (2.49 vs. 2.07) seems wide between two genders. At 1% significance level, we fail to

reject the null hypothesis. Hence, there is no proof that female consumers are less willing to paint their face than male consumers for the sake of their favorite football club. In other words, although we can intuitively see the difference and tell that female consumers show a higher response at this item, we can also name it scientifically since the difference between response level of different genders is statistically significant. Table 22 summarizes the explanations above.

Table 22. Results of One-Way ANOVA for I-Paint

SUMMARY						
Groups	Number	Total	Mean	Variance		
Row 1	202	419	2.07	1.30		
Row 2	202	503	2.49	1.56		
ANOVA						
Variance Source	SS	df	MS	F	P-score	F-score
Between Groups	17,47	1	17,47	12.18	0.001	3.87
Within Groups	576,37	402	1.43			
Total	593.83	403				

#### 4.2 Correlation analysis

We'll aim to explain the relationship between consuming metaphors and activities in this part.

In the previous section, we wanted to show that the observable differences between the mean values of different characteristics are mostly statistically significant. In this section, we want to investigate how the (y) dependent variable is related to independent (x) variables.

As it has been explained earlier, out of 31 data points, 25 have a range of one to five, measuring the strength of various characteristics, early called "consuming metaphors." Of the other 6, one similarly reveals the preference with a range of one to five measures the strength of consuming practices. This demonstrates that initial

25 data function as independent variables (x) while the latter six are dependent variables, hence (y) because the decision to prefer and involve with a consuming activity would inescapably depend on the previously rated 25 characteristics. Then, the main curiosity of the study is related to the latter six data that are “Co-WatchTV”, “Co-Read”, “Co-WatchStadium”, “Co-BuyUniform”, “Co-BuyPresent”, and “Co-BuyFashion”. Now, we’re more focused to know the effect of the first 25 characteristics to the other six and in order to prove such reason-result relationship we need to check correlation analysis, factor analysis, and regression analysis, respectively.

With this 25 independent variable, we would like to analyze the six dependent variables via regression. However, as there was a large number of single regressions and an infinite number of multiple regressions, we needed to make an intuitive selection regarding the in-between relations. In this respect, we followed the following steps in order to make the first determinations and analyses.

As a result, we conducted an analysis on the correlation between 25 independent variables and six dependent variables. As shown in the table included in Appendix E, i.e. the table of correlation of all variables, there are not many variables with high correlation. The main reason behind this is that the respondents could only respond with discrete numbers between one and 5; they did not have the opportunity not to respond in fractional values. As a result, we saw that some variables did not have a high correlation with any of the other variables.

If we omit the variables that did not have a high correlation with any of the other variables, we reach the table of variables with high correlation (23x23) that is provided in Appendix F. This table did not yield any unpredictable results, as we did not predict that all variables are correlated to each other. Furthermore, as one of the

main objectives of this study is to reconstruct Holt's study, it is predictable and positive that some variables fall out of this stage in order to proceed in a more meaningful way.

As it can be observed from the results of the factor analysis applied later, we can see that all 11 variables that are distributed to Factor F1 are also part of the second table. However, we can see that four out of nine variables in Factor F2. two out of nine variables in Factor F3. and two out of two variables in Factor F4 are correlated to all other variables by less than 60%.

On the other hand, we can see that some variables are highly correlated with others, as in the example of I-Chat. Variable I-Chat is correlated to 13 out of 22 remaining variables by more than 60%, and we can intuitively see that this variable will have an important role in the following stages of the study. The following parts of the thesis will prove this intuition, and variable I-Chat will be further examined in Factor Analysis and Regression Analysis parts.

Table 23 shows the level of correlation of consumption activities with other consumption metaphors. As we can also see here, while some consumption activities such as Co-WatchTV and Co-Read are highly correlated to consumption metaphors, some other such as Co-WatchStadium does not have a high level of correlation with these metaphors. This statement leads to the conclusion that we can expect meaningful results of regression based on the first two variables while we cannot reach trustable information regarding the last variable.

Table 23. Level of Correlation of Consumption Activities with Other Consumption Metaphors

	E-Rule	E-Offside	E-Played	E-Actively Played	E-Expert	E-Aesthetic	I-Chat	I-Sing	I-Wear	I-Predict	I-Manage	CI-Share	CI-Tell Stories	CI-Stay	CI-See	CI-Connected
COR w/	Co-Watch TV															
	0.65	0.62	0.51	0.59	0.71	0.60	0.79	0.60	0.55	0.59	0.60	0.44	0.64	0.49	0.65	0.63
COR w/	Co-Read															
	0.66	0.62	0.55	0.63	0.77	0.60	0.83	0.57	0.49	0.59	0.65	0.38	0.61	0.45	0.64	0.60
COR w/	Co-Watch Stadium															
	0.40	0.37	0.31	0.45	0.54	0.35	0.49	0.44	0.44	0.41	0.45	0.38	0.46	0.31	0.41	0.42
COR w/	Co-Buy Uniform															
	0.44	0.41	0.34	0.43	0.56	0.39	0.57	0.60	0.61	0.47	0.48	0.49	0.54	0.42	0.49	0.50
COR w/	Co-Buy Present															
	0.29	0.22	0.19	0.25	0.36	0.29	0.44	0.51	0.57	0.35	0.30	0.42	0.48	0.44	0.38	0.43
COR w/	Co-Buy Fashion															
	0.36	0.32	0.26	0.30	0.38	0.37	0.52	0.59	0.65	0.39	0.34	0.50	0.55	0.54	0.43	0.51

From a different perspective, we need to focus on a particular portion of the table shared in the first place in order to see the level of correlation between consumption activities. As we can see from the table below, the variables that have been stated to be highly correlated to the consumption metaphors, i.e. Co-WatchTV and Co-Read, are highly correlated per se. We also see that Co-WatchStadium, which was not correlated to consumption metaphors, is only correlated to Co-BuyUniform by more than 60%, and that Co-BuyUniform is correlated to all consumption activities by more than 60%. Lastly, we see that Co-BuyPresent and Co-BuyFashion are correlated by approximately 80%.

Table 24 shows the correlation between each twin of Co- variables.

Table 24. Table of Correlation Between Co- Variables

COR	Co-WatchTV	Co-Read	Co-WatchStadium	Co-BuyUniform	Co-BuyPresent	Co-BuyFashion
Co-WatchTV	1.00					
Co-Read	0.82	1.00				
Co-WatchStadium	0.54	0.54	1.00			
Co-BuyUniform	0.60	0.60	0.62	1.00		
Co-BuyPresent	0.44	0.38	0.41	0.60	1.00	
Co-BuyFashion	0.48	0.45	0.38	0.61	0.80	1.00

We previously stated that the factor analysis yielded four groups, and the variables in three out of these four groups are correlated by a particular percentage per se. When we bring together all variables constructions each group and look at the correlation table, we reach the three tables given below.

As it can be seen in Table 25 related to Level 1. eight out of the nine duos that are correlated by more than 70% are distributed to this group. This may help us deepen our analyses on this factor in the following stages of the study.

Table 25. Table of Correlation of Variables in Level 1

Stage I	E-Rule	E-Offside	E-Played	E-ActivelyPlayed	E-Expert	E-Aesthetic	I-Chat	I-Predict	I-Manage	Co-WatchTV	Co-Read
E-Rule	1.00										
E-Offside	0.85	1.00									
E-Played	0.63	0.60	1.00								
E-ActivelyPlayed	0.62	0.60	0.77	1.00							
E-Expert	0.66	0.61	0.57	0.67	1.00						
E-Aesthetic	0.64	0.61	0.55	0.55	0.58	1.00					
I-Chat	0.67	0.62	0.59	0.64	0.77	0.62	1.00				
I-Predict	0.53	0.48	0.46	0.49	0.61	0.51	0.65	1.00			
I-Manage	0.54	0.50	0.52	0.58	0.67	0.46	0.66	0.59	1.00		
Co-WatchTV	0.65	0.62	0.51	0.59	0.71	0.60	0.79	0.59	0.60	1.00	
Co-Read	0.66	0.62	0.55	0.63	0.77	0.60	0.83	0.59	0.65	0.82	1.00

We see a 5x5 matrix in Table 26 related to Level 2. We previously stated that four out of nine variables in Factor F2 are not correlated to other variables by 60% or more. Among the remaining variables, the duo with the highest level of correlation are correlated by 60-70%. This makes us predict that in the regression stage, we will have a relatively lower chance of deepening our analysis on this level.

Table 26. Table of Correlation of Variables in Level 2

Stage II	CI-Share	CI-TellStories	CI-Stay	CI-See	CI-Connected
CI-Share	1.00				
CI-TellStories	0.62	1.00			
CI-Stay	0.55	0.62	1.00		
CI-See	0.45	0.67	0.60	1.00	
CI-Connected	0.50	0.69	0.59	0.67	1.00

Lastly, we see in Table 27 related to Level 3 that assimilation variables and consumption activities are highly correlated per se. This makes us make a prediction such that we may build a relation between assimilation variables and consumption activities. This prediction is proven with the Regression Analysis.

Table 27. Table of Correlation of Variables in Level 3

Stage III	I-Sing	I-Wear	Co-Watch Stadium	Co-Buy Uniform	Co-Buy Present	Co-Buy Fashion
I-Sing	1.00					
I-Wear	0.68	1.00				
Co-WatchStadium	0.44	0.44	1.00			
Co-BuyUniform	0.60	0.61	0.62	1.00		
Co-BuyPresent	0.51	0.57	0.41	0.60	1.00	
Co-BuyFashion	0.59	0.65	0.38	0.61	0.80	1.00

After completing the correlation analysis that has helped us make a plan based on intuition, we will proceed with the Factor Analysis part, which is followed by the Regression Analysis part.

#### 4.3 Factor analysis

##### 4.3.1 Application of factor analysis

Factor Analysis is applied in order to group the variables. While applying a Factor Analysis some tables, i.e.KMO, Bartlett Test for Sphericity, Cronbach's Alpha, Rotated Component Matrix (given in Appendix D), Total Variance Explained, and Component Transformation Matrix, should be checked basically.

The first thing to be checked is KMO, i.e. Kaiser – Meyer – Olkin criteria. In a scale from 0 to 1. sufficiency requires this value to be greater than 0.7. Values between 0.80-0.90 are considered as very good, and values above 0.90 are considered as excellent.

Our sample's KMO is calculated as 0.958, which accounts to excellent. This proves the eligibility of our data set for factor analysis.

Secondly, we will apply Bartlett test of sphericity. In order to apply a factor analysis, the high-level correlation between some of the variables is required. To satisfy this requirement, null hypothesis test is applied as

$$H_0 : R = I$$

$$H_a : R \neq I.$$

This operation ends up with the rejection of  $H_0$ , and accepting  $H_a$ , proving the correlation between the variables. A factor analysis can be applied correspondingly. From the Table 28, the value of p is found 0.00 in Bartlett statistics, which falls below the chosen  $\alpha$ , leading to the rejection of  $H_0$ . This is followed by the application of a factor analysis. Table 28 shows the summary of the findings of KMO and Bartlett's tests.

Table 28. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,958
Bartlett's Test of Sphericity	Approx. Chi-Square	9066,039
	Df	465
	Sig.	,000

Then, we will apply Cronbach's alpha test for reliability. Cronbach's alpha is used as an estimation of the reliability of a psychometric test, and the value of it gives strong evidence whether the test is strong or not. The test can be considered as "reliable" only if such value is over 0.7.

The overall reliability of the questionnaire was tested in SPSS using the options Analyze/Scale/ReliabilityAnalysis, and Cronbach's alpha was found as 0.961, which is so close to 1. This value proves that the level of reliability of the research is so high. This is shown in Table 29.

Table 29. Reliability Statistics

Cronbach's Alpha	N of Items
,961	31

Then, we will apply factor analysis test via SPSS. This test is conducted via the command Analysis > Dimension Reduction > Factor. The amount of factors satisfying the condition  $\lambda \geq 1$  is 4, which means four  $\lambda$  attributes are greater than 1. The result of the application is shown in the table given in Appendix D. Total Variances Explained table shows us how many group we have after factor analysis was applied and how much of the variance could be explained by our model. Also in order for groups to be differentiated from each other, their Initial Eigenvalues' total differences should be respectively big. According to our results, we have four groups, and we could explain the 64.44% of the variances. Furthermore, the differences within groups in terms of Initial Eigenvalues' is high enough to be differentiated.

In communalities table, we checked if there occurs a variable which cannot be included in any group. Since almost all of the variables have extraction values that are more than 0.5, there is no problem in grouping the variables.

The total variance is 64.44% when the data are represented by four factors (see Table 30). This rate is acceptable for factor analysis (Özdamar, 2013).

Factor F1 explains 20.94% of the total variance, and the indicative variables are V3, V4, V1, V2, V5, V9, V6, V15, V8, V21 and V20, i.e. variables with a high correlation with Factor F1.

Factor F2 explains 16.61% of the total variance, and the indicative variables are V29, V24, V27, V7, V31, V25, V28, V30 and V19, i.e. variables with a high correlation with Factor F2.

Factor F3 explains 16.20% of the total variance, and the indicative variables are V12, V13, V11, V22, V18, V17, V10, V16, and V14, i.e. variables with a high correlation with Factor F3.

Factor F4 explains 10.68% of the total variance, and the indicative variances are V23 and V26, i.e. variables with a high correlation with Factor 4.

#### 4.3.2 Denomination of the factors

Factor F1 could be called as the variable of “Individual Stage,” as it is possible to define Variables V3, V4, V1, V2, V5, V9, V6, V15, V8, V21, and V20 as means of establishing personal attachment with the football world.

Factor F2 could be called as the variable of “Social Stage,” as it is possible to define Variables V29, V24, V27, V7, V31, V25, V28, V30, and V19 as means of establishing social attachment with the football world.

Factor F3 could be called as the variable of “Assimilation and Consumption Stage,” as it is possible to define Variables V12, V13, V11, V22, V18, V17, V10, V16, and V14 as means of establishing assimilation- and consumption-oriented attachment with the football world.

Lastly, Factor F4 could be called as the variable of “Extreme Stage,” as it is possible to define Variables V23 and V26 as means of establishing attachment with the football world via negative feelings.

As shown in Table 30 and Table 31, 31 variables were reduced to four variables using factor analysis. The reason behind this operation is that it would be overly complicated to make comments and considerations, and this operation of reduction allowed the analysis to be clearer.

Table 30. Total Variance Explained

Component		Rotation Sums of Squared Loadings		
		Total	% of Variance	Cumulative %
0	1	6,494	20.948	20.948
	2	5,150	16,611	37,559
	3	5,023	16,203	53.762
	4	3.309	10.673	64,435

Extraction Method: Principal Component Analysis.

Table 31. Component Transformation Matrix

Component		1	2	3	4
dimension0	1	,569	,523	,496	,395
	2	-,768	,315	,557	-,010
	3	-,012	-,760	,422	,493
	4	-,292	,221	-,515	,775

Extraction Method: Principal Component Analysis.

Rotation Method: Equamax with Kaiser Normalization.

#### 4.3.3 Conclusions from the factor analysis

Before interpreting the factor analysis, it would be beneficial to recall Holt's (1995) grouping. Holt's explanations based on the concept "Experience" were directed to the participants with eight questions, while ones based on the concept "Integration" were directed with nine questions, ones based on the concept "Play" were directed with two questions, and ones based on the concept "Classification" were directed with six questions. In addition to these questions, six questions were directed to the participants with the aim of measuring the consumption behaviors related to the sports sector. The table and its interpretation we would have after grouping the 31 variables via different factors using factor analysis will help us to reconstruct Holt's "How Consumers Consume" in relation with consumers of the football industry.

The results of our factor analysis yield a grouping as 11 variables in the first group, nine for each of the second and the third groups, and two for the fourth group. This could be interpreted in the first place as not having a balanced distribution. When we examine these groups, we see the harmonization between the groups yielded by the factor analysis and Holt's categorization. Accordingly;

- Among the 11 variables in the first group, six are Experience-based, two are Consumption-based, and three are Integration-based. In other words, according to Holt's point of view, despite being Experience-based, we have a diverse group, and the rate of the total variance explained is 20.95%.
- The analysis of Factor two shows that five variables out of nine are Classification-based, two are Play-based, one is Integration-based, and the last one is Experience-based. Despite being Classification-based, we have a diverse group that has 16.16% as the rate of explanation of the total variance.
- The analysis of Factor three has four variables out of nine as Consumption-based, other four as Integration-based, and one as Experience-based. This group is Consumption- and Integration-based, we have a diverse group and its rate of explanation of total variance is 16.20%
- Lastly, the fourth factor has two variables that are examined under two groups of metaphors, i.e. Integration and Classification, respectively and the rate of explanation of total variance of that group is 10.67.

In conclusion, when we examine the distribution of Holt's metaphors based on the groups yielded by the factor analysis, we see that the distribution is not completely ambiguous, but needs to be re-examined.

#### 4.3.3.1 How consuming metaphors and practices are distributed to groups?

We examined the structure of the groups yielded by the factor analysis placing the groups in the center. In this part, we will be making a similar examination to understand how metaphors and practices are distributed.

- Out of eight Experience-based variables, six are distributed to Group 1. one is distributed to Group 2, and the other one is distributed to Group 3. In other words, even though Integration-based variables are majorly distributed to Group 1. the distribution of Variable E-Ambiance to Group two and the distribution of Variable E-Food to Group three needs further explanation, which will be made in the following part.
- Out of nine Integration-based variables, three are distributed to Group 1. one is distributed to Group 2. four are distributed to Group 3. and one is distributed to Group 4. In other words, even though these variables are majorly distributed to Group one and 3. the main argument affirms that this metaphor is distributed to all groups, and there is a need for a holistic paradigm shift in examining Holt's point of view. This shift will be conducted in the following part.
- All two Play-based variables are distributed to Group 2. that is previously affirmed to be Classification-based. In parallel with this, out of six Classification-based variables, five are distributed to Group 2. and one is distributed to Group 4. The explanation based on this distribution will be in parallel with Holt's point of view, but will differ in the reconstruction of the explanation of "Play" to cover the explanation of "Classification".
- Lastly, out of six Consumption-based variables, two are distributed to Integration-based Group 1. and four are distributed to Consumption-based

Group 3. The following part will further include the explanation of how the two Consumption-based variables distributed to Group two differ from the others.

#### 4.3.3.2 Four layers of the football world

In the previous part, we pointed the establishment of four different groups, and that the 31 variables are distributed to these groups as 11-9-9-2 respectively. We also noted that it may be interpreted that this distribution is not balanced fairly. If we take each group as a part in the same layer, we would call this distribution out of balance. However, taking these groups as parts in four different layers, a different interpretation could be made.

Our conclusion from the factor analysis is as follows: Being part of the football world comprises of four different levels: (1) Individual Level, (2) Social Level, (3) Assimilation and Consumption Level, and (4) Extreme Level. Below are defined these levels and explained the transitions in these levels.

As for F1: Individual Level, as explained previously, six out of 11 variables in this group are Experience-based, three are Integration-based, and two are Consumption-based. Here, we will be operationalizing the “Individual Level” via a statement of the variables and the commonality among them.

The six variables out of eight Experience-based variables distributed to this level are E-Rule, E-Offside, E-Played, E-ActivelyPlayed, E-Expert, and E-Aesthetic. The reason behind not including the two variables that are not distributed to this group, but covered by Holt in this level will be explained in the following parts.

In addition to these six variables, three Integration metaphors, i.e. I-Chat, I-Manage, and I-Predict, as well as two Consumption metaphors, i.e. Co-WatchTV,

and Co-Read, are distributed to this group. The commonality of both Consumption metaphors is that nearly both can be conducted personally, without a need to include a second consumer. For instance, an individual consumer by herself can learn the rules of the football game, can gain expertise on the history of football, or can appreciate the visual richness by linking with the aesthetical features of football; or she can think that she has done all of these. Moreover, the aforementioned consumer by herself can watch football matches on TV, or follow sports events from printed or visual media.

However, we expect that at least some of the 11 metaphors and practices falling under this layer require contact with second consumers, and therefore we expect a transition from the first layer to the second based on this contact. Out of these 11 metaphors and practices, three remain, i.e. E-Played, E-ActivelyPlayed, and I-Chat.

We expect that I-Chat will have a more prior role in the transition to the second level than to the other levels. There are two reasons for this expectation:

- Someone who has played football sometime in her life, or once in the last five years, may respond positively even if they do not play football now. In other words, while these questions are testing if the participant had a social connection with a second consumer, the consumer may respond “Strongly agree” or “Agree” even if she does not pursue that connection, and has gone back to the “Individual level” by giving up playing football.
- The activity of playing football may occupy little time in people’s daily routine. Therefore, it does not promise the consumer to provide an ideal and practical way of transitioning from the individual level to the social level. In

the meantime, I-Chat, i.e. having contact with others via football, seems ideal for transitioning from the first level to the second level.

Regression analyses, as well as their explanations, will be provided in the upcoming parts so as to strengthen the basis of the argument, and to show the depth of the relation between the metaphors and practices mentioned in the first factor.

As for F2: Social Level, we previously stated the distribution of variables in this group as five out of nine variables are Classification-based, two are Play-based, one is Experience-based, and the other one is Integration-based. Here, we will be operationalizing the “social level” via a statement of the variables and the commonality among them.

As previously mentioned, out of six classification variables, five are distributed to this level, i.e. Cl-Share, Cl-TellStories, Cl-Stay, Cl-Connected, Cl-See. The reason behind excluding Cl-Hatred, i.e. the only variable that is included in Holt’s classifications, but excluded from this grouping, will be explained below.

In addition to five Classification metaphors, we see that these metaphors are distributed to this group: two Play metaphors, i.e. P-Feel and P-Socialize, one Integration metaphor, i.e. I-Involve, and one Experience metaphor, i.e. E-Ambiance. The commonality of all Consumption metaphors is that none of them can be conducted personally, and there is a need for the involvement of a second consumer to make sense of these actions. For instance, what a consumer needs if she wants to tell about her experiences about previous matches is the presence of another consumer. In this regard, this process can be argued to be part of the social level that we previously defined as the process coming after the individual level.

Similarly, a consumer needs another consumer to make sense of sharing her photos and videos from football activities she attended. In addition, actions requiring

the consumer to go to the stadium and get lost in thousands of fans, such as keeping supporting/watching her team in the stadium regardless of the result, making sensible expectations regarding the events to happen during the match, and affecting the actions/decisions of actors involved in the match via whistles or protests, can be considered as part of the social level.

Besides, another metaphor distributed to the second group is related to whether the consumers had a player or a manager from a team different from theirs that they feel attachment. Though not having an important part in the conduct of the proceedings of the research, we think that this metaphor should be distributed to the first group, as the consumer can do this individually, without a need for involvement of another consumer.

Lastly, as we indicated in the first stage that we would explain in this part, we will explain why the metaphors “appreciating aesthetical actions” and “appreciating the atmosphere in the stadium” should be distributed to Group one and two respectively, which is explained by Holt in relation with the concept “appreciation”. We will analyze why distributing “appreciating the food provided in stadiums” explained under the concept “appreciation” under Group three in the following part:

- Firstly, we explained why it made sense to include E-Aesthetics in Group 1. According to the logic we explained previously, a consumer needs to be involved in a particular group in order to appreciate the atmosphere of a match. If she is not involved in such a group, the presence of other consumers to create that ambiance is a necessity. In other words, while aesthetics is a perception, and appreciating aesthetics of something is an individual process created in one’s mind, ambiance is an environmental situation which requires

a group of consumers create or become a part of this unique social environment.

- As an application from the perspective of the field marketing, we can argue that a football match can be considered as a two-fold product: an event that is served in TV, and in stadiums. In TV broadcasts, appreciating aesthetics becomes a more important aspect since it is possible to show the action repeatedly and from different angles. On the contrary, we can tell that it is harder for a TV viewer to appreciate ambiance in the football stadium from her living room. Since such process requires no other consumer to get involved, we can categorize “appreciating aesthetics” to the first layer.
- On the other hand, watching a football match is a different experience, and it is more possible to appreciate ambiance since basically you are actively taking part of the event, while it is harder to appreciate aesthetics in football since basically it is harder to see it in stadiums comparing to TV. In other words, a consumer watching a match in the stadium has the ability to see the action once if you are lucky, and from a distance of tens of meters among tens of thousands of people. Therefore, the level of appreciating the aesthetics will be lower than watching the match via TV, while the level of appreciating the ambiance will be the contrary. Therefore, it is possible to consider appreciating aesthetics as part of the individual level, while considering appreciating ambiance as part of the social level.

Correlation and regression analyses, as well as their explanations, will be provided in the upcoming parts so as to strengthen the basis of the argument, and to show the depth of the relation between the metaphors and practices mentioned in the second factor.

As for F3: Assimilation and Consumption Level, we previously stated that four out of nine variables distributed to this group are Consumption-based, other four are Integration-based, and the remaining one is Experience-based. Here, we will be operationalizing the “Assimilation and Consumption Level” via a statement of the variables and the commonality among them.

As previously mentioned, four out of six Consumption variables are distributed to this level, i.e. Co-WatchStadium, Co-BuyUniform, Co-BuyPresent, Co-BuyFashion. The two variables that are part of the six Consumption variables but not part of this group are Co-WatchTV and Co-Read. As explained previously, these two consumption activities can be considered as passive activities of consumption different from the others considered as active activities of consumption. Therefore, distribution of these to the first group remains reasonable.

In addition to the four consumption metaphors, we see the distribution of four integration metaphors, i.e. I-Paint, I-Sing, I-Wear, I-Participate, as well as one experience metaphor, i.e. E-food, to this group. The commonality of the variables distributed to this group is that they are either a direct consumption activity (four Consumption activity and one Experience metaphor) or -as we argued- are part of the assimilation process that is the last step before consumption.

According to the results of the factor analysis, we previously stated that “appreciating aesthetics” is grouped under the individual level, “appreciating ambiance” is grouped under the social level, and “appreciating food served in the stadiums” is grouped under the consumption level, which are all examined by Holt under the Experience metaphor. Moreover, we find it reasonable that these are distributed to the third level that contains purchasing gifts, fashion products or

uniforms from the club stores, since it is a direct consumption activity, and it is related to the club in terms of the revenue, unlike sporting papers.

Correlation and regression analyses, as well as their explanations, will be provided in the upcoming parts so as to strengthen the basis of the argument, and to show the depth of the relation between the metaphors and practices mentioned in the third factor.

As for F4: Extreme Level, we previously stated that the two variables distributed to this group comprise of one Integration-based, and one Classification-based variable. From a first impression, it may seem problematical as both are distributed to different metaphors in Holt's system. However, we will be operationalizing the "Extreme Level" by stating the variables and their commonality.

One of the questions falling under this factor is whether fans have thrown things on to the field of play, while the other is whether they hate the opposing team. These questions are about whether the involvement process to the football world is at a level of harming the others/bearing negative feelings.

#### 4.4 Regression analysis

In this part, we want to investigate how the (y) dependent variable is related to independent (x) variables by using regression analysis both show how independent variable effects the dependent variable and how much it affects dependent variable. In the end, if regression result is statistically significant (we must look at the p-value for confirmation), the final equation would indicate the change generated in y-variable due to the change in x-variable.

We conducted single-variant regression and multivariate regression analysis in order to understand the reason-result relationship between consuming metaphors

and practices in order both to create a link between the variables within each factor group and to create a connection between different levels we defined. This analysis has two aims: finding out which metaphors are utilized in explanation of the drivers behind consumption behaviors, and finding out the transitions between the levels explained in the Factor Analysis.

#### 4.4.1 The relationship between consumption metaphors and consumption behaviors

We previously mentioned that we had measured six consumption activities, and two out of these six activities, i.e. Co-WatchTV and Co-Read, had been distributed to the first group as a result of our factor analysis and explanations. Therefore, we will first be attempting to detect the other elements in the first factor that trigger this distribution.

We will first try to find out how other variables in the first level affect consumers' behavior with respect to watching a football match on TV (Co-WatchTV). To start with, we conducted multivariate regression analysis; the (y) dependent factor being Co-WatchTV and the independent (x) variables being E-Expert; E-Aesthetic, and I-Chat. The findings are summarized in Table 32.

Accordingly, the regression equation is:

$$\text{Co-WatchTV} = 0.043 + (0.245 * \text{E-Expert}) + (0.186 * \text{E-Aesthetic}) + (0.547 * \text{I-Chat})$$

Table 32. Results of the Multivariate Regression Analysis between Co-WatchTV and E-Expert, E-Aesthetic, and I-Chat.

Regression Statistics	
Multiple R	0.815
R Square	0.664
Adjusted R Square	0.662
Standard Error	0.841
Observations	428,000

ANOVA					
	Df	SS	MS	F	Significance F
Regression	3,000	593.731	197,910	279,791	0.000
Residual	424,000	299,917	0.707		
Total	427,000	893.648			

	Coefficients	Standard Error	t Stat	P-value	Lower 95,0%	Upper 95,0%	Lower 95,0%	Upper 95,0%
Intercept	0.043	0.146	0.294	0.769	-0.244	0.330	-0.244	0.330
E-Expert	0.245	0.050	4,927	0.000	0.147	0.343	0.147	0.343
E-Aesthetic	0.186	0.048	3.910	0.000	0.093	0.280	0.093	0.280
I-Chat	0.547	0.048	11.391	0.000	0.452	0.641	0.452	0.641

The value of R squared is given as 0.66, which leads us to the exploratory conclusion that three variables out of 31 account for two-thirds of the total change in the dependent variable; considering the fact that there is an infinite number of variables affecting any output. In our case, such output is consumers' behavior of watching football matches. At this point, it is important to detect the three main variables in order to include 66% of all possible effective factors.

To get deeper in our analysis, according to this equation firstly we can conclude if “E-Expert” increases by one point, Co-WatchTV would increase by 0.245 points. Secondly, this equation also implies that if “E-Aesthetic” increases by one point, Co-WatchTV would increase by 0.186. Lastly, we can also conclude from the equation that if “I-Chat” increases by one point, Co-WatchTV would increase by 0.547. At this point, it is also required to state the p-values of all independent variables are 0.000. Hence, all independent variables are statistically very significant at 1% level threshold.

As a result, as we are analyzing the consumers’ behaviors of following printed and visual sporting media, we can claim that we reached results that can be beneficial for managers of sporting media. Accordingly, three main factors that affect a consumer’s following matches or sporting programs on TV are; (1) their perception of how much they are knowledgeable about football, (2) their level of appreciation of the aesthetics of football, and (3) how much they include football-related talks in their daily lives. It can be concluded that increases in these factors will contribute positively to consumption of sporting media goods.

Then we will try to find out how other variables in the first level affect consumers’ behavior regarding reading football related news (Co-Read).

We again conducted multivariate regression analysis; the (y) dependent factor being Co-Read and the independent (x) variables being E-Expert; E-Aesthetic; I-Chat, and I-Manage. The findings are summarized in Table 33;

Accordingly, the regression equation is:

$$\text{Co-Read} = 0.013 + (0.212 * \text{E-Expert}) + (0.184 * \text{E-Aesthetic}) + (0.519 * \text{I-Chat}) + (0.519 * \text{I-Manage})$$

Table 33. Results of the Multivariate Regression Analysis between Co-Read, and E-Expert; E-Aesthetic; I-Chat, and I-Manage

Regression Statistics	
Multiple R	0.817
R Square	0.667
Adjusted R Square	0.664
Standard Error	0.838
Observations	428

ANOVA					
	Df	SS	MS	F	Significance F
Regression	4,000	596,423	149,106	212.201	0.000
Residual	423.000	297,226	0.703		
Total	427,000	893.648			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95,0%	Upper 95,0%
Intercept	0.013	0.146	0.089	0.929	-0.275	0.301	-0.275	0.301
E-Expert	0.212	0.052	4,051	0.000	0.109	0.315	0.109	0.315
E-Aesthetic	0.184	0.047	3.876	0.000	0.091	0.277	0.091	0.277
I-Chat	0.519	0.050	10.392	0.000	0.421	0.617	0.421	0.617
I-Manage	0.090	0.046	1.957	0.051	0.000	0.180	0.000	0.180

The value of R squared is given as 0.67, which leads us to the exploratory conclusion that four variables out of 31 account for two-thirds of the total change in the dependent variable; considering the fact that there is an infinite number of variables affecting any output. In our case, such output is consumers' behavior of reading the football-related news. At this point, it is important to detect the four main variables in order to include 67% of all possible effective factors.

To get deeper in our analysis, according to this equation firstly we can conclude if “E-Expert” increases by one point, Co-Read would increase by 0.212 points. Secondly, this equation also implies that if “E-Aesthetic” increases by one

point, Co-Read would increase by 0.184. Thirdly, we can also conclude from the equation that if “I-Chat” increases by one point, Co-Read would increase by 0.519. Lastly, this equation also implies that if “I-Manage” increases by one point, Co-Read would increase by 0.090. At this point it is also required to state the p-values of all independent variables are equal to 0.000; except p-value of I-Manage; 0.051. Hence, all independent variables are statistically very significant at 1% level threshold, while I-Manage is on the edge of 5% level threshold.

In detecting the factors affecting the behaviors of the consumer group following printed sporting media, it was observed that consumers are more confident about conducting the football-related management processes compared to consumers of visual media.

#### 4.3.2 Four levels of football world - revisited

At this point, we will be trying to detect the metaphors driving other consumption activities, i.e. Co-BuyUniform, Co-BuyPresent, and Co-BuyFashion. In addition, as these activities are distributed to the third factor, we will be trying to explain the transitioning between levels starting from the first activity.

We will first try to find out how other variables in the first level affect consumers’ metaphor regarding talking about football in daily life (I-Chat). We previously stated that all variables in the first level are personal activities, and do not require the involvement of a second consumer. We also stated that as the only exception to this statement is I-Chat, it has a critical role in the transitioning to the second level. As a result, we keep conducting multivariate regression analysis; the (y) dependent factor being I-Chat and the independent (x) variables being E-Played;

E-Expert; I-Predict; Co-WatchTV and Co-Read. The findings are summarized in Table 34.

Accordingly, the regression equation is:

$$\text{I-Chat} = -0.061 + (0.114 * \text{E- Played}) + (0.203 * \text{E- Expert}) + (0.168 * \text{I- Predict}) + (0.221 * \text{Co-WatchTV}) + (0.330 * \text{Co-Read})$$

Table 34. Results of the Multivariate Regression Analysis between I-Chat and E-Played; E-Expert; I-Predict; Co-WatchTV, and Co-Read

Regression Statistics	
Multiple R	0.878
R Square	0.771
Adjusted R Square	0.768
Standard Error	0.677
Observations	428,000

ANOVA					
	df	SS	MS	F	Significance F
Regression	5,000	650.176	130.035	283.856	0.000
Residual	422,000	193.319	0.458		
Total	427,000	843.495			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95,0%	Upper 95,0%
Intercept	-0.061	0.098	-0.626	0.532	-0.254	0.131	-0.254	0.131
E-Played	0.114	0.029	3.934	0.000	0.057	0.171	0.057	0.171
E-Expert	0.203	0.043	4,743	0.000	0.119	0.287	0.119	0.287
I-Predict	0.168	0.038	4,401	0.000	0.093	0.244	0.093	0.244
Co-WatchTV	0.221	0.042	5,303	0.000	0.139	0.303	0.139	0.303
Co-Read	0.330	0.044	7,506	0.000	0.244	0.417	0.244	0.417

The value of R squared is given as 0.77, which leads us to the exploratory conclusion that five variables out of 31 account for three-fourths of the total change in the dependent variable; considering the fact that there is an infinite number of variables affecting any output. In our case, such output is consumers' behavior of

talking about football in daily life. At this point, it is important to detect the five main variables in order to include 77% of all possible effective factors.

To get deeper in our analysis, according to this equation firstly we can conclude if “E-Played” increases by one point, I-Chat would increase by 0.114 points. Secondly, this equation also implies that if “E-Expert” increases by one point, I-Chat would increase by 0.203. Thirdly, we can also conclude from the equation that if “I-Predict” increases by one point, I-Chat would increase by 0.168. Fourthly, this equation also implies that if “Co-WatchTV” increases by one point, I-Chat would increase by 0.221. Finally, this equation also implies that if “Co-Read” increases by one point, I-Chat would increase by 0.330. At this point, it is also required to state the p-values of all independent variables are equal to 0.000. Hence, all independent variables are statistically very significant at 1% level threshold.

Therefore, as a result, we have detected the five main factors in the daily conversations of a football consumer, and we have shown the impacts of possible increases in these five factors to this type of behavior of consumers. In addition, we see that all these factors are at the level we defined as individual, and all are activities that can be conducted individually. In this respect, our regression analysis on Variable I-Chat that is distributed to the first level and may contribute to the transitioning to the second level warrants our claim. In the next step, we will be trying to figure out which variables will contribute to the transitioning from the second level to the third level.

Then, we will try to find out how other variables in the first level affect consumers’ metaphor regarding telling stories about football matches they watched or attended with their friends (CI-TellStories). Examining the results of the factor analysis of the variables distributed to the second level, we conclude that we need to

focus on the variable(s) that can relate to I-Chat (distributed to the first group) as well as I-Sing and I-Wear (distributed to the third group). In this respect, we see that CI-TellStories satisfies our expectation in two ways: it has conceptual commonalities with I-Chat, and it has a significant relationality with I-Sing and I-Wear.

Accordingly, we would like to analyze the relationality of other variables in the first level that we have conducted regression analysis with I-Chat, i.e. the variable we considered as the transitioning step to the second level, with CI-TellStories. In order to do that we conducted multivariate regression analysis; the (y) dependent factor being CI-TellStories and the independent (x) variables being I-Predict; Co-WatchTV and Co-Read. The findings are summarized in Table 35.

Accordingly, the regression equation is:

$$\begin{aligned} \text{CI-TellStories} = & 1.020 + (0.277 * \text{I-Predict}) + (0.336 * \text{Co-WatchTV}) \\ & + (0.138 * \text{Co-Read}) \end{aligned}$$

Table 35. Results of the Multivariate Regression Analysis between CI-TellStories and I-Predict, Co-WatchTV, and Co-Read

Regression Statistics	
Multiple R	0.684
R Square	0.468
Adjusted R Square	0.465
Standard Error	0.956
Observations	428,000

ANOVA					
	df	SS	MS	F	Significance F
Regression	3.000	341.352	113.784	124,565	0.000
Residual	424,000	387,304	0.913		
Total	427,000	728,657			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95,0%	Upper 95,0%
Intercept	1.020	0.124	8,208	0.000	0.776	1.265	0.776	1.265
I-Predict	0.277	0.052	5,357	0.000	0.175	0.379	0.175	0.379
Co-WatchTV	0.336	0.058	5,785	0.000	0.222	0.450	0.222	0.450
Co-Read	0.138	0.056	2.452	0.015	0.027	0.248	0.027	0.248

The value of R squared is given as 0.47, which leads us to the exploratory conclusion that three variables out of 31 account for almost half of the total change in the dependent variable; considering the fact that there is an infinite number of variables affecting any output. In our case, such output is consumers' behavior of telling stories about football matches they watched or attended with their friends. At this point, it is important to detect the three main variables in order to include 47% of all possible effective factors.

To get deeper in our analysis, according to this equation firstly we can conclude if "I-Predict" increases by one point, CI-TellStories would increase by 0.277 points. Secondly, this equation also implies that if "Co-WatchTV" increases by

one point, CI-TellStories would increase by 0.336. Lastly, we can also conclude from the equation that if “Co-Read” increases by one point, CI-TellStories would increase by 0.138. At this point, it is also required to state the p-values of all independent variables are 0.000, except Co-Read -0.015-. Hence, two of the independent variables (I-Predict, Co-WatchTV) are statistically very significant at 1% level threshold, and one independent variable (Co-Read) is statistically significant at 5% level threshold.

As a result, these three main factors affecting Variable CI-TellStories of a football consumer are detected: (1) their perception of how much they are farsighted about football, (2) their level of following football matches and sporting programs on TV, and (3) their level of following sporting news from the printed media. This situation falls within the scope of our expectations, and thus strengthens our thesis.

Then, we will try to find out how other variables in the first and 2nd level affect consumers’ metaphor regarding knowing the lyrics of the songs and anthems of football club they support (I-Sing). In the previous steps, we have built the transitioning step between the variables distributed to the first level and the ones distributed to the second level. In this part, we will be trying to build this step from the second level to the third level. Examining the structures of the main variables of the second level, i.e. I-Chat and CI-TellStories, the relevant actions can be concluded to be one of the basic constituents of the assimilation process. In addition, we have already stated that we need to build a connection between I-Sing and I-Wear in order to conduct the transitioning to the third level. As a result, we will be trying to find an analogousness between the variables I-Chat and CI-TellStories, and the variables I-Sing and I-Wear. To do that we firstly conducted multivariate regression analysis;

the (y) dependent factor being I-Sing and the independent (x) variables being I-Chat and Cl-TellStories. The findings are summarized in Table 36.

Accordingly, the regression equation is:

$$I\text{-Sing} = 1.203 + (0.396 * I\text{-Chat}) + (0.264 * Cl\text{-TellStories})$$

Table 36. Results of the Multivariate Analysis between I-Sing, and I-Chat and Cl-TellStories

Regression Statistics	
Multiple R	0.667
R Square	0.445
Adjusted R Square	0.442
Standard Error	0.930
Observations	428,000

ANOVA					
	df	SS	MS	F	Significance F
Regression	2.000	294,686	147,343	170.298	0.000
Residual	425,000	367,714	0.865		
Total	427,000	662.400			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95,0%	Upper 95,0%
Intercept	1.203	0.120	9,996	0.000	0.966	1.440	0.966	1.440
I-Chat	0.396	0.044	9,033	0.000	0.310	0.482	0.310	0.482
Cl-TellStories	0.264	0.047	5,600	0.000	0.171	0.357	0.171	0.357

The value of R squared is given as 0.45, which leads us to the exploratory conclusion that two variables out of 31 account for almost half of the total change in the dependent variable; considering the fact that there is an infinite number of variables affecting any output. In our case, such output is consumers' behavior of knowing the lyrics of the songs and anthems of football club they support. At this

point, it is important to detect the two main variables in order to include 45% of all possible effective factors.

To get deeper in our analysis, according to this equation firstly we can conclude if “I-Chat” increases by one point, I-Sing would increase by 0.396 points. Secondly, this equation also implies that if “C1-TellStories” increases by one point, I-Sing would increase by 0.264. At this point, it is also required to state the p-values of both independent variables are equal to 0.000. Hence, all independent variables are statistically very significant at 1% level threshold.

As a result, we see that two main factors affecting Variable I-Sing of a football consumer are the levels of the variables I-Chat and C1-TellStories. This situation falls within the scope of our expectations, and thus strengthens our thesis.

Then, we will try to find out how other variables in the first and second level affect consumers’ metaphor regarding wearing the uniform of favorite football club while watching a football match (I-Wear). We expect a situation similar to our previous determination for Variable I-Wear. In order to do that, we keep conducting multivariate regression analysis; the (y) dependent factor being I-Wear and the independent (x) variables being I-Chat and C1-TellStories. The findings are summarized in Table 37.

Accordingly, the regression equation is:

$$\text{I-Wear} = 0.821 + (0.321 * \text{I-Chat}) + (0.406 * \text{C1-TellStories})$$

Table 37. Results of the Multivariate Regression Analysis between I-Wear, and I-Chat and CI-TellStories

Regression Statistics	
Multiple R	0.645
R Square	0.416
Adjusted R Square	0.413
Standard Error	1.071
Observations	428,000

ANOVA					
	df	SS	MS	F	Significance F
Regression	2.000	346,760	173.380	151.078	0.000
Residual	425,000	487,739	1.148		
Total	427,000	834,500			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95,0%	Upper 95,0%
Intercept	0.821	0.139	5,926	0.000	0.549	1.094	0.549	1.094
I-Chat	0.321	0.050	6,359	0.000	0.222	0.420	0.222	0.420
CI-TellStories	0.406	0.054	7,487	0.000	0.300	0.513	0.300	0.513

The value of R squared is given as 0.42. which leads us to the exploratory conclusion that two variables out of 31 account for two-fifths of the total change in the dependent variable; considering the fact that there is an infinite number of variables affecting any output. In our case, such output is consumers' behavior of wearing the uniform of favorite football club while watching a football match. At this point, it is important to detect the two main variables in order to include 42% of all possible effective factors.

To get deeper in our analysis, according to this equation firstly we can conclude if “I-Chat” increases by one point, I-Wear would increase by 0.0321 points. Secondly, this equation also implies that if “CI-TellStories” increases by one point, I-

Wear would increase by 0.406. At this point, it is also required to state the p-values of all independent variables are equal to 0.000. Hence, all independent variables are statistically very significant at 1% level threshold.

As a result, we see that the two main factors affecting Variable I-Wear of a football consumer are the levels of the variables I-Chat and Cl-TellStories. This situation falls within the scope of our expectations, and thus strengthens our thesis. Thus, we have completed the transitioning from the second level to the third level. Here, we can conclude that an impact to the action of speaking, which can be regarded as the main stage of assimilation, will affect their rate of involvement in other stages of assimilation positively.

Then, we will try to find out how other variables in the third level affect consumers' behavior with respect to purchasing club uniform from club store (Co-BuyUniform). In the previous parts, we built a transitioning step between the variables in the second level, i.e. I-Chat and Cl-TellStories, and the variables constituting the first step of the third level, i.e. I-Sing and I-Wear. Now, we will be trying to build a connection between the assimilation-based variables on the third level and the consumption activities on the third level. To start with, we conducted multivariate regression analysis; the (y) dependent factor being Co-BuyUniform and the independent (x) variables being I-Sing and I-Wear. The findings are summarized in Table 38;

Accordingly, the regression equation is:

$$\text{CoBuyUniform} = 0.182 + (0.330 * \text{I-Sing}) + (0.323 * \text{I-Wear})$$

Table 38. Results of the Multivariate Regression Analysis between Co-BuyUniform, and I-Sing and I-Wear

Regression Statistics	
Multiple R	0.662
R Square	0.438
Adjusted R Square	0.435
Standard Error	0.898
Observations	428,000

ANOVA					
	df	SS	MS	F	Significance F
Regression	2.000	266,932	133.466	165,489	0.000
Residual	425,000	342.760	0.806		
Total	427,000	609,692			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95,0%	Upper 95,0%
Intercept	0.182	0.122	1.488	0.138	-0.058	0.422	-0.058	0.422
I-Sing	0.330	0.047	6,966	0.000	0.237	0.424	0.237	0.424
I-Wear	0.323	0.042	7,650	0.000	0.240	0.406	0.240	0.406

The value of R squared is given as 0.44, which leads us to the exploratory conclusion that two variables out of 31 account for two-fifths of the total change in the dependent variable; considering the fact that there is an infinite number of variables affecting any output. In our case, such output is consumers' behavior of buying uniform from club's official store. At this point, it is important to detect the two main variables in order to include 44% of all possible effective factors.

To get deeper in our analysis, according to this equation firstly we can conclude if "I-Sing" increases by one point, Co-BuyUniform would increase by 0.330 points. Secondly, this equation also implies that if "I-Wear" increases by one point, Co-BuyUniform would increase by 0.323. At this point, it is also required to

state the p-values of independent variables are all 0.000. Hence, all independent variables are statistically very significant at 1% level threshold.

As a result, we see that the two main factors affecting a football consumer's behavior of purchasing club uniform are the levels of I-Sing and I-Wear. This situation falls within the scope of our expectations, and thus strengthens our thesis. Thus, we have finally reached a connection with a direct consumption good after a long process of analysis that started from the first level.

Then, we will try to find out how other variables in the 3rd level affect consumers' behavior regarding purchasing a gift from club store (Co-BuyPresent). We would like to reapply our analyses on uniform consumption for purchasing gifts from club stores, and analyze the results of this reapplication. In order to do that, we keep conducting multivariate regression analysis; the (y) dependent factor being Co-BuyPresent and the independent (x) variables being I-Sing and I-Wear. The findings are summarized in Table 39.

Accordingly, the regression equation is:

$$\text{Co-BuyPresent} = 0.654 + (0.250 * \text{I-Sing}) + (0.411 * \text{I-Wear})$$

Table 39. Results of the Multivariate Regression Analysis between Co-BuyPresent, and I-Sing and I-Wear

Regression Statistics	
Multiple R	0.594
R Square	0.353
Adjusted R Square	0.350
Standard Error	1.109
Observations	428,000

ANOVA					
	df	SS	MS	F	Significance F
Regression	2.000	285,475	142.737	116,126	0.000
Residual	425,000	522.392	1.229		
Total	427,000	807,867			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95,0%	Upper 95,0%
Intercept	0.654	0.151	4,336	0.000	0.357	0.950	0.357	0.950
I-Sing	0.250	0.059	4,263	0.000	0.135	0.365	0.135	0.365
I-Wear	0.411	0.052	7,880	0.000	0.308	0.513	0.308	0.513

The value of R squared is given as 0.35, which leads us to the least satisfactory conclusion that two variables out of 31 account for one-thirds of the total change in the dependent variable; considering the fact that there is an infinite number of variables affecting any output. In our case, such output is consumers' behavior of purchasing a gift from club store. At this point, it is important to detect the two main variables in order to include 35% of all possible effective factors. To get deeper in our analysis, according to this equation firstly we can conclude if "I-Sing" increases by one point, Co-BuyPresent would increase by 0.250 points. Secondly, this equation also implies that if "I-Wear" increases by one point, Co-BuyPresent would increase by 0.411. At this point, it is also required to state the p-values of independent

variables are all 0.000. Hence, all independent variables are statistically very significant at 1% level threshold.

As a result, we see that the two main factors affecting a football consumer's behavior of purchasing a gift from club store are the levels of I-Sing and I-Wear. We can say that this situation falls within the scope of our expectations.

Then, we will try to find out how other variables in the third level affect consumers' behavior regarding purchasing fashion product from club store (Co-BuyFashion). We would like to reapply our analyses on uniform consumption and purchasing gifts from club stores for fashion product consumption, and analyze the results of this reapplication. To do that we again conducted multivariate regression analysis; the (y) dependent factor being Co-BuyFashion and the independent (x) variables being I-Sing and I-Wear. The findings are summarized in Table 40.

Accordingly, the regression equation is:

$$\text{Co-BuyFashion} = 0.580 + (0.314 * \text{I-Sing}) + (0.447 * \text{I-Wear})$$

Table 40. Results of the Multivariate Regression Analysis between Co-BuyFashion, and I-Sing and I-Wear

Regression Statistics	
Multiple R	0.681
R Square	0.463
Adjusted R Square	0.461
Standard Error	1.008
Observations	428,000

ANOVA					
	Df	SS	MS	F	Significance F
Regression	2.000	373.105	186,552	183.443	0.000
Residual	425,000	432.205	1.017		
Total	427,000	805,309			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95,0%	Upper 95,0%
Intercept	0.580	0.137	4,230	0.000	0.310	0.850	0.310	0.850
I-Sing	0.314	0.053	5,889	0.000	0.209	0.418	0.209	0.418
I-Wear	0.447	0.047	9,425	0.000	0.354	0.540	0.354	0.540

The value of R squared is given as 0.46, which leads us to the exploratory conclusion that two variables out of 31 account for almost half of the total change in the dependent variable; considering the fact that there is an infinite number of variables affecting any output. In our case, such output is consumers' behavior of purchasing fashion product from club store. At this point, it is important to detect the two main variables in order to include 46% of all possible effective factors.

To get deeper in our analysis, according to this equation firstly we can conclude if "I-Sing" increases by one point, Co-BuyFashion would increase by 0.314 points. Secondly, this equation also implies that if "I-Wear" increases by one point, Co-BuyFashion would increase by 0.447. At this point, it is also required to state the

p-values of independent variables are all 0.000. Hence, all independent variables are statistically very significant at 1% level threshold.

Lastly, we see that the two main factors affecting a football consumer's behavior of purchasing fashion product from club store are again the levels of I-Sing and I-Wear. Concluding with stating that this situation falls within the scope of our expectations, and thus strengthens our thesis.

#### 4.4.2 Summary of regression analysis

The results of our regression analysis can be summarized in two parts: (1) regarding indirect consumption activities, and (2) regarding the four levels of the football world.

As for the indirect consumption activities, we have analyzed how other variables in the 1st level affect consumers' behavior with respect to watching a football match on TV (Co-WatchTV) and reading football related news (Co-Read).

$$\text{Co-WatchTV} = 0.043 + (0.245 * \text{E-Expert}) + (0.186 * \text{E-Aesthetic}) + (0.547 * \text{I-Chat})$$

This suggests that variable I-Chat very strongly and significantly affects Co-WatchTV -0.547-. Whereas other two independent variables are also significant, E-Aesthetic is the item with the weakest impact on Co-WatchTV comparing to other two. It has an impact of 0.186 whereas E-Expert is effective around 0.245. R-squared is also given as 0.66, indicating that these three independent variables account for 66% of the change in the dependent variable, Co-WatchTV.

$$\begin{aligned} \text{Co-Read} = & 0.013 + (0.212 * \text{E-Expert}) + (0.184 * \text{E-Aesthetic}) + (0.519 * \text{I-Chat}) \\ & + (0.519 * \text{I-Manage}) \end{aligned}$$

This suggests that variable I-Chat very strongly and significantly affects Co-Read -0.519-, just like Co-WatchTV case. Whereas other two independent variables

are also significant, I-Manage is the item with the weakest impact on Co-Read comparing to other three. It has an impact of 0.186 whereas E-Expert and E-Aesthetic are effective around 0.212 and 0.184 respectively. R-squared is also given as 0.67, indicating that these four independent variables account for 67% of the change in the dependent variable, Co-Read.

As for the four levels of the football world, we have three areas of analysis. Firstly, we analyzed how variables in the first level affect other variables in the 1st and 2nd level (I-Chat and Cl-TellStories).

$$\begin{aligned} \text{I-Chat} = & -0.061 + (0.114*\text{E- Played}) + (0.203*\text{E- Expert}) + (0.168*\text{I- Predict}) \\ & + (0.221*\text{Co-WatchTV}) + (0.330*\text{Co-Read}) \end{aligned}$$

This suggests that variable Co-Read and Co-WatchTV are very strongly and significantly affects I-Chat -0.330 and 0.221 respectively-. Comparing this finding with the first two regression analysis result; we can detect an interrelation between I-Chat and the related two consumption activities. Whereas other two independent variables (E-Expert and I-Predict) are also significant, I-Manage is the item with the weakest impact on I-Chat comparing to other four. It has an impact of 0.168 whereas E-Expert and I-Predict are effective around 0.203 and 0.168 respectively. R-squared is also given as 0.77, indicating that these four independent variables account for 77% of the change in the dependent variable, I-Chat

$$\begin{aligned} \text{Cl-TellStories} = & 1.020 + (0.277*\text{I-Predict}) + (0.336*\text{Co-WatchTV}) \\ & + (0.138*\text{Co-Read}) \end{aligned}$$

This suggests that variable Co-WatchTV very strongly and significantly affects Cl-TellStories -0.336-. Whereas other two independent variables are also significant, Co-Read is the item with the weakest impact on Cl-TellStories comparing to I-Predict. It has an impact of 0.138 whereas I-Predict is effective

around 0.277. R-squared is also given as 0.47, indicating that these three independent variables account for 46,8% of the change in the dependent variable, CI-TellStories.

Secondly, we analyzed how variables in the 1st and 2nd level (I-Chat and CI-TellStories) affect other variables in the 3rd level (I-Sing and I-Wear).

$$I-Sing = 1.203 + (0.396 * I-Chat) + (0.264 * CI-TellStories)$$

This suggests that variable I-Chat very strongly and significantly affects I-Sing. Whereas CI-TellStories is also significant, it has a weaker impact on I-Sing comparing to I-Chat. It has an impact of 0.264 whereas I-Chat is effective around 0.396. R-squared is also given as 0.45, indicating that these two independent variables account for 45% of the change in the dependent variable, I-Sing.

$$I-Wear = 0.821 + (0.321 * I-Chat) + (0.406 * CI-TellStories)$$

This suggests that variable CI-TellStories is very strongly and significantly affects I-Wear. Whereas I-Chat is also significant, it has a weaker impact on I-Wear comparing to CI-TellStories. It has an impact of 0.321 whereas CI-TellStories is effective around 0.406. R-squared is also given as 0.42. indicating that these two independent variables account for 42% of the change in the dependent variable, I-Wear.

Thirdly, we analyzed how other variables in the 3rd level (I-Sing and I-Wear) affect Co-BuyUniform, Co-BuyPresent Co-BuyFashion.

$$CoBuyUniform = 0.182 + (0.330 * I-Sing) + (0.323 * I-Wear)$$

This suggests that variable I-Sing strongly affects Co-BuyUniform. Whereas I-Wear is also significant, it has a weaker impact on Co-BuyUniform comparing to I-Sing. It has an impact of 0.323 whereas I-Sing is effective around 0.330. R-squared is also given as 0.44, indicating that these two independent variables account for 44% of the change in the dependent variable, Co-BuyUniform.

$$\text{Co-BuyPresent} = 0.654 + (0.250 * \text{I-Sing}) + (0.411 * \text{I-Wear})$$

This suggests that variable I-Wear strongly affects Co-BuyPresent. Whereas I-Sing is also significant, it has a weaker impact on Co-BuyPresent comparing to I-Wear. It has an impact of 0.250 whereas I-Wear is effective around 0.441. R-squared is also given as 0.35, indicating that these two independent variables account for 35% of the change in the dependent variable, Co-BuyPresent.

$$\text{Co-BuyFashion} = 0.580 + (0.314 * \text{I-Sing}) + (0.447 * \text{I-Wear})$$

This suggests that variable I-Wear strongly affects Co-BuyFashion. Whereas I-Sing is also significant, it has a weaker impact on Co-BuyFashion comparing to I-Wear. It has an impact of 0.314 whereas I-Wear is effective around 0.447. R-squared is also given as 0.46, indicating that these two independent variables account for 46% of the change in the dependent variable, Co-BuyFashion.

We may now proceed to the conclusion part that summarizes gender-related analysis (the first half of the thesis); and factor analysis and regression analyses (second half of the thesis).

## CHAPTER 5

### CONCLUSION

Our study has two main objectives: (1) trying to explain the football fans' processes of taking part of the football world by reconstructing Holt's consumption metaphors, and (2) trying to understand the differences female and male football consumers bear in terms of being part of the football world.

As for our first objective, we analyzed the metaphors of Holt, i.e. consuming as experience, consuming as integration, consuming as classification, and consuming as play, with the data we collected from 25 questions prepared according to these metaphors, as well as six additional questions regarding the activity of consumption. Drawing on the results of statistical data processing methods that we applied, we detected that there are four groups that categorize these 31 variables, and we named them as (1) individual level, (2) social level, (3) assimilation and consumption level, and (4) extreme level. As a result, we claimed that these four steps can be utilized in explaining the process of taking part of the football world.

In individual level, all experiences she gains such as learning the rules of the game or becoming an expert about the history of football individually may contribute to her creation of a belief; hence she can conduct well the football-related management processes (I-Manage), or can predict the results of a match before it is played (I-Predict).

Besides that, all these personal involvements in the football world lead to the development of the media sector, the game sector, and the gambling sector related to sports. In parallel with this, we can conclude that these three sectors that grew enormously based on sports contributes to the process of attachment to the football

world that the consumer experiences on an individual level, due to the high levels of advertisement expenses and football's central placement in the lives of consumers. But we excluded the probable analyses on these sectors from the extent of this research.

Accordingly, consumers start to take part in this world by reading printed materials on football, watching sporting programs and matches, learning the rules of the game, appreciating the aesthetical features of football, and trying to foresee the results of matches. These actions lead to transitioning to the second level, i.e. social level, that starts with having daily conversations on football. At this point, the variable I-Chat plays a relatively significant role compared to variables E-Played and E-ActivelyPlayed in transition from Individual Level to Social Level. Because, playing football during one's life occupies little time or a consumer who has played football many times for the last five years may go back to individual level whereas communicating with fans about football occupies too much time in daily routine and provide an ideal and practical way of moving to second level.

On the social level, consumers start to interact with other football consumers with stadium placed in the center. These interactions allow them to take such actions with other consumers that they are not able to do individually, such as appreciating the atmosphere at the stadium, affecting the other actors -e.g. referee, player- with this atmosphere, feeling collective grieves and rejoices. Moreover, actions are tested as part of Play metaphor, i.e. experiencing happiness and sadness as a group, and using football as a means of socialization, need to be considered under this concept by definition. In this light, we think that it would be more appropriate to use the term "socialization" instead of classification and play, and to name the corresponding layer as the "Social Stage." These actions of socialization have sharing common

memories in the center. And this aural sharing is claimed to be the first step of the process of assimilation. Before that, we mentioned about the notion of appreciation which can be included into both individual level and social level. A consumer appreciate aesthetics if the match is watched on TV since an action can be seen from different perspectives many times while a consumer appreciate ambiance in football stadium if he needs to involve a unique social fun group. Thus, appreciating aesthetics is included into individual level and appreciating ambiance is included in social level.

As for the third step, i.e. assimilation and consumption, we see the process of assimilation having started with talking about football's past and now deepening. We, therefore, claim that this concept can be materialized and measured via variables whether they know their club's anthem by heart, and whether they go to the stadium to see the match of their club with their club uniforms on. We show that at the end, this process of assimilation has an impact on the sales of uniforms, gifts and fashion goods at the club stores. In addition, it is reasonable to include the question testing whether football consumers would participate in events of their clubs such as store promotion in this group.

Apart from the in-store sales that provide direct revenue to the clubs, we try to understand the consumption pattern regarding the sporting media. As a result, we try to develop ways to increase the impact of the sporting media that has held the responsibility of producing printed and visual material that can be related to the individual level. We further show the sporting media that they can reach more people using some strategies such as making people talk about football, and making them gain self-esteem about their knowledgeability about football or their ability to conduct the management processes.

The most interesting claim constructed by supporting the results of the factor analysis with the results of the regression is that fans being involved in the assimilation step via voluntarily taking part in activities such as painting their face in their team's colors, memorizing the club's anthems, wearing club's uniform constitute the last step before the consumption step. In other words, this study proposes that the last step clubs should go through in order to pass their fans to the consumption step is the assimilation process. The cause and effect relation is not simply proposed as "if consumers memorize the team's anthems, they will consume its products." It is rather the process; if they are assimilated to a degree that they memorize the anthems, and then it would be easier to drive them to consumption.

In this manner, we can investigate which consumption metaphors have more impact on consumption behavior. As a result of this study, we have seen that some variables have a high correlation (over 0.6) with some of other variables. This means that some consumption activities (Co-WatchTV, Co-Read) are highly correlated to almost all consumption metaphors. On the other hand, some other consumption activities such as watching match in a stadium or buying fashion is not highly correlated with these consumption metaphors. Also, it should be given attention that metaphor I-Chat that is mentioned as metaphor acting significantly has the highest levels of correlation with consumption behaviors with metaphor E-Expert.

We lastly define a fourth level, i.e. the extreme level, which shows that the process of assimilation can be experienced via undesired actions and feelings such as throwing things on the field, or feeling hostility towards the opposing team. So, this factor analysis provides us a new layer to examine the negative actors and actions of the football world.

This factor constitutes 10 points out of the total variance explained, while the positive factors constitute 56 points. This percentage could be higher/lower in another sample with higher/lower level of hooliganism. Regardless of the percentage, this factor shows that a group of fans could transfer to the extremes rather than consumption.

As for our second objective, we have concluded that the biggest difference between female and male consumers is among experience-related variables. Among the experience-related variables, we have seen that the biggest difference is related to whether the consumer keeps on playing football actively. In addition, we have concluded that male consumers are more self-confident about knowledgeability on the history of football, conducting football-related management processes, and making foresight than female consumers. Furthermore, we have seen that male consumers rank better in including football or previous football-related experiences in daily conversations, following related printed and visual media, and watching matches at the stadium than female consumers.

Next, we are combining the analyses we made in the second half of this study with the ones we made in the first half. As a consequence, we show that the biggest difference between female and male consumers occurs at the individual level, and in all features such as following football-related news from the printed and visual media, experiencing playing football, thinking that they are knowledgeable about the history of football, and they can foresee the match results, female consumers rank lower than male consumers. We, therefore, show that in perceiving and using football as part of daily conversations, which we stated as the expected result of all the previous statements, female consumers rank lower than male consumers. Even though it is not at the same rate as in the previous statement, we see that male

consumers rank higher in elements of assimilation, which leads to male consumers being better consumers of club stores. However, we emphasize the main difference not based on the consumption at club stores that provides direct revenue to the clubs, but based on the consumption of media products that are related to the first step, i.e. individual level. Thus, we show which elements should be focused on by the managers in order to increase the positive return rates of female consumers in the media sector.

When these findings are considered, it can be obviously answered that why football industry is so successful at attracting male customers while it is not at attracting female customers. We have seen that male customers are more exposed and engaged to football world in their lifetime than female customers. As a result of this, football clubs provide consumption types more suitable for male consumers and male customers are more likely to have fun with the consumption products and services of experience type produced by sports clubs.

## APPENDIX A

## QUESTIONNAIRE IN TURKISH

Cinsiyetiniz				
Kadın				
Erkek				
Uyruğunuz				
T. C.				
Diğer (lütfen belirtin)				
Desteklediğiniz takım				
Beşiktaş				
Galatasaray				
Fenerbahçe				
Trabzonspor				
Milli Takım				
Diğer (lütfen belirtin)				
Yaşınız				
-18				
18-24				
25-30				
31-40				
40+				
Futbol olgusunun sizin için ne anlam ifade ettiğini tek bir kelime/cümle ile açıklayın				
Kendimi, futbol oyununun kurallarını bilen biri olarak tanımlayabilirim.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Kendimi, ofsayt kuralını tanımlayabilecek ve oyun içerisinde anlamlandırabilecek biri olarak tanımlayabilirim.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Hayatım boyunca birçok kez futbol oynamışım.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Son 5 sene içerisinde birçok kez futbol oynamışım.				

Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Kendimi futbolun tarihini, futbol efsanelerini, önemli maçları ve turnuvaları bilen, bunları, günümüz oyuncularını, yerel ve milli takım performansları ile kıyaslayabilecek biri olarak tanımlayabilirim.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Futbol oyunu içerisinde gerçekleşen, röveşata, Panenka vuruşu gibi, fiziksel atraksiyonları estetik bulurum.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Futbol statlarındaki atmosferi büyüleyici bulurum.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Bazı taraftarlar, "desteklediğim takımın stadında yediğim sosisli sandviçin tadı, başka hiçbir şeyde yok" ya da "futbol maçı izlerken soğuk bir bira içmek, diğer bütün içme tecrübelerinden daha iyidir" gibi sözler söylerler. Buna benzer tecrübeler yaşadığımı söyleyebilirim.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Sıkça, arkadaşlarımla ya da tanıdıklarımla, futbol hakkında konuşurum.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Desteklediğim takımın maçına gittiğimde, yüzümü, desteklediğim takımın rengine boyadım ya da boyayabilirim.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Desteklediğim takımın, şarkılarının, marşlarının sözlerini ezbere bilirim.				

Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Takımımı desteklemek için her maça gittiğimde, takımımın formasını giyerim.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Stadyumdaki varlığımın, ıslıklarımın ve protestolarımın, sırasıyla, oyuncu performansını, hakem ve yönetici kararlarını etkilediğini düşünürüm.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Kendimi, maç sonuçlarını, oynanmadan tahmin edebilen biri olarak tanımlarım.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Desteklediğim futbol kulübünü, en azından mevcut yöneticiler ve teknik direktörler kadar iyi yönetebileceğime inanırım.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Desteklediğim futbol kulübünün düzenlediği, futbolculardan imza toplama, mağaza promosyonları, oyuncu tanıtımları gibi promosyon etkinliklerine katıldım ya da katılırım.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Statta maç izlerken, sahaya yabancı madde attım ya da atabilirim.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

Bir takım gol attığında, taraftarları, coşkulu bir sevinç yaşar, yumruklarını sıkarak havaya kaldırır; ancak istenmeyen bir sonuç aldığıda ise, gözyaşı ve öfke hakim olur. Desteklediğim takım gol attığında veya istenmeyen bir sonuçla karşılaştığında, ben de aynı şekilde hissederim.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Futbol, benim için, diğer taraftarlarla sosyalleşmek, eğlenmek için kullandığım bir araçtır.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Desteklediğim takıma beslediğim olumlu duygular kadar, desteklediğim takımın en büyük rakibi olan takıma karşı da olumsuz duygular beslerim.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Maçlara gittiğim zaman fotoğraf veya video çeker, sosyal medyada paylaşıyorum.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Desteklediğim takımın maçına gittiğimde, maçın sonucu ne olursa olsun, oyunun sonuna kadar stattan ayrılmam.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Maçta gelişmekte olan olaylar hakkında, öncesinden, mantıklı tahminlerde bulunabilirim.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Desteklediğim takımla aynı seviyede bağlılık duyduğum oyuncular/ teknik direktörler/ yöneticiler de vardır.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

Televizyonda, haftada en az bir defa, futbol maçı ya da programı izlerim.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Neredeyse her gün, internetten veya gazetelerden, futbol haberleri okurum.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
En azından ayda bir defa, stadımda, futbol maçı izlerim.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Her yıl, desteklediğim futbol kulübünün formasını satın alırım.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Desteklediğim futbol kulübünün mağazasından, DVD, kitap, saat gibi hediyelik eşyalar aldım ya da alırım.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Desteklediğim futbol kulübünün mağazasından, t-shirt, eşofman gibi moda ürünleri aldım ya da alırım.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Geçmişte gittiğim veya izlediğim maçları, arkadaşlarıma/tanıdıklarına anlatırım.				
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum, ne de katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

APPENDIX B

QUESTIONNAIRE IN ENGLISH

Gender
Kadın
Erkek
Nationality
T. C.
Diğer (lütfen belirtin)
Football club supported
Beşiktaş
Galatasaray
Fenerbahçe
Trabzonspor
Milli Takım
Diğer (lütfen belirtin)
Age
-18
18-24
25-30
31-40
+40
Please describe what "football" means to you with only one word or sentence.

I consider myself informed about the rules of the football game

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I can define what offside is and recognize it when I see it in a football match.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I have played football several times during my life.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I have played football many times during the last 5 years.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I consider myself informed about the history of football, legendary players, remarkable matches and tournaments, and I am able to compare them with the performance of current players, in local and national teams.				

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I find some physical attractions (e.g. bicycle kick, Panenka penalty) occurring in a football match aesthetic.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I find the ambience in football stadiums amusing				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Some fans say "hot dog tastes better when I eat it at football stadium" or "drinking a cold beer during a football match is better than any other drinking experience." I share similar ideas, experiences with such fans.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I talk about football with my friends a lot.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I did or would paint my face in my favorite football club's colors when I go to support them.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I know the lyrics of my favorite football club's songs or anthems.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Anytime I go to watch my favorite football club's football match; I wear the uniform of my favorite football club.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I believe my existence, my cheering or protests in the stadium have an impact on, the performance of players, the decision of referee or managers.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I can predict the match results accurately.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I believe I can manage my favorite football club at least as well as many professional football managers.				

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I did or would engage with some promotion activities of my favorite football club, such as asking for autographs or attending conventions and store promotions.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I did or would pelt the field with foreign objects.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
When a team scores, its fans celebrate it by raising their fists into the air and yelling whereas when fans face with an undesired ending, the disappointment brings tears and anger. I definitely feel the same way when my team scores.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I consider football as an instrument of socialization with other fans and entertainment.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I have negative feelings toward the most important competitor of my favorite football club as strongly as the positive feelings toward my favorite football club.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
When I go to a football stadium to support my favorite football club, I take photos and videos, and I share them via social network channels.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
When I go to the stadium to support my favorite football club, I stay there until the end of the game no matter what the score is.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I can make sensible judgments and predictions about what is happening or about to happen during the match time.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
There are some football players or managers that I feel involved as much as I feel involved with my favorite football club.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I watch football match/ program on TV at least once a week.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

I read football pages online or on printed media almost every day.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I attend a football match at the stadium at least once in a month.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I buy the uniform of my favorite football club once a year.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I did or would buy gifts (DVDs, books, watches) from the store of my favorite football club.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I did or would buy fashion products (t-shirts, polo) or some other equipment from the store of my favorite football club.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I tell stories about football matches I watched or attended to my friends.				
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

APPENDIX C

VARIABLES CORRESPONDING TO THE QUESTIONS

QUESTION	CORRESPONDING VARIABLE
Q1) I consider myself informed about the rules of the football game.	E-Rule
Q2) I can define what offside is and recognize it when I see it in a football match.	E-Offside
Q3) I have played football several times during my life.	E-Played
Q4) I have played football many times during the last five years.	E-ActivelyPlayed
Q5) I consider myself informed about the history of football, legendary players, remarkable matches and tournaments, and I am able to compare them with the performance of current players in local and national teams.	E-Expert
Q6) I find some physical attractions (i.e. bicycle kick, Panenka penalty) occurring in a football match aesthetic.	E-Aesthetic
Q7) I find the ambiance in football stadiums amusing.	E-Ambiance
Q8) Some fans say “hot dog tastes better when I eat it at football stadium” or “drinking a cold beer during a football match is better than any other drinking experience.” I share similar ideas, experiences with such fans.	E-Food
Q9) I talk about football with my friends a lot.	I-Chat
Q10) I did or would paint my face in my favorite football club’s colors when I go to support them.	I-Paint
Q11) I know the lyrics of my favorite football club’s songs or anthems.	I-Sing
Q12) Anytime I go to watch my favorite football club’s football match, I wear the uniform of my favorite football club.	I-Wear
Q13) I believe my existence, my cheering or protests in the stadium have an impact on, the performance of players, the decision of referee or managers.	I-Involve
Q14) I can predict the match results accurately.	I-Predict
Q15) I believe I can manage my favorite football club at least as well as many professional football managers.	I-Manage
Q16) I did or would engage with some promotion activities of my favorite football club, such as asking for autographs or attending conventions and store promotions.	I-Participate
Q17) I did or would pelt the field with foreign objects.	I-Get dirty
Q18) when a team scores, its fans celebrate it by raising their fists into the air and yelling whereas when fans face with an undesired ending, the disappointment brings tears and anger. I definitely feel the same way when my team scores.	P-Feel

Q19) I consider football as an instrument of socialization with other fans and entertainment.	P-Socialize
Q20) I have negative feelings toward the most important competitor of my favorite football club as strongly as the positive feelings toward my favorite football club.	CI-Hatred
Q21) when I go to a football stadium to support my favorite football club, I take photos and videos, and I share them via social network channels.	CI-Share
Q22) I tell stories about football matches I watched or attended with my friends.	CI-TellStories
Q23) when I go to the stadium to support my favorite football club I stay there until the end of the game no matter what the score is.	CI-Stay
Q24) I can make sensible judgments and predictions about what is happening or about to happen during the match time.	CI-See
Q25) there are some football players or managers that I feel involved as much as I feel involved with my favorite football club.	CI-Connected
Q.C1) I watch football match/ program on TV at least once a week.	Co-WatchTV
Q.C2) I read football pages online or on printed media almost every day.	Co-Read
Q.C3) I attend a football match at the stadium at least once in a month.	Co-WatchStadium
Q.C4) I buy the uniform of my favorite football club once a year.	Co-BuyUniform
Q.C5) I did or would buy gifts (DVDs, books, watches) from the store of my favorite football club.	Co-BuyPresent
Q.C6) I did or would buy fashion products (t-shirts, sweat suit) or some other equipment from the store of my favorite football club.	Co-BuyFashion

APPENDIX D

ROTATED COMPONENT MATRIX<sup>a</sup>

Question	Variable Number	Component			
		1	2	3	4
Q3) I have played football several times during my life.	V3	,790	,115	,080	,144
Q4) I have played football many times during the last five years.	V4	,788	,115	,162	,217
Q1) I consider myself informed about the rules of the football game.	V1	,767	,313	,146	,168
Q2) I can define what offside is and recognize it when I see it in a football match.	V2	,756	,276	,099	,159
Q5) I consider myself informed about the history of football, legendary players, remarkable matches and tournaments, and I am able to compare them with the performance of current players in local and national teams.	V5	,710	,177	,266	,380
Q.C2) I read football pages online or on printed media almost every day.	V9	,683	,237	,328	,359
Q6) I find some physical attractions (i.e. bicycle kick, Panenka penalty) occurring in a football match aesthetic.	V6	,648	,378	,130	,127
Q9) I talk about football with my friends a lot.	V15	,646	,334	,365	,358
Q.C1) I watch football match/ program on TV at least once a week.	V8	,619	,339	,368	,323
Q15) I believe I can manage my favorite football club at least as well as many professional football managers.	V21	,561	,133	,214	,527
Q14) I can predict the match results accurately.	V20	,452	,364	,194	,426
Q23) when I go to the stadium to support my favorite football club I stay there until the end of the game no matter what the score is.	V29	,138	,704	,269	,225
Q18) when a team scores, its fans celebrate it by raising their fists into the air and yelling whereas when fans face with an undesired ending, the disappointment brings tears and anger. I definitely feel the same way when my team scores.	V24	,142	,633	,277	,334
Q21) when I go to a football stadium to support my favorite football club, I take photos and videos, and I share them via social network channels.	V27	,026	,628	,413	,229
Q25) there are some football players or managers that I feel involved as much as I feel involved with my favorite football club.	V31	,394	,581	,265	,301
Q19) I consider football as an instrument of socialization with other fans and entertainment.	V25	,341	,581	,138	,027
Q22) I tell stories about football matches I watched or attended with my friends.	V28	,373	,578	,342	,305
Q24) I can make sensible judgments and predictions about what is happening or about to happen during the match time.	V30	,515	,528	,170	,322
Q13) I believe my existence, my cheering or protests in the stadium have an impact on, the performance of players, the decision of referee or managers.	V19	,287	,523	,236	,262

Question	Variable Number	Component			
		1	2	3	4
Q.C5) I did or would buy gifts (DVDs, books, watches) from the store of my favorite football club.	V12	,093	,200	,810	,087
Q.C6) I did or would buy fashion products (t-shirts, sweat suit) or some other equipment from the store of my favorite football club.	V13	,139	,347	,776	,070
Q.C4) I buy the uniform of my favorite football club once a year.	V11	,341	,137	,720	,246
Q16) I did or would engage with some promotion activities of my favorite football club, such as asking for autographs or attending conventions and store promotions.	V22	,119	,184	,698	,280
Q12) Anytime I go to watch my favorite football club's football match, I wear the uniform of my favorite football club.	V18	,131	,510	,622	,212
Q11) I know the lyrics of my favorite football club's songs or anthems.	V17	,237	,464	,523	,294
Q.C3) I attend a football match at the stadium at least once in a month.	V10	,361	-,027	,521	,405
Q10) I did or would paint my face in my favorite football club's colors when I go to support them.	V16	-,220	,400	,495	,165
Q8) Some fans say "hot dog tastes better when I eat it at football stadium" or "drinking a cold beer during a football match is better than any other drinking experience." I share similar ideas, experiences with such fans.	V14	,245	,269	,454	,431
Q17) I did or would pelt the field with foreign objects.	V23	-,075	-,074	-,050	,868
Q20) I have negative feelings toward the most important competitor of my favorite football club as strongly as the positive feelings toward my favorite football club.	V26	,083	,447	,287	,466

Extraction Method: Principal Component Analysis.

Rotation Method: Equamax with Kaiser Normalization.

<sup>a</sup>. Rotation converged in 16 iterations.

APPENDIX E

CORRELATION TABLE OF ALL VARIABLES (31x31)

	E-Rule	E-Offside	E-Played	E-ActivelyPlayed	E-Expert	E-Aesthetic	E-Ambiance	E-Food	I-Chat	I-Paint	I-Sing	I-Wear	I-Involve	I-Predict	I-Manage	I-Participate	I-Get dirty	P-Feel	P-Socialize	Cl-Hatred	Cl-Share	Cl-TellStories	Cl-Stay	Cl-See	Cl-Connected	Co-WatchTV	Co-Read	Co-WatchStadium	Co-BuyUniform	Co-BuyPresent	Co-BuyFashion
E-Rule	1.00																														
E-Offside	0.85	1.00																													
E-Played	0.63	0.60	1.00																												
E-ActivelyPlayed	0.62	0.60	0.77	1.00																											
E-Expert	0.66	0.61	0.57	0.67	1.00																										
E-Aesthetic	0.64	0.61	0.55	0.55	0.58	1.00																									
E-Ambiance	0.49	0.40	0.31	0.30	0.45	0.49	1.00																								
E-Food	0.40	0.42	0.33	0.36	0.46	0.36	0.43	1.00																							
I-Chat	0.67	0.62	0.59	0.64	0.77	0.62	0.54	0.57	1.00																						
I-Paint	0.13	0.11	0.01	0.06	0.14	0.19	0.31	0.31	0.23	1.00																					
I-Sing	0.47	0.40	0.32	0.37	0.53	0.40	0.55	0.56	0.64	0.43	1.00																				
I-Wear	0.40	0.37	0.29	0.34	0.42	0.40	0.51	0.52	0.58	0.54	0.68	1.00																			
I-Involve	0.40	0.36	0.41	0.44	0.45	0.41	0.48	0.47	0.55	0.32	0.42	0.49	1.00																		
I-Predict	0.53	0.48	0.46	0.49	0.61	0.51	0.42	0.42	0.65	0.26	0.50	0.48	0.46	1.00																	
I-Manage	0.54	0.50	0.52	0.58	0.67	0.46	0.34	0.48	0.66	0.15	0.47	0.40	0.40	0.59	1.00																

	E-Rule	E-Offside	E-Played	E-Actively Played	E-Expert	E-Aesthetic	E-Ambiance	E-Food	I-Chat	I-Paint	I-Sing	I-Wear	I-Involve	I-Predict	I-Manage	I-Participate	I-Get dirty	P-Feel	P-Socialize	CI-Hatred	CI-Share	CI-Tell Stories	CI-Stay	CI-See	CI-Connected	Co-Watch TV	Co-Read	Co-Watch Stadium	Co-Buy Uniform	Co-Buy Present	Co-Buy Fashion
I-Participate	0.32	0.27	0.24	0.32	0.39	0.31	0.37	0.46	0.48	0.52	0.52	0.58	0.39	0.44	0.42	1.00															
I-Get dirty	0.12	0.12	0.10	0.16	0.21	0.13	0.07	0.25	0.21	0.17	0.15	0.11	0.17	0.28	0.32	0.24	1.00														
P-Feel	0.42	0.37	0.28	0.32	0.43	0.41	0.53	0.45	0.51	0.35	0.57	0.58	0.47	0.42	0.41	0.38	0.20	1.00													
P-Socialize	0.41	0.38	0.31	0.36	0.37	0.42	0.44	0.32	0.45	0.27	0.38	0.39	0.37	0.43	0.32	0.33	0.01	0.41	1.00												
CI-Hatred	0.33	0.30	0.21	0.26	0.41	0.32	0.38	0.41	0.48	0.26	0.52	0.53	0.40	0.41	0.40	0.36	0.25	0.56	0.26	1.00											
CI-Share	0.30	0.26	0.20	0.26	0.35	0.34	0.42	0.46	0.45	0.46	0.54	0.64	0.47	0.42	0.32	0.47	0.10	0.52	0.43	0.51	1.00										
CI-Tell Stories	0.52	0.49	0.41	0.48	0.55	0.49	0.54	0.55	0.68	0.30	0.58	0.60	0.51	0.55	0.50	0.48	0.19	0.56	0.53	0.55	0.62	1.00									
CI-Stay	0.41	0.37	0.24	0.32	0.43	0.39	0.52	0.46	0.52	0.37	0.58	0.58	0.54	0.44	0.36	0.38	0.13	0.56	0.44	0.46	0.55	0.62	1.00								
CI-See	0.62	0.58	0.50	0.52	0.63	0.54	0.47	0.47	0.65	0.26	0.53	0.49	0.49	0.67	0.58	0.38	0.16	0.54	0.51	0.46	0.45	0.67	0.60	1.00							
CI-Connected	0.54	0.50	0.43	0.47	0.56	0.53	0.53	0.51	0.66	0.34	0.57	0.54	0.51	0.59	0.49	0.44	0.18	0.57	0.52	0.48	0.50	0.69	0.59	0.67	1.00						
Co-Watch TV	0.65	0.62	0.51	0.59	0.71	0.60	0.58	0.55	0.79	0.25	0.60	0.55	0.53	0.59	0.60	0.47	0.20	0.50	0.45	0.46	0.44	0.64	0.49	0.65	0.63	1.00					
Co-Read	0.66	0.62	0.55	0.63	0.77	0.60	0.52	0.52	0.83	0.18	0.57	0.49	0.50	0.59	0.65	0.41	0.21	0.48	0.39	0.47	0.38	0.61	0.45	0.64	0.60	0.82	1.00				
Co-Watch Stadium	0.40	0.37	0.31	0.45	0.54	0.35	0.34	0.52	0.49	0.25	0.44	0.44	0.30	0.41	0.45	0.48	0.27	0.33	0.31	0.35	0.38	0.46	0.31	0.41	0.42	0.54	0.54	1.00			
Co-Buy Uniform	0.44	0.41	0.34	0.43	0.56	0.39	0.40	0.54	0.57	0.38	0.60	0.61	0.38	0.47	0.48	0.55	0.16	0.42	0.36	0.47	0.49	0.54	0.42	0.49	0.50	0.60	0.60	0.62	1.00		
Co-Buy Present	0.29	0.22	0.19	0.25	0.36	0.29	0.37	0.45	0.44	0.39	0.51	0.57	0.35	0.35	0.30	0.57	0.09	0.44	0.29	0.41	0.42	0.48	0.44	0.38	0.43	0.44	0.38	0.41	0.60	1.00	
Co-Buy Fashion	0.36	0.32	0.26	0.30	0.38	0.37	0.43	0.50	0.52	0.45	0.59	0.65	0.42	0.39	0.34	0.56	0.06	0.50	0.35	0.46	0.50	0.55	0.54	0.43	0.51	0.48	0.45	0.38	0.61	0.80	1.00

APPENDIX F

VARIABLES WITH HIGH CORRELATION (23X23)

	E-Rule	E-Offside	E-Played	E-ActivelyPlayed	E-Expert	E-Aesthetic	I-Chat	I-Sing	I-Wear	I-Predict	I-Manage	CI-Share	CI-TellStories	CI-Stay	CI-Sec	CI-Connected	Co-WatchTV	Co-Read	Co-WatchStadium	Co-BuyUniform	Co-BuyPresent	Co-BuyFashion	
E-Rule	1.00																						
E-Offside	0.85	1.00																					
E-Played	0.63	0.60	1.00																				
E-ActivelyPlayed	0.62	0.60	0.77	1.00																			
E-Expert	0.66	0.61	0.57	0.67	1.00																		
E-Aesthetic	0.64	0.61	0.55	0.55	0.58	1.00																	
I-Chat	0.67	0.62	0.59	0.64	0.77	0.62	1.00																
I-Sing	0.47	0.40	0.32	0.37	0.53	0.40	0.64	1.00															
I-Wear	0.40	0.37	0.29	0.34	0.42	0.40	0.58	0.68	1.00														
I-Predict	0.53	0.48	0.46	0.49	0.61	0.51	0.65	0.50	0.48	1.00													
I-Manage	0.54	0.50	0.52	0.58	0.67	0.46	0.66	0.47	0.40	0.59	1.00												
CI-Share	0.30	0.26	0.20	0.26	0.35	0.34	0.45	0.54	0.64	0.42	0.32	1.00											
CI-TellStories	0.52	0.49	0.41	0.48	0.55	0.49	0.68	0.58	0.60	0.55	0.50	0.62	1.00										
CI-Stay	0.41	0.37	0.24	0.32	0.43	0.39	0.52	0.58	0.58	0.44	0.36	0.55	0.62	1.00									
CI-Sec	0.62	0.58	0.50	0.52	0.63	0.54	0.65	0.53	0.49	0.67	0.58	0.45	0.67	0.60	1.00								
CI-Connected	0.54	0.50	0.43	0.47	0.56	0.53	0.66	0.57	0.54	0.59	0.49	0.50	0.69	0.59	0.67	1.00							
Co-WatchTV	0.65	0.62	0.51	0.59	0.71	0.60	0.79	0.60	0.55	0.59	0.60	0.44	0.64	0.49	0.65	0.63	1.00						
Co-Read	0.66	0.62	0.55	0.63	0.77	0.60	0.83	0.57	0.49	0.59	0.65	0.38	0.61	0.45	0.64	0.60	0.82	1.00					
Co-WatchStadium	0.40	0.37	0.31	0.45	0.54	0.35	0.49	0.44	0.44	0.41	0.45	0.38	0.46	0.31	0.41	0.42	0.54	0.54	1.00				
Co-BuyUniform	0.44	0.41	0.34	0.43	0.56	0.39	0.57	0.60	0.61	0.47	0.48	0.49	0.54	0.42	0.49	0.50	0.60	0.60	0.62	1.00			
Co-BuyPresent	0.29	0.22	0.19	0.25	0.36	0.29	0.44	0.51	0.57	0.35	0.30	0.42	0.48	0.44	0.38	0.43	0.44	0.38	0.41	0.60	1.00		
Co-BuyFashion	0.36	0.32	0.26	0.30	0.38	0.37	0.52	0.59	0.65	0.39	0.34	0.50	0.55	0.54	0.43	0.51	0.48	0.45	0.38	0.61	0.80	1.00	

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